

## **WONDERFUL MALANG WITH SUMMER TOUR ON SAHID MONTANA HOTEL**

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### **ABSTRACT**

Hotel Sahid Montana is a 3 stars hotel. The hotel has facilities and resources that ready to go international. Team 07 knew about it, because team 07 had conducted several surveys about it. First, we search for information through Internet media. The information we get is about the facilities, prices and services that available on the official website of Sahid Montana. In addition, Team 07 also found information about consumer experiences or feedback when staying at Hotel Sahid Montana. Not only positive feedback, but also a negative feedback given by consumers.

We conducted an interview with Mr. Umar as marketing manager at Hotel Sahid Montana. He explains in detail about facilities, resources, services, how to advertise, and how to handle complaints from consumers. So Team 07 made the decision that this Hotel Sahid Montana was ready for go international, although there are still some things that need to be improved for the future. This research aims to introduce Indonesian culture and increase the value of tourism object. For the hotel, to introduce and increasing value of hotel Sahid in international are.

## **1. COMPANY PROFILE**

PT Sahid International Hotel Management & Consultant was established on May 27<sup>th</sup>, 1994, with the aim of providing management services and hospitality consultancy. Sahid Hotels is a dynamic hotel brand full of cultural wealth located in each of Indonesia's 33 provinces. Hotel Sahid Montana Malang is a 3 star hotel complemented. Hotel Sahid Montana have 70 well appointed room and suites, and 5 meeting rooms with various capacity. Located right in the heart of the city. The Hotel has a mix of traditional and modern styles that create a unique stay experience.

Sahid Montana has a vision. The vision is being a leader in hospitality management both nationally and internationally and is a profitable company for the shareholders and stakeholders. Sahid Montana has missions too. First mission is offering a comprehensive range of services to ensure maximum return on investment to its owners and investors. Second, provide optimal service either at the time of planning, development time and during operation of the hotel. Third, deliver organized structure for marketing, e-commerce, local and national sales programs. And last, develop human resources to establish a strong and lasting foundation in the organization.

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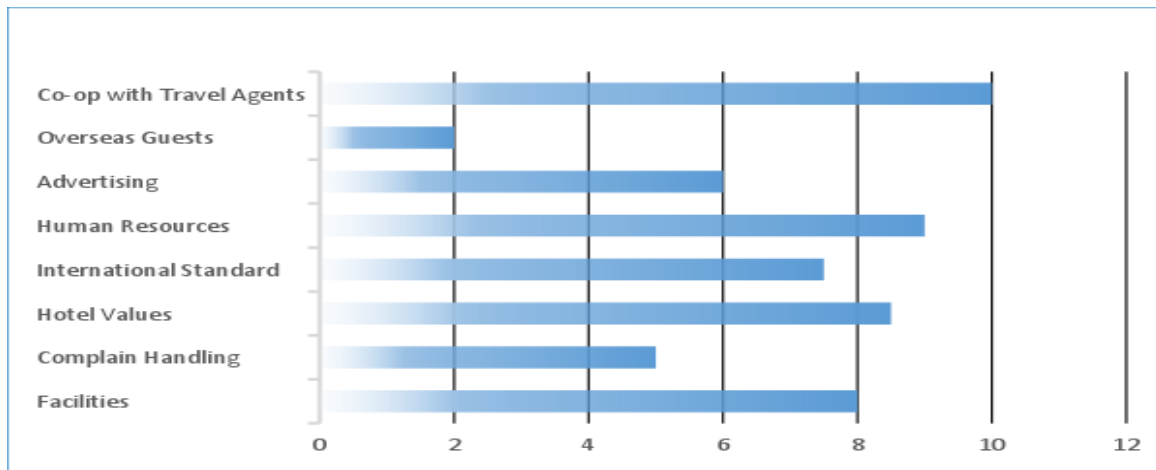
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## **2. COMPANY READINESS**

### **Company Readiness Analysis**



If we look at the diagram in the previous chapter, we judge from eight sides of Sahid Montana Hotel. The eight sides are co-op with Travel Agents, overseas clients, advertising, human resources, international standard, hotel values, complain handling, and facilities. With an average point is 7, we can score Sahid Montana Hotel is good hotel although we have never stayed. Looking from the human resources of Sahid Montana Malang is ready but not very ready yet. We know Chinese Language is important too, but Sahid Montana is not training them yet. Sahid Montana give the best values and facilities for 3 stars hotel.

