

Implementation of Promotion Mix in Increasing Visits at Kalya Hotel Yogyakarta

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ABSTRACT:

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The increasingly massive business dynamism in the hotel industry means business competition is no longer avoidable. The emergence of new hotels with a more modern feel, quality services, and very attractive promotional activities in various marketing media is a series of activities that Kalya Hotel Yogyakarta needs attention to. This research aims to analyze the application of the Kotler and Armstrong Promotion Mix with five components, namely Advertising, Sales Promotion, Public Relations, Personal Sales, and Direct Marketing, in increasing sales and maintaining the trust of guests/consumers. By using descriptive qualitative methods with purposive techniques in determining research informants, the results in the field show that the Promotion Mix at Kalya Hotel Yogyakarta has been used as a whole, although it is still not optimal. The use of social media, giving shopping vouchers and discounts, and other efforts are starting to be adjusted based on current developments. In the future, Kalya Hotel Yogyakarta will also have to increase the capacity of human resources/employees at that place and choose and consider other modern media that can further maximize targeted promotional activities.

Introduction

The coffee culture in Indonesia has grown significantly in recent years. People identify with coffee drinking, often called "ngopi" in Indonesia, for informal activities such as discussions or gatherings. Previously, coffee was held in small shops or homes. Recently, "ngopi" has become a lifestyle staple in urban communities, with modern coffee shops, also known as coffeeshops, becoming a new social arena for various groups, especially young people.

Industrial development is currently in the fifth industrial revolution phase, commonly called the Industry 5.0 era, which involves integrating digital technology with the physical and human world. Industry 5.0 is expected to accelerate innovation, increase productivity, create new opportunities, and transform how people work and live. Indonesia, a country with a large population, significant economic growth, and a need for increased industrial competitiveness, has significant potential to adopt and implement Industry 5.0, which is expected to positively contribute to sustainable economic development, create new jobs, and improve the quality of life.

The domestic tourism and creative economy sectors continue to show promise. As it develops, the tourism industry has become a leading player in the regional, national, and global economy. Data from the Central Statistics Agency (BPS) on tourism development (2023), shows that the number of foreign tourist visits to Indonesia in November 2023 reached 917,410, a 6.24% decrease compared to the previous month (accessed from Harian Jogja, 2023).

The Special Region of Yogyakarta (DIY) is located on the island of Java. Uniquely, this region boasts many popular icons related to its destinations. Yogyakarta is not only known as a student city but also offers a diverse range of tourist attractions, each with its own unique character. Consequently, the vibrant atmosphere in Yogyakarta continues to attract visitors and tourists alike to visit and even stay overnight.

The hotel industry is one of the business sectors operating in the service sector. In 2024, the latest number of hotels in Yogyakarta was 1,924,000, ranging from non-star hotels to five-star hotels with various amenities (accessed on the official website jogjaprovo.go.id). Undeniably, one of the important factors travelers must consider when searching for a place to stay in Yogyakarta is comfortable accommodation and affordable prices.

Looking at the existence of non-star hotels, there are usually several products offered, such as: bedroom facilities with air conditioning and TV, meeting room facilities with a capacity that is not too large, Restaurants, however, related to several other facilities, especially such as: SPA, are still rarely found in these non-star hotels. This means that the products provided by non-star hotels are not as superior as those of star-level hotels, especially 5-star hotels, where the goal is not only for customer satisfaction but also to achieve occupancy quantity.

Meanwhile, 5-star hotels offer several products, including bedrooms with various types of rooms or beds equipped with air conditioning, TV, hot water, shower, sofa, amenities, and minibar;

meeting rooms of various sizes and areas; ballrooms; and comprehensive restaurant facilities, all designed to support hotel sales and attract customers.

However, the increasingly competitive hotel industry has led to rising accommodation costs and declining customer interest. Ironically, emerging trends indicate that customers are increasingly turning to 3-star hotels. Competitors are not limited to hotels; they include apartments, tourist lodges, guest houses, and boarding houses (Oematan, 2017). Therefore, effective and strategic marketing activities are crucial for success in the hotel business.

