

Application by Marketing Communication Section Crowne Plaza Bandung Hotel

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1. Background

The Indonesian Hotel and Restaurant Association (PHRI) noted during pandemic 2020, the total losses of the Indonesian tourism industry reached IDR 85.7 trillion. Thousands of hotels and restaurants have been forced to close, as well as a number of airlines and tour operators who have suffered losses.

Based on data from the World Tourism Organization (UNWTO) the number of tourist arrivals around the world decreased 44 percent during the pandemic when compared to last year. In an online discussion early last month, the Deputy for Destination and Infrastructure Development of the Ministry of Tourism and Creative Economy (Kemenparekraf), Hari Santosa Sungkari, predicted that foreign tourist visits (tourists) to Indonesia would be stuck at 4 million people. Based on UNWTO guidelines, countries that have been dependent on their income through the tourism sector must start developing a vision of sustainable tourism (sustainable tourism). This is important because tourist destinations that develop this vision are considered capable of continuing despite challenges, including during a pandemic Bandung City is the largest metropolitan city in West Java Province, as well as the provincial capital. The city is located 140 km southeast of Jakarta, and is the third largest city in Indonesia after Jakarta and Surabaya by population. In addition, Bandung is also the largest city in the southern part of Java Island. Meanwhile, the Greater Bandung area (Bandung Metropolitan Area) is the third largest metropolitan area in Indonesia after Jabodetabek and Gerbangkertosusilo (Gerbangkertosusilo). Crowne Plaza Bandung is a 5-star hotel and part of one of the largest international hotel chains, the InterContinental Hotel Group (IHG). Providing 270 elegant hotel rooms and suites with sweeping views of downtown Bandung. The diverse MICE facilities can accommodate various types of spectacular and other memorable events. The presence of the Crowne Meeting will be a trusted, professional, flexible partner who always works well together to pay attention to the details of your event, even for last-minute changes. One of the departments in this hotel is the Sales and Marketing department which has a very important role in the running of hotel operations. The Sales Marketing department can be said as a place where a hotel business can run well, because it is through Sales Marketing that it can be used to promote activities such as selling services and marketing goods. Marketing can increase awareness of its importance in sales prospects and make your product or service acceptable and well-known to customers. There are several sections in the Sales Marketing department at Crowne Plaza Bandung, namely Sales, Reservation, and Marketing.

In the face of the Covid 19 pandemic which has weakened various industries, one of which is the hotel industry. The thing that needs to be dealt with is to increase the strategy and power of promotion in increasing selling power amid the weakening of the hotel industry. With a strategy in marketing, a target will be formed in the market objectives and the selling power of the target market. Therefore, the marketing section in the hotel industry plays an important role in promoting and increasing the selling power of hotel products. In one of the sections in the sales marketing department, the marketing section is tasked with marketing the product and conducting a review of every promo that will be marketed and promoted through internal and external media. A successful marketing or marketing strategy requires constant communication. Everyone in the team needs to understand how a marketing strategy will help achieve larger company goals. There should also be a focus on promoting the brand promise to customers, as well as using tools such as business models, demographic research and competitive analysis to achieve desired goals.

So, this is what underlies the author to make a proposal "*The procedures of selling hotel products using Tik Tok Application Marketing Communication Section Crowne Plaza Bandung Hotel*". In this case. Tik Tok is an application where users can share music videos of short duration. Apart from Tik Tok, he is also known as Douyin, a short vibrato video. Tik Tok was introduced and first launched in September 2016. At that time, the application was immediately accepted in Indonesia. But indeed, at that time many called Tik Tok users as a layer. The slanted news about this application does not stop there. Indonesia in July 2018, through the Minister of Communication and Information, Mr.

Rudiantara, had blocked TikTok. The application is considered not child-friendly. This is evidenced by reports and complaints from thousands of users.

In it there is a lot of negative content that should not be shown to children. Only a week later, TikTok can be accessed by Indonesian users again. This happened after the TikTok Team negotiated and changed the Terms and Conditions regarding age, etc. so that access can be limited and not too free. Then, TikTok is increasingly booming in Indonesia. This application is now not only for a layer, but also for those who want to express themselves and come from various circles.

a. Benefits of Tik Tok Application

As mentioned above, the matter of using this application follows the user. It depends on whether you want to use it positively or negatively, Among the uses of Tik Tok are for the positive things below:

Sports.

One of the activities that users often do is dance to the rhythm of existing TikTok music or songs. Well, dancing is an activity that can burn calories as well as nourish the body. Very suitable for those who want to exercise in a fun way.

