

Marketing Communication Strategies in Room Sales at Harris Suites FX Sudirman Jakarta

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ABSTRACT

Purpose: This study analyzes marketing communication strategies in increasing hotel room sales. Marketing communication strategies used include digital marketing, package promotion, strategic partnerships, loyalty programs, service improvements, and community-based approaches. This study aims to find out effective marketing communication strategies to be applied in the sale of hotel rooms.

Research Methode: The research method employs a descriptive qualitative approach, with marketing informants and hotel guests at Harris Suites FX Jakarta as participants. Data were collected through interviews with informants and observation activities.

Result and Discussion: The findings of this study show that the implementation of an effective marketing communication strategy greatly affects the sales rate of rooms Harris Suites FX Jakarta. The use of social media such as Instagram, TikTok, and websites has proven to be effective in reaching out to potential guests widely and increasing the attraction of guests to stay at Harris Suites FX Jakarta. An integrated and responsive communication approach to technological developments has strengthened the brand image and significantly expanded the hotel's market share.

Implication: This research can be used as a study material for Harris Suites FX Sudirman Jakarta in planning and implementing effective communication strategies to increase room sales, face competition with competitors, and seize market opportunities in the hotel industry.

Keywords: Customer Loyalty, Marketing communication Strategy, Room Rate, Social Media

INTRODUCTION

Strategy is a way that companies use to plan business development, especially in the face of fierce competition. In the hotel industry, business development must be supported by the right strategy, considering that hotels are businesses in the field of services and products that place great emphasis on developing facilities and improving the quality of service to consumers. Research conducted by Putra, Susilo, and Putranto (2023) states that it is important for hotels to fully understand effective digital marketing communication strategies to increase their visibility and appeal in an increasingly competitive market. Quoting from previous research, an effective marketing strategy is therefore needed to increase revenue in the hotel business. An effective strategy from the management of Hotel Harris FX Sudirman Jakarta is to understand the market and the target guests who will stay, because this knowledge enables the hotel to design appropriate services, promotional activities, and customer experiences that match guests' needs and preferences. Research conducted by Khasanah and Amali (2023) It is stated that by segmenting the market of

Ambarrukmo based on specific factors, the hotel can accurately identify which segments should be targeted and which ones have the greatest potential. This is done so that hotel products can be widely known by potential consumers, and of course they will be interested in the hotel products offered by Porta by The Ambarrukmo. In addition to determining segmentation analysis, the targeting and positioning of the hotel also maintain and improve the quality of the hotel's services.

In line with research conducted by Fitriana, Kamase, Ramlawati, & Rahman (2021), customer satisfaction is described as the primary goal that a hotel seeks to achieve. After consumers use a product or service, the impressions they gain aligned with their knowledge and experiences determine whether they feel satisfied. To achieve this satisfaction, superior service becomes the main factor in attracting guests or tourists to stay. In addition, hotels play an important role in the tourism industry as they provide accommodation, food and beverage facilities, and various other services for the general public who need temporary and commercially managed housing.

According to data from the Central Statistics Agency, the Room Occupancy Rate (TPK) of star hotels in Jakarta shows a positive trend throughout 2024, although it has not fully recovered to pre-pandemic levels. Here is the TPK data per month:

Table 1: Room Occupancy Rate in Jakarta

NO	MONTH	SUM
1	January	69,84%
2	February	61,51%
3	March	44,08%
4	April	Data not available
5	May	52,79%
6	June	51,54%
7	July	54,23%
8	August	53,28%
9	September	53,47%
10	October	59,78%
11	November	Data not available
12	December	62,05%

(Source: BPS in 2024)

In December 2024, the occupancy rate of star-rated hotel rooms in Jakarta reached 62.05%, an increase of 0.54 percentage points compared to December 2023. However, five-star hotels experienced a decrease in room occupancy rate by 13.16 percentage points compared to the previous year. In contrast, one-star hotels recorded the highest increase, at 8.99 percentage points. The average length of stay at a guest in a star hotel

during December 2024 was 1.63 days, a slight decrease compared to the previous year.

The growth trend of the number of hotels in Jakarta has increased, so that the level of competition between hotels has also increased, To achieve this satisfaction, superior service is the main factor in attracting guests or tourists to stay. In addition, hotels play an important role in the tourism industry by providing accommodation, food and beverage facilities, and various other services for the general public who require temporary and commercially managed housing. Research conducted by Bassi, Pramajaya, and Rizqi (2023) states that competitors sometimes approach their competitors by bartering, such as from one party the hotel makes a phone call or reservation to the competitor to know what they are presenting in their promotions and what they are doing so that the competitor's products are sold in large numbers and how to get news about the product They quickly spread in the public eye. As a hotel that has been operating in a strategic location for a long time, this hotel has a strategy that can be used to increase room sales, especially in the face of competition with other hotels in the vicinity. In line with the research conducted by Rahman and Afrizoni (2022) states that the increasingly fierce competition situation makes the Kryad Bumi Minang Hotel require hard work in marketing communication to maximize its role and function as well as the selection of strategies in making marketing activities effective to attract visitors.

The objectives of this study are (1) to find out the marketing communication strategies applied by hotels in selling rooms, (2) to analyses the effectiveness of marketing strategies in increasing room sales and (3) to formulate a more optimal marketing strategy to increase hotel room sales. Along with these goals, Hotel Harris Suites FX Sudirman Jakarta carries out effective marketing communication strategies to increase room sales, including (1) conducting focused and directed Digital Marketing in optimizing hotel websites for search engines (SEO) with relevant content, (2) conducting the right targeting to reach potential audiences through the target market of business travelers, family and group vacations, (3) attractive promotional packages, namely special discount packages for prospective guests who book in advance and business packages with conference or meeting room facilities, (4) partnerships with travel agents and related companies, namely by building strategic partnerships with OTAs, (5) profitable customer loyalty programs. This program can include giving reward points for every stay, exclusive discounts for members, or other benefits that make guests want to stay at Hotel Harris Suites FX Sudirman Jakarta again.

By implementing a combination of marketing strategies that suit customer needs, Hotel Harris Suites FX Sudirman Jakarta can identify opportunities and threats from competitors to increase room sales and strengthen its position in the Jakarta hospitality market. In line with the research conducted by Trisnayanti and Moeldjadi (2023) states that the right marketing and media strategies are used to increase sales volume and profits. Therefore, companies can use digital marketing as a strategy to increase hotel room occupancy. One alternative use of social media is a

marketing strategy to reach potential guests who will stay, both local tourists and foreign tourists visiting Jakarta. Research conducted by Maheswari et al. (2023) states that the way to increase occupancy is to do promotions on social media, because in such a way tourists can be interested in the promotions provided by Maya Sanur Resort & Spa Bali. From the previous research study above, the Harris Suite FX Sudirman Jakarta Hotel needs to strengthen its position and attractiveness in the market through a targeted and segmented communication approach. By understanding customer needs, optimizing social media, offering attractive promos, establishing strategic partnerships, and maintaining responsive and personalized communication, hotels can differentiate themselves from competitors. Support from competitor analysis and the implementation of loyalty programs also play an important role in sustainably maintaining and increasing room occupancy rates.

RESEARCH METHODS

The research with the title Marketing Communication Strategy in Room Sales uses a descriptive qualitative approach, namely analysing data by summarizing or explaining the data that has been obtained without drawing judgments that refer to generalizations or a series of generalizations. The qualitative method is often called the naturalistic research method because the research is carried out in a natural setting that aims to understand symptoms that do not require quantification. According to Creswell and Poth (2020), qualitative research is an approach to explore and understand the meaning given by individuals or groups to a social or humanitarian problem. This process involves collecting data in the form of words or images, rather than numbers, as well as inductive analysis of data to build understanding or theory. Deliberate sampling, open data collection, analysis of text or images, representation of information in images and tables, and personal interpretation of findings all inform qualitative methods. The data collection techniques in this study are (1) observation, (2) interviews, conducted by researchers to find out a more in-depth information about what the informants think about the marketing strategies used at the Harris suites FX Jakarta hotel, (3) documentation, In this study, it can be in the form of photos or videos while conducting a research. According to Miles and Huberman qtd in (Kawohan et al., 2021) descriptive data analysis with a qualitative approach consists of four stages of data analysis, namely: (1) Data Collection, At this stage, the researcher explores the strengths, weaknesses, opportunities and threats faced by the harris suites FX Sudirman hotel Jakarta, (2) Data Reduction, In this study, the researcher reduces the data collected from interviews, observation, and documentation so that the information obtained is detailed and precise, (3) Data Presentation, and (4) Drawing conclusions.

RESULTS AND DISCUSSION

Marketing Communication Activities implemented at the Harris Suites FX Sudirman Hotel Jakarta.

