

SWOT Analysis In Strategy Sales Call on Sales and Marketing Department At The Hotel All Seasons Jakarta Thamrin

Asmawih^{1*}, Daniel Stephanus Limidy², Sahlan Toro³, Tobaroni⁴, Diyan Maulidasari⁵

¹²³⁴⁵Sahid Polytechnic

e-mail: ¹asmawi@polteksahid.ac.id, ²daniel@polteksahid.ac.id,
³sahlan@polteksahid.ac.id, ⁴tobaroni@polteksahid.ac.id,
⁵2018145012@polteksahid.ac.id

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ABSTRACT

Purpose: This research reviews the sales call strategy on the room occupancy rate at the All-Seasons Jakarta Thamrin. The process of this sales call has strengths, weaknesses from within, and opportunities and threats from outside, which are presented in the results of the SWOT data processing technique consisting of IFAS and EFAS Matrix. Based on the analysis, it is known that the position of All Seasons Jakarta Thamrin is currently in quadrant I, namely the part of the Growth strategy or aggressive growth, with an IFAS score of 1.09 and an EFAS score of 0.59. Thamrin Hotel. This research aims to discover the sales call strategy's strengths, weaknesses, opportunities, and threats.

Research methods: This research uses a descriptive research method Qualitative. To answer the problems encountered by collecting data. This is done by describing or describing the data that has been collected. The process of determining the sample was carried out by using purposive sampling with four respondents who were taken randomly. The products offered are rooms, meeting packages, and products. The skills mastered are communication, Public Speaking, analytics, and negotiations to create win-win solutions between guests and hotels.

Result and discussion: This research shows that the room occupancy rate sales call at Hotel All Seasons Jakarta Thamrin has good internal strength and opportunities externally to seize the existing market. Although it still requires more teams to support operations.

Apart from having a millennial concept, this hotel is also located in a strategic business district, department stores, and tourist attractions in downtown Jakarta. Prices negotiated during sales call activity can be an opportunity or a threat.

Implication: Prices negotiated during sales call activity can be an opportunity or a threat. The asking price can be above the contract price. However, it can also be a threat because the asking price is higher than the standard room price that has been determined, and it is necessary to increase promotion and advertising and develop social media as an advertising tool to ensure comfort, profit, and flexibility of booking hotel rooms to salespeople.

Keywords: Hotel, Occupancy, Sales Call, Strategy.

INTRODUCTION

Tourism is a variety of activities supported by various facilities and services provided by the community, business people, government, and local government. Development in the tourism sector will only achieve the expected results if it is followed by developing supporting elements for the tourism industry, including a hotel. Hospitality business competition will encourage the development of the hotel marketing business. This strategy can be said to place the company's mission by increasing external and internal trade, making policies, and implementing them appropriately so that the company's main goals and objectives are achieved effectively and efficiently in dealing with any problems and obstacles from the hotel and parties outside the hotel. According to Sitorus (2017: 7), companies or hotels need to develop a strategy for their development to continue to grow and survive in the future.

In facing competition between hotels, the department responsible for marketing products and facilities is the sales and marketing department to increase room occupancy rates. Room occupancy rate is an essential measure of a hotel's success, and a strategic hotel approach is needed to attract guests. A hotel must have the right plan, such as a sales call to market its package offerings, so the room occupancy rate becomes high.

All Seasons Jakarta Thamrin is a brand partner of the Accor Hotels group originating from Paris, which prioritizes the comfort of all hotel guests at economical prices but with the same service as other Accor hotels. The All-Seasons Hotel Jakarta Thamrin sales call activities are being carried out effectively by implementing health protocols. Sinurat (2017:1) says a sales call is a visit to things that are profit opportunities or customers and aims to get sales or increase sales for those who are already customers.

Sales calls are important because they make the relationship between potential guests and guests and the hotel more harmonious by prioritizing good service from Accor Hotels so that potential guests and those who are already guests feel that their collaboration is essential and that they can both achieve the expected goals.