Creative

One of the goals of Tik Tok is to make its users creative. Imagine, from the start this application was made with the concept of a music video. You can fill or create any content according to creativity. If you really want to make dance moves, you can do it yourself. If you want to make an emoji-like expression, you can do that too. You can be sad, laugh, and even do funny things on TikTok.

Express yourself

Here, you are free to express yourself. But if you can, don't overdo it, let alone sacrifice yourself. Stay reasonable.

Overcoming mental problems

Because you can express yourself and express ideas, then the mood will be good. By sharing with other people from various parts of the world will make mentally healthier. Don't feel alone anymore and get a lot of friends. Especially if the video content created gets a fairly good response in large quantities. Obviously can give more confidence to the user.

Improve mood or mood

It doesn't have to be expensive to entertain yourself. By expressing yourself through movement or appearance, your mood will improve again.

Care campaign with others

The more people come here, the more people are using TikTok to create content that is sharing. For example, when there are people in need on the street, usually someone will give them something and make content. Although many say showing off, but this can be something positive. One of them is so that people who see the content can be more aware of what is around them. Even better if you want to share.

Self-branding

Although not everyone can, but in fact one of the benefits of TikTok is as self-branding. This is evidenced by the increasing number of artists born from TikTok users.

Usually, they are known for their content that many people like so they have fans. In fact, artists also often use this application to express themselves and strengthen their branding.

Well, if you want to do branding like this, you need quite a lot of followers. If you want to increase your followers quickly, please try contacting a trusted Tik Tok follower seller.

Developing business and marketing

If you have a product you want to sell, try creating content on Tik Tok with product ads. The contents can be in the direction of information so that it becomes soft selling. In addition to users, the benefits of TikTok for business and marketing are also maximized by music creators. For example, singers, musicians, to songwriters.

The negative impact of Tik Tok

With the many positive impacts and benefits of the TikTok application, it turns out that there are also negative impacts from the application. The following are some of the things that are quite annoying from using the Tik Tok application:

Time consuming

Creating content for this app is quite time consuming. For dance, for example, you have to practice the movements first, memorize them, and match them to the tempo of the music. In fact, even for the simplest, sometimes it feels unsatisfactory when made perfunctory.

Make children lazy to study

When TikTok users are children, the danger is even greater. Because they often hold cellphones and play from the screen. This will make them tend to be lazy to study. Just create content to go viral and sacrifice yourself. There have been many cases where because they want their content to go viral, users create content that is embarrassing or even life threatening.

Narcissist

Because they want lots of likes and comments, this will make users more narcissistic and self-aggrandize when they can achieve it. Wide open group conversation. In this application, you can chat in group conversations with even strangers. If you are not wise in using it, the negative impact that will be caused is very real.

2. Method

Based on the background description above, it can be stated formulation of the problems that will be discussed in this final report as follows:

1. What is the procedure to sell hotel products digitally through tik tok applications in the Pandemic era by Marketing Communications?
2. What are the obstacles faced when selling hotel products through Tik Tok applications in the Pandemic by Marketing communications.

The Purpose of Writing

1. The Purpose of Writing
 - a. To know the procedures to sell hotel products digitally through tik tok applications in the Pandemic era by Marketing Communications?
 - b. To know the obstacles in selling hotel products digitally through tik tok applications in the Pandemic era by Marketing Communications and to get the solutions.
 - c. The Usage of Writing

Based on The Objectives above, about the benefits of using social media to improve marketing in the midst of a pandemic as a medium of learning in dealing with unexpected situations

- a. For Polytechnic State of Bali, this is as a media or learning reference regarding one of the implementations of a marketing system in the Digital era using social media platforms with soft selling marketing.
- b. For students, it is a requirement to complete the Diploma III program at the Polytechnic State of Bali and to increase knowledge about the application of Soft Selling Marketing that occurs in Society and Hotel Industry.
- c. For the company is as a means of input and opportunities to improve the quality of service and sales at the company in the future.

