

IMPLEMENTATION OF MARKETING COMMUNICATION MIX FOR BRAND BUILDING

(A DESCRIPTIVE STUDY AT *ALL SEDAYU HOTEL GADING,*
JAKARTA)

Lasmery RM Girsang
Universitas Bunda Mulia
lasmeryg@yahoo.com

ABSTRACT

Nowadays, the competition at business sector in Indonesia has pushed companies more creative in using the best strategy in running its operation. There are numerous ways which can be run to promote a company. Among that ways, marketing communication mix is one of the tools used by company to reach its customers.

For long time, many companies had applied marketing communication by considering any purposes. Previously in general, the objective of marketing communication mix is ultimately to achieve sales. But nowadays, it can be also agreed that marketing communication mix is to provide information to deal with the customer's buying. Or for specific reason, marketing communication mix is also used for branding activity from the company in which brands and organizations are presented to their audiences.

Among several companies in Jakarta, there is a new company, at hotel service which is trying to build a positive brand. This hotel, *All Sedayu Hotel* located on Gading area (North Jakarta) is a three stars hotel that builds its branding by using marketing communication mix. Thus far, Marketing Communication Division works for rising the hotel's branding up to the customer or segmented target. The elements of Marketing Communications mix namely Advertising, Personal Selling, Sales promotion, Event, Publicity and Public Relations, Direct Marketing, Mouth to Mouth and Interactive Marketing which support one another. Therefore this research aims to describe the implementation of marketing communication mix at *All Sedayu Hotel* by using descriptive-qualitative approach.

As the result is that there are two elements which have not been run maximum. Mouth to Mouth and Interactive Marketing can be emphasized much better to support another elements of Marketing Communications mix.

Keywords: Implementation, Marketing Communications Mix, Brand Building

Introduction

Brand is one of the important attributes that company/corporation must have. Brand can be easily used to reach public to be aware to what the companies do. Brand is an identity in which consumers pick a product up easily. Many experts give definition about brand. If we take a look the definition of brand from Webster's 1983, it is said that brand is:

“To mark with a stencil, as a box, cask, etc. in order to give a description of the contents or the name of the manufacture. We may assume for the ease of understanding that “brand” is refers to the particular name, logo, or design a manufacturer uses to identify its product.” (in Wasesa, 2013: 7)

Meanwhile, The American Marketing Association (AMA) defines a brand as:

“A name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” (<http://marketing.about.com/cs/brandmktg/a/whatisbranding.htm>)

While Ouwersloot & Duncan (2008: 8, 37-38) emphasize a brand as:

“A perception resulting from experiences with, and information about, a company or a line of products. A mixture of tangible and intangible attributes, symbolized in a trademark, which, if properly managed, creates influence and generates value. A brand differentiates a product from its competitors and makes a promise to its customers. A brand conveys a lot of meaningful information that helps customer to choose a product..... a brand is thus more than just a product.”

All definitions above will be the basic for building brand. *Without brand awareness, there essentially is no brand, because a brand lives in the heads and hearts of consumers. But creating awareness of a brand name is only the first part of building a brand ... customers want to know what to expect from a brand* (Ouwersloot & Duncan, 2008: 8). Many efforts used to grasp consumer's awareness through variety of programs set by company. Therefore, company is also demanded for creating innovation so that the brand could be positioned in consumer's mind. Especially in managing brand in service area, such as hotel. This sector must lead its brand to be known by its customer. The tight competition in hotel industry has pushed the owner or the management team to seek out the best strategy in running its operation.

Among several hotels in Jakarta, there is a new hotel—two years running—trying to build a positive image. This hotel, *All Sedayu Hotel* located on Kelapa Gading area (North Jakarta) is a four-star hotel. As a new hotel, *All Sedayu Hotel* must compete with other famous hotels surrounded at new growing business district area in North Jakarta. As a new growing hotel, *All Sedayu Hotel* is located inside MOI (Mall of Indonesia)—a mall which is integrated with business center and shopping area—takes this benefit to be a competitive hotel. At least, there are other existing hotels before at Kelapa Gading area, namely Shangri-La hotel, Harris Hotel, Whiz Prime Hotel, Favehotel, and THE BnB. But, *All Sedayu Hotel* is the only one

providing hotel service at MOI area. From that strategic location, *All Sedayu Hotel* could be a (or main) preference to comers, buyers or workers surrounding that office and shopping area.

