

CHAPTER 1

INTRODUCTION

1.1 Background of Study

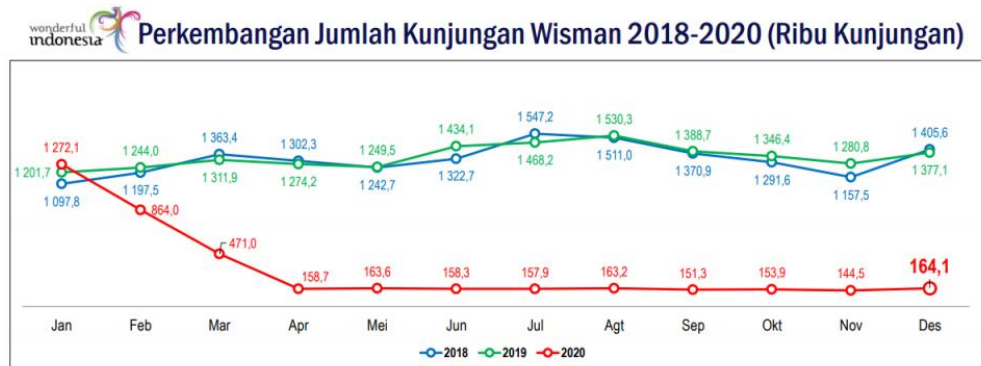
Tourism has become a very big concern for the government, especially in Indonesia in the last few decades. The tourism sector is a concern because they are increasingly eager to enjoy their holidays after going through their daily activities with places outside their homes. That way, tourism is asked to become an industry in almost every country around the world. Therefore, as a host country, you will certainly get fantastic economic benefits. This is proven by making tourism as a leading sector in the industrial world as well as being a very promising source of foreign exchange earners.

The tourism sector has a positive impact because it makes a major contribution to economic development in Indonesia which is able to create jobs to take advantage of existing resources so as to reduce level movements. But because the Covid-19 pandemic that occurred in 2019 had a very large and significant impact on the economic decline of people in Indonesia and Bali in particular. Covid-19 has changed the order of people's lives, especially business people. One of the most prominent economic sectors from the COVID-19 outbreak is the tourism business sector such as hotels, retail businesses, restaurants, travel agencies, tourist attractions and tourism-related jobs Kristiutami and Raharjo (2021:9).

The Covid-19 pandemic is arguably an extraordinary event that has resulted in many hotels being shut down or reducing the number of employees in order to survive during this global crisis. The closure of tourist attractions and the cessation of hotel operations are evidence of weakening tourism (Diayudha, M 2020).

Table 1.1

Number of Tourism Visits to Indonesia,
2018 - 2020



Source: BPS, 2021

Hotel unit rates fell by 40% which had a negative impact on the sustainability of the industry in the long term Hanoatubun (2020). the low level of tourist accommodation in Bali. Business people have experienced difficult challenges to be able to maintain their efforts in the midst of the COVID-19 pandemic crisis and must try to adapt to these situations and conditions. With the enactment of the new normal, it can be said that it provides opportunities for business people by reopening closed hotels.

Table 1.2

Number of Foreign Tourist Visits to Indonesia and Bali,
2016 - 2020

Tahun Year	Indonesia		Bali	
	Total	Growth (%)	Total	Growth (%)
2016	11 519 275	10,70	4 927 937	23,14
2017	14 039 799	21,88	5 697 739	15,62
2018	15 806 191	12,58	6 070 473	6,54
2019	16 106 954	1,88	6 275 210	3,37
2020	4 022 505	-75,03	1 069 473	-82,96

source: Badan Pusat Statistik Provinsi Bali 2021

According to the central bureau of statistics Indonesia, the number of foreign tourist visits to Bali in 2019 was 6,275,210 tourists, while in 2020 there were 1,069,473 tourists. From around February 2020 the number of foreign tourists

entering Bali experienced a very drastic decline when compared to the number of visits in 2019, from this data that foreign tourists are visiting in 2020 were only about 25% of the number of foreign tourists entering Bali. in 2019 the number of foreign tourist visits to Bali was -82.96%. Therefore, the hotel industry must be keen to see opportunities and change its strategy to survive in the midst of this pandemic.

