

A MARKETING BOOKLET: A WAY TO PROMOTE SWK 95 HOTEL TO ITS PROSPECTS AND CUSTOMERS

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Abstract

SWK 95 Hotel is a new budget hotel located near Petra Christian University. As a new hotel, SWK 95 is only known by a few people in certain areas. Moreover, there are two other hotels which are older and bigger than SWK 95 Hotel. Therefore, it is better for SWK 95 Hotel to start targeting companies and travel agencies. To accomplish this goal, a marketing booklet is the best solution to solve the problem of SWK 95 Hotel. There are five parts in this marketing booklet: table of contents, company overview (“About SWK 95”), products (“Room Types”), Facilities (“Facilities”), and contact information. By having these information, the marketing booklet will be able to help SWK 95 in introducing its hotel, reaching and getting more customers, increasing its income, developing its hotel, and becoming a big hotel.

Keywords: *marketing tools, promotions, marketing booklet, getting more customers.*

For the Business Communication Project, the writer decided to make a marketing booklet for SWK 95 Hotel, a new budget hotel located on 95 Siwalankerto Street, Surabaya. This hotel was established in July 2013. Usually, the customers of this hotel are companies who have a business trip, parents of Petra Christian University’s students, foreigner students who join the student exchange program in Petra Christian University, and some guests who have a vacation in Surabaya.

The idea of making this marketing booklet came up because there is a serious problem happened in SWK 95 Hotel which can be solved using this marketing booklet. It was found that this hotel was established in July 2013. Because of that, there are only a few people in the certain area who might know about this hotel. Since this hotel located near Petra Christian University, this hotel should be known by the students there. However, there are some students in Petra Christian University who still do not know about this hotel even though it is located near Petra Christian University. Moreover, in Siwalankerto area, SWK 95 Hotel has two competitors. Those are The Square Apartel & Arcade and High Point Serviced Apartment. The Square and High Point also sell the same products as what SWK 95 Hotel sell. However, among The Square, High Point, and SWK 95, SWK 95 is the newest hotel. The Square was established in 2009. Besides, High Point was established in 2011. