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Marketing Strategy in Increasing Occupancy Rate at The Jayakarta Lombok Beach Resort & Spa

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ABSTRACT

The purpose of this study is to explore effective marketing strategies for increasing the occupancy rate at The Jayakarta Lombok Beach Resort & Spa, emphasizing innovative approaches to attract and retain guests. A qualitative research method was employed, involving in-depth interviews with key stakeholders, analysis of promotional activities, and a review of occupancy trends over the past three years. Findings reveal that leveraging digital marketing, optimizing pricing strategies, and enhancing customer loyalty programs significantly contribute to higher occupancy rates. The originality of this study lies in its focus on the resort's localized marketing initiatives and their alignment with emerging tourism trends in Lombok. However, the study is limited by its scope, which focuses on a single resort, suggesting the need for broader comparative research across similar properties. Practical implications include actionable recommendations for resorts to integrate digital platforms and community-based tourism partnerships into their marketing efforts. Academically, this research highlights the importance of adaptive marketing strategies in dynamic tourism markets, offering a foundation for further studies on sustainable marketing in hospitality.

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1. Introduction

Tourism has emerged as one of the fastest-growing sectors worldwide, driven by a rising demand for leisure travel, exploration of natural beauty, cultural immersion, and diverse recreational activities. The global tourism industry serves as a significant contributor to economic development by generating income, creating employment opportunities, and fostering cross-cultural understanding. In Indonesia, tourism has become a cornerstone of the national economy, ranking as the second-largest source of foreign exchange earnings and playing a central role in national development strategies. The sector's expansion has necessitated substantial investments in infrastructure, including accommodations, restaurants, and travel services, to meet the increasing demands of domestic and international travelers.

Indonesia's unique position as the 9th fastest-growing tourism market globally, according to the World Travel and Tourism Council (WTC), reflects its exceptional potential as a premier destination. The country's extensive cultural heritage, characterized by diverse traditions and historical landmarks, along with its unparalleled natural attractions, positions Indonesia as a preferred destination for global travelers. Within this context, Lombok Island stands out as a leading tourism destination, offering a blend of unique Islamic cultural experiences and stunning natural landscapes. Accolades such as being named the "World Best Halal Tourism Destination" and "World Best Halal Honeymoon Destination" have significantly enhanced

Lombok's international reputation, making it a focal point for halal tourism and an increasingly popular choice for both domestic and international visitors.

Despite these honours, the tourism industry, including hospitality businesses in Lombok, faces significant challenges. Visitor numbers have shown volatility, particularly during the COVID-19 pandemic, which disrupted global travel and tourism flows. For establishments such as The Jayakarta Lombok Beach Resort & Spa, these fluctuations underscore the need for resilient and adaptive marketing strategies to maintain and increase occupancy rates. This study, therefore, seeks to identify and evaluate effective marketing strategies that can enable the resort to navigate these challenges and capitalize on the growing potential of Lombok's tourism sector. By addressing these critical issues, the research contributes to the broader understanding of strategic marketing within the hospitality industry, offering valuable insights for enhancing competitiveness in dynamic tourism markets and while strengthening the island of Lombok as a center for marketing development in the region (Yuda, 2024)

The research addresses the critical question of how marketing strategies, particularly the marketing mix, that optimized to overcome declining occupancy rates. Current methods such as telemarketing, social media, and sales calls employed by The Jayakarta Lombok Beach Resort & Spa are analyzed to identify gaps and opportunities. The novelty of this research lies in its integrated approach to marketing strategy, combining qualitative analysis of internal and external factors with practical recommendations tailored to the unique characteristics of Lombok's tourism sector. By focusing on both traditional and digital marketing techniques, this study aims to develop a more robust framework for improving occupancy rates in a competitive market.

This research contributes to both academic literature and practical applications by offering insights into effective marketing strategies for the hospitality sector. Academically, it provides a case study on the implementation and optimization of the marketing mix within the context of halal tourism destinations, contributing to knowledge on sustainable tourism development. Practically, it offers actionable recommendations for The Jayakarta Lombok Beach Resort & Spa to enhance its marketing efforts, potentially serving as a model for other hotels facing similar challenges. By addressing internal and external factors impacting occupancy rates, this study aims to help stakeholders develop competitive strategies that align with Lombok's position as a global tourism destination.

2. Literature Review

2.1. Defining Marketing

Marketing is a broad and dynamic activity undertaken by companies to promote and deliver products whether tangible goods or intangible services to the market (Lusch et al., 2006; Kamasak, 2017). It is not just about selling; it encompasses a wide range of strategic activities, including advertising, sales, public relations, branding, and distribution. These activities work together to connect a company's products with potential buyers, build lasting relationships, and ultimately create value for both parties (Subadra, 2024).

The renowned marketing scholar Kotler and Armstrong (2012) offers a widely cited definition of marketing, describing it as "*the process by which companies create value for customers and build strong customer relationships to capture value from customers in return.*" This definition encapsulates the core of marketing, highlighting its dual purpose: creating value for customers and capturing value from customers. The essence of marketing lies in the exchange relationship between a company and its customers (Bagozzi, 1975; Ravald & Grönroos, 1996; Subadra, 2024). Companies seek to understand and fulfil customer needs and wants, offering products or services that provide solutions, enhance convenience, or improve the customer's quality of life. In return, companies expect customers to pay for the products or services, which generates revenue and profit for the business.

Furthermore, Sudaryono (2016) defines marketing as a management process focused on maximizing profits for shareholders by building strong relationships with key customers and creating competitive advantages. This approach ensures that businesses not only attract customers but also retain

their loyalty. Additionally, marketing is a comprehensive business process that aligns a company's human, financial, and physical resources with the needs and desires of customers. By doing so, marketing supports a company's competitive strategy, ensuring that it remains responsive to market demands and continually adapts to changing consumer preferences, ultimately driving long-term success.

2.2. The Role of Marketing in Value Creation and Relationship Building

At the heart of modern marketing is the concept of value creation (Subadra, 2024). Value refers to the benefits a customer perceives in a product or service relative to the costs or sacrifices associated with acquiring it. This value proposition is what attracts customers and persuades them to choose one brand over another. Marketers strive to understand customer needs through research and feedback, then design products or services that meet these needs more effectively than competing offerings.

Beyond creating value through products, marketing also focuses on building strong customer relationships (Kotler & Armstrong, 2016). This involves engaging with customers in meaningful ways to foster trust, loyalty, and satisfaction over time. Strong relationships are crucial because repeat customers are more likely to generate long-term revenue for the company and act as brand advocates (Subadra, 2024). Building relationships today is easier than ever with digital tools, social media, and customer relationship management (CRM) systems, which enable personalized interactions and communication with customers.

For hotels, the return from marketing efforts is captured through customer loyalty and advocacy. Loyal guests tend to book rooms more frequently, often with less sensitivity to price, and are more likely to recommend the hotel to friends, family, or colleagues. This creates a virtuous cycle where satisfied guests return again and again, driving consistent revenue. Additionally, loyal customers often share their positive experiences online through reviews, social media, and word-of-mouth, which serves as powerful referral marketing (Subadra, 2024). This not only attracts new guests but also strengthens the hotel's brand reputation. As a result, hotels are able to reinvest the profits from loyal customers into enhancing services, improving the guest experience, and innovating their offerings to further meet the evolving needs of travellers. In this way, loyalty and advocacy play a key role in building long-term success and sustainability for a hotel.

While many people equate marketing with advertising or sales, its scope extends far beyond those two activities. Effective marketing integrates multiple elements to create a comprehensive strategy that supports both short-term goals (like increasing sales) and long-term objectives (such as building a strong brand or expanding market share). Advertising is the process of promoting a company's products or services through various media channels, including digital platforms (social media, search engines), television, print, radio, and outdoor advertising. Advertising raises awareness and generates interest in the product or service, but it is most effective when combined with other marketing strategies. Additionally, sales involves direct interaction with customers and is crucial in closing the deal. This can be done through various channels, such as retail sales, direct sales teams, e-commerce platforms, or third-party distributors. Effective sales strategies depend on a deep understanding of customer needs, strong relationship-building skills, and persuasive communication.

Furthermore, distribution is the process of making the product available to customers at the right time and place. It involves decisions about channels of distribution (wholesale, retail, online, direct-to-consumer) and logistical considerations (inventory management, transportation, and warehousing). An efficient distribution strategy ensures that the product reaches customers in a way that is convenient and cost-effective. In addition, branding and public relations play vital roles in shaping consumer perceptions. A strong brand differentiates a company's products in the marketplace and helps create emotional connections with customers. Public relations (PR) efforts can enhance a company's reputation and credibility, especially when media coverage, influencer partnerships, or community involvement is part of the strategy.

Marketing activities do not operate in isolation; rather, they are part of a coordinated strategy designed to achieve broader business goals. For instance, advertising may spark awareness and interest, but it's the sales team that turns that interest into actual purchases. Similarly, once a product is purchased, a company must ensure customer satisfaction through proper delivery and support to foster repeat business and referrals. In this way, marketing efforts at all stages of the customer journey are interconnected, with each stage feeding into the next to create a seamless experience for the customer. Kotler's Marketing Concept emphasizes that marketing is a continuous process, not a one-time event. It is a dynamic system that involves researching customer needs, creating products that solve those needs, communicating product benefits effectively, and delivering the product efficiently to build lasting customer relationships.

In the highly competitive hospitality industry, marketing is an essential function that drives success by creating exceptional value for guests and capturing value in return. According to Kotler's definition, marketing is an evolving process where customer relationships are central to the business model. In the context of a hotel, this means not only attracting guests but also building long-term loyalty and ensuring that guests have memorable experiences that will bring them back. Modern hotel marketing is no longer about simply selling rooms; it's about understanding guest behaviours, anticipating their needs, and providing value at every touchpoint—from the moment they browse the hotel website or interact with customer service, to the experience they have during their stay and even after they check out. Each interaction should reinforce the hotel's brand, foster trust, and create lasting impressions that encourage return visits and positive reviews.

As the hospitality industry becomes increasingly competitive and consumer expectations become more complex, marketing strategies must adapt to stay relevant. With today's travellers empowered by online reviews, social media, and booking platforms, hotels must embrace digital marketing, social media engagement, and data-driven decision-making to create meaningful interactions with their guests. By leveraging customer data, hotels can personalize their marketing messages, optimize pricing strategies, and create tailored offers that resonate with the specific preferences of their guests.

Furthermore, social media strategies are indispensable in building a strong online presence, engaging with potential guests, and encouraging loyalty. Platforms like Instagram, Facebook, and TikTok offer hotels a unique opportunity to showcase their amenities, share guest experiences, and build a community of brand advocates. Online reviews, influencer partnerships, and user-generated content also play a crucial role in shaping public perception and driving new bookings. By embracing these modern marketing tools, hotels can not only generate immediate bookings but also build the foundation for long-term growth and sustainability (Subadra, 2024). Ensuring that guests return for future stays—whether for business or leisure—is essential for sustaining success in a market where guest expectations are high and competition is fierce. Ultimately, hotel marketing should focus on fostering loyalty, generating positive word-of-mouth referrals, and delivering value that keeps guests coming back, leading to a continual cycle of business growth.

2.3. Marketing Strategy and Marketing Mix

Marketing strategy plays a critical role in the development and success of a business, guiding the company toward achieving its objectives. Beyond simply formulating a strategy, companies engage in in-depth analysis to determine the most effective marketing approach. This involves assessing the market environment, understanding consumer behavior, and evaluating the company's position relative to competitors. The goal is to create a roadmap that enables the business to meet its goals efficiently while responding to market demands.

According to Sunyoto (2016), marketing strategy is the core approach used by business units to reach pre-established objectives, involving key decisions about target markets, product positioning, the

marketing mix, and the costs associated with marketing activities. Sunyoto (2015) further emphasizes that marketing strategy is essentially a statement about the expected impact on demand within a specific target market. Kotler (2004) also highlights that marketing strategy is guided by fundamental principles, helping management achieve business and marketing goals within a defined target market. In conclusion, marketing strategy serves as a comprehensive tool that companies use to reach their goals, involving the implementation of planned methods to effectively market products and services, drive demand, and maximize sales.

Furthermore, the marketing mix plays a pivotal role in influencing customers to purchase products or services, making it a crucial tool for assessing the effectiveness of marketing efforts (Kotler & Armstrong, 2016). It consists of four key elements—product, price, place, and promotion all of which are controlled by the company. These components work together to create a strategy that meets the needs of the target market and encourages the desired response from consumers. Kotler et al., (2009) further explains that the marketing mix is a strategic tool designed to determine the success of marketing activities by aligning these elements effectively.

Alma (2016) emphasizes that the marketing mix is not just a collection of isolated tactics but a cohesive strategy aimed at integrating marketing activities to achieve optimal results. Based on these insights, it can be concluded that the marketing mix is a strategic tool used by companies to reach their goals. While the traditional marketing mix focuses on the 4Ps (product, price, place, promotion), service marketing introduces additional elements, expanding the mix to the 7Ps: product, price, place, promotion, people, physical evidence, and process. These additional elements help companies address the unique characteristics of service-based industries, ensuring a holistic approach to marketing. In the context of hotel marketing, the 7Ps marketing mix plays an important role in ensuring that a hotel effectively meets guest expectations and stands out in a competitive industry.

1. Product refers not only to the rooms or accommodations but also to the complete guest experience. This includes the quality of services offered (such as concierge, housekeeping, and dining), the ambiance of the property, and any added amenities like spas, gyms, or unique offerings like event spaces or local tours. Hotels must constantly assess guest needs and market trends to modify or enhance their products, such as offering eco-friendly rooms or tech-enhanced amenities, to appeal to different segments of travellers.
2. Price involves setting competitive rates that reflect the value of the product while considering factors such as seasonality, demand, location, and the target market (luxury, mid-range, budget). It also includes decisions on discounts, promotional rates, loyalty program pricing, and packages. For example, a hotel might offer seasonal promotions, corporate rates, or discounts for advanced bookings. These pricing strategies should reflect the hotel's brand positioning and target market while maximizing profitability.
3. Place refers to how a hotel distributes its rooms and services to potential guests. This involves selecting and managing distribution channels like online travel agencies (OTAs), direct bookings through the hotel's website, travel agents, and corporate partnerships. Efficient distribution systems are key to reaching the target audience and ensuring that the hotel's rooms are accessible and visible to potential guests, whether through global booking platforms or niche local travel sites.
4. Promotion focuses on creating awareness and persuading guests to choose a particular hotel. This can involve advertising campaigns, social media engagement, public relations, and sales promotions. Hotels may promote themselves through targeted campaigns on OTAs, travel blogs, or influencer partnerships. Additionally, promotions like discounts for repeat customers, special offers

for extended stays, or seasonal deals can attract new guests while encouraging loyalty from existing ones.

5. People refers to everyone involved in the service delivery—hotel staff, guests, and even suppliers or partners. The attitudes, behaviors, and appearance of hotel employees, from receptionists to housekeeping staff, directly affect guest satisfaction. Personalized service, such as remembering guest preferences or providing local recommendations, can elevate the guest experience. Positive interactions between employees and guests build trust and loyalty, enhancing the hotel's reputation and encouraging repeat visits.
6. Process refers to the systems and procedures that ensure a seamless experience for guests, from booking a room to checking out. This includes the reservation process, check-in and check-out procedures, the handling of guest requests, and even the efficiency of room service or housekeeping. A smooth and efficient process is vital in service delivery, as any inefficiencies can negatively impact guest satisfaction. For example, offering digital check-ins, mobile room keys, or contactless payment options can streamline the guest experience.
7. Physical Evidence refers to the tangible elements that communicate the quality of the service and influence guests' perceptions. This can include the hotel's interior design, cleanliness, staff uniforms, logos, signage, and other visual cues that reflect the brand identity. The physical environment, including the décor, room layouts, and amenities, must align with the hotel's positioning—whether it's luxury, boutique, or budget. A well-designed lobby, modern furniture, and well-maintained facilities all contribute to a positive guest experience and can act as important differentiators in a competitive market.

This suggests that the **7Ps** in hotel marketing help create a comprehensive strategy that ensures a hotel can meet and exceed guest expectations while remaining competitive. By aligning product offerings, pricing strategies, promotion techniques, customer service, processes, and physical environments, hotels can build lasting customer relationships, drive bookings, and ensure long-term success in the hospitality industry

3. Methodology

The study was conducted at The Jayakarta Lombok Beach Resort & Spa, a four-star hotel located in West Lombok, specifically in the Senggigi tourism area at Jl. Raya Senggigi km.4, Senteluk, Batu Layar District, West Lombok Regency, West Nusa Tenggara Province. This location was chosen for several reasons: its strategic position in a popular tourism destination near shopping centers and major attractions like Senggigi Beach and the Gili Islands; and its relevance to the study's focus on marketing strategies to improve occupancy rates. The hotel, with its 171 rooms of various types, represents a significant case study for understanding the dynamics of hospitality marketing in the region.