See the international standard, Hotel Sahid Montana give the best at the food for foreign people so that foreign people can adapt with food from Indonesia (Sahid Montana, 2017). Looks good for the complaint handling because the hotel wants the best for the guest. Bad enough for the overseas guests, Sahid Montana Malang just get 10% for a year. But very good in co-op with Travel Agents, Sahid Montana works together smoothly with Travel Agents.

### 3. RECOMMENDED SERVICE IDEA

As we know Malang Raya is one of the tourist destinations in Indonesia, both domestic and foreign tourists. This is supported by the advantages of diverse tourist attraction (TripAdvisor, 2017). Malang Raya itself is divided into 3 regions, namely Malang, Batu, and Malang Regency. Geographically Malang consists of mountainous areas and plains or valleys and coastal waters. With the support of geographical location above, makes Malang has a wealth of diverse natural attractions. This makes it possible for the growth and development of tourism-based Malang region. Furthermore, with the optimum utilization of tourism potential, it is certain that local revenue and community welfare will be increase too.

Therefore, we will bid for cooperation with Hotel Sahid Montana in order to procure tour for foreign tourists who want to enjoy the beauty of Malang. This tour aims to introduce to foreign tourists about the various cultures that exist in Indonesia, especially in this area of Malang. In addition, we also introduce to foreign tourists a variety of places with the theme of nature, so that tourists can learn to know the products of agro tourism in Malang as well as to spoil their eyes. We choose a place of nature theme because the natural beauty is still very beautiful can make the tourists become more relaxed and can enjoy their vacation. In addition, do not forget we also prepare a

place to buy souvenirs typical of Malang or various culinary places. This we do to lift the value of local food products, especially the area of Malang.

### **Summer Tour (3 days 2 nights)**

The details of our tour are as follows:

#### **Day 1**

##### **Padhepokan Seni Mangun Dharmo – Poncokusumo Tourism Village – Pelangi Waterfall**

Welcome. On this day, you will be invited to go to **Padhepokan Seni Mangun Dharmo**. This place is a place to learn gamelan, mask dance, horse lumping puppets, and others. Then, you will have lunch at **Raos Agung Resto**. After lunch, you will go to **Poncokusumo Tourism Village**. Here is a place of apple picking, apple cider processing, chrysanthemum agro. Next, you will go to **Pelangi Waterfall** to enjoy the waterfall and take pictures there.

#### **Day 2**

##### **Singhasari Temple – Tea Garden Agro Tour Lawang – Agro Hornet – Taman Indie Resto**

Good morning, on this second day you will be invited to go to **Singhasari Temple**. Singhasari temple of Hindu temple - Buddhist historic heritage of Singhasari Kingdom. Next, you will have lunch at Depot 29, then go to **Tea Garden Agro Tour Lawang**. You can learn the process of tea leaves here. Then you will go to **Agro Hornet**, here you can learn the process of picking and managing honey. Then you will be brought dinner at **Taman Indie Resto** to enjoy Indonesian typical Indonesian food. After that you will be

#### **Day 3**

##### **Rondo Waterfall – Batu Bengkung Beach – Malang Strudle**

Good morning, on this third day you will enjoy a panoramic waterfall that blows the grains of water wrapped with natural beauty and perfected with the cool air of the mountain that is still very natural, that is **RondoWaterfall**. There is also a new vehicle that is labyrinth. Next you will go to lunch at Warung Mbok Sri, then you will be taken to **Batu Bengkung Beach**. Then, in the evening you can buy souvenirs typical Malang, that is **Malang Strudle**. After that you will be escorted back to Hotel Sahid Montana and rest for your

### **3.1 Padhepokan Seni Mangun Dharmo**

Padepokan Seni Mangun Dharma is located in Kemulan Village, Tulusbesar Village, Tumpang District, Malang Regency. In the village of Tulusbesar it is known as a cultural village because it

is rich in Javanese culture that hereditary becomes the typical Tulusbesar Village. Arts that can be found in the village Tulusbesar include dance, horse lumping, puppets, bantengan, flying jidor and others. With so many types of art then established a padepokan art named Mangun Dharma or Wijaya Kusuma. This Art Padepokan was officially established on August 26, 1989 by Muhammad Soleh Adi Pramono and Tulusbesar villagers. Until now Padepokan Seni Mangun Dharma is still active, and many activities that are done such as mask dance, gamelan, and others.