The implementation of marketing strategies carried out by Hotel Harris Suite FX Sudirman Jakarta includes offline and online promotions. Offline marketing activities include sales calls to companies and government agencies. Research conducted by Susilo and Santos (2023), states that social media platforms allow companies to reach a wider audience and engage with consumers in a more direct and interactive way. From the analysis of the research, the advantage of this offline activity is that the sales team can make regular direct visits, which is then supported by follow-up through telemarketing. Meanwhile, online marketing is carried out through various digital platforms, such as social media (Instagram, TikTok), as well as DiscoverASR.com websites. Through the site, guests can register as a member (membership) of Hotel Harris Suites FX Sudirman Jakarta and earn points from every transaction made at the hotel. In addition, digital marketing strategies also include participation in talk shows on various radio stations as well as cooperation with influencers on social media.

Based on the results of the research analysis, the most influential factor on room sales is promotional activities through social media, especially Instagram and TikTok, as well as regular visits to companies. This visit aims to maintain good cooperative relations to increase room occupancy rates and the use of meeting rooms for various activities or events. As a follow-up to the promotional activities, the sales team will dig up information about potential customers who are the target market. In sales call activities that are carried out periodically, the sales team will also sort out customers to determine which ones are worth maintaining their cooperative relationship, in accordance with the team's segmentation and sales targets.

The strength of the Sales & Marketing team lies in the cohesiveness and use of targeted marketing strategies according to their target market. In line with the research conducted by Hariyati & Sovianti, (2021) states that communication and marketing strategies are designed and carried out collaboratively between the PR & Promotion and Marketing departments as a whole. In addition to the collaborative strategies above, the marketing team will also provide promotions or discounts when needed, especially when customers have been identified as part of the target market. This allows the team to adjust strategies based on the ongoing economic situation. In addition, the Sales & Marketing team has a qualified ability to attract customers' attention to stay at the Harris Suites FX Sudirman Hotel Jakarta, which can ultimately increase room sales. Another advantage, Hotel Harris Suites FX Sudirman Jakarta is located in the center of the city and adjacent to shopping malls, making it easier for guests to find food and entertainment. One of the main attractions of this hotel is the rooms with a charming view of Jakarta's city lights, which are a hallmark and attraction for guests.

One of the shortcomings of the Harris Suites FX Sudirman Jakarta Hotel is the limited facilities, with the number of rooms which is only 144

units, so it is less than other hotels in its class. In addition, negative reviews from frequent customers are a challenge for the Sales & Marketing team. In an effort to increase sales, the management of the Harris Suites FX Sudirman Jakarta Hotel renovated the rooms, improved the standard of cleanliness, and provided extra service to guests who came and stayed. Another effort that can support the increase in room sales is to take advantage of various events that take place around the hotel, such as music concerts, business meetings from companies or government agencies, national and international exhibitions, and large events held in the Jalan Sudirman and Gelora Karno (GBK) areas. These activities have the potential to increase occupancy due to the high demand for rooms during the event.

The threat to the Harris Suites FX Sudirman Jakarta Hotel comes from the existence of competing hotels that offer lower prices. In addition, the limited availability of rooms makes this hotel not always able to meet customer demand, especially when demand is high. The relatively small capacity of the meeting room is also an obstacle, so this hotel cannot accommodate the organization of large-scale events.

Marketing Communication Through Social Media

Instagram is one of the social media used by Hotel Harris Suites FX Sudirman Jakarta because it is easily accessible to prospective guests. The hotel's Instagram account functions as a means of promotion and marketing, with content in the form of videos that display various interesting promos, services, and the atmosphere in the hotel. The Harris Suites FX Sudirman Jakarta Instagram account also includes links to DiscoverASR.com sites, contact information, and highlight features to make it easier for users to access available information and promotions. In line with the research conducted by Haryasaka & Putri, (2021) states that Amnaya Hotel & Resort has been using digital marketing since the beginning, and Instagram is the choice of media used because it is effective and user-friendly. Based on the study, the marketing team of Hotel Harris Suite FX Jakarta uses the Instagram Ads feature to reach more potential guests through ads that are aired directly on the Instagram application. In addition to social media, the official website is also an important element in the hotel's digital marketing strategy. In line with the research conducted by Erwina (2024) states that the marketing communication applied by Beverly Hotel Batam to convey messages to guests and customers using a number of media and various channels that can be used in the hope of three stages of change, namely: changes in knowledge, changes in attitudes, and changes in desired actions. Research conducted by Prajarto & Purwaningtyas (2021) states that online booking channels, in the digital tourism marketing communication framework, are part of an information system developed to meet marketing communication goals, namely increasing public awareness of the products being marketed, increasing consumers, and increasing sales. Based on the results of the analysis of previous research, one of the forms of media used for marketing communication activities is through the website of Hotel Harris Suites FX

Sudirman Jakarta, prospective guests can get complete information about the hotel, make room reservations, see available facilities, and access various attractive promos offered.