As a four-star hotel, of course *All Sedayu Hotel* has provided all facilities up to standard. Besides that, *All Sedayu Hotel* offers its uniqueness from special program and menu which differentiates this hotel to other hotel. For example, once a month routinely, *All Sedayu Hotel* always serves the traditional menu (“Nusantara” menu) to guests while also serving international menu in the same time. This can be seen not only from the menu itself, but also from the equipments decorated to emphasize the natural setting to its traditional menu. In the corner of this hotel near to restaurant, it is provided “gerobak”—an Indonesian traditional coffee shop decorated with natural ornaments—where the guests feel easily comfort to taste, to serve by themselves. Other uniqueness can be seen from special Corporate Social Responsibility (CSR) program held by *All Sedayu Hotel*. In every August before along the celebrating Independence Days of Indonesia, this hotel invites the “veterans” who were the former heroes of Indonesia in their era. Those veterans are united in an institution, called LVRI (Legiun Veteran Republik Indonesia). In that opportunity, the veterans shared their experience and history while fighting enemies (imperialism) and keeping Indonesia as a sovereign nation. The manager of *All Sedayu Hotel* claims that this event is the only CSR program that’s ever been held by hotel in Jakarta.

All Sedayu Hotel still keeps improving its performance to public. As a part of *Sedayu Group* companies, the name “Sedayu” has been recognized well as a brand for property corporate in Indonesia for more than thirty years (since 1971). The portfolio of this group can be seen in forms of township, superblock, apartment, office tower, mall, industrial estate and hotel. *Agung Sedayu Group*—also competes to other competitor in property business, namely *Agung Podomoro Group*—makes success in property development as business solution and *one-stop-living*, by serving ideal comfort and modern living ways. Based on long experience and good reputation, for this two years running, *All Sedayu Hotel* tries to build its own brand.

To fulfill that challenges, *All Sedayu Hotel* maximizes its Marketing Communication Division in achieving targets. Unlike other big companies in common, practically only a little team work (consists of three persons) provided at *All Sedayu Hotel*. Despite of this condition, Marketing Communication Division must perform all tasks well and must ready for multitasking jobs. Having many experiences in hotel industry—supervised by Tjitjih Dewiasih—this division always tries to create inspired program or product creatively.

Therefore, there are numerous ways can be adopted to brand a company. Among that ways, marketing communication is one of the tools used by company to reach its customers. Include *All Sedayu Hotel* (also applying free-smoking), that is optimizing marketing communication mix concepts to reach its target. There, Marketing Communication Division works for rising the hotel’s branding up to the customer or segmented target. By applying ‘4P’ concepts—popularized by Kotler which consist of *Product, Place, Price* and *Promotion*—*All Sedayu Hotel* maximizes its capability to serve customer and public in general. Further, in its development, this concept is continuously up graded becomes Marketing Communications Mix as the specific mix of Advertising, Personal Selling, Sales Promotion, Public Relations, and Direct Marketing which are integrated one another.

Briefly from the explanation, nowadays many companies apply marketing communications concept by considering any purposes. Commonly, the objective of marketing communication is ultimately to achieve sales. But it can be also admired softly that marketing communication is to provide information to deal with the customer’s buying. Or for basic reason, marketing communication is also used for branding activity from the company. Marketing

communications provides the means by which brands and organizations are presented to their audiences. The goal is to stimulate a dialogue that will, ideally, lead to a succession of purchases and complete engagement (<https://www.ebsglobal.net/documents/course-tasters/english/pdf/h17mm-bk-taster.pdf>).

According to Lozier (in Kotler & Armstrong, 2004: 64), marketing communication derives from '4P' or 'Ps' concept namely *Product, Price, Place* and *Promotion*. Kotler (2006) defines marketing communications mix as the "Promotion" of the marketing 'Ps' (product, price, promotion and placement, people, process and physical evidence) and covers every method and medium of communicating with a target audience. He points out that, in many ways, the marketing communications mix is the heart of a marketing strategy around which everything else in sales and marketing is predicated. In line with this, Hakansson (2005) posits that promotion appears as an issue of how to create an optimal mix of marketing communications tools in order to get a product's message and brand from the producer to the consumer. He further says, if business consists of creating value and creating customers, marketing communications covers exactly how to create customers by taking the value message to the market. Marketing communications mix plays a critical role in informing consumers about products and services, including where they can be purchased and in creating favorable images and perceptions (<http://www.aabri.com/manuscripts/121362.pdf>).

Taken from *Research in Business and Economics Journal*, Marcomm Wise (2006) defines marketing communication as all strategies, tactics, and activities involved in getting the desired marketing messages to intended target markets, regardless of the media use. Biedenbach & Marell (2009) also add that marketing communications affect the formation of brand, the brand image and consequently brand equity. Meanwhile, McCarthy (1998) defines the marketing communications mix as the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing, a company uses to pursue its advertising and marketing objectives (<http://www.aabri.com/manuscripts/121362.pdf>).

Another opinion according to Daymon and Holloway in 2011, they differentiate the concepts of Marketing Communication from Public Relations from its discipline of study. Marketing communication is a strand of the discipline of marketing, although advertising has been extensively influenced by communication studies. Where marketing communications has some closest perhaps to the focus of Public Relations is in the new school of thought called social marketing, whose interest in social responsibility and ethics touches upon a historically core concern of Public Relations. Still in their book, Daymon and Holloway (2011:14) explain more detail about another differences for both discipline study is seen in practice.