This study employed a qualitative research method, which is suitable for exploring complex phenomena such as marketing strategies in the hospitality sector (Subadra, 2019). Qualitative methods are appropriate here because they facilitate in-depth exploration of subjective experiences, processes, and practices within the organization. By focusing on qualitative data, the research capture detailed insights from stakeholders, including hotel management and the sales and marketing team, about the strategies employed to increase occupancy rates.

Data collection involved both primary and secondary data sources. Primary data were gathered through direct observations and interviews with relevant stakeholders, including all seven members of the sales and marketing team. This method allowed for first-hand information about current marketing practices, challenges, and opportunities. Secondary data were collected from existing reports, historical

records, academic literature, and statistical data related to the hotel and the broader tourism industry. This included documents from the Central Statistics Agency (BPS) and hotel performance records.

The qualitative data were analyzed using descriptive qualitative analysis techniques. This approach involved categorizing and summarizing data into key themes, such as strengths, weaknesses, opportunities, and threats (SWOT analysis) faced by The Jayakarta Lombok Beach Resort & Spa (Rangkuti, 2013). The analysis aimed to provide a comprehensive understanding of the current marketing strategies and identify areas for improvement. The findings were discussed in relation to existing literature and contextual factors affecting the hospitality sector, with the goal of formulating strategic recommendations for increasing occupancy rates and maintaining competitiveness in the tourism market.

4. Discussion

The findings and analysis of this research address two key issues: identifying the strengths, weaknesses, opportunities, and threats (SWOT) of the marketing strategies employed by the Sales and Marketing Department of The Jayakarta Lombok Beach Resort & Spa, and determining the most effective marketing strategy to boost room sales and occupancy rates.

Internal Factors: Strengths and Weakness of the Marketing Strategy

The analysis of internal factors at The Jayakarta Lombok Beach Resort & Spa, evaluated using the 7Ps marketing mix approach, identifies both strengths and weaknesses.

4.1. Internal Strengths Factors

The strength factors at The Jayakarta Lombok Beach Resort & Spa encompass product, price, place, and promotion. The resort offers well-equipped rooms that meet 4-star standards, with a variety of room layouts and types, earning a rating of 3.40. The sales and marketing department enhances customer satisfaction by promoting stay packages like the NTB package. In terms of price, the strategy of offering discounts and emphasizing the benefits of the pricing structure aligns customer expectations with their experience, achieving a rating of 3.60 and increasing the attractiveness of the resort's offerings. The resort's strategic location in the Senggigi tourist area significantly influences customer decisions to stay, with distribution channels and sales performance earning a rating of 3.40. Additionally, effective promotional activities, including sales calls to travel agencies, government offices, corporations, telemarketing, and website promotions, help drive sales, supported by the capable execution of the sales and marketing staff, who receive a rating of 3.30.

4.2. Internal Weakness Factors

The strength factors at The Jayakarta Lombok Beach Resort & Spa also include people, process, and physical evidence. However, several weaknesses impact the effectiveness of these areas. One key weakness is the limited proficiency in foreign languages, particularly English, among the sales and marketing staff, which hinders communication with international customers and restricts market reach beyond domestic tourists, receiving a rating of 2.30. In terms of process, the inconsistent use of social media promotions and limited marketing channels reduce the effectiveness of marketing efforts, also rated at 2.30. Additionally, the physical evidence of service rewards is lacking; the absence of differentiated incentives for sales and marketing staff compared to other departments leads to decreased motivation and performance, further reflected in a rating of 2.30.

External Factors: Opportunities and Threats of the Marketing Strategy

The external environment presents both opportunities and threats that shape the marketing strategy of The Jayakarta Lombok Beach Resort & Spa. Among the key opportunity factors is the stable political and

security climate in Senggigi, which creates a favorable environment for tourism and earns a rating of 3.30, encouraging tourists to choose the resort. Technological advancements also offer significant opportunities; the use of modern systems like MAXIAL (rated 3.30) and internet-based promotions (rated 3.60) enhance sales and marketing efforts by allowing the resort to reach a broader audience and improve the customer experience. Additionally, the local cultural and natural attractions further bolster the resort's appeal, particularly for tourists seeking culturally enriching experiences, a factor that also receives a rating of 3.30.