Table 1. Room Occupancy Rate January - May 2022

Date	Sales Product	Non Sales Product	Room Sold	Room Available	Occupancy %
January 2022	1527	1,439	2966	5146	57.64%
February 2022	1323	1,294	2617	4648	56.30%
March 2022	1482	1,493	2975	5146	57.81%
April 2022	1539	1,438	2977	4980	59.78%
May 2022	1571	1,539	3110	5146	60.44%

The table above shows that Hotel All Seasons Jakarta Thamrin has excellent potential and business with increasing monthly occupancy. All of this cannot be separated from the efforts of the sales and marketing department in carrying out sales call activities. Sales calls are very instrumental in determining

the interests of a guest and the guest's decision whether to buy hotel facilities or not, especially the main facilities, namely rooms.

In optimizing sales call activities, a salesperson must have the skills, good attitude, and hotel knowledge that must be continuously improved, namely sales and marketing techniques. Therefore, the problem that a sales call must face is developing a strategy and analyzing SWOT to find out the strengths, weaknesses, opportunities, and threats that will be met in sales and marketing activities.

RESEARCH METHODS

This study uses a qualitative descriptive research method to examine a problem. Seixas (2018: 780) says that the database is qualitative, but researchers plan to make categorizations to make comparisons between social communities, for example. Thus, the data obtained is not quantitative but processed so that it can be categorized and a comparative analysis can be made. While what is being compared is the content of the data, the researcher needs to dive into the data as a phenomenon to be understood in more depth. Thus, the researcher works on the surface, not as a qualitative. A researcher who also works with data content, not quantitative numbers, to test hypotheses.

Researchers used a sampling technique that did not provide equal opportunities for every member of society. The non-probability method used to approach the population in this study uses purposive sampling with a sample approach that is carried out by taking subjects not based on strata, random, or region but based on a specific purpose. The sample of this research is the sales staff of Hotel All Seasons Jakarta Thamrin. The types of data obtained from the results of this study are primary data and secondary data and their explanations; Initial data is data obtained from the first source or interview, and secondary data is data obtained from other sources such as books, brochures, websites and blogs about the authority concerned. The research was conducted from January to July 2022 at the All-Seasons Jakarta Thamrin Hotel, Jl. Talang Betutu No 2, 10230, Jakarta, Indonesia

This study's data and information collection were carried out in several ways: observation, interviews, literature study, and documentation. According to (Hermawan & Amirullah, 2021: 204), Observation is a data collection technique using which researchers come directly, see directly, and feel now what is happening to the research object. Collecting data through observation is excellent because it combines interview techniques with documentation while simultaneously confirming the truth. The interview method provides structured or unstructured questions to the sample population and is designed to obtain information and data from respondents. (Hashanah, 2021: 30) says that a literature review is a written summary of journal articles, books, and other documents that show past and present information about the topic of the research study. Data collection techniques in this study use triangulation; the goal is not to discover the truth of an object under investigation but to increase the researcher's understanding of what has been found.

The number of data analysis activities in development and research will depend on the number of problem formulations. Data analysis begins by examining all available data from various sources (Umrati et al., 2020: 85). They

also say data analysis is an attempt to break down a problem or focus of study into parts so that the composition of the form of something described can be read clearly and easily digested or captured. The units of analysis I studied were the Sales Department SWOT Analysis and the Marketing Department and Sales Calls.

RESULTS AND DISCUSSION

The results of interviews with four sales marketing staff of Hotel All Seasons Jakarta Thamrin stated that

