

GRAND PREANGER BANDUNG EFFECTIVE MARKETING COMMUNICATION STRATEGY IN THE STAYCATION PROGRAM

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ABSTRACT

This research focuses on the Grand Preanger Hotel's branding strategy for staycation activities and the effective use of marketing communication tactics. As a result of the Covid-19 outbreak in Indonesia, everyone must take health precautions and exhibit caution when performing various tasks. People prefer staycation activities to traditional vacations. Because people feel safer, the Covid-19 virus can spread less. As informants, the Grand Tryas Hotel's branding consultant, marketing manager, and executive assistant manager took part in the study. A qualitative descriptive method as well as an interpretive paradigm are used in this work. The triangulation method is used in the data validation strategy. Theoretical frameworks for branding, marketing communications theory, and effective marketing communication tactics are all employed. Grand Preanger Hotel considers the audience's needs for staycation activities throughout the strategic planning process. To meet the audience's expectations and persuade them to participate in staycation activities at the Grand Tryas Hotel. Grand Preanger Hotel employs a message plan and a media strategy throughout the implementation stage in order to meet the objectives of the staycation activity branding campaign. Grand Preanger Hotel uses feedback, request, and offer messages, as well as corrective action, to fix problems made during the strategy review step. They also increase the possibilities and chances for newly developed techniques.

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1. INTRODUCTION

The Covid-19 outbreak in Indonesia mandates that everyone adhere to health standards and remain vigilant in a variety of ways. To spend their vacation time, people prefer staycation activities. This is due to people feeling safer, which helps to reduce the spread of the Covid-19 virus. Tourism is one among the industries in Indonesia that has suffered considerably as a result of the Covid-19 outbreak. The number of local and foreign tourists in Indonesia has reduced substantially as a result of the current pandemic. In 2020, the total number of overseas tourists to Indonesia is estimated to reach 4.02 million. In the meantime, the number of tourists dropped by 75.03% in comparison to 2019. 2021) (Central Statistics Agency). West Java province has completed the restoration of Covid-19-affected government and community operations. The Covid-19 outbreak, according to Dedi Tufik, West Java Kadisparbud, had a substantial impact on tourism and creative industry actors in West Java. Furthermore, Minister of Manpower Ida Fauziyah stated that the Covid-19 outbreak has had the greatest impact on the workforce in West Java. The efforts of the West Java Provincial Government have culminated in the implementation of a policy of Large-Scale Social Restrictions (PSBB) in all West Java cities and regencies, including Bandung. (iNewsJabar.id).

Staycation is defined as spending the holidays at home or visiting nearby tourist places, and this staycation activity may result in a transition from daily activities to relaxing activities (Priyani et al., 2020). To promote in the new normal, the hotel needs develop an effective marketing communication plan. This tries to increase tourists' faith in staycation activities. Furthermore, changes in SOPs prior to and after the pandemic need the strengthening of health protocols and the development of communication channels. During the Covid-19 pandemic, this marketing communication approach is crucial, and hotels must be able to communicate that the health safeguards at these hotels have been optimally enhanced so that tourists can have more confidence and feel secure conducting staycation activities.

Grand Preanger Hotel Bandung is a 3-star hotel in Bandung City that is CHSE accredited and has made

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a commitment to follow the government's health recommendations and protocols, so that tourists feel safer and more comfortable while on vacation during a pandemic. Grand Preanger Hotel acquired the CHSE designation as a result of meeting the standards established by the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia. The CHSE certificate at The Grand Preanger Hotel has been immediately certified with a satisfactory rating category for the hotel industry by SUCOFINDO, Mutu Certification International, and TUV Rheinland. The Grand Preanger Hotel's safety and comfort are not only demonstrated by the hotel's CHSE certification, but also by the fact that all employees have been properly vaccinated. Visitors planning a staycation at this hotel do not need to worry because the property's security and comfort are guaranteed.