4.3. External Threat Factors

Intense competition and budget-conscious customers present significant challenges for The Jayakarta Lombok Beach Resort & Spa. Competing hotels offering lower rates and attractive packages pose a threat to the resort's market share, earning a rating of 2.70. These competitors make it difficult to stand out, especially when they provide similar amenities at more competitive prices. Additionally, the prevalence of budget-conscious customers, who focus primarily on affordability, further complicates the resort's efforts to promote higher-value packages. This factor, rated 2.50, restricts the effectiveness of upselling strategies, as these customers are less likely to opt for premium offerings. Together, these challenges hinder the resort's ability to maximize revenue and maintain a strong competitive edge. Therefore, developing innovative and targeted strategies to differentiate the resort and offer perceived value is essential to overcome these threats and appeal to both budget-minded and quality-seeking travelers.

4.4. Recommended Marketing Strategies for the Sales and Marketing Department

Based on the SWOT matrix analysis, several marketing strategies are recommended for The Jayakarta Lombok Beach Resort & Spa's sales and marketing department. Strength-Opportunity (SO) strategies include leveraging the staff's promotional skills to attract tourists seeking relaxation in Lombok (SO1) and emphasizing the resort's strategic location in the secure Senggigi area with its rich cultural attractions to boost room sales (SO2). Strength-Threat (ST) strategies focus on promoting the resort's 4-star room facilities to differentiate it from competitors (ST1) and enhancing personal selling skills to appeal to budget-conscious travelers (ST2).

For Weakness-Opportunity (WO) strategies, increasing service incentives for successful sales can motivate the sales and marketing team (WO1). Additionally, improving staff English language proficiency through technology can help expand international market reach (WO2). Weakness-Threat (WT) strategies include diversifying marketing channels to attract a broader audience and stay competitive (WT1). Furthermore, scheduling consistent social media promotions will keep potential customers informed about the latest offerings (WT2).

4.5. Most Effective Marketing Strategy

Based on the Quantitative Strategic Planning Matrix (QSPM), the most effective marketing strategy for The Jayakarta Lombok Beach Resort & Spa is identified through the Total Attractiveness Score (TAS), which evaluates how well strategies align with internal strengths, weaknesses, and external opportunities and threats. The strategies that emerged as most effective include leveraging the resort's strategic location in the secure and culturally rich Senggigi area (SO2) to attract more customers interested in both relaxation and cultural experiences. Additionally, enhancing the personal selling skills of the sales and marketing staff (ST2) helps address the needs of budget-conscious customers, enabling the team to upsell effectively and communicate the value of higher-tier packages. Furthermore, improving foreign language proficiency among staff (WO2) expands the resort's market reach by making it more accessible and appealing to international tourists. These strategies collectively aim to boost room occupancy by maximizing the resort's strengths, such as its location and service offerings, while addressing key weaknesses like limited language skills. They also respond effectively to external factors, including intense competition and opportunities presented by cultural tourism. By focusing on these approaches, The Jayakarta Lombok

Beach Resort & Spa can enhance customer satisfaction, broaden its market base, and increase overall sales performance.

5. Conclusion

The case of The Jayakarta Lombok Beach Resort & Spa offers a compelling opportunity to examine the interplay between internal capabilities and external market forces within a competitive hospitality landscape. The resort's unique strengths—such as its strategic location in the scenic Senggigi area, 4-star facilities, and cultural attractions—combined with evident weaknesses, like limited foreign language proficiency and inconsistent social media marketing, highlight the importance of aligning marketing strategies with both strengths and opportunities. This investigation is particularly significant due to the increasing competition in the tourism industry and the need for effective, adaptable strategies to attract both domestic and international customers.

The study successfully addressed two key research objectives: identifying the strengths, weaknesses, opportunities, and threats (SWOT) in the resort's current marketing strategy, and determining the most effective strategy to increase room sales and occupancy. The findings indicate that leveraging the resort's location and enhancing personal selling skills are crucial strategies. Additionally, improving staff proficiency in foreign languages is essential for expanding market reach. These insights underscore the need for tailored marketing strategies that capitalize on strengths and mitigate weaknesses.

The research has several implications for the sales and marketing department. Adopting targeted strategies, such as consistent social media promotions, enhancing employee skills, and diversifying marketing channels, can significantly boost the resort's performance. However, the study's limitations include a focus on a single resort, which may limit the generalizability of the findings to other contexts.

6. Future Research

Future research could expand this study to include comparative analyses with other resorts facing similar challenges or investigate the long-term effectiveness of the proposed strategies. Additionally, exploring the impact of emerging technologies, such as artificial intelligence and data analytics, on marketing in the hospitality sector could offer valuable insights for enhancing marketing efficiency and customer engagement.

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