The Method Of Writing

1. Methodology and Data Collection Techniques

The methods that the authors use in collecting this data are as follows:

- a. Observation
the method of collecting data by first observing the processes that occur in the field, then engaging in the process of creating and processing content in promotion on social media.
 - b. Interview
The interview method is to interact directly with hotel workers or staff to find out more about the correct procedure for handling the marketing blackout.
 - c. Documentation
The documentation method is one of the important things in data collection so that the data obtained is truly real and readers can also see clearly the equipment used in digital marketing and soft selling.
 - d. Literature Study
This method is by researching and looking for data or literature related to and in accordance with the research to be discussed.
2. The Analysis Methodology and Techniques
The method of analysis that the author uses here is descriptive analysis technique by systematically arranging the results of observations, interviews, documentation and literature that the author gets then describes and explains these results descriptively and in accordance with the actual situation in the field based on the data that the author has collected.
 3. The Techniques for Presentation of Analysis Results
The method of presenting the results of the analysis that the writer uses is a combination of informal methods and formal methods.

The informal method is the method the writer uses with narrative exposure. The formal method is the method that the author presents with table data, documentation and others accompanied by a combination of signs and words.

The sales and marketing department is part of a strategic hotel and is responsible for selling rooms and meeting packages, determining selling prices and marketing other hotel products through print media, online media, and other media including being responsible for following market developments, both local and international tours. and its kind. This section is also responsible for sales to individual and group guests as well as establishing the reservation system.

The sales and marketing department of Crowne Plaza Bandung under the auspices of the IHG Group is also divided into several sections, namely Director of sales and marketing, Assistant Director of Sales and marketing, Senior business Development, Crowne Meeting Director, Jakarta sales office, Sales Coordinator, Reservation, Communication

marketing, and digital marketing. which has the aim of maximizing work programs in high season and low season conditions that have been implemented by the sales and marketing department. Hotel Marketing Communication is certainly related to product sales where marketing can be said to be an inseparable part of the company's activities with the aim of meeting consumer needs, so that consumers will become loyal and continue to use hotel products. In its implementation, marketing communication also manages social media in marketing each product and also as a means of communication with outside parties. In managing social media and marketing, official social media must be the standard in marketing each program. And must be consistent in every post, be it temporary or permanent. For this reason, marketing communication must work closely with the graphic design department in managing content from social media, at Crowne Plaza Hotel Bandung in marketing communications is to prepare materials and schedules so that all work that will be done can run well. In some cases, before starting work there is usually a briefing with the hotel department or an external party who will do the work together with the marketing communications department. And after that there will be another briefing with the manager and also the sales marketing director to discuss the results of that day's work.

A. The procedure of selling hotel products digitally through tik tok applications in the Pandemic era by Marketing Communications

In handling product sales in sales marketing using the TikTok application, there are various stages and processes that must be carried out before starting all of that. because in the process of selling hotel products using TikTok the application is still relatively new to the hospitality industry. Therefore, there are several steps that must be taken for the smooth process of selling hotel products using the Tiktok application

The following are the stages in the process of selling hotel products on or via TikTok application:

1. The Stages of preparation

In this preparatory process, various things are done in starting product marketing through the TikTok application, the first of which is the preparation of a schedule . In the preparation process, starting at 11.00 am after the sales staff did the morning briefing together with the Director of sales marketing, after the narrative or concept process was then given to the marcomm and digital marketing staff for evaluation. This process takes 45 minutes or 1 hour 1. In the preparation of the schedule content itself is carried out by involving directions from various departments in the hotel. such as Food and Beverage department, Front Office Department, Housekeeping Department, and supporting departments such as Finance, as well as Sales and Marketing Department of course. In scheduling the content, a survey is carried out on every staff who will be involved in the video making process. surveys conducted on staff include the following:

Updating each hotel product department and what promos will be marketed and made tiktok content. For example, when there are promos such as religious celebrations. The communication marketing team will carry out various forms of promotion in promoting hotel products the following is an example of the concept in making the context of a tiktok promo on one of the religious celebrations, namely "Chinese new year"

- 1) Mechanism of Tiktok Challenge Lunar New Year 2021 Challenge
 - a) Prepare music and create movements that will be the reference for the tiktok challenge participants
 - b) Provide two talents from two staff (marcom/fo) as tiktok challenge video models by wearing costumes with the theme of Chinese New Year
- 2) How to Join
 - a) Follow the Tiktok Challenge Lunar 2021 movement created by Crowne Plaza Bandung which is packaged as attractively/creatively as possible
 - b) Share poster and video campaign posts to IG stories from Tiktok Challenge participants by tagging 5 of your friends on IG Stories and also tagging 5 friends in your comments column to take part in this challenge
 - c) Share posters and video campaigns also to 1 whatsapp group. The screenshot evidence is shared to IG story, WA, and Line to the contact person (08229331xxxx)
 - d) Participants must follow Instagram and Tiktok official from crowne plaza bandung
- 3) Awards
 - a) Winner (free one night stay in deluxe/king room including breakfast)
 - b) First runner up (free 1 night stay in deluxe room/twin room only)
 - c) Second runner up (Food and beverage voucher)
 - d) Romantic Dinner Voucher available on 14 February 2021
- 4) Targeting
 - a) Instagram and tiktok official Crowne Plaza Bandung Hotel followers earn contributions from participating in tiktok challenges
 - b) Target 50-100 people who participate, 50 times 5 tagged friends of participants in the comments column has attracted 250 Instagram account users)

