

Designing a Promotional Video as a Tool to Promote Swiss-Belinn Airport Hotel Surabaya to its Target Market

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ABSTRACT

This is a Creative Thesis Final Project Report on a problem at Swiss-Belinn Airport Hotel Surabaya (SAHS). SAHS is a hotel that is located strategically in close proximity to Juanda Airport. The hotel has three types of rooms and provide various facilities, such as restaurant, pool etc. The target markets for these products are people who need meeting rooms, and are away on business trips, vacations, and transit. However, the hotel is struggling to reach out to individual guests. Thus, in order to effectively introduce and inform the hotel to a wider population, a tool is needed. A Promotional Video (PV) is a short video or movie to promote a product or service to potential customers. PV can highlight the USP of the hotel. However, due to the current pandemic, creating the promotional video is unattainable. Thus, this thesis would cover interviews for the data and/until the act of creating the plotline for the promotional video.

Keywords: Promotional tool, promotional video, USP, target market

INTRODUCTION

Background of the Company's Problem

Swiss-Belinn Airport Hotel Surabaya is a franchise-based three-star hotel which was established on 9 September 2017. This hotel was built by Arthur Kaware near Juanda Airport Surabaya, approximately five to ten minutes away from the airport and highway. The hotel has three types of room; Deluxe (120), Grand Deluxe (9), and Suite (4); with total 133 rooms. The prices are ranging between IDR 600.000 to IDR 1.200.000. Swiss-Belinn Airport Surabaya also has eight types of multifunction rooms and a restaurant called BaReLo.

The main competitor for Swiss-Belinn Hotel Airport Surabaya is Premier Place Hotel which is a three-star hotel located only a few hundred meters from Swiss-Belinn Hotel Airport Surabaya. This hotel is the main competitor for Swiss-Belinn Hotel Airport Surabaya because its target market is busy travelers and even more family oriented than Swiss-Belinn Hotel Airport Surabaya. It is also located near Juanda Airport Surabaya and highway. The pricing is also very similar with Swiss-Belinn Airport Hotel Surabaya which is between IDR 500.000 to IDR 2.100.000. Another competitor is a three-star hotel called Luminor Hotel in Sidoarjo. The hotel is situated strategically in downtown Sidoarjo city, with city attraction and highway nearby. Pricing is also between IDR 500.000 to IDR 1.400.000. The hotel is located near Sidoarjo city attraction and highway. If customers want to go to the airport then they only need 30 to 45 minutes drive. Customers also can enjoy the nearby attraction in downtown Sidoarjo, such as Sun City Mall, etc.

During the three months of my internship in Swiss-Belinn Airport Hotel Surabaya, I noticed a few problems concerning the hotel. The main problem that I discovered was the ineffective promotion that the hotel conducted to one of their target markets, which was the individual segment. I discovered this problem through my observation and interview during my internship at the hotel. During my internship as a supporting staff of Sales, I noticed that there

were two sales-executives that were tasked in doing sales-call. This sales-call required them to go out around the city (Sidoarjo & Surabaya) to do face-to-face marketing. The tool that they used when they are doing face-to-face marketing was brochures. According to my observation, the marketing tool did quite a good job already, especially for the government segment, as they often buy Swiss-Belinn Hotel Airport Surabaya's product and service and become their loyal customers. Tour and Travel, and company segments usually also bought the hotel's product and service although the number of customers from these two segments were not as high as the government segment. Another thing I noticed was that the PR only had one member and she always sends pictures to lots of people from their list. Unfortunately, the pictures while maybe okay to be brought together with the main brochure, it was less appealing to be uploaded and sent via internet for people who live very far from sales people's reach. To support that, not many people responded to her messages.

Another problem laid in the way they need to promote their product and service to individual people. Individual people, for example, people who did not book via Tour and Travel, people who did not listen to salespeople's presentations, and people who did not have the brochure. When people need to book hotel rooms but do not want to use Tour and Travel's service, they go straight to the internet to look for the hotel that they want. On the internet, they would look for the hotel via, if not websites like Traveloka or Agoda, social media, then the official websites. From the official websites, people can choose to stay or not to stay at the hotel, depending on whether or not people are attracted after browsing through the hotel's website. However, while the outline, composition, and visual of the website were already great, people still could not see, and picture themselves experiencing what the hotel was trying to show if people stay in this hotel. As a result, while the number of individual segment was quite high, it could still have a room for improvement, a room for more guests.