Indeed, Marketing communication consists of eight main communication model (Kotler & Keller, 2009), namely:

1. *Advertising* is all paid forms from presentation of non-personal and promotion of idea, product or service through obvious sponsorship.
2. *Selling Promotion*, various short term incentives to push experiments or buying towards product or service.
3. *Event and experience*, activity and program sponsorship by company created to build daily interaction or interaction connected to special brand.

4. *Public Relations and publicity*, various programs created to promote or keep the company's brand or another individual product.
5. *Direct Marketing* deals with using of letter, telephone, facsimile, e-mail, or internet to communicate directly to or ask feedback or dialogue from certain customers and prospect.
6. *Interactive Marketing* is activity and online program set to involve customer or directly and indirectly prospect in raising the awareness up, recovering image, or creating product and service selling.
7. *Marketing from Mouth to Mouth* is oral, written and electronic communication among community related to strength or experience of buying or using product and service.
8. *Personnel Selling* is directly interaction to one or more prospective buyer in order to do presentation, ask questions and provide order.

At last, this figure points out the elements of Marketing Communication Mix (Daymon and Holloway, 2011:40).

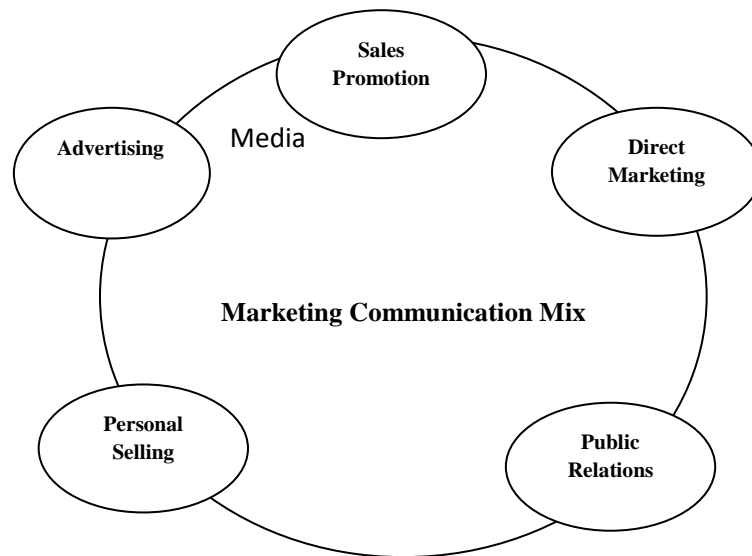


Figure 1: The tools and position of the marketing communication mix

METHOD AND PROCEDURE

Researcher takes qualitative approach based on interpretive paradigm. Daymon & Holloway (2011: 104) mentions that:

“Interpretive researchers maintain that they cannot be value neutral or wholly objective. Because there is no preconceived framework before research begins, the research is processual, with interviewers using a flexible guide rather than a performed schedule of questions...interpretive researchers draw on the criteria of authenticity and trustworthiness”.

Therefore, Denzin and Lincoln (in Daymon & Holloway (2011: 105) argues that while the roots of qualitative research are grounded in an interpretive worldview, qualitative research, nevertheless, can be described also as ‘multi-paradigmatic’ in focus, because qualitative methods are capable of being employed usefully within all paradigms, such as positivism as well as interpretivism.

To highlight this approach, below are several definitions about qualitative research from some experts, quoted from some references.

Bogdan and Taylor state that: (in Moleong, 2004: 15-17)

“Qualitative method—stresses on subjectivism—is an inquiry procedur that creates descriptive data in written and verbal fom people and observed behaviour”.

Meanwhile, Kirk dan Miller states that:

“Qualitative resesarch is certain tradition in social science, in which basically relies on observation to people in both its territory and terminology.

Denzin and Lincoln (2011: 244-245) also give some description below:

“Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, report detailed views of information, and conducts the study in a natural setting”.

“Qualitative research is scientific research which aims to understand a phenomenon in social context naturally by pursuing deeper interactive communication process between researcher and observed phenomenon.”

“Qualitative research is a research used to investigate, find out, describe and explain the quality or characteristic from social impact that cannot be explained, measured or described by quantitative research.”

Sugiyono (2011:15) also adds that:

“The method of *qualitative research* is a research method based on *post positivism philosophy used to research the condition of an object naturally*, (as the opposite of experimental research) in which the researcher is as key instrument; sample as the source of data is taken *purposively and using snowball techniques, data collection technique is triangulation*, data analysis is inductive/qualitative, and the result of qualitative research emphasizes on meaning than generalization.

Finally, Lindlof (in Pambayun, 2013: 6) mentions that:

“Qualitative research tries to maintain forms and contents of human behavior and to analyze the quality of human behavior, not by mathematical ways or other formal transformation.”