As a tourist destination, Yogyakarta has made 3-star hotels a popular choice for tourists. This can be seen on the outskirts of Yogyakarta, precisely in the Kotagede area, with a strategic location because it is close to various popular tourist attractions, culinary and shopping centers, for example, at the 3-star hotel Kalya Hotel Yogyakarta. Kalya Hotel Yogyakarta has a Javanese architectural style that carries a modern, fun concept with an elongated box building. These traditional batik motifs characterize the kawung batik geometric elements in the hotel interior, such as the walls and HPL tables with batik motifs. Kalya Hotel Yogyakarta also has a color in the building that combines three synergistic elements: gray, brown, and yellow.

Figure 1: Front page of KalyaHotelYogyakarta



Source: Accessed via Instagram @KalyaHotelYogyakarta (May 2024)

Furthermore, the number of tourist visits has been unstable over the past four years. In 2021, there was a drastic decline compared to the previous year, while in 2022 and 2023, the number of tourist visits has shown significant progress, indicating an increase. This indicates that the trend

of guest visits to the hotel requires significant attention, especially from various supporting aspects. This is explained in the following table:

Table 1: Data on Guest Increase at Kalya Hotel Yogyakarta Over the Past 4 Years (2020-2023)

Year	Guest Level
2020	20.985
2021	20.406
2022	32.587
2023	41.389

Source: Kalya Hotel Yogyakarta, based on findings in the field (2024)

This is where Kalya Hotel Yogyakarta needs to take concrete steps to maintain the trust of its guests. Business owners must also establish two-way communication with consumers. Therefore, this study focuses on the Kotler and Armstrong Promotion Mix approach, which is used as an analytical tool at Kalya Hotel Yogyakarta to survive and compete in the market by continuously increasing sales optimally.

Promotion Mix

Promotion is a form of marketing communication. Ratnasari and Aksa (2017) argue that the concept of marketing communication itself can communicate value to target customers, typically by combining several promotional tools. Furthermore, according to Febriana et al. (2021), promotions inform consumers that a company is launching a new product/service, thus enticing them to make a purchase.

According to Kotler and Keller (2016), the main purpose of promotion is to inform, influence, persuade, and remind target consumers about the company and its marketing mix. This information can include information about the existence of a new product, how to use it, price changes, available services, and building the company's image. In persuading target customers, promotions aim to shape brand preferences, shift preferences to a particular brand, change consumer perceptions of product attributes, encourage purchases, and encourage buyers to accept salesperson visits.

Meanwhile, recall aims to remind buyers that the product in question will be needed shortly, remind buyers of the product's marketing location, maintain consumer recall even without an advertising campaign, and maintain the company's product as the primary focus of the consumer's memory. This means that a company must determine the type of promotional mix to

use before undertaking promotional activities. Many argue that promotional activities are closely tied to a company's budget. A larger budget generally results in more aggressive promotions. However, limited funds can be overcome with smarter and more appropriate innovation. Therefore, it can be concluded that the promotional mix is a crucial component of the marketing mix (Ningrum dkk., 2018).

The promotional mix is the optimal strategic combination of promotional elements to achieve company goals. These elements are the marketing communicator's (company's) tools for communicating with customers. According to Kolter and Armstrong (2019) the promotional mix guides advertising specifications, sales promotion, public relations, and personal selling that companies use to communicate customer value and build customer relationships persuasively.