The purpose of this research is to determine how efficient the Grand Preanger Hotel Bandung's marketing communication strategy is in the staycation program so that you may trust and feel safe carrying out staycation activities in the new normal era. In this study, the challenge is defined as how effective the Grand Preanger Hotel Bandung's marketing communication approach is in the staycation program. The objective of the research is determined by the formulation of the problem.

The researchers developed from earlier research as part of this investigation. In this study, a gap was developed between past research and research compiled by researchers. The focus of this study employs a communication mix. Yulhaidir, Muhammad Bisyr, and Chaterina Desiana Matandatu's study, titled "Marketing Communication Strategy for Teraskita Hotel during the Covid-19 Pandemic," looked at marketing communication techniques at a Makassar hotel that had just opened during the Covid-19 pandemic. According to this research, Teraskita Hotel's marketing communication strategy is capable of growing occupancy on a regular and gradual basis in the first half of 2021.

2. LITERATURE REVIEW

2.1. Communication

Communication is derived from the Latin word *communicare*, which means to inform or distribute. According to Marhaeni (Fajar, 2009), communication is a process in which a sequence of events occur systematically and have a relationship with each other over a specific time period. Messages or information transmitted by someone can cause changes in the communicator's attitude, hence this is the feedback desired by the communicator. Based on the previously described understanding of communication, there are several elements that are required for the occurrence of a communication process, as well as the elements of the communication process according to (Doembana et al., 2017), such as sources (source), communicator, channel (channel), communicate, and result (effect).

2.2. Marketing Communication

Researchers present marketing communications literature from (Kotler and Keller, 2012), which defines marketing communications as a tool used by organizations to inform, remind, and persuade consumers about the items and brands they sell directly or indirectly. Furthermore, marketing communications are an important aspect of marketing operations for measuring the amount of marketing success. Marketing communication is a component of the marketing mix, which includes the four Ps: price, location, product, and promotion. Marketing communications, in general, seek to boost marketing techniques in order to reach a larger target population. According to Chen (in Rumondang, 2021: 2), marketing communication can also be defined as an activity carried out within a corporation to transmit messages to stakeholders in order to achieve company goals, influence, provide information, and improve a firm's image. In a business, marketing communication is employed as an effective marketing tactic.

2.3. Brands

A brand is a name, symbol, and emblem that represents a consumer's impression and experience with a product or a business. According to the American Marketing Association (Rahmawati, 2016), a brand is a name, sign, term, symbol, design, or a mix of all of these that tries to identify goods or services to sellers while also distinguishing them from competitors. The stronger a brand, the more familiar it will be with prospective customers. Positive in the minds of society. The goal of branding an item or service is to establish an identity and distinguish it from similar competitors. According to Muhammadiyah (Anang Firmansyah, 2019), the brand's goals include increasing brand recognition (Brand Awareness), generating emotional connections, differentiating products, establishing credibility and trust, and increasing purchasing motivation.

2.4. Branding

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Branding is defined as a communication activity that aims to build and strengthen a company's brand. in Maulana (Rahmawati, 2016). Branding is accomplished by providing products and services through the power of a brand, with the goal of distinguishing one brand from another. Branding creates a mental structure that helps consumers understand every product and service by making decisions and assessing a company. Kotler and Keller (2012). Branding activities carried out by a company have several objectives. According to (Rahmawati, 2016), some of the objectives of branding include being able to convey messages clearly, ensuring credibility, successfully involving the target market or consumers emotionally, and motivating consumers. ensure the development of customer loyalty (customer loyalty).

Strategy

Each company can devise a strategy that will be implemented in a systematic manner in order to achieve the desired results. According to the presentation (Senja Nilasari, 2014), when implementing a communication strategy, a company can go through three stages: strategic planning, strategy implementation, and strategy evaluation. According to (Fajar, 2009), there are stages of strategy formulation in the communication process, including audience analysis, message composition, method development, and media selection and use. Recognizing the audience, specifically when the communication process occurs, it is critical for the communicator to recognize the audience. Recognizing the audience promotes fluency and effectiveness in communication. Then, arrange the message, which is the message that has been prepared and will be conveyed by the communicator and consists of a theme and material. Then, identify the way for developing a communication strategy for the audience so that the message is effectively received. The final stage of strategic planning is the selection and use of media, namely choosing the media to be used as a communication tool or delivering essential messages to be considered based on the features of the message content with the media to be used as a communication tool.

