

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Tourism is a journey that people do for a while, which is done from one place to another leaving its place, with a plan and with the intention of not to try or make a living in the visited places, but simply to enjoy sightseeing and leisure activities or to meet the diverse desires - Richard Sihite in Marpaung and Bahar (2000:p. 46-47). Tourism is a journey from one place to another supported by the facilities provided by the public, employers, and government where the journey is performed for a time or in a short period of time that aims for leisure or recreation. Hotel in the tourism industry's role is very important because as a tool public accommodation which is very helpful for tourists who are visiting for sightseeing with lodging services provided by the hotel. Hotel is a type of accommodation that use partial / entire building to provide an accommodation, eating and drinking commercially managed and fulfill with the requirements set by the government—Bataafi (2005:p. 4)

The function of hotelisto fulfill the needs of hotel guests (tourists or tourists) as a temporary shelter from the place of origin. The hotel guest is needs to rest, sleep, shower, eat, drink, entertain and others. However, with the development and progress of the current Hotel, Hotel function is not only as a place to stay or rest for the guests, but also as place to do seminars, workshops, national meetings and other activities for the sake of providing a complete infrastructure. To attract visitors or guest stay at hotel, the management needs to promote.

Dawn Laksana (2008:P. 133) says that promotion is the communication of sellers and buyers coming from the right information that aims to change attitudes and behavior of buyers, who are not familiar become familiar with so that it becomes a buyer and keep in mind this product. Promotion is an activity that is meant to inform, persuade or influence

consumers to continue to use the company's products. Promotion was achieved to give the component and affect the market for the company's products. Activities included in the sale of advertising, personal selling, sales promotion and publicity. Promotion is very important to be done by a variety of businesses, whether small businesses and large-scale enterprises. Promotion is one of the factors determining the success of a marketing program how well the product or service that will be offered to the consumer, if the consumer never hear or feel the product or service so that they would not believe it would be beneficial or not the products or services they would not buy it because Companies should try to make a request or products and then maintained and developed. For the passage of a promotion then the company or management should have a strategy for the company's goals are achieved.

According to Rangkuti (2001: 13), "Strategy is a tool to achieve its goals in relation to the long-term goal, the follow-up program, and the priority allocation of resources". Meanwhile, according to Kotler (2000: 91), the strategy is "A game plan to achieve the desired goal of a business. So the writer concluded from some of the definitions above, the strategy is a plan or tactics to achieve a long-term goal of the business. Because each person has his own plans, and each person was equally not know or do not know how an objective can be achieved, then there will be a lot of variation strategies can one choose and do. There is an effective strategy, there is an efficient strategy and there is also the opposite: that strategy is ineffective and inefficient.

## **1.2 Research Focus**

Quin Centro Hotel is the 3<sup>rd</sup> star hotel in Palembang that has located in a strategic place to enjoy the sights and activities in this city. The problem faced by Quin Centro Hotel is the increase competition due to an increase in the number of hotels operating in Palembang, resulting in existing hotels uses

a variety of ways to attract guests to come and stay at their hotel. Therefore Quin Centro Hotel should make an effective promotion strategy to be successful in facing competition in the hospitality industry.

From the explanation above the writer wanted to know how the promotion strategies that have been done by Quin Centro Hotel Palembang.

### **1.3 Problem Formulation**

From the background above, the formulation of study is as follow “What are the promotion strategies applied by Quin Centro Hotel Palembang”?

### **1.4 Research Purposes**

Based on the problem of the study, the purpose is to know the promotion strategies applied by Quin Centro Hotel Palembang.

### **1.5 Research Benefits**

The Final Report is expected to give some beneficial contributions, they are as follows:

#### **For Institution**

It is hoped that it can be used as the references for information and knowledge to Polytechnic about the promotion strategies applied by Quin Centro Hotel Palembang.

#### **For the Student**

It is hoped that it can be used as reading materials to help the students of English Department to understand the promotion strategies applied by Quin Centro Hotel Palembang.