Meanwhile, Lupiyoadi & Hamdani (2013) explain that the promotional mix combines face-to-face selling, publicity, sales promotion, advertising, and relationships that help achieve company goals. Hidayah (2019) also explains that several components can be used to communicate value to target customers, namely:

1. Advertising.
2. Sales Promotion.
3. Public Relations.
4. Personal Selling.
5. Direct Marketing.

Method

This study uses an interpretive paradigm because the researcher seeks to obtain facts and concepts within the research object that match existing theoretical concepts. This study also uses descriptive qualitative methods to generate descriptive data in words. According to Bogdan and Bikin in Sugiyono (2013), descriptive qualitative research methods collect data naturally in the form of words or images, so the results do not emphasize numbers. The research location was Kayla Hotel Yogyakarta, at Jalan Gedong Kuning Selatan No. 118, Rejowinangun, Kotagede, Yogyakarta. Then, research informants were determined using a purposive technique. Informants provide relevant information related to the research object, situation, and context being studied (Bungin, 2010). So the data analysis technique refers to the Miles & Huberman (2005) analysis model, namely: Reduction, Data Presentation, and Conclusion Drawing, with previous data

collection techniques in the form of: non-participant observation, in-depth interviews, documentation, and literature studies. This research also uses source triangulation as a technique for testing data validity, to re-examine, or as a comparison against the contents of truly valid research data.

Result and Discussion

Research result

A hotel is an owner-managed establishment that provides food, beverages, and room service for travelers who can pay a fee for the services received without any special agreement. One such establishment is the Kalya Hotel Yogyakarta, located in the eastern part of Yogyakarta. It attracts guests with its 110 rooms.

Kalya Hotel Yogyakarta was founded in 2016 under the management of PT. Valoren International has numerous branches in regions such as Cimahi, West Java, and Bali. Guests can access several room types at the Kalya Hotel Yogyakarta, including: (1) standard, (2) executive, (3) family, and (4) luxury.

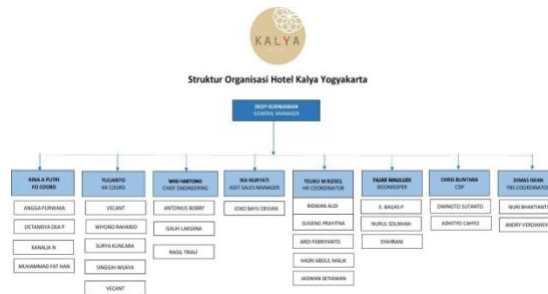
Figure 2: Room Types at Kalya Hotel Yogyakarta.



Source: Kalya Hotel Yogyakarta Official Website (June 2024)

With the vision of "Becoming a Professional Hotel Company and Always Striving to Improve Service Quality while Maintaining Local Wisdom," Kalya Hotel Yogyakarta also consists of several departments with different but interrelated tasks and responsibilities. Each department is led by a manager/department head responsible for coordinating, directing, and controlling the performance of its employees.

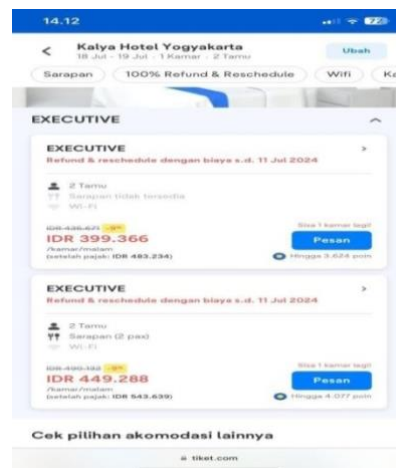
Figure 3: Organizational Structure of Kalya Hotel Yogyakarta.



Source: Personal Documentation of Researcher in the Field (June 2024)

Based on the results of research by researchers in the field, the prices offered to guests can be accessed through the online reservation feature through the hotel's official website, through travel agents, or can be ordered directly on the spot (for walking guests). Of course, the prices determined are different, starting from IDR 250,000 (on weekdays) and IDR 320,000 (on weekends). To continue to meet market needs, Kayla Hotel Yogyakarta certainly has several other features and amenities in each room, such as comfortable beds. Sheets, towels, TV leads, safe deposit boxes, writing desks, hair dryers, bathroom facilities, coffee & tea. Including providing food and beverage facilities that guests can order through the Restaurant service. This place is even open every day until 24.00 WIB. The trained Restaurant Chef Team also provides Angkringan Canting for consumers to enjoy with several traditional menus, such as anchovy rice, tempeh rice, intestine rice, and market snacks with prices starting from IDR 10,000.