Therefore, I decided to choose the problem of the ineffective way SAHS promotes their product to one of their target market, the individual segment as my Creative Thesis. Due to this problem, I would make a video promotion about how the people can experience the product and service of Swiss-Belinn Hotel Airport Surabaya. This tool could be used to help PR by being sent to people via broadcast directly via social media such as email, Line and Whatsapp. It could also be uploaded in the hotel's official website, so when people look for a hotel, they could see clearly what it was like to be a guest in this hotel. This tool could also be uploaded to various other online platforms of the hotel, such as Youtube and Instagram. In addition, this tool could also be brought to salescall by salespeople to be shown to other segments' prospective guests.

The reason I used Video Promotion instead of Marketing Booklet was that by using Video Promotion, people could now experience Swiss-Belinn Hotel Airport Surabaya's product and service better because video could show more than pictures and writing. Since it was more appealing, it was expected that people would be more willing to buy Swiss-Belinn Hotel Airport Surabaya's product and service. This tool would show how people who get the video via broadcast, or book individually via internet, or shown directly by salespeople experience Swiss-Belinn Airport Hotel Surabaya in a clear, short, and attractive video. In addition to that, Marketing Booklet would not be able to reach this segment because unlike institutions, they were scattered and would look for the hotel themselves when they need it. From the reasons above therefore I chose Video Promotion as the effective promotional tool to reach individual segment of Swiss-Belinn Hotel Airport Surabaya.

LITERATURE REVIEW

Branding

Healey (200, p.6) proposed that branding is the continuous process of defining ‘contract promise’ and ‘meaning’ by both sellers and buyers. . Healey also paraphrased Karl Marx that people ‘made their own decisions about who to be, how to live, and also what to be’ (p.6) however, all of these are done under the influence of brands (ads, marketing, etc). As it is, brand’s ad, marketing, etc, are important to ‘help’ people to shape their meaning. Branding can help the companies to further their selling effort. To sell their products, of course companies need to promote the products (Business Case Studies, 2017). Thus, the existence of branding can definitely help the process of delivering clear messages to the audience.

Promotion

Promotion is all the effort to set up channels to inform and persuade prospective customers about the products or services (Belch & Belch, p. 16). Promotion is important because the goal of this element is to make the customers accept the idea of products and services and eventually purchase them.

The expectation of customer buying the product or service can be accomplished by several promotional tools of Integrated Marketing Communications (IMC). Belch and Belch (2018) categorized the tools into six types:

- Advertising: TV, radio, magazines, newspapers
- Direct marketing: direct selling, telemarketing, and direct-response advertising through direct mail, online, various broadcast and print media.
- Digital/Internet marketing: Internet and social media (Facebook, Twitter, Instagram, YouTube, etc)
- Sales Promotion: Coupons, Samples
- Publicity/Public relations: Sponsorship
- Personal selling: face-to-face communication

Based on this classification, Promotional video (PV) is included in the third group, Digital or internet marketing (Parvez, Moyeenudin, Arun, Anandan, & Janahan, 2018). Digital/internet marketing uses the internet in order to inform the customers about the product or service. There are several categories inside digital marketing; social media marketing (SMM), and search engine marketing (SEM). Digital marketing benefits the company or hotel as it is low cost and provides good marketing material. In addition to that, digital marketing is also widespread; which means it appeal more potential customers.

Promotional Video

According to Klass (2019), Promotional Video (PV) is a video that is created with the intent of promoting a product or service to potential customers. Klass stated that a good PV must not make the sales aspect to be so blatant. For example, a company releases a PV that informs the public about the products; however the PV does not outright say ‘you must buy this product because it is the best’. The duration for PV is also important; Klass suggests creating a PV under two minutes, but wrapping the information necessary inside.