Those are the reasons for researcher to highlight again the assumptions of qualitative researches as given by Merriam, 1988 (in Pambayun, 2013: 10) as follow:

1. Qualitative research concentrates specially to the process, not to the result.
2. Qualitative research is more interested to ‘meaning’ how people give meaning to their life, experience and structure around them.
3. Qualitative research focuses on its main instrument for data collecting and analyze.
4. Qualitative research involves field work. Physically, researcher meets the people, location, or institution to observe or record the natural behavior.
5. Qualitative research is descriptive in which the researcher is interest to the process, meaning and understanding gained from words or pictures.
6. Qualitative research process is inductive in which researcher builds abstractions, concepts, hypothesis and theories in detail.

To see the commonalities of this approach, Daymon and Holloway mention there are certain traits and tenets which all qualitative approaches share (2011: 107), namely:

1. Qualitative researchers usually initially take an *inductive* approach to their data, meaning that they do not wish to test a hypothesis; that is they don’t work from a rigid framework or predetermined theories but start out with an open mind. This means that they have flexibility throughout.
2. They take into account *the context* of the research study, that is, the social-cultural, historical/temporal and physical location and the conditions in which it occurs; thus knowledge is context bound and provisional, not absolute.
3. The sample is generally small and the study *small scale*
4. Researchers are aware of their own part in the research process and *reflect self-critically* on their role as a research tool. This is known as being reflective.
5. All qualitative research discussion includes a *dialogue of findings with the relevant literature* in the field.
6. Much qualitative research focuses on the way individuals and group make sense of both their world and phenomenon to be studied.

Descriptive study—as one of research types—concerns with finding out to something (“what is”) and involves gathering data (either qualitative or quantitative). Descriptive study can involve a one-time interaction with groups of people (cross-sectional study) or a study might follow individual overtime (longitudinal study). Also, descriptive study (in which researcher interacts with the participant) may involve survey or interview to collect information needed. (<https://googleweblight.com/?mmjieZJaDtFmLOhnRmQGTzfZDx3w>). Descriptive study looks for relationship, plain and simple in which no causality is deduced because thiees studies designs aren’t complex enough to know which variable caused the other one to change; the researchers just know that they change together (https://googleweblight.com/?lite_url=httPF16ScqcBEu5fFTzQMHfcZY-jDXHAW). The information or data is used as one of main components to support the research, it means “no data, no research”. But not all data can be used, only the right data is useful; incorrect way will emerge wrong information. Below are statements from experts related to the types of data:

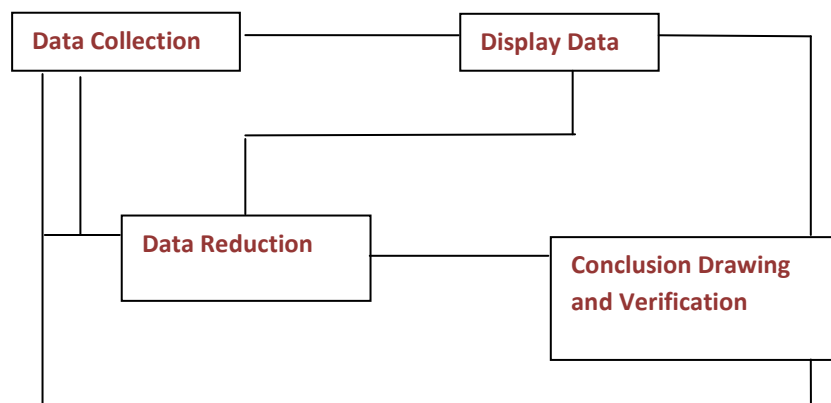
Ruslan (2006: 43) emphasizes that:

“There are two kinds of data according to its categorization, namely primary data and secondary data. Primary data is data taken directly from the object of research individually, group and organizationally. In the other hand, secondary data is (available) fixed data taken from publication and information shared by organizations.”

Meanwhile according to Kriyantono (2009:47):

“Primary data is data gained from the first source of data or first hand in the field, whereas the source of data can be accepted through respondent or subject of the research, result of questioner, interview or observation. Secondary data is data resulted from the second source.”

In qualitative research, also known how the data is processed. There are some steps for data collection. Miles and Huberman (in Bungin, 2001: 145) name the model as ‘Three Steps of Water Model’ namely data reduction, data display and conclusion/verification. Below is the model:



Picture 1: Three steps of water model

As last step, in general, the technique of data analysis for this research is by using interview and observation techniques. According to Bungin (2008: 34), interview is:

“The process to gain information concerning to the aim of research by using directly questions and answers between interviewer and interviewee, with or without using interview guidelines, in which interviewer and informant are involved in long term social life.”

Besides that, Daymon & Holloway (2011: 220-223) adds that:

“In-depth interview is a major source of data in qualitative research and a way of exploring informant perspective and perceptions. Although the aim of the research guides the qualitative interview process, at its best interviewing involves participants and interviewers in a form of social interaction through which they collaborate to produce meaningful, situated accounts of participants’ experiences. Interview is also an appropriate method to understand the construct that interviewee uses as basis for their opinions and beliefs about a particular situation, product or issue. In qualitative enquiry, it is possible to re-examine certain issues in the light of emerging ideas and then conduct follow-up interview if necessary.”