### **3.2 Poncokusumo Tourism Village**

Poncokusumo Village is one village or sub-district in Malang. Poncokusumo village is popular as a tourist village and is located at the foot of Mount Semeru with an area of 686,23 ha or precisely south of Bromo Tengger Semeru National Park. The village of Poncokusumo is a village rich in horticulture, such as onions, tomatoes, potatoes, cabbage and of course apples and other fruits. There are approximately 7 villages that cultivate apples as the main commodity of their plantation.

### **3.3 Pelangi Waterfall**

Pelangi Waterfall is located in village Gubuk klakah, District Poncokusumo, Malang Regency, East Java. Located approximately 30 kilometers from the city center of Malang. Waterfalls in Coban Pelangi flow from a cliff with a height of 30 M. There is a cottage that is prepared as a facility to enjoy the beauty of this waterfall at Coban Pelangi. When lucky, the visitors can also see the rainbow that dibias from the tops of the cliff, which became the origin of naming this Waterfall.

### **3.4 Singhasari Temple**

Singhasari or Singosari temple is one of the temples located in Malang regency. Singhasari temple is a historic temple of Singhasari royal heritage and is a Hindu - Buddhist temple. This temple is located in the village of Candirenggo, Singosari district, and was discovered in the early 18th century, which is circa 1800-1850. In terms of architecture, Singosari temple has a uniqueness that seems to have two levels of buildings. Another interesting thing can be seen from the outer decoration of the temple that should be flat, but not so at Singosari temple. It is estimated that there is no completion during manufacture which is then immediately abandoned.

### **3.5 Tea Garden Agro Tour Lawang**

Agrowisata Wonosari tea garden is located on the slopes of Arjuna mountain, Lawang District, 1 hour drive from Malang city. This plantation stands at an altitude of 950 - 1250 M from above sea level and of course offers a green carpet of tea gardens with a cool and peaceful atmosphere. Aside from being a tea plantation center, Wonosari agro is also equipped with several supporting facilities as a means of family recreation.

### **3.6 Agro Hornet**

The location is located at the north gate of Malang regency, precisely in Lawang City. Agro Tawon Wisata Petik Madu is located at Puri Kencana, Jalan Dr. Wahidin 8 Desa Bedali, Lawang District, Agrowisata Petik Madu named Rimba Raya provides a means for educational tourism. Interested tourists will be given a presentation to get to know more about bees. Starting from how to breed bees to harvest honey.

### **3.7 Taman Indie Resto**

Indie Resto Park is one of the interesting places to visit. A restaurant with a cool and cozy feel surrounded by greenery of grass and shady trees. The place is very charming and very typical with the design of the restaurant that looks nuanced Java. Indie Resto Park, an exotic dining place with a varied menu serving to be the main recommendation for those of you who visit the city of Malang. You can enjoy a variety of menu from the opening dish, Chinese food, European special, Japanese food, Indonesian food, to Indie Resto's own special garden menu. In addition, you can enjoy a variety of fresh drinks and desserts that are varied and distinctive.

### **3.8 Rondo Waterfall**

Coban Rondo waterfall tour Located in Malang City of East Java, precisely in Coban Rondo street, Pandesari village, Pujon Sub-district. Distance from Malang city to tourist location approximately 20 km, need about 1 hour drive. Panorama waterfall blowing water grains wrapped with natural beauty and perfected with cool air mountain that is still very natural this is a tremendous attraction for the tourists. On weekends or national holidays, this place is visited by many tourists both from within and abroad.

### **3.9 Batu Bengkung Beach**

Batu Bengkung Beach is located in Gajahrejo village, Gedangan district, Malang regency. Dealing directly with the Indian Ocean makes this beach has a ferocious wave (Kholis, 2017). At certain times, these ferocious beach waves will be broken down by the rows of corals that stretch along the coast. The sea water that passes through a series of corals will certainly be trapped in concave-coral reefs. This condition makes the reef hollow filled with water resembling a pond. one of the uniqueness of this beach is the presence of curved rocks on the beach. The existence of this curved stone which became the icon of the mainstay of Batu Bengkung Beach. You can also find a hill, where you can enjoy the beauty around the beach more clearly.