It is important for a hotel to have PV as it can market their products; rooms, restaurants, facilities, etc (Parvez et al., 2018). Furthermore, it can highlight the important/unique parts of the hotel. Parvez et al. also stated that online visitors are more likely to stay for a long time on a website if they have a PV related to what they are looking for. This means the PV presence

would appeal to potential guests even more. However, it should be noted that the video needs to be updated at least every year.

Target Market

Kenton (2019) wrote that target market is a term that refers to potential customers that are most likely to buy products and services of a company. However, because people do not have the same preference, a product or a service would not be able to satisfy all of them; as it is, companies adopt one strategy that is called, target marketing (Camilleri, 2018). Target marketing strategy is a strategy that identifies and divides markets into different and into a smaller group of customers and develops a product or service according to the customers' needs or wants.

Hotel

Bardi (2003, p.9) stated that hotel is a type of business that provides accommodations and services that might include such things as "suites, personal service valet, public dining and banquet facilities, specialty shops, housekeeping service, concierge or laundry". Moreover, if one is talking about hotel, then it will not stray far from hospitality and service, which is the core for hotel business. Montgomery (2016) stressed that the two terms are different. According to them, knowing or not the difference can impact the success of a hotel. For one, service means doing something for someone. It means service only provides the mere act of doing something for someone without/having little interaction with the people they help. For example, a guest is about to check in the hotel. The guest goes to the reservation:

- Front office: can I help you?
- Guest: I have reservation
- Front office: name, ID and credit card?

This is service, without hospitality. There are no efforts to serve the guest better here. There are no efforts to give the guest more experience. There is no show of care.

Hospitality, on the other hand, provides not only the service, but also the interaction, better treatment, the show of care, the smile and all the effort to make guest feel welcomed. (Montgomery, 2016). The authors said, hospitality displayed itself in the interaction. For instance, it can be when checking in the guest or checking out the guest; It can be when taking orders in the restaurant, or basically any other opportunity in assisting the guests. This is important as hospitality is what the guests remember.

Unique Selling Proposition (USP)

According to Hindle (2008, p.197) unique selling proposition (USP) is an explanation of qualities or features that are unique to a product or service that makes it different and special that will make customers purchase it rather than its competitors. It also relates on how the positioning of the product or service is. For example, shampoo. Their USP is most definitely to make hair clean. However, by positioning them for customers' needs, such as greasy hair, or dry hair, they would hold a unique selling proposition other than clean hair.

SWOT Analysis

Hindle (2008) stated in his book that SWOT is a strategy that can help analyze the business. SWOT is an abbreviation that stands for Strength, Weakness, Opportunity and Threat. The Strength is the internal factors that give advantages to the company, while opportunity is the external factors that give advantages to the company. Weakness is the internal factors that give disadvantage to the company, and threat is the external factors that bring disadvantage to the company (Materson, Phillips & Pickton, 2017).

METHOD

Respondents' Criteria

The respondents of the survey would be five of SAHS's guests. The guests would be people from individual group, the group who were not using T&T institutional, and the people who the sales representative could not reach out to. The responding guests would also at least stay in the hotel at least twice. This group would be the focus of this project. Since this project aimed to give the USP and also to persuade the audience to buy, the individual guests could provide the data needed to make the promotional video.

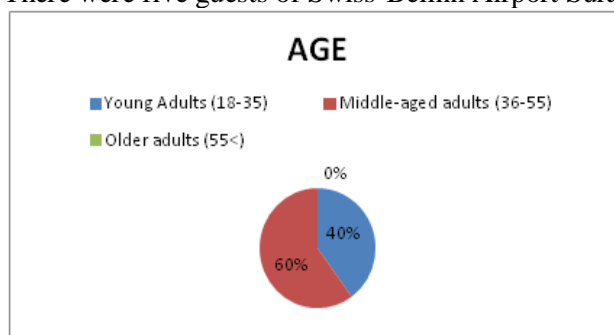
METHODS OF DATA COLLECTION

The interview process was done qualitatively via Whatsapp call, as the individual group is usually most likely to live very far from the hotel. I used Whatsapp because most business people use this social media as their media to communicate to each other. Before I called them, I made sure to create a set of questions, so I would be able to ask the same questions to all of them. The questions themselves are made so to answer the data collection purposes. Then, I cross checked the questions with my advisor. There are few sections in the questionnaire. First section would contain respondents' background. The next section is about the guests' perception of the hotel. The last section is about the tool.

