

Salihara Lodging as a Small and Medium Business

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Abstract

Lodging is a business that has developed quite rapidly because competition between companies is getting tighter because of the increasing number of similar restaurants offered. This competition will have an impact on the company because the tighter the competition, consumers will have a selection of the product. MSMEs (Micro, Small and Medium Enterprises) play a very large role in advancing the Indonesian economy. Apart from being one of the new job alternatives, MSMEs also played a role in encouraging the pace of economic growth after the 1997 monetary crisis when large companies experienced difficulties in developing their businesses. Currently, MSMEs have contributed greatly to regional income and Indonesian state revenue. This journal discusses one of the inns in the Pasar Minggu area, in this study, we analyze a SWOT (Strengths, Weaknesses, Opportunities, Threats) of the inn

Keywords: Inn, MSME, Marketing Mix, SWOT Analysis

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1. Introduction

Tourism is one of the largest foreign exchange income sectors, not only for the country, but tourism is also beneficial to improving the economy of the community and the region. (Pradini, et al. 2022)

The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects cultural villages with community-based tourism. (Pradini, 2023)

Hotels are an alternative accommodation that is quite preferred by immigrants, so the price aspect greatly affects the interest and interest of immigrants to stay at the hotel. (Pradini, 2022)

Lodging is a business that has developed quite rapidly because competition between companies is getting tighter because of the increasing number of similar restaurants offered.

This competition will have an impact on the company because the tighter the competition, consumers will have a selection of the product. (Ananda, 2022)

The economy of a region has a good opportunity to develop in the tourism sector. The tourism industry has the potential to significantly improve the economy of a region and improve the standard of living and welfare of its population. (Mulya, 2022)

Indonesia's ranking travel and tourism competitiveness report shows improvement, but the level of tourism competitiveness was lower in the world. Indonesia has weaknesses in terms of infrastructure and the supporting environment in market tourism. Hotels depend on brand and price when consumers choose it. Option global brand includes in competitiveness market hotel business. (Sriwidiningsih, Enggal. et al. 2021)

The study aims to present a comprehensive and compact document on almost all cultural variables/characteristics and all marketing mix elements based on data collected from a wide range of countries supported by several research studies. It is believed that the study will have significant value for researchers, practitioners, and students, both undergraduate and postgraduate, as at present no compact and comprehensive document brings together research findings to establish a cumulative or overall cross-cultural understanding of the design and delivery of the tourism and hospitality marketing mix elements. (Koc.E. etc. 2021)

Lodging now can also be an attraction for people who are already regular customers. Attractiveness is a factor, especially in developing tourism, whose existence wants to pressure tourists to visit it, not only does the attraction also succeed in government activities to celebrate the nation's customs and culture as relics given to tourists. Tourist activities in a region are incomplete if there is a tourist attraction, attraction is the main focus of tourism change in a destination. Proven by the existence of this inn whose student market is always full in their rooms. (Pradini, et al, 2021)

MSMEs (Micro, Small and Medium Enterprises) play a very large role in advancing the Indonesian economy. Apart from being one of the new job alternatives, MSMEs also played a role in encouraging the pace of economic growth after the 1997 monetary crisis when large companies experienced difficulties in developing their businesses. Currently, MSMEs have contributed greatly to regional income and Indonesian state revenue.

MSMEs are a form of community small business whose establishment is based on someone's initiative. Most people assume that MSMEs only benefit certain parties. MSMEs play a very important role in reducing the unemployment rate in Indonesia.

MSMEs can absorb many Indonesian workers who are still unemployed. In addition, MSMEs have contributed greatly to regional income and Indonesian state revenue. MSMEs also utilize various potential Natural Resources in an area that has not been processed commercially. MSMEs can help process Natural Resources in each region. This contributes greatly to regional revenues as well as Indonesian state revenues.

MSMEs are businesses or businesses carried out by individuals, groups, small business entities, and households. The existence of MSMEs in Indonesia is very calculated because it contributes greatly to economic growth. More clearly, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. In the Law, it is stated that MSMEs are by their types of business, namely micro enterprises, small enterprises and medium enterprises.

Tourism Industry has a lot of various kinds of businesses, one of which is lodging or accommodation. When traveling or vacationing all need a place to stay on the go people who have to stay away from home for more than one day need a place to sleep, industries related to providing accommodation for guests, including room reservations, meals, and other facilities. It can be small or large businesses, from one to five-star hotels. Success in this venture depends on factors such as location, quality of service, as well as competitive prices. The need for comfortable and affordable accommodation makes the hotel business always an option for customers to open new business opportunities for hotel owners.

Advancements in communication have led to a relationship era of marketing from the production era. The internet, ICT tools, and the Web revolution have played a pivotal role resulting in the digital marketing of products and services in hospitality and tourism. The tourism industry is considered to be an information-intensive industry where consumers have become co-creators of digital content on different media. The industry has witnessed a power shift from service providers to consumers who can attract and influence others with their shared experiences on digital platforms. (Kumar, P. 2021)

The effective way of good sales is with a good infrastructure (place). The results of this study show that most articles related to railway transport infrastructure for tourism are published in scientific journals, compared to others, where they received the highest citations. Based on network visualization, the most dominant term is tourism development as the key term related to several other issues of railway transport, tourism, transport infrastructure, and economic growth. (Pradini, 2023)

Along with the times, it is common if there is an increase in competition in the business world, there are many similar businesses including in the world of tourism. The image of the products and services provided by the company will greatly affect the company's sales.

2. Research method

The method in this study uses qualitative methods assisted by interviews from the inn to strengthen the analysis of this journal.

3. Results and discussion

3.1. Integrated Marketing

Marketing is one of the main activities that need to be carried out by companies to maintain the viability of their businesses. (Moses, M. 2019) (1) Integrating various marketing channels in a strategy usually involves using multiple platforms such as social media, email marketing, SEO, and print advertising to reach a wider audience; (2) Challenges in implementing integrated marketing can include coordination between different channels, measuring the effectiveness of cross-channel campaigns, and ensuring consistent messaging across all platforms; and (3) Penginapan Salihara Pasar Minggu offers a smart stay experience with a strategic location and close to public facilities. Comparison with Sahati Hotel Jakarta offers a comfortable stay experience with elegant interior design and friendly service.

3.2. Marketing Mix

Promotion strategy is a concept that is close to communication science. In promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019) (1) The determination of products and services to be offered is usually

based on market research to understand what customers want; (2) Pricing is usually based on production costs, market demand, and competitors' prices; (3) Distribution strategies can include direct sales, online sales, or using distributors; and (4) Promotional channels can include social media, email marketing, print advertising, and SEO.

This inn offers rooms with all facilities and satisfying service. However, there have been some complaints from customers regarding room availability. Comparison with Sahati It offers luxurious rooms with air conditioning, a flat-screen cable TV, a minibar and a refrigerator. They also have a restaurant serving a selection of Indonesian and Western dishes.

3.3. SWOT Analysis

Strengths

These inns include a good location, superior customer service, and proximity to public facilities.

Weakness

This inn does not provide the availability of many rooms

Opportunities

With the marketing offered, this hotel is quite competitive with 3-5-star hotels

Threats

Because this hotel does not provide rooms, guests who stay in large numbers will choose other places that provide more rooms.

4. Conclusion

Based on customer reviews, Penginapan Salihara Pasar Minggu has a strategic location and excellent service. However, they need to improve room availability management to meet customer needs.

Hotel Sahati Based on customer reviews, Sahati Hotel Jakarta offers a comfortable stay with complete facilities and excellent service. However, some customers are annoyed by the sizeable deposit request.

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