### **3.10 Malang Strudle**

Malang is famous for its tourist attractions (Ahmad Aldi, 2017). There is something strange if you have not brought souvenirs back from the city of Malang to be enjoyed with family at home. One of the places by which the cake is now the subject of discussion is Malang Strudel. There, a variety of processed pastries with typical fruit, especially Malang apples, the tourists are looking for more.

### **Price Details**

Price details for the above tour are as follows:

Ticket price of Tea Garden Agro Tour Lawang:

Monday – Saturday = Rp 8.000, - /people

Sunday and National holiday = Rp 12.000, - /people

Ticket price of Pelangi Waterfall:

Entrance ticket = Rp 6.000, - /people

Ticket price of Rondo Waterfall:

Domestic Visitors

Weekday = Rp 15.000, - /people

Weekend = Rp 18.000, - /people

Overseas Visitors

Weekday = Rp 25.000, - /people

Weekend = Rp 30.000, - /people

Ticket price of Batu Bengkung Beach:  
Entrance ticket = Rp 5.000, - /people

Total ticket price	Overseas Visitors	Domestic Visitors
Weekday	Rp 44.000,-	Rp 59.000, -
Weekend	Rp 53.000,-	Rp 66.000, -
Transportation		
Innova (7 people)	3 days =	Rp 2.500.000, -
Hi-Ace (15 people)	3 days =	Rp 4.500.000, -
Medium Bus	3 days =	Rp 7.000.000, -

#### **4. COUNTRY SELECTION**

Hotel Sahid Montana promotes his hotel through several media, namely instagram, website, and path (Sahid Montana, 2017). Hotel Sahid Montana also works with many domestic Travel Agents. All Sahid Montana hotels are marketed by Sahid Group. Sahid also distributes flyers to market his hotel. Every year Sahid Group goes abroad such as Vietnam, Malaysia, and Singapore, and other Asian countries to market its hotel.

#### **5. MARKETING STRATEGY**

##### **5.1 Segmentation, Target and Positioning**

Actually, the target is local and foreign people. But, Sahid Montana also does the strategy that called "mise" (Verbeke, 2013; Pugel, 2016; Armstrong & Kotler, 2017). This segment is the people, which come not for just stay, breakfast, and check out but for meeting too. Sahid Montana give a packet for this segment, the client can meet with breakfast, lunch, or dinner from Sahid Montana Hotel. Sahid Montana gives the best price too for this segment.

The positioning of Sahid Montana Hotel as family hotel and meeting hotel (Sahid Montana, 2017). Sahid Montana Hotel does the strategy that called "mise". This segment is the people, which come not for just stay, breakfast, and check out but for meeting too. Sahid Montana give a packet for this segmen, the client can meet with breakfast, lunch, or dinner from Sahid Montana Hotel. Sahid Montana Hotel is very affordable. The price offered at Sahid Montana Hotel looks cheaper as it applies the principle of bundle price. For example "mise" strategy. Customers will get a more affordable price if using this strategy, rather than customers coming just to rent a room for meeting.

##### **5.2 Product, Price, Place, and Promotion**

For the product, Sahid Montana Hotel give the facilities and international level room service equivalent to 3 star hotels. Not just, room for sleep, but there are meeting room, restaurant, cafe and more fasilities inside the Sahid Montana Hotel. For the price, there are various price packages offered such as family packages, meeting packages, and others with a relatively cheap and

affordable price. The customer can choose the packages, so the customer can fulfill their needs with cheap price and affordable price.

The place, Sahid Montana Hotel is located in the center of the city of Malang with a distance of about 2 km from the city station of Malang. So, the location of this hotel is very strategic. The strategic location can help the people to find this Hotel more easily. For promotion, Sahid Montana Hotel uses social media as a means of promotion, such as Instagram, Facebook, Twitter and others (Yua et al., 2014; Stewart et al., 2017; Bhat & Darzi, 2016). In addition, applications such as Agoda, Traveloka and others are also a means of promotion from hotel Sahid Montana. In addition, there are advertising team from the Sahid Group that helps the promotion process.

## **6. EXPORT RISK**

There are several risks are cultural risk, regional risk, price risk, and weather risk (Sungsoo, 2015). Cultural risk is that not all overseas people want to learn Indonesian culture, and this risk is related to the risk of the territory of Malang. With the various cultures in Malang make the selection of culture in Malang should be as good as possible.