Figure 4: Price Offers at Kalya Hotel Yogyakarta.



Source: Travel Agent: Tiket.Com (June 2024)

Regarding promotion, Kalya Hotel Yogyakarta has undertaken several initiatives to introduce and offer products to guests/consumers, including collaborations with partners such as Kidsfun, Gembiraloka, Dagadu, online travel agents, and offline travel agents. As the digital era

evolves, Kalya Hotel Yogyakarta tends to optimize this. To communicate its products to the public, it employs several online advertisements via WhatsApp, Instagram, and websites (tiket.com, traveloka, pegi-peg, agoda, booking.com, and tripadvisor.co.id).

Meanwhile, it is also inevitable that hotel management must still employ conventional marketing strategies, particularly using print media such as banners and brochures. Furthermore, a series of targeted promotional activities focuses on advertising and continuously increasing sales. Kalya Hotel Yogyakarta offers discounts, giveaways, cashback, and prize draws to increase sales, especially on certain national holidays continuously.

Figure 5: Official Social Media of Kalya Hotel Yogyakarta



Source: Instagram Kalya Hotel Yogyakarta (June 2024)

To maintain good relationships with guests/customers, the receptionist typically offers products via telephone in each room. From field observations, researchers again discovered that the Kalya Hotel Yogyakarta marketing team employs a door-to-door system, engaging with several agencies, companies, campuses, and other external partners in the Yogyakarta area to collaborate. This allows these individuals to stay overnight or require work-related facilities at an affordable price.

Figure 6: Printed Promotional Media for Kalya Hotel Yogyakarta.



Source: Personal Documentation of Researcher in the Field (June 2024)

Discussion

According to Kotler & Armstrong, the promotional mix is the media used to introduce and inform the public about a product or service to increase sales. It encompasses five components: advertising, sales promotion, public relations, personal selling, and direct marketing. Analyzing the overall results of field research and the theory used, it has been shown that Kalya Hotel Yogyakarta has adopted a method for sales promotion by shifting digitally, particularly through social media. The rapid competition amidst modern business growth requires Kalya Hotel Yogyakarta to carefully make decisions regarding the products and services it will offer its guests/consumers.

However, competition in the hotel business extends beyond physical facilities like rooms to promotional aspects. For the company to survive in a pandemic like the current one, it must have superior innovation in promotional activities (Rahayu, 2022). Thus, the promotions carried out by KalyaHotelYogyakarta must be able to influence consumers rationally and emotionally, especially for consumers who are the company's targets, such as by highlighting the uniqueness, specialness, and advantages of the products or services produced compared to other products. Similarly, Ningrum (2020) stated that all parties must take advantage of opportunities in the current era, especially in building a business with the support of creativity and innovation that can be used as a strength for the products/services to be marketed.

Advertising Promotion Mix

Based on in-depth interviews, documentation, and observations, several conventional media (banners and brochures) and online media (WhatsApp, Instagram, official websites, and several travel agents) have been optimized to inform consumers about the latest product promotions and attract consumers. In terms of advertising, this situation aligns with the explanation of Alfathoni et al. (2020) that such activities serve to provide information, persuade, create an impression, satisfy desires, and serve as a communication tool.

Print advertisements, including one at the hotel's entrance gate, are highly considered to inform consumers about promotional information at Kalya Hotel Yogyakarta. The written advertisements and visual elements about the products offered are complemented by personal contact information that serves as a point of contact for the public and management. Although unavoidable, management still faces challenges in managing social media, especially when

generating engaging, up-to-date content that will be marketed to the audience. This is due to qualified human resources professionals' lack of soft skills.