To fulfill the requirement above, there are types of interview according to Daymon and Holloway (2001:224-227) as:

1. Unstructured, non-standardized interview

Unstructured interview does not follow rigid procedure, but this type is highly flexible, allowing the researcher to follow the interest of informants as they relate to their own thought process. Here, participants are highly involved. Informants are freely to answer at length, so that great depth and detail can be obtained.

2. Semi-structured interviews

Semi-structured or focused interviews are Semi-structured interviews Semi-structured interviews often used in qualitative research. The questions are contained in an interview guide with a focus on the issues areas to be covered and the lines of enquiry to be followed. The sequencing of questions is not the same for every participant as it depends on the progress of each interview and the responses of each individual. The interview guide allows the researcher to develop questions prior to interviewing and then decide in which issues to pursue.

3. Structured or standardized interviews

Standardized interviews resemble written survey questionnaires and rarely used by qualitative researchers. Questions are pre-planned and asked of every informant in the same order. Therefore, they tend to direct participants’ responses, prohibiting the researcher and interviewee from exploring together the meaning of the object of enquiry.

4. Online interviewing

Online interviews take the form of text, audio, or video-chats, with some forms of text-based interviewing occurring asynchronously while other modes occurs

synchronously using computers and networks with software such as AIM (AOL Instant Messenger), Windows Live Messenger, Apple iChat, Skype or by email. This method is applied especially valuable for accessing people in their own environments, such as at home, work or other non-threatening environments, especially minority and professional group that otherwise would be difficult to contact. James and Busher (2006) stress that using email has advantage of allowing participants to be more thoughtful and reflective because they can take time to respond in a more measured way, reflect deeply on their answer to questions.

Meanwhile, Moleong (2002:56) states that there are three kinds of interviews, as follow:

- a. Informal interview (unstructured). This interview depends on spontaneous in asking question to the interviewee. This interview is done naturally situation.
- b. The approach uses interview general guidelines. In interview, the interviewer makes draft and main guidelines asked in structured interview process.
- c. Open-formal interview. In this kind of interview, the interviewer uses a set of formal questions. The system of question, words and way to transfer must be delivered exactly same to every respondent.

In this research, researcher chooses unstructured interview to *key informant* and *informant*. Tjitjih Dewasih (positions for Sales Manager) conducts as key informant and Gustav Adolf (positions for General Manager) as informant. Both of them are still new working at *All Sedayu Hotel* (running for two years) since previously they worked managing many hotels. By their experience and capability in hotel industry, they can perform their task well.

Due to researcher's need to spontaneous situation naturally, the questions about attitude's view, subject's belief can be asked freely. Besides that, this kind of unstructured-interview is used by researcher to avoid respondent aware while being asked. Hopefully, researcher success to get pure answers naturally. Of course, every research methods have strength and weakness in its process. Therefore, researcher uses observation to complete the aims of research.

Further, Hammersley and Atkinson, 2007 (in Daymon & Holloway, 2011: 259) give argumentation that:

“Classic early observation studies as well as contemporary explorations indicate that observation should be complemented with interviewing; researcher first observes and then question participants. Also observation of human action provides the researcher with data about the behaviors of people as well social processes as they are enacted within the realms of the social reality of participants. Observation enables researcher to identify the conscious as well as the taken-for-granted actions that participants rarely articulate despite participating in them. Those insights can then be discussed and extended through follow-up interviews.”

Therefore, observation is a way for qualitative researcher to become familiar with an online or conventional setting by systematically and ethically recording to what be found 'in the

field'. Researcher also can run observation to behavior or conduct of informant occurs while the research is done. Observation is helpful tool to understand the situation. Also, observation:

“has been characterized as ‘the fundamental base of all research methods’ in the social and behavioral sciences (Adler & Adler, 1994). Qualitative social scientists are observer both of human activities and of the physical settings in which such activities take place.” (in Denzin & Lincoln, 2011: 467)

According to detail explanation above, the researcher points out *key informant* and *informant* based on the characteristics fit to the researcher's aim or considered having relevant information to the problem of research. Here, researcher makes interview to *Marketing Communication Division of All Sedayu Hotel, Jakarta*.

Lastly, the processes of qualitative analysis (Daymon & Holloway, 2011: 305-319) are:

1. Transcribing and listening

Here, the researcher retypes the interviews transcript which has been recorded or noted. Of course, the researcher must listen or read these equipments.

2. Organizing the data

Not all data can be used in processing until making precisely analysis. Researcher can organize the data according to the essence of the research itself. Researcher also can omit unuseful data, if necessary.

3. Coding and categorizing

Next after the data has been collected, researcher needs to make coding or categorization based on its sameness.

4. Interpreting the data

Researcher can do interpretation the data by reading the result of categorization before.

5. Evaluating the interpretation

Finally, the result of research must be openly evaluated by others in case the research can be useful or gives feedback to many sides.