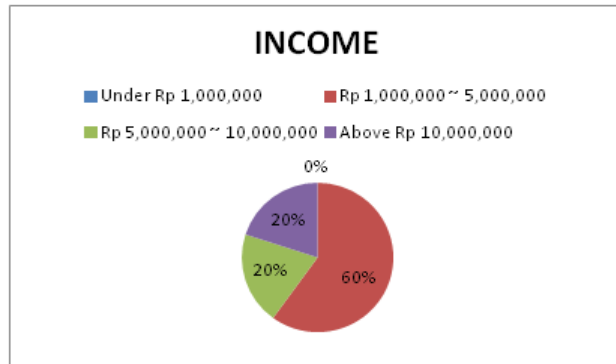
FINDING AND DISCUSSION

Customers' Interview

There were five guests of Swiss-Belinn Airport Surabaya that became my interviewees.



From the interview, the guests were mostly at the age of middle-aged adults (36-55 years old), and then followed by young adults (18-35 years old). People in both middle-age and young adults were in their productive time. This meant they would visit more places, for work, study, even entertainment such as holiday.

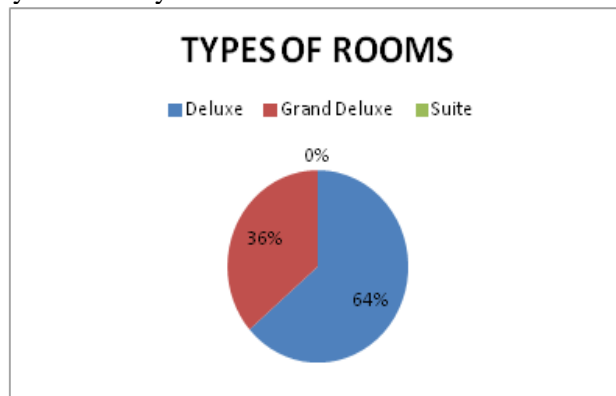


The income of most interviewees was in range of Rp 1,000,000 ~ 5,000,000. From this data, it could be inferred that the target market for SAHS was middle class group, and most likely upper-class group also. Middle-class to Upper class groups tended to be more likely to pay attention to the quality of the products and services and also brands they would use or consume. This is because they had more buying power than lower-class group. As it is, they were more likely to be less reluctant to purchase a bit expensive products and services (rather than two-star hotel, or other hotel with less-known brand for example) as long as the brand and quality were good. Therefore, in the Promotional Video, I would emphasize that Swiss-Belinn Airport Hotel has a good brand and quality.

Before staying at the hotel, most of them expected a clean and comfortable room and one who said that did not expect anything. It is most likely because as a hotel under Swiss-Bel Hotel brand, surely it would at least have a great quality; hence, the expectation that the room must be comfortable, good, and clean. Furthermore, when asked the impression of the room after their stay, the answers were according to their expectation, which were comfortable, good, and clean. But there were also the additions of modern and quite spacious.

Based on my interview with them, I managed to find why they chose to stay at this hotel. Among the three types of rooms in Swiss-Belinn Airport Hotel Surabaya, the deluxe type room is their most-booked product, with the grand-deluxe type as the runner-up. Based on the interviewee's answers, they chose the room according to their needs. When they need to stay for themselves, they would choose a basic room, and when they need to stay with family, for example, then they choose a grand-deluxe type room.

When asked about whether they know about the rooms at SAHS, all fives answered that they know that there were three types of room in the hotel. As they had stayed there several times, they had tried more than one room. Below was the chart of rooms they had tried in the 11 times they all had stayed there. Seven times for Deluxe and four times for Grand Deluxe.