Hotels have begun to aggressively look for various ways to get customers back to cover the losses that have occurred recently. Along with the times, marketing strategies continue to be developed and implemented in order to market hotel products or services to potential customers according to consumer needs. Marketing strategy communication has an important role in achieving business success by implementing the right strategy through exploiting opportunities to increase sales, so that the company's position can be improved.

There are several studies that have been conducted on Marketing Strategy in Hotels, especially in Marriott hotels, one of which is research from Widana (2022) who studied the promotion strategy in increasing room sales during the COVID-19 pandemic at the Sheraton Bali Kuta Resort hotel, he found that the promotional strategy used by the Sheraton Bali Kuta Resort to increase room sales during the COVID-19 pandemic. This shows that the importance of a marketing strategy in the sustainability and success of the hotel business.

This study is also conducted with the similar topic, which is Marketing strategy . However, The focus in previous research was a promotional strategy in increasing room sales during the covid-19 pandemic, while in this study the focus of the research was a marketing communication strategy to increase hotel occupancy and revenue.

Subjects in previous studies focused on the Sheraton Bali Kuta Resort hotel which is a member of a hotel managed by the hotel management of the Marriott International group, because it is a qualitative research, the findings of this study cannot be generalized, so the opportunity to research similar topics is still open for research.

Fairfield by Marriott Bali Kuta Sunset Road is one of the hospitality industries managed by the hotel management of the Marriott International group

which is included in the select brand category established in 2019. This hotel has a total of 227 rooms with 4 room types, namely deluxe room types, deluxe pool view, premium pool view, and deluxe corner. Fairfield by Marriott Bali Kuta Sunset Road started operating in November 2019 and had experienced a drastic decline in revenue due to the Covid-19 pandemic which caused considerable losses for a newly opened hotel. However, Fairfield Bali Kuta does not give up and continues to develop new innovations and adapt to the pandemic situation so that it is able to survive and compete until now.

This study describes what of Marketing Communication Strategies are needed to increase the occupancy and hotel revenue at the Fairfield Bali Kuta hotel. This research is expected to be useful to find out what strategies are needed to increase occupancy, because we know that today's business demands that companies pay attention to the reality of their business, especially in hotel room prices which are expected to be able to compete and dominate the targeted market in the current pandemic conditions, so that the future impact can increase the occupancy rate (occupancy rate) and hotel income (revenue).

1.1 Statement of Problems

1.2.1 What are the facilities of the Fairfield by Marriot Kuta Sunset Road Hotel that support the marketing of the hotel?

1.2.2 What are the marketing strategy patterns used by the hotel to increase the occupancy of the Fairfield by Marriott Kuta Sunset Road Hotel?

1.3 Purpose of the Study

1.3.1 To describe the facilities of the Fairfield by Marriot Kuta Sunset Road Hotel that support the marketing of the hotel.

1.3.2 To describe the marketing strategy patterns used by the hotel to increase the occupancy of the Fairfield by Marriott Kuta Sunset Road Hotel.

1.4. Significance of the Study.

The results of the study are expected to be useful as follows:

1.4.1 For the Student

The result of the study is expected to be a reference for the student as an additional knowledge and information about communication and strategy marketing. This result is expected can be used as material to compare theory on campus with the real situation in the Sales & Marketing Department.

1.4.2 For Future researcher

The results of this study can be used as reference to other researcher and will give an additional knowledge about communication and strategy marketing. The writer expects to increase the knowledge about marketing strategy to compare and implement the theory taken in the collage with the real situation at the hotel.