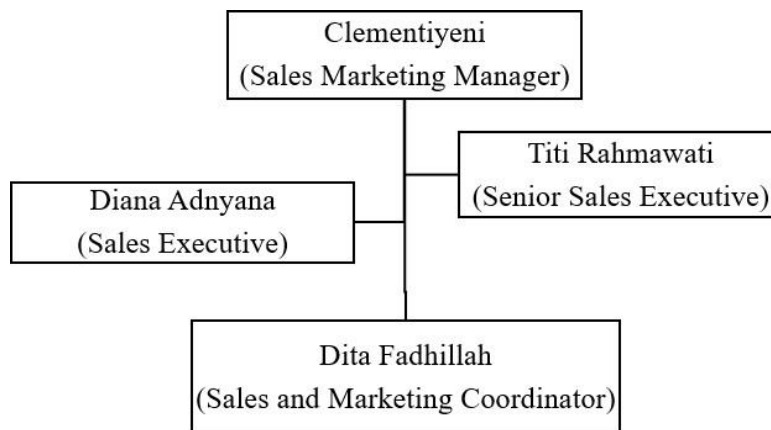


Figure 1. Sales Marketing Department Organizational Structure

All Seasons is part of the Accor Hotels Group, which has existed since 1983; Accor Hotels is a multinational company that operates in 92 countries. Headquartered in Paris, France, the group operates and runs around 3,700 hotels on five continents under various names ranging from budget lodging to luxury accommodation in several points of interest. Accor Hotels puts all its energy into making "Feel Welcome" the best hotel promise. At the request of the All-Seasons Jakarta Thamrin owner, who already likes the all-seasons brand, all seasons Jakarta Thamrin will not be changed to Ibis Styles but will still be managed by the Accor group.

All Seasons Jakarta Thamrin presents a three-star business hotel in the city center, right in the business center of Jakarta City. All Seasons Jakarta Thamrin has the best location in the business district and government area. Easy access to premium shopping centers such as Plaza Indonesia and Grand Indonesia. 45 minutes from Soekarno-Hatta International Airport. Walking distance to the train station, Trans Jakarta bus stop, and MRT station. She has easy access to local attractions and attractions such as the Jakarta International Expo, Jakarta Convention Center, exploring the old town, antique market, culinary delights at Jalan Sabang, and Car Free Day on Sundays.

All Seasons Jakarta Thamrin Has 166 rooms, including ten types of Junior Suites with city skyline views and a skylift restaurant on the hotel's rooftop with views of tall buildings.



Figure 2. Logo All Seasons Jakarta Thamrin
[Source: accorplus.com]

Sales Marketing Department Hotel All Seasons Jakarta Thamrin is a department doing activity sales calls. The benefits include.

- a. Sales call is a form of brand awareness, the extent to which the hotel is known by potential guests, especially the Thamrin neighborhood radius.
- b. To collaborate with companies, government agencies, and individuals who have become regular or potential guests and ensure they continue using the All-Seasons Jakarta Thamrin accommodation.
- c. Further expand cooperation with companies, government agencies, and individuals with more potential.
- d. Sales call what the sales and marketing department does greatly influence usage function room and room occupancy rate through an effective marketing strategy.

As for strategy done by Sales Executive All Seasons Jakarta Thamrin, now does activities sales call is:

- a. Carry out sales visits or visits outside the hotel to search for databases and relations such as government agencies or companies.
- b. Offer rooms, meeting packages, or banquet products directly or by telephone.
- c. Plan activities and events at the All-Seasons Jakarta Thamrin Hotel so that you can determine the offers to be made during a sales call.
- d. Maintain the hotel Occupancy level and ARE to remain stable
- e. Plan and design room sales targets daily, weekly, and monthly.
- f. Sales Persons, in controlling the products offered, need to pay attention to the target market and how the products offered can fulfill guests' wishes if they want to hold events or use rooms at the All-Seasons Jakarta Thamrin Hotel.