- c) Increase Insight from visiting Instagram profiles and viewing IG Stories Crowne Plaza Bandung (where promos on Tiktok and official Instagram accounts can be seen from participants who take part in this challenge)

And not only that, as a form of strategic opportunity at the celebration of major religious holidays. The concept of a tiktok promo was also carried out through the type of "tiktok dance" promo using the roles of the food and beverage department staff and also marketing communication staff.

- a. Briefings with each HOD (Head of Department) to select potential department staff to collaborate with the marketing communications section on tiktok content creation.
 - b. The Staffing meet standard hotel health procedures by wearing masks, face shields, and hand gloves. The following is an example of the use of health procedures in the implementation of tiktok content creation, the image below is the process of making tiktok in the front office area.
 - c. The staffing concerned has obtained permission from the manager or supervisor who incharged on the day of the creation of tiktok for the smooth process of creating content.
 - d. The adapting uniform follow to the department in question and also adjusts the theme that will be made on the TikTok content.
 - e. Willing to carry out various directions from the marketing communications section without coercion.
 - f. Grooming in the content creation process must be considered and in accordance with hotel grooming standards. For the standard grooming uniform, sales and marketing department on every working day on Monday until we wear a suit and shirt, while on Friday we use batik. the following is an example of a standard groomin uniform sales and marketing department.
 - g. Selecting of music, videos, and also trending content on the tiktok application to follow the market segment.
2. The stages of implementation

After completing the stages or preparation process in creating TikTok content, here are the implementation stages:

- a. Reading a concept script or showing an example of a video that will be made. In this process the script or concept script is written by the marketing communications staff which is then distributed to the staff who act as models for the making of the video. Here is an example of a draft script on tiktok content creation concept 12 January 2021.

Work from home theme with the talent needed from the front office department and marketing communication staff (Anna, Nidia, and Malik) with a dance video concept using music from a song called 'Saranghaae Joo I Love' You with a duration of 18 seconds.

72 hours flashsale using the concept of illustration mode with two talents from the sales and marketing department Talent A demonstrating in a confused state in front of the computer what to do, suddenly he wants to turn on the computer instead the number 72 appears on his computer when he opens it. It appears again on the wallpaper the computer number is 72, well. because he was confused about what was wrong with his computer, he asked the work partner next to him who was talent B. And talent B told him that it was a sign that today there was a "Flash promo from Crowne Plaza Bandung Hotel". And shot at talent A again directed by talent B to see social media from crowne plaza to see the promo. For this video, the editing party uses music with the title "Copines".

For 72 hours flashsale content, this promo also uses a dance video which is from the sales marketing department's talent (Anisa and Amelia) using music entitled Come on, shake gas, which is 15 seconds long.

The selecting of the place for tiktok content creation is in accordance with the concept that has been prepared and agreed upon from the marketing communications section. Making videos by involving the staff concerned with the concept of the tiktok context that has been studied previously.

The editing process is carried out when all video content has been taken. The editing process is carried out by following the SOP (Standart Operational Procedure) from social media Crowne Plaza Bandung Hotel and IHG Group Hotel and Resort. The standard in question is in the process of editing the tiktok video before it is uploaded using the standards from the Crowne Plaza Bandung Hotel management, namely IHG (Intercontinental Hotel Group). Such as the placement of the logo and also the use of fonts on the video that will be edited. For the Crowne Plaza Bandung Hotel using a Logo with a purple and white base. and also in the use of color fonts there are several colors such as white, purple, orange, and grey.

The selecting process for editing and video content tiktok involves the director of sales and marketing and also the marketing communication supervisor before uploading video content on the official hotel tiktok.

The final stage

After carrying out the preparation process in content creation, to the editing process and also video selection involving the director of sales and marketing and also the marketing communication supervisor, then enter the final stage. the following is the final stage in the process of making content tik tok videos in hotel product marketing.