At the risk of price, the price has been given is the best price but the price is not necessarily worthy for people abroad. The fear is also the weather at the end of the year that often the rain becomes a risk. If it rains, nature tourism becomes less exciting.

## **7. RECOMMENDATION**

Recommendation for Sahid Montana Hotel is improving the customer relation or customer loyalty which are customers are very important in every business to make the customer's expectations and satisfied customer. All the business enhancements, profit, status, image of organization depend on customers. Customer satisfaction is the measure by customer's expectation that is the part of customer's experience (Armstrong & Kotler, 2017).

Customer relationship is the one of the very important thing to run the business success. It is about managing customers which is focus of building their loyalty by do understand your customers, do communicate with your customers, prepare good service for customers, always received customer feedback and handle customers with complaint well (Armstrong & Kotler, 2017; Ghani et al. 2016). If the business can be facing with these challenges what will they get are maintaining sale levels, profits and margins, increase the loyalty and potential values of existing customers and induce cross-product buying by existing customers. The return guests are very important to the hotel because they reduce the cost of service and purchase the service more. As returning guests knows the product or request less information, purchase more service (Armstrong & Kotler, 2017; Ferrentino et al. 2016).

Next recommendation is improving the quality of promotional. The hotel should collaboration in marketing and public relations within the group of Medan city. Collaboration with managing the route for traveling relates to advertisement and also makes promotion activity via online network. Otherwise the hotel should join activity with tourism promotion agency and promotion with credit card. Last the hotel manager should meet with customer and follow up with the customer after service as well (Armstrong & Kotler, 2017).



Next recommendation is improving the quality of facility: the hotel should have fully facilities and good atmosphere and tidy of public area. And also have guide point to clearly explanation about the service area. Furthermore staff also always stands by for service all the times (Yua et al. 2014; Stewart et al. 2017).

Next recommendation is creating the impression service to customers for make them memorize good experience from the hotel and keep in their good memorize forever. And make activities for customers while the customer stayed in the hotel for make them impression and good memorize to the hotel for example give cake to the customer for their birthday which they stay in hotel, anniversary, returning guest fruits complimentary. Last, evaluation feedback and comments of customers that they get from service of hotel and bring it to improvement following what customers want by departments which is in charge (responsibility) or department that related make the report of evaluation for adjust or improve the service to what customer expectation (Ghani et al. 2016; Bhat & Darzi, 2016).

## **8. CONCLUSION**

Sahid Montana Hotel is a hotel with 3 stars facilities ready to go international. This can be seen from the facilities and valet of the hotel is excellent. All facilities in the hotel, ranging from tableware, bathroom equipment, room facilities are an international standard. In addition, with the support of trained human resources, making the various services in Sahid Montana Hotel is very good, so the tourists who come and stay at this hotel will be spoiled with good facilities and hotel servants with international qualification standards. The blend of mixed concept presented by hotel Sahid Montana, which is a combination of modern and modern concept, create sensation and special experience for the tourists. Until now, Sahid Montana Hotel always fix the deficiencies that may exist in this hotel, both in terms of facilities and services. It aims to maintain the quality of this Sahid Montana Hotel to always be the choice of the tourists who are in the country and abroad.

Sahid Montana Hotel always perform various promotion ways to attract the interest of the tourists, both domestic and abroad. Working together with Sahid Group is a means of promotion of this hotel to attract tourists. To help Sahid Montana Hotel to attract tourists, we make a tour program with the theme of nature and culture in the city of Malang and surrounding areas. This tour we named "Summer Tour". Through this Summer Tour we made for this hotel, Sahid Montana Hotel can introduce the hotel so that it can be known in the international area besides it can attract tourists to be able to visit in this hotel. In addition, indirectly Sahid Montana Hotel also helped introduce various cultures in Indonesia, so it can be known and shared in international areas. In addition, hotel sahid also help improve the value and economy of various tourist objects in Indonesia, especially in Malang and surrounding areas. In accordance with the theme of our tour, namely culture and nature. So we will invite the tourists to enjoy the various cultural diversity in Indonesia while enjoying the various landscapes that are still very beautiful. Not only that, in this tour we invite the tourists to enjoy a variety of typical culinary city of Malang, so as to improve the economy of the community in Malang and surrounding areas through various culinary.

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