The following stage is strategy execution, which can take place once the strategy has been developed. According to the presentation (Senja Nilasari, 2014), the stages of strategy implementation in a business company include developing strategies with corporate culture support, creating effective organizational structures, directing marketing, preparing budgets, developing and utilizing information systems, and linking human resources with organizational performance. According to (Machfoedz, 2010), there are two key tactics in attaining communication goals in a marketing communication plan, which are message strategy and media strategy.

The final stage is the strategy for evaluation and control. After implementing a strategy, a corporation must evaluate it. According to (Senja Nilasari, 2014), the following stage in strategy evaluation includes assessing the company's internal and external elements. Factor in the field conditions. A company's internal and external environments can rapidly alter. These changes must be monitored on a regular basis since they will have an impact on the strategy being implemented. Furthermore, through assessing performance, the success of a company's aims can be seen. Finally, remedial steps can be done by a corporation to decide the next strategy to be performed.

3. METHOD

Researchers in this study employed an interpretive paradigm to answer the issue formulation provided in this study. One of the non-positivism paradigms is the interpretive paradigm. The interpretive paradigm, according to (Rahardjo, 2018), considers social reality as something that is processed, dynamic, and has subjective meanings. Furthermore, the interpretive paradigm sees social reality as something complex, holistic, full of meaning, and reciprocal in the relationship between symptoms. As a result, the interpretive paradigm generates qualitative research that is highly complicated, diverse, and has motives in its own technique. (2018) (Rahardjo). The researchers employed a qualitative research method to determine the Grand Preanger Hotel's effective marketing communication strategy in the staycation program. The researchers employed descriptive qualitative research in this study. Descriptive research is a study that seeks to precisely and methodically present diverse occurrences, facts, and symptoms associated to various features in a population. Hardani and colleagues (2020).

The subjects of this study were the Grand Preanger Hotel's executive assistant manager and marketing manager, who generated concepts and ideas for efficient marketing communication techniques for the Grand Tryas Hotel. While the Grand Preanger Hotel's communication strategy in the staycation program is the focus of this research. The observations made by researchers in obtaining information and data collection to support this research activity were carried out at the Grand Tryas Hotel, Jl. Student Army No.103-107, Pekiringan, Kec. Kesambi, Bandung City, West Java 45131, in accordance with the object of this study, namely the Grand Tryas Hotel.

This study employs the Miles and Huberman paradigm, and numerous phases can be conducted

(Harahap, 2020), including data reduction, data presentation, and conclusion drawing. The researcher adopted the triangulation method as a data validation approach in this investigation, employing the source triangulation technique. As a result, researchers wish to compare each data acquired from multiple informants, from which inferences will be generated based on the similarity of data provided by various informants in this study.

Table 1. Research Informant Data

No	Name	Age	Profession
1	Suhendar	53 Years	Executive Assistant Manager
2	Maryanti	50 Years	Marketing Manager
3	Stefanus Hansel	26 Years	Branding Consultant

4. RESULTS AND DISCUSSION

4.1. Identifying the Audience

(Fajar, 2009) demonstrated that the first stage in carrying out effective communication is to first identify the target audience. Grand Tryas Hotel has taken the first steps in developing an efficient marketing communication strategy to be implemented by studying the target demographic. Grand Preanger Hotel chose all market categories to reach in the staycation program while determining the target market. As an expert informant in this study, Stefanus Hansel indicated that the best way to establish the target market for Grand Preanger Hotels is to conduct a survey to find out what the target market wants. According to him, Grand Preanger Hotel has taken the appropriate steps in the process of identifying audiences through online and offline research operations.