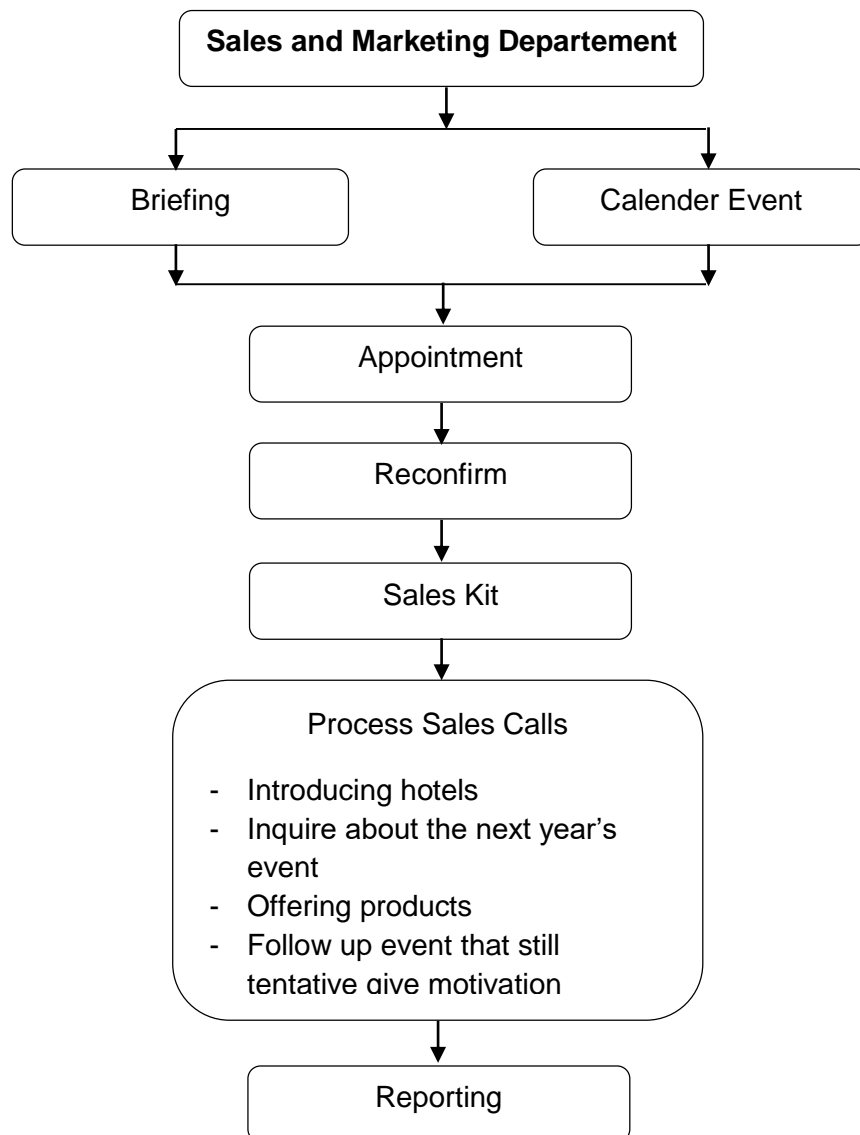


Figure 3. Sales Call Execution Procedure

- a. Briefings
The briefing is done to analyze the target market, understand needs, and search the database.
- b. Calendar Events
A plan containing activities and times, such as events or national days, is noted. So that it can analyze the strategic steps taken in the offer
- c. Appointment
Plan a place and time to meet with the PIC (Person In Charge) or the person responsible for making sales calls.
- d. Reconfirm
Confirm the day before arrival again to anticipate the client if he is suddenly unable to attend so he can be at reschedule and make sure the client remembers.

- e. Sales Kits
 Prepare the luggage that the salesperson needs, such as business cards, brochures, laptops, or cellphone media to show pictures or videos not in the booklet.
- f. Process Sales Calls
 When meeting with the client, immediately introduce the name and agencies, carry out the bidding process, and explain the benefits to be gained, such as flexibility and affordable prices below the price of online travel agents. Ask for the nearest event or the following year that can be recorded in the event calendar so that you can be contacted again when approaching the event. If you have collaborated or met before, you can follow up on events that still need to be determined.
- g. Reporting
 Make reports based on sales calls' results, such as client decisions.

Based on the results of the interviews, it can be concluded that the swot matrix of the All Season Hotel Jakarta Thamrin is as follows:

Table 2. Matrix SWOT All Seasons Jakarta Thamrin

IFAS	Strengths (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Competent sales marketing staff have communication skills, good analytical skills, public speaking, and flexibility negotiate skills, thus creating a win-win solution between the guest and the hotel. 2. Have a database, contract rates, and cooperate with companies and the government 3. Have an event calendar to make strategies and promotions that will be carried out. 	<ol style="list-style-type: none"> 1. Sales call database and problems making an appointment with the PIC (person in charge) who is responsible for an event. 2. Miscommunication between sales staff and other departments 3. The average room rate is lower
EFAS	Strategi SO	Strategi WO
<p style="text-align: center;">Opportunities (O)</p> <ol style="list-style-type: none"> 1. It is in the middle of the central business and shopping area and public transportation centers such as the 	<ol style="list-style-type: none"> 1. Keep repeater guest and client contracts what they like and remember what concerns them 	<ol style="list-style-type: none"> 1. Managers provide direction and training and add new competent human resources.