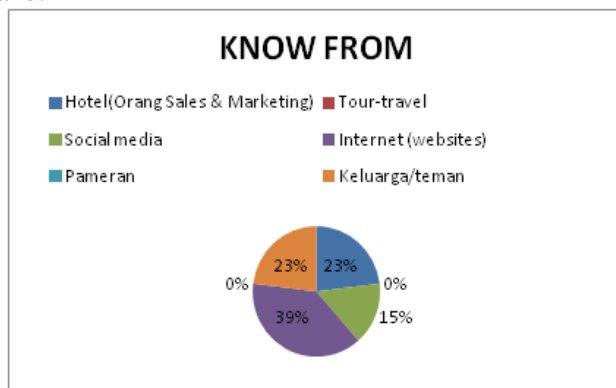


From all the facilities, most of them answer that they spent most of their time in their room, and then followed by the restaurant. For them, the restaurant itself had various choice of

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food. Most of them said that the restaurant is spacious. The food and drinks were of good quality. However, an interviewee stated that some of the menu is a bit expensive. Nevertheless, even though in some cases the restaurant is a bit expensive, the guests were still willing to buy; this showed that SAHS’ restaurant, which had various choices of menu, was of good quality. Furthermore, when asked about the most favorite facilities, most of them answer the free shuttle service and the restaurant, with one stating the in-room-massage.

According to the five interviewees, they did not have the intention to switch to another hotel if they were given a chance. There was a reason for this decision; they said that they felt comfortable with the brand. It proved the benefits of branding. The name gave them reassurance that their stay would be comfortable. For the interviewees, Swiss-Belinn name was a trusted hotel brand.



When asked about their source of information, they stated that they knew from the internet (official website, as well from, for example traveloka), social media (such as Instagram), and from friends and family members. They were also quite actively online; between two to four hours a day. they also responded that they use Whatsapp (5), Facebook (3), Line (3), and Instagram (3). As they mostly know the hotel from online (both website, and social media), therefore, the use of promotional video online would suit the hotel needs to promote the hotel.

When they were asked whether or not the current tool of the SAHS was enough to show the experience in the hotel, most of them answered that no, it was not enough, and one interviewee answered that maybe it was enough. When asked why, they answered that pictures were not enough to show the experience. Furthermore, I asked their opinion on whether or not a promotional video about experience in the hotel could make them feel interested in staying at the hotel; the answer was unanimous ‘yes’ it would make them more interested as it was a correct promotional tool to promote the hotel.

Result of SWOT Analysis based on Customer Interview

The data collected from the interviewees are divided into two groups; the internal and external group. The internal group consisted of strengths and weaknesses, whereas the external consisted of opportunities and threats of Swiss-Belinn Airport Hotel Surabaya. Those data, were presented in the table below:

Strength	Weakness	Opportunity	Threat
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<ul style="list-style-type: none"> ● SAHS located strategically near airport ● SAHS has better brand awareness compared to its competitor. ● SAHS' rooms are considered as clean and comfortable. ● SAHS' restaurant has various food and beverages range. ● SAHS provides shuttles with a frequent schedule. ● SAHS has more facilities than its competitor 	<ul style="list-style-type: none"> ● Some of SAHS restaurant's menu is a bit expensive. 	<ul style="list-style-type: none"> ● Nowadays people are more likely to have high-mobility (ex, work, transit) ● The number of productive people in Indonesia herself is quite high. 	<ul style="list-style-type: none"> ● Competitors are targeting the same target market. ● Late COVID-19 Pandemic decreases the high-mobility as people are in lockdown.
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Result of the USP

Based on the SWOT analysis above, there were 5 USP that were found in Swiss-Belinn Airport Hotel Surabaya, as listed below:

1. Swiss-Belinn Airport Hotel Surabaya has a better brand image compared to its competitor.
 - The management group was founded in 1987 and has been recognized as a great management hotel ever since.
2. Swiss-Belinn Airport Hotel Surabaya is located near Juanda Airport.
 - This statement is backed up by the fact that SAHS is located more or less five to ten minutes (depending on the traffic) from the airport.
3. Swiss-Belinn Airport Hotel Surabaya has various facilities.
 - The hotel had a pool, mini-gym, in room massage and spa, BBQ area, free shuttle, and restaurant.
4. Swiss-Belinn Airport Hotel Surabaya's restaurant has various food and beverages ranges.
 - It has both local and international choices of food and beverages.
5. Swiss-Belinn Airport Hotel Surabaya's shuttle has frequent schedule
 - The shuttle is free and the schedule is every hour.