4.2. Message Composition

The plan must, of course, be tailored to the message's preparation, namely in terms of determining the theme and material. (Dawn, 2009). The communication materials utilized by the Grand Tryas Hotel are related to hotel facilities, hotel services, and giving rewards for tourists who carry out staycation activities at the Grand Tryas Hotel. The Grand Preanger Hotel's messages are fascinating and easy to remember by the audience, so they become top of mind in the minds of the target market. The Grand Preanger Hotel incorporated important aspects in the branding program for staycation activities, such as documentation that the Grand Preanger Hotel has been CHSE certified, enhancing health measures for visitors, and mandating vaccines. As an expert informant in this study, Stefanus Hansel contends that whether a message given to the target market is well received or not is dependent on the hotel's understanding of the target market's characteristics. Grand Preanger Hotel undertook market research to determine the demands of the target market in order to design a staycation program based on what expert informants indicated.

4.3. Determine Method

After the message has been thoroughly prepared, the manner must be determined. In addition to the correctness of the message content, determining the delivery channels to the target market is critical for communication efficacy. (Dawn, 2009). Grand Preanger Hotel employs the repetition strategy, which is continually sending messages to the target market. Messages are repeated to the target market in order to persuade the audience to participate in staycation activities at the Grand Tryas Hotel. This information was created using hotel developments, both in the form of hotel facilities and hotel services relevant to staycation activities.

As an expert informant in this study, Stefanus Hansel contends that promotional actions relating to the staycation program can be used to influence audiences. Grand Preanger Hotel is taking the appropriate steps since it has affected the audience by offering appealing promotions that the target market may enjoy and motivating the target market to engage in staycation activities.

4.4. Media Selection and Application

The final stage of strategic planning is to choose and employ the media as a medium for channeling created information. Grand Preanger Hotel chooses to provide information about the branding program for staycation activities through print media, social media, and electronic media. To maximize hotel promotion, Grand Preanger Hotel works with online travel agencies (OTA) such as Traveloka, Pegipegi, Agoda, and Booking.com. This is because Grand Preanger Hotel trusts the travel agent (OTA) to accommodate all promotional offers, including capturing the attention of the target market.

4.5. Participate in staycation activities.

Stefanus Hansel, an expert informant in this study, debates the media that the Grand Preanger Hotel should utilize in carrying out the staycation program. According to professional informants, Grand Preanger Hotel has taken the appropriate procedures since it uses social media more frequently to transmit information about staycation activities.

4.6. Message Strategy

The first action that can be taken at this stage is to decide on the content of the communication information that will be conveyed to the public. The Grand Preanger Hotel launched a staycation program in order to boost hotel occupancy. The Grand Preanger Hotel's successful initiative is likely to boost earnings at the Grand Tryas Hotel. Grand Preanger Hotel anticipates that the target market would respond positively to this initiative. The Grand Preanger Hotel's staycation program has received favorable feedback from its target market, as tourists who participate in staycation activities are happy and satisfied with their choice of the Grand Tryas Hotel.

As an expert informant in this study, Stefanus Hansel debates the proper procedures to building a staycation program. Grand Preanger Hotel's steps can be regarded to be appropriate because they have received positive feedback from the target demographic and the program is going smoothly.

4.7. Message in an unusual form

The message's creative shape is the next stage in the messaging strategy. Grand Preanger Hotel delivers a sensible appeal to its target demographic by capitalizing on current trends and attractive marketing. Grand Preanger Hotel is influencing its target market to do professional staycation activities by modifying the target market's perception of Grand Preanger Hotel as a well-known hotel.

According to Stefanus Hansel, an expert informant in this study, employing influencers in promotional activities can be used to emotionally affect the target market. According to Suhendar, Grand Preanger Hotel consistently follows the trend that is currently going in carrying out promotional efforts. Grand Preanger Hotel agrees with the expert informant's statement because it has analyzed numerous aspects before producing messages about staycation activities.