The marketing strategy implemented by Hotel Harris Suites FX Sudirman Jakarta refers to several types of marketing that are commonly used, namely:

- a. Word of Mouth Marketing (WOMM): This type of marketing relies on the dissemination of information about hotel products or services through customers who have stayed or through the hotel sales team directly.
- b. Call to Action Marketing: This strategy leverages websites with the use of text, graphics, and other web elements to encourage potential customers to take action, such as reservations or membership registrations.
- c. Relationship Marketing: This strategy focuses on building stronger and more meaningful relationships with customers, with the goal of creating long-term loyalty.
- d. Cloud Marketing: It is a marketing effort that utilizes marketing automation and various digital channels as the main promotional medium to reach consumers more widely and efficiently.

Implementation of Marketing Communication Strategy

The application of marketing strategies in room sales is carried out based on strategic analysis with several approaches that have proven to be quite effective in the hospitality industry, including:

- a. Focused Digital Marketing: Implementing a targeted and effective digital marketing strategy, including hotel website optimization for search engines (SEO), relevant online advertising campaigns, as well as promotion through social media. Proper targeting is used to reach potential audiences, such as business travellers, families on vacation, or tour groups.
- b. Attractive Promotional Packages: Offers promotional packages designed to attract potential guests. Examples include accommodation packages with special discounts on early bookings, vacation packages that include tickets to local attractions, or business packages with conference facilities and meeting rooms.
- c. Partnerships with Travel Agents and Related Companies: establishing strategic partnerships with online travel agents (OTAs), airlines, or other companies in the tourism industry. This collaboration can expand the market reach and increase the exposure of the hotel brand. Research conducted by Setiawan, Azhar, & Rozi (2022) states that hotels also collaborate with travel to promote hotels so that many people know and the hotel takes advantage of the sophistication of technology, namely the internet, such as Traveloka, Ticket.com and Pegipegi, they often provide very attractive promo prices on these internet sites. Based on the results of previous research, one of the strategies of Hotel Harris Suite FX Jakarta is to increase cooperation with travel agents to increase room sales.

- d. Profitable Customer Loyalty Program: develop an engaging customer loyalty program to encourage repeat visits. This program can include reward points for each stay, exclusive discounts for members, and other perks that encourage guests to return for their stay.
- e. Quality Service and Satisfactory Stay Experience: providing excellent service and creating a pleasant stay experience for guests. This includes the availability of friendly and well-trained staff, maintained cleanliness and room quality, and quick response to guest needs or complaints.
- f. Community Marketing: actively involved in local communities and events relevant to the hospitality industry. This activity can build good relationships with the community and encourage recommendations from influential figures in the industry.

By implementing a combination of marketing communication strategies that are in accordance with market characteristics and customer needs, Hotel Harris Suites FX Jakarta has the opportunity to increase room sales as well as strengthen its position in the Jakarta hospitality market.

CONCLUSION

The marketing communication strategies applied in the sale of rooms at Hotel Harris Suites FX Sudirman Jakarta include digital marketing, promotional package offerings, strategic partnerships, customer loyalty programs, service quality improvement, and community-based marketing. All of these strategies have a positive influence on increasing room occupancy rates and sales of hotel products. The use of social media platforms such as Instagram, TikTok, and websites is one of the effective steps in reaching out to potential guests more widely and increasing customer interest in hotel services. By applying an integrated and adaptive communication approach to technological developments, Hotel Harris Suites FX Sudirman Jakarta was able to build a strong brand image and significantly expand market reach.

Optimizing digital content, hotels should continue to develop creative and interactive digital content on social media such as Instagram and TikTok to increase engagement and attract the attention of millennial and Gen Z market segments who are active users of the platform and for hotels to use analytics data from social media and websites to understand customer preferences, so that marketing communication strategies can be more personalized and on target. Routine Evaluation of Marketing Strategies: Hotels need to conduct periodic evaluations of the effectiveness of their marketing communication strategies in order to adapt to the continuously evolving market trends and dynamics.

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