Promotional Video Plotline and Its Explanation

Characters:

- | | | |
|-----------------------------|------------------|-------------------------|
| - The guest 1 (female/male) | - Security | - Waitress |
| - Shuttle driver | - Front office 1 | - Guest 2 (female/male) |
| - Doorman | - Front office 2 | - Chef |
| | - Waiter | |

Guest 1:

- Age: in the workforce (35-36 years old)

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- Sex: both are okay because the target market is not leaning toward male or female, it is neutral
- Clothes: business attire (suit, blazer, shirt, formal trousers, leather shoes, tie, laptop bag, small luggage, wristwatch)

Shooting location:

- Airport
- Swiss-Belinn Airport Hotel Surabaya (lobby, room, restaurant)

A business person (guest 1), is sent to do business in another country, however, this business person must transit on Juanda Airport. Guest 1 is so absorbed in the works the person has to do that the person forgot to book the hotel. Guest 1 panics and books the hotel from Juanda Airport. Guest 1 finds a Swiss-Belinn Airport Hotel Surabaya and books the hotel, so lucky to have the last room available; the guest feels so relieved. Guest 1 goes out of the Airport to the lobby and the shuttle service greets guest 1. Guest 1 is greeted warmly and the driver (shuttle driver) opens the door for the guest and helps the guest with the guest 1's possessions. The driver drives the guest to the hotel. Here, the guest is enjoying the shuttle service. When guest 1 arrives, the security and doorman helps the person out of the car and into the hotel. Here, guest 1 looks around the lobby and the person sees and feels that it is modern and spacious. Guest 1 then is greeted and helped warmly by front office 1. Guest 1 walks to the room and sees the modern feel around the hotel. The person arrives and goes inside the room, looks around, happy, and throws themselves onto the mattress. The next scene shows that guest 1 has in-room massage. Evening comes; guest 1 enjoys the restaurant, which provides various kinds of food and beverages, ranging from local to international. Waiter, waitress helps people in the restaurant. Chef is tending to the teppanyaki. In the restaurant guest 1 meets guest 2 and it shows that they both enjoy the restaurant, and then they lift their glass to cheer. After eating, guest 1 goes back to the room and continues to do the work (for example, reading reports, creating proposals, creating presentations), then goes to sleep. When dawn comes, the person wakes up, prepares, and goes to have a very early breakfast. Ensuing that, checks out (helped by front office 2), goes to the airport with the free-shuttle-service to the airport. Consequently, the person flies to the next destination and the SAHS logo is displayed.

The paragraph shows the plotline of the video.

In the outline, the demographic characteristics of the individual guests are:

- age: young adults to middle-aged adults
- gender: both (female, male)
- income: middle to upper income

I avoided using gender pronouns as both male and female stayed in this hotel. Therefore, to show that the PV is neutral, the PV emphasized neutrality of gender by balancing both. If guest 1 is female then guest 2 is male, and vice-versa. The age of the guests was in their 35-36 years old. This meant in the workforce age or young adult and middle adult, who were still in their productive time, who were more likely to have high mobility to do business, travel, etc. I chose the middle ground between young adults and middle age adults as most of the people are from these age ranges. By doing so, people from both age groups would be able to relate with the PV content. Guest 1 and guest 2 both are using business attire, for example, formal trousers, leather shoes, suits and blazers. This outfit would show that this hotel was for business/ workforce, and transit people.

I showed a business person who just arrived at Juanda Airport. Upon arrival, the person/guest 1 panic because the person remembered that the person had not booked a hotel for the night. The person quickly browsed the internet, and then found Swiss-Belinn Airport Hotel Surabaya, then booked it. Guest 1 was lucky to get the last room available. Soon, the person was

immediately greeted and welcomed by the shuttle driver, who proceeded to open the door to the shuttle for guest 1. Then the driver drove guest 1 to the hotel. In the middle of the driving, the logo of SAHS also showed. After that I showed that guest 1 enjoyed the hospitality of the hotel and the person also felt comfortable in the shuttle car while working on the project. It is emphasized like this; thus, when the audiences watch, they could see the hospitality and two of the strengths of SAHS, the free shuttle service and the strategic location of the hotel.