Sales Promotion Mix

To further complement its strategic sales components, Kayla Hotel Yogyakarta also offers sales promotions to lucky guests/consumers. Through the hotel's Instagram social media platform and other forms of collaboration, guests repost photos and tag/share activities with other users, ensuring greater exposure to the target group. Digital marketing is a platform for building a company or product's brand image and supporting sales to target consumers (Mulyana dkk., 2020). Based on Kotler & Armstrong's perspective, the sales promotion component aims to encourage purchasing or selling a product/service. These include promotions to attract customers, such as room discounts, and creating engaging and interactive social media content (Seputri dkk, 2022).

Public Relations Promotion Mix

Public relations within an organization certainly functions as an effort to foster relationships between the company/organization and customers to achieve desired results, including building a positive image/impression and minimizing negative perceptions of the company/organization. Communication and openness are crucial in building a positive image, and public relations can utilize the media to do so.

Media utilization to channel information can be done through several types of media: print media, such as newspapers and magazines; electronic media, such as radio and television; and new media, such as the internet. This is especially true in this era of globalization, where technological developments are increasingly rapid, enabling the rapid flow of information and easy public access. This is crucial for the image of an organization/company (referred to in Purwo & Puspasari, 2020). Kalya Hotel Yogyakarta's public outreach is gradually being developed to be as effective as possible. This is because Kalya Hotel Yogyakarta does not yet have an internal dedicated unit for this component. The lack of active public relations at the Kalya Hotel Yogyakarta has resulted in less than satisfactory service to guests, customers, and supporting staff. Therefore, a simple, concrete alternative is to participate morally and materially in events in the surrounding area.

Personal Selling Promotion Mix

Tjiptono (2017) defines personal selling as direct, face-to-face communication between a salesperson and potential customers to introduce a product, encouraging them to try and purchase it. Combined with interview results, existing documentation, and observations, it again shows that

Kalya Hotel Yogyakarta has implemented this component through sales calls, including door-to-door, mail order, telephone selling, and collaboration with external partners through direct promotions through presentations and outreach.

This way, the hotel can establish contact with consumers through its marketing team, as through these salespeople, the company can directly understand consumer desires, motives, and behavior. Despite this component, Kalya Hotel Yogyakarta still needs to expand its reach to target consumers, particularly through roles that can influence audiences on a large scale, such as collaborating with influencers, Instagram celebrities, and other figures who already have market segments within their respective media outlets. This will maximize promotional activities to increase sales at Kalya Hotel Yogyakarta. As Hanindharputri & Putra (2019) stated, the presence of influencers increases brand awareness of a product, as they influence the sales process.

Bauran Promosi Pemasaran Langsung / Direct Marketing

Direct customer interaction is essential to elicit positive responses and maintain ongoing relationships, necessitating a direct marketing process (Hermawan, 2012). Kalya Hotel Yogyakarta has implemented direct marketing methods aimed at building customer loyalty. To promote the hotel in the Kotagede area, several online channels, complete with product and service catalogs, cover nearly all fast-paced digital channels.

However, even this component faces challenges in practice, particularly in the language used by staff. Considering that the target audience must be limitless, including domestic and international tourists, hotel management must continue to assess this situation for solutions in the future. Any shortcomings in promotional activities at Kalya Hotel Yogyakarta will undoubtedly impact sales. Therefore, an evaluation is necessary to maximize the achievement of the target of increasing guest/consumer stays. Furthermore, Kalya Hotel Yogyakarta will be able to manage its human resources, not just as an administrative function but also as an asset for the company. The presence of human resources must be managed as a value (human value management) to optimally achieve organizational goals optimally (summarized on the official kumpan.com website, accessed Desember 2024).

Cocclusion

Observing the series of promotions carried out at Kalya Hotel Yogyakarta to increase sales in today's increasingly modern era, it is undoubtedly based on the perspective of Kotler and

Armstrong, especially on the Promotion Mix approach with five important interconnected components within it. Marketing activities to sell products/services offered at the place are attempted through conventional and the latest communication channels. Although in practice, Kalya Hotel Yogyakarta, which is only a 3-star hotel with many supporting facilities, needs to be equipped in the future in all supporting lines so that the target consumer who stays or visits can increase.

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