RESULTS

In this part, researcher will give explanation about marketing communication mix applied by *All Sedayu Hotel* Kelapa Gading. In general, there are eight elements of marketing communication mix (as mentioned before), they are:

- 1) Advertising
- 2) Sales Promotion
- 3) Event and experience
- 4) Public Relations and publicity
- 5) Direct Marketing
- 6) Interactive Marketing
- 7) Marketing from Mouth to Mouth
- 8) Personnel Selling

As the first element in marketing communication mix, **advertising** poses the main place for most of company to introduce itself to public, so does *All Sedayu Hotel* for advertising still holds important role. As the definition given, advertising is all paid forms from presentation of non-personal and promotion of idea, product or service through obvious sponsorship. For examples: electronic and print advertising, poster, banner (below and above the line). Among are several goals of advertising according to Kotler (2002:658):

- a) Informative advertising
- b) Persuasive advertising
- c) Reminder advertising

Here, *All Sedayu Hotel* (owning 161 bed rooms) adopts informative advertising. *All Sedayu Hotel* spends average IDR 50 million until 100 million in a year for advertising. Mostly, *All Sedayu Hotel* diffuses online advertising by using hotel and travelling webs such as *Panorama*, *Agoda*, *Trip Advisor*, *Traveloka*, *Lifestyle.okezone.com*, *Olx.co.id*, *Pricepedia.org* and *Moneter.co*. Routinely, *All Sedayu Hotel* does monitoring to update information related to favorite hotels, especially in Jakarta. By doing so, *All Sedayu Hotel* never lose information to what consumers need and aware to other hotel competitor's progress. *All Sedayu Hotel* uses advertising by those webs since such kind of webs are credible to share update information about service, product and program of various hotels in Jakarta. Those webs are very helpful for *All Sedayu Hotel* to follow up feedback from public and keep improving of the quality given. Because those webs are opened to public, some inputs can be seen clearly from users. At the end, webs put the remarks. From range 1 until 10, *Panorama* and *Agoda* puts 7.9 point (<http://www.bookpanorama.com/id/hotel/detail/jakarta/all-sedayu-kelapa-gading/722762>; www.agoda.com/id-id/all-sedayu-kelapa-gading-hotel/hotel/jakarta-id.html#). Another travel web, *Foursquare*, puts score 7.2 (<https://id.foursquare.com/v/all-sedayu-hotel/525519ed11d2765365166464>). Even, *Traveloka* puts remarks 8.7 (www.traveloka.com) towards the satisfaction provided by *All Sedayu Hotel*. As general, *All Sedayu Hotel* ranks 83th from 366 hotels in Jakarta (http://www.tripadvisor.co.id/Hotel_Review-g294229-d5518262-Reviews-All_Sedayu_Kelapa_Gading_Hotel-Jakarta_Java.html).

Below are examples for consumer's statements taken from web advertising (data are taken randomly).

"Hotel ini menyatu dengan mall sehingga memudahkan mencari sesuatu yang dibutuhkan, kondisi kamar juga sangat nyaman, bersih, lokasi sangat strategis, wifi nya juga bagus. Keseluruhannya juga bagus dan memuaskan, harganya juga tidak terlalu mahal." (Femita G. April 06th, 2014)

"Saya tidak menyangka bahwa di dalam kompleks Mall of Indonesia (MOI) ada hotel bagus berbintang empat yaitu All Sedayu Hotel, bersebelahan persis dengan lobby 5 MOI. Hotelnya kecil dan kapasitas terbatas karena menempel dengan MOI, namun kamarnya besar, lampu dalam kamar cukup banyak sehingga sangat terang, dan kamarnya besar. Di depan hotel ada Indomaret dan Alfamart, dan kita dapat pula..."

"Hotel ini tepat satu gedung dengan MOI dan sangat memudahkan untuk mencari makanan. Kamarnya juga bersih dan juga pelayanan dari karyawannya juga cukup ramah." (AldoAldo141).

"Cukup banyak hotel yang berlokasi satu gedung dengan mall, namun biasanya hotel tersebut cukup dikenal. Sedikit berbeda dengan All Sedayu yang tidak terafiliasi dengan grup hotel terkenal sehingga terkesan kurang dipromosikan. Namun tanpa promosi sekalipun, hotel ini cukup penuh okupansinya. Tak lain karena letaknya strategis di dalam kompleks MOI. Kita cukup keluar dari lobby lalu masuk ke pintu 5 MOI, surga belanja sudah menanti."

Nilai plus hotel ini bukan hanya lokasi strategis, namun kamar, amenities dan service nya pun sesuai dengan bintang 4 yang disandangnya. Tersedia snack bar dan kulkas di dalam kamar, saluran televisi yang variatif dan wifi yang cukup cepat dapat diakses dari semua area hotel. Sajian breakfast setiap pagi cukup lengkap dengan berbagai varian makanan mulai dari western, oriental, bahkan ada stand khusus berbentuk gerobak yang menyajikan makanan khas Indonesia yang cukup 'authentic', tidak seperti buatan massal. All ini all, hotel ini cocok untuk traveler bisnis." (Ardie_76. March 25th, 2015).