4.8. Media strategy Media selection

A company's media strategy includes media selection. The media used by Grand Preanger Hotel, such as social media and online travel agents (OTA), are used as much as possible to carry out promotional activities while minimizing hotel expenses. Grand Preanger Hotel budgets since it is critical in managing promotional activities through the selected media. The general manager will approve the media choices after discussions with all hotel departments. This is done to ensure that the media.

4.9. Chosen Is Appropriate For Carrying Out Promotional Actions That Will Be Carried Out.

According to Stefanus Hansel, Grand Preanger Hotel can implement the correct approach for distributing media material by understanding how much and how long the target market consumes a media. According to him, Grand Preanger Hotel might select media that is more frequently accessed by the target market to be employed in the process of advertising staycation activities. As a result, Grand Preanger Hotel is an appropriate media choice because it frequently uses social media and online travel agencies (OTA).

4.10. Measure performance

Penguku A corporation can use performance measurement to determine the success or failure of a plan in meeting its objectives (Nilasari, 2014). The indicators used as benchmarks in the performance of a successful marketing communication strategy are carried out by measuring feedback from the Grand Tryas Hotel target market as well as demand and supply messages. As an expert informant in this study, Stefanus Hansel contends that measuring the performance of a plan can be done online or offline. Grand Preanger Hotel is known to have undertaken an assessment based on the target market's demand and supply messages. As a result, the Grand Preanger Hotel can be regarded to be precise and appropriate in gauging performance based on what expert informants explained.

4.11. Take appropriate steps

According to (Nilasari, 2014), the final activity performed during the strategy review stage is to establish the next strategy so that it can run better and avoid making the same mistakes. Grand Preanger Hotel takes remedial action by improving on what was previously evaluated. Grand Preanger Hotel

leverages current potential and chances for new strategy implementation. Furthermore, the Grand Preanger Hotel will make modifications so that guests will return, and the methods used will be even better in the future.

As an expert informant in this research, Stefanus Hansel believes that after doing an evaluation, the best course of action for Grand Preanger Hotel is to make corrections and determine where the problems occurred when the plan was executed. As a result, the Grand Preanger Hotel has been appropriate in implementing corrective actions based on expert informant remarks by fixing the flaws created in the executed approach.

5. CONCLUSION

The Grand Preanger Hotel's efficient marketing communication plan for the staycation program, as well as the discussion provided above, demonstrate that the hotel makes the best use of media in the activities associated with the staycation program. The branding program for Grand Preanger Hotel's staycation activities was carried out in three major stages: planning, implementation, and assessment. The Grand Preanger Hotel understands the importance of audiences being able to communicate successfully during the planning stage. Based on this idea, they attempt to identify and meet the audience's demands in terms of staycation activities. Furthermore, the Grand Preanger Hotel has an impact on the audience by putting together educative and engaging advertising concerning staycation activities. The Grand Preanger Hotel employs a range of tactics for conveying messages via the right communication platforms for the target market to ensure that the message is correctly received by the public.

During the implementation stage, they effectively implemented the message strategy and media strategy, allowing them to meet the target on time. The Grand Preanger Hotel use figures and facts to instill trust and security in the audience, allowing them to do staycation activities at the hotel. Furthermore, the media options at the Grand Preanger Hotel include all forms of communication, including social media and traditional media. They employ social media and online travel agents (OTA) in the staycation program to promote the program to the more prevalent target group using this communication medium in the present technological era.

Grand Preanger Hotel examines the root causes of developing difficulties and confronts challenges that inhibit strategy implementation during the evaluation stage. The Grand Preanger Hotel's ability to adopt an efficient marketing communication plan was limited by internal hotel constraints. Grand Preanger Hotel bases its performance on feedback as well as requests and offers communicated by the target market. Following that, Grand Preanger Hotel took corrective action by correcting earlier mistakes and capitalizing on existing potentials and opportunities to launch new initiatives.

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