Selecting the video is done by paying attention to all kinds of details. starting from the letters, colors that match the colors that have been set by IHG Hotel Group for the Crowne Plaza Bandung Hotel, and also video content that does not contain SARA and POLITICAL elements.

The uploading process is carried out by taking into account the schedule and time to generate the expected insights.

Selecting the tiktok content will be uploaded, an interesting caption and hashtag are selected so that it can be included in the FYP of the tiktok application.

Uploading the content after selected then it is sharing to all departments to help the promotion process.

Tik tok content is not only uploaded to the tiktok application, but also becomes material for IG Stories and official social media Crowne Plaza Bandung Hotel. Here are some tiktok content that is used as material in Crowne Plaza Bandung Hotel official social media content, namely Instagram.

The obstacles faced when selling hotel products through Tik Tok applications in the Pandemic by Marketing Communications

In the process of using the Tiktok application in the hotel industry for the process of selling hotel products, product promos, and also promoting hotels in the midst of a pandemic era, there are several obstacles, especially at the Crowne Plaza Bandung Hotel. The following are the various obstacles found in the marketing communication of the Crowne Plaza Bandung Hotel in the soft selling process using the TikTok application.

The first obstacle is the socialization process to each department. especially to the head of department regarding the use of tiktok in the sales process and new marketing strategies. A bad view of the Tiktok application is still a problem point in the process of socializing the use of this new platform. so that more effort is needed to ensure that the opportunities that will be obtained from sales using the tiktok application are very big.

The next obstacle lies in the implementation process of making videos which must involve staff from various departments. which the marketing communications section must be prepared with schedule changes or shifts of pre-selected staff to collaborate on the video making process. That as a professional marketing staff, when there is a change that occurs to the staff who become the model for the tiktok video content, you must be ready to replace the position of the staff model, in the example image below is an example where the communication marketing staff acts as a model for tiktok video content.

High session at the hotel with the increasing busyness of the performance of the staff concerned became an obstacle in the process of making videos so that it wasted a little time, and also the presence of crowds in the place where the video was made, it became a challenge for hotel staff who played a role in making videos of tiktok content.

Technical constraints, namely the lack of tools such as lighting, tripods, and also cameras that still use smartphone cameras so that more effort is needed to produce videos with good quality. these obstacles sometimes waste a lot of time so the resulting video must take several more times.

The lack of staff in the marketing communications department resulted in all the video making process being carried out by one staff (trainee). from the initial stage to the upload of tiktok content, everything is done independently and individually, so it requires a lot of energy and time in the midst of busy marketing communication work. This is the main influence in the process of creating promotional content using the tiktok application.

4. Conclusion

Based on the description that the author describes through the final project entitled *“The procedures of selling hotel products using Tik Tok Application Marketing Communication Section Crowne Plaza Bandung Hotel”* the writer draws some conclusions as follows.

In the procedure for handling hotel product sales using the tiktok application on the Marketing Communications of the Crowne Plaza Bandung Hotel, there are several stages carried out so that the soft selling carried out on the sale of hotel products can be carried out properly. the first is the preparation process which starts with a briefing with the Head of Department at the Crowne Plaza Bandung Hotel to socialize the use of the new platform in the marketing process and sales strategy by utilizing the application platform which is currently being used by many people both in Indonesia and abroad. The next stage is the manufacturing process involving staff in each department concerned for the process of making videos consisting of promotional videos for hotel products to be marketed, as well as various educative content on the hotel industry process in the midst of an era pandemic like this. Until the final stage in the editing and publication process involving the Director of Sales Marketing and also the Supervisor of Marketing Communications at Crowne Plaza Bandung before being published on social media from the Crowne Plaza Bandung Hotel. Procedures for handling sales of hotel products Crowne Plaza Bandung there are several obstacles experienced by the Marketing Communications Section. These obstacles stem from several things. the first is the obstacle that occurs due to the still bad stigma against the tiktok application from several Heads of Departments at Crowne Plaza Bandung, so it requires more effort to socialize that the tiktok platform has a big impact in the current pandemic era for the process of selling hotel products. and also as a marketing strategy. the lack of tools for the process of creating video content such as the absence of a tripod, lighting, and also the process of making video still uses a smartphone camera. So, for high-quality video results, extra effort is needed in the midst of the lack of equipment and supporting facilities. Another obstacle is the lack of staff in the Marketing

Communications Section, which results in all manufacturing processes to publications being carried out individually and independently.

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