The next scene would be the welcoming party for guest 1. This section emphasized the hospitality from the interaction, the people's friendliness, the care that made the person even more welcomed. The hospitality from interaction was emphasized here and also the rest of the scenes. This was done so as to give an idea about how SAHS as a three-star hotel with great quality.

When guest 1 stepped inside the lobby, it showed the modern, spacious, and welcoming ambience of Swiss-Belinn Airport Hotel Surabaya.

Next, I showed the deluxe room and how the guest was enjoying themselves in the room. By putting this scenes section, the audiences would be able to imagine themselves to feel the experience. It gave them the idea of how SAHS as a high-quality hotel. In addition to that, I chose to put this type of room here because it was the most popular/preferred choice.

Next, I showed that SAHS has other kinds of facilities and in-room-massage was one of the facilities stated in the interview. This was also done to give the idea of what can be done inside the room. In addition to that, I also put the scene to attract the audience's attention. People who were in transit, business trips, or etc, were more likely to feel tired, the massage could interest and influence them to buy SAHS products and services.

The next scene especially highlighted one of the most favorite facilities in SAHS, the restaurant. The restaurant served buffet and non-buffet of various choices of food and beverages. The food and beverages ranged from local and international. This scene showed one of the USP of SAHS, the restaurant. It also showed the ambience of the restaurant. The way it was served also showed that the restaurant serves with fresh ingredients. The audiences could also see the various kinds of food and beverages.

The next scene showed the person doing their work, before getting ready to sleep on the next scene. These scenes showed different things one could do in SAHS.

Next, I showed that it was still very early. I showed that even at dawn, the hotel prepares very-early breakfast for people who need this. I, again, really highlighted the restaurant, this time the value was added by the fact that the sun was not up yet. In these scenes, the hospitality was also very showed, just like the scenes before. Next, I showed the shuttle service again, showing that it had a frequent schedule.

Last, I showed the logo of both Swiss-Bel, and Swiss-Belinn Airport Hotel Surabaya. This logo, after the build up highlights from the scenes before, served as a call to action, as a persuasion to buy Swiss-Belinn Airport Hotel Surabaya's products and services.

The Promotional Video/PV, as a part of digital marketing, then should be uploaded into various social media by the hotel, such as Whatsapp, Instagram, Facebook, Line, and even other platforms that the hotel had. The people who would benefit by the PV were (in the order of the most benefited): PR (Public Relation) person, and Salespeople. This was like this as SAHS' PR person did not have the necessary tool to reach out to the individual group.

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By putting the PV in the various social media, potential guests could see for themselves the experience they could feel through the video. Nowadays, people were connected through different kinds of social media, which also connected to one another, meaning content in one could be shared to another. That made it even easier to share to individual group. Furthermore, another place to put this PV was in the SAHS' website. When people looked for a hotel, they also looked at the website. As Parvez, Moyeenudin, Arun, Anandan, and Janahan (2018) stated, if a website had a PV, people were more likely to spend time on that website, which meant the presence of a PV appealed to the potential guests more. In addition to that, Salespeople could also bring the PV with them when they were doing salescalls and show the video to both the potential guests and old/loyal guests of SAHS. Therefore, putting the PV on the website, various social media, and bringing the video on sales-call would extremely help to inform, influence, and persuade them to buy Swiss-Belinn Airport Hotel Surabaya's products and services.

CONCLUSION

The promotional video highlighted the USP of Swiss-Belinn Airport Hotel Surabaya through a story of experience. The tool then should have been placed in the hotel's social media platforms and also the website. By using this promotional video, there were benefits for the company: it gave a good impression to the new prospective customers of individual segment group, and it could increase the number of people interested in buying SAHS' products and services, especially the individual prospective guest. For the next project, I suggest making a different tool, for example a marketing booklet to specifically persuade readers of groups, such as, government institutions, corporate, and tour and travel agencies. It would be better for the promotional effort to be more balanced in the future.

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