Sudirman train station, Airport, Train, Dukuh Atas MRT Station, and Tosari Busway Stop. 2. Improve the offer package for using hotel facilities for specific meetings or events while staying overnight. 3. Can adjust the budget of potential guests.	2. Make advertising promos and make the most of social media 3. Make daily, weekly, and monthly room sales targets.	2. Record whatever happens in the log book and communicate effectively with the sales and marketing departments and other departments. 3. Utilizing online communications such as telephone, zoom, and virtual tours to present hotels and offers.
Threads (T)	Strategi ST	Strategi WT
1. Offer or ask for a price that is too low 2. Competitor hotels around Thamrin which have the same stars and facilities 3. Guests compare prices with promos at online travel agents	1. Keep prices, occupancy, and average room rates stable every month. 2. Analyzing competitors in detail, their promotions, and their prices. 3. Understanding the interests and needs of clients in using function rooms and making promotions	1. Create an event calendar to prepare for the upcoming promotion. 2. Expanding the database to raise new clients. 3. Making event packages plus rooms with more attractive promotions.

[Source: Process data]

Matrix IFAS and EFAS obtained from interviews with sources are generated as follows:

Table 3. Internal Factor Analysis Summary (IFAS)

Internal Strategy Factors	Weight	Rating	Final Score
Strength			
Marketing sales staff have competent own communication skills, <i>analytical skills, public speaking, and flexible negotiating skills</i> , Thus creating a win-win solution between the guest and the hotel	0.20	3	0.61
Having a database, contract rate, and working with companies and the	0.20	3.6	0.72
Own calendar events to make strategies and promotion the government. Will be carried	0.17	3.7	0.64
Total Strength	0.58	10.3	1.97
Weakness			

Database sales calls and creating constraints appointments with PICs	0.15	2.2	0.33
Miss communication between sales staff and other departments	0.12	1.9	0.24
Arr becomes low	0.15	2.1	0.31
Total Weakness	0.42	6.2	0.88
Total of Weights	1	16.5	1.09

[Source: Process data]

Table 4. External Factor Analysis Summary (EFAS)

External Strategy Factors	Weight	Rating	Final Score
Opportunities			
The middle of the central business and shopping area and public transportation centers such as the Sudirman train station, Airport Train, Dukuh Atas MRT Station, and Tosari Busway Stop.	0.21	3.6	0.76
Improvement of the offer package for using hotel facilities for specific meetings or events while staying overnight.	0.13	3	0.38
Can adjust the budget of potential guests	0.18	3.3	0.58
Total of Opportunities	0.51	9.9	1.71
Threats			
The bid or ask price needs to be higher	0.18	2.1	0.37
Competitor hotels around Thamrin have the same stars and facilities	0.17	2	0.33
Guests compare prices with promos online travel agent	0.15	2.8	0.42
Total Threats	0.49	6.9	1.12
Total of Weights	1	16.8	0.59

[Source: Process data]

Based on the EFAS and IFAS tables above, the final strengths, weaknesses, opportunities, and threats are obtained as follows:

Strengths: 1.97

Weakness: 0.88

Opportunities: 1.71

Threats: 1.12

Table 5. Calculation of Ifas Efas

IFAS		DELETE	
Total Shoes (S)	1.97	Total Skor (O)	1.71
Total Score (W)	0.88	Entire Shoes (T)	1.12
S-W	1.09	O-T	0.59

[Source: Process data]

Table 5 shows that the difference between strengths and weaknesses is (+1.09), and the difference between opportunities and threats is (+0.59), indicating a favorable situation. Quadrant I shows that the hotel has opportunities and strengths to seize existing market opportunities. Therefore, from the picture,

hotels must identify strategies supporting aggressive or growth-oriented growth policies. Based on the identification results and these factors can be described in the SWOT Cartesian diagram as follows:

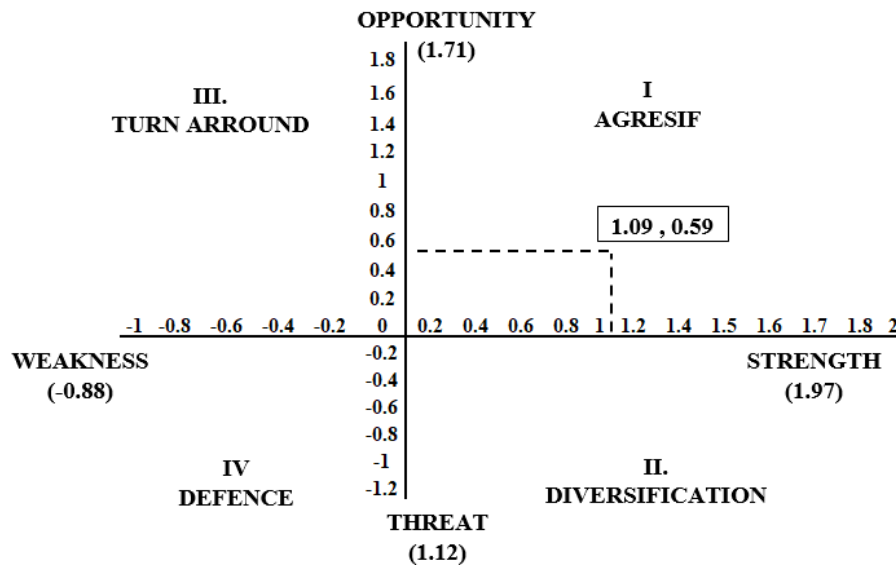


Figure 4. SWOT Analysis Cartesian Diagram
 [Source: Process data]

Results Alternative strategies

Sales marketing staff must pay attention to the details of each guest. Most importantly, new guests who come to the hotel are repeat guests, especially those who have contracted rates with hotels. Sales call on companies and governments selling low season occupancy on weekdays for business activities. Must constantly update upcoming events and databases for sales calls. Must maintain reasonable standard operating procedures. Not only in operational activities, but it is also necessary to analyze competitors, how to keep the strategy that the hotel has implemented or the next strategy, to sell facilities as well as rooms can be a good step in the hospitality business. Always maintain good relations, listen to guest suggestions, and act on them immediately. In supporting the performance and optimization of the hotel, it is better if it needs to increase or add sales marketing staff because the current resources are very supportive. However, the number still needs to be added to simplify and expedite operational activities. For sales call activities at the All-Seasons Jakarta Thamrin Hotel, the Sales and marketing department constantly improve communication with internal and external departments, maintain a good appearance, carry out SOPs, and improve communication and analytical skills, public skills, speaking, and flexibility negotiation skill. As time goes by, the use of technology needs to be increased by using the telephone, social media, virtual meetings, and virtual tours to facilitate marketing without space and time limitations. Add and improve various promotions for packages, events, and rooms by utilizing content and advertisements on Instagram, Facebook, and TikTok.

CONCLUSION

Based on the results of research and discussion, it can be concluded that Hotel All Seasons Jakarta Thamrin has a room occupancy sales call strategy with good internal strengths and good opportunities externally to match the existing market. Hotel All Seasons Jakarta Thamrin has competent staff with all skills to support work as a sales call in sales and marketing activities. However, it still requires more teams to support these operations.

Apart from having a millennial concept, this hotel is also located in a strategic business district, department stores, and tourist attractions in downtown Jakarta. Prices negotiated during sales call activity can be an opportunity or a threat. The asking price can satisfy the offer, but it can also be a threat because the asking price is too low. Therefore a sales call strategy is needed in the sales and marketing department at the All Season Hotel Jakarta Thamrin as follows:

- a. Carry out Sales visits or visits outside the hotel to search databases and relations such as government agencies or companies.
- b. Offering rooms, meeting packages, or banquet products directly or by telephone.
- c. Planning activities and events at the All Seasons Jakarta Hotel Thamrin so that it can determine the offer to be made do it during a sales call.
- d. Maintaining the hotel's Occupancy level and Average Room Rate to remain stable through planning daily room sales targets, weekly and monthly.
- e. Sales Persons need to pay attention to the target market and how the products offered can fulfill the wishes of guests who want to hold an event or use a room at the All Seasons Hotel Jakarta Thamrin.

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