From advertising results above, no doubt if level of room occupation is high, 94% everyday (as mentioned by General Manager of *All Sedayu Hotel*) because many customers are satisfied for the service and facilities offered. By advertising, public can know in detail to *All Sedayu Hotel* has. This can be effective tool to introduce hotel.

Second element of marketing communication mix is **Sales Promotion**. Promotion is various short term incentives to push experiments or buying towards product or service. Also it is known as an activity done by company to introduce, communicate and popularize its product in rising the sales up in order to attract consumer to buy product. Usually, selling or sales promotion is launched by giving special discount to consumer. Kotler emphasizes that sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase if particular products or service by consumers or trade. There are several goals for providing sales promotion (compiled from some sources), namely:

- a) Rising the quantity of sales up in short term
- b) Avoiding consumer to other brand
- c) Attracting new consumer
- d) Giving reward to old/loyal consumer
- e) Improving sales demand

All Sedayu Hotel runs all of goals above by adopting sales promotion in various activities. Recently in August—one of special programs during celebration of 70th of Indonesia's independence day—is giving promotion for unique price IDR 707.070 (standard rate is IDR 800.000++) for “superior room”, starts from 1st until 27th August 2015. Many consumers are interested to unique numbers and book offered rooms. Still, there are many interesting programs of sales promotion. Like other hotel, near to the end of year, there are many (special) discounts to fulfill/anticipate the occupation of hotel. Although sales promotion has helped build brands, and even more important, help brands keep customers from switching to competing brand, the overuse of promotional offers can actually harm a brand (Ouwensloot & Duncan, 2008:11). Therefore, it can be used strategically. Fortunately thus far, *All Sedayu Hotel* can balance its program by using planned sales promotion.

Next is **event and experience**. This tool is activity and program sponsorship by company created to build daily interaction or interaction connected to special brand. *All Sedayu Hotel* makes variety of events to grasp public attention. As other hotels, some activities or events held are charity, launching new product, celebration of Independence Day, celebration of religions, Corporate Social Responsibility and other special events. Among regular events categorized charity created to external public are giving blood donation, giving donation to orphanage (in fasting month) and giving discount for hotel's rate, specially on religion and national day celebration. Latest event—held on August 20, 2015—was “Halal Bihalal with Indonesian Veteran”. By Adolf Gustav (General Manager of *All Sedayu Hotel*), such event is claimed as Corporate Social Responsibility (CSR). In this event, *All Sedayu Hotel* invites 30 veterans from East Jakarta. The event is filled by watching short heroic film (“Surabaya Battle”), sharing their experience and memory in fighting against enemy, and doing little entertainment. From this event, *All Sedayu Hotel* tries to appreciate to veteran has done for state, Republic of Indonesia.

Public Relations and publicity are various programs created to promote or keep the company's brand or another individual product. The goal of Public Relations and publicity is creating good image to company. Separately, Kotler defines Public Relations is building good relations with the company's various by obtaining favorable publicity, building up a good corporate image and handling off unfavorable rumors. Meanwhile, publicity is unpaid promotion activity of a product. Here, *All Sedayu Hotel* is intensive in managing its publicity, both internal and external. Internally, *All Sedayu Hotel* has “Bulletin Sedayu” as hotel information media to its employee. According to researcher's observation, “Bulletin Sedayu” is designed exclusively although it just consists of one page. This bulletin is periodically made and has thematic, for example on August edition. Most of publicity is related to the theme: Independence Day. Briefly, it tells the employee's activity in attending flag ceremony on August 17, 2015. Still, bulletin also informs CSR and other social programs. Sometimes, not all employees know what's happening at hotel therefore this bulletin gives update information to all activities done. “Employee of the Month”, “Employee's Birthday”, sport program, routine program and special program (in celebrating national day) will be announced by this media. Externally, *All Sedayu Hotel* always puts its logo  in every publicity. Most of publicities done are included on below the line.

Marketing Communication Division at *All Sedayu Hotel* is helped by graphic designer in creating pamphlet, card or necessarily attributes for supporting event. These will be a reminder for public to recognize this hotel. Although *All Sedayu Hotel* has no specific division such as Public Relations (PR), Marketing Communication division also takes place the PR functions, especially to inform something to public. Therefore, this challenges Tjitjih (as Sales Manager who also supervises the Marketing Communication Division) to practice her knowledge about PR while taking communication study before. She also encourages the team to learn more, including if the task is out of someone's qualification. Including successfully in inviting media relations for press conference held firstly by *All Sedayu Hotel* on CSR event ("Sharing with Veteran") on August 20th 2015. That event was succeed, not only in presenting 30 veterans and released by media, but also can be a characteristic or Unique Selling Point (USP) for *All Sedayu Hotel*. Simultaneously on that event, also completed by press release, informing media in detail to the objective from the event's done. Briefly, that event tried to tell us the national history directly from the history doers and improve our nationality and patriotism. *All Sedayu Hotel* invited several media partners from TV, magazine, radio and hotel and travelling industry. These are stressed by key informant as follow:

"Saya selalu update dan sering nongkrong bareng dengan rekan media. Kalo ada acara di hotel atau event luar, saya sering join untuk sharing info terbaru. Jadi sekaligus membangun media relation dengan mereka."

Marketing Communication division is also active to invite media gathering to share any information which can build the development of hotel better. Here, Marketing Communication division arranges or manages events regularly to be used to measure how its brand can be accepted to public.

Direct Marketing is interactive marketing system which takes benefit from one or more advertising media to emerge measured response and/or transaction. Practically, direct marketing deals with using of letter, catalogue, telephone, facsimile, e-mail, or internet to communicate directly to or ask feedback or dialogue from certain customers and prospect. Here, as Sales Manager in marketing communication division at *All Sedayu Hotel*, Tjitjih works in team to support marketing while doing service to customer directly. As researcher's observation, the team offer and dialogue directly to visitors of MOI (Mall of Indonesia) while shopping. To make visitor feel comfort, the team provides a small corner inside the mall so that the team can ask visitor communicate in relax way. Actually, hotel is helped by social media application whereas hotel can "touch" the customer although not all transactions are treated by presenting the customer face to face (directly).

Interactive Marketing is activity and online program set to involve customer or directly and indirectly prospect in rising the awareness up, recovering image, or creating product and service selling. From the result of interview, Tjitjih as sales manager of *All Sedayu Hotel* mentions that they have not done this tool yet, still one way through media. On the other side, researcher takes this as an opportunity for public to know and feel the hotel closer. Since nowadays, the technology is more applicable to support business activity, the use of technology can afford interactive marketing. For example: *All Sedayu Hotel* can use skype application or hotline center. It is important for customer that they feel they are responded whenever they need something. As observation done while this research, *All Sedayu Hotel* facilitates its hotel also with wi-fi connection. It means, indirectly, possible to involve public or customers more

interactive, especially when hearing the brand of this hotel. Added by social media applications, public can easily do live-chat.

Marketing from Mouth to Mouth is oral, written and electronic communication among community related to strength or experience of buying or using product and service. Among marketing tools known, Mouth to Mouth (MoM) is also effective ways to promote something. MoM is like a testimony given from one person to another. Of course, it can impact to company too. MoM is also optimized by *All Sedayu Hotel* by listening public opinion while enjoying their leisure time at MOI. On that occasion, Marketing Communication staff gain trust from public directly to hotel's performance. Without being asked, public will response positively and share their experience to another. Researcher remarks this can be good entry point for hotel to approach public intensively. Actually, MoM can be maximized by hotel—through Customer Service staff for example—while serving customers. Besides using short questioner, customer can be asked politely to the satisfaction they get. By doing so, hopefully the customers will share their nice experience as testimony to others while staying at hotel. Indeed, Customer Service is a company's attitude and behavior during interactions with customer. The reason is that interactions with customers send some of the most powerful messages that customers receive about a brand (Ouwensloot & Duncan, 2008:13).

Personnel Selling is directly interaction to one or more (prospective) buyer in order to do presentation, ask questions and provide order. As direct communication between seller and potential buyer to introduce product, there is a chance for buyer to try and then to buy the product. Here, *All Sedayu Hotel* "sells" its quality as four star hotel completed by modern facility. *All Sedayu Hotel* provides not only personnel order but also group need such as company or community to hold their meeting, presentation or any activity in a comfort and luxury place, like hotel. For that, marketing communication division is ready to sell/offer the best. Commonly, personnel selling is the most dominant function at Marketing Communication whereas it's often associated with salesman. *All Sedayu Hotel* is also active in selling all the benefits to client, mostly to company. Here, the sales—as the representatives of hotel—must be provided by public speaking, skill of presentation or anything else that support sale's capability to transfer the message to people. As researcher's observation, the sales are very capable in conveying their (selling) messages, besides based on good physically performance. The sales are not nervous in handling people for have been trained by hotel. Therefore, it is not exceedingly if it is said that personnel selling is the front man of a company.

CONCLUSION

All Sedayu Hotel has applied elements of marketing communication mix to set its brand up to (external) public. Several elements which effectively give directly impact are:

- a. Advertising
- b. Selling Promotion
- c. Event and Experience
- d. Direct Marketing, and
- e. Personnel Selling

On the other hand, some elements below should be considered to be managed better, such as:

- a. Interactive Marketing, and
- b. Mouth to Mouth Marketing

As a new-growing hotel, *All Sedayu Hotel* must be able to compete to other competitors in advance. Original brand from its main company can be released gradually if *All Sedayu Hotel* is prepared with staff or team work and its achievement too. Those can be a proof to public that *All Sedayu Hotel* can build its own brand, even to reach brand equity among its competitors. When used skillfully, each element on Marketing Communication can significantly impact on how customers think about a brand since building brand is the overall objective of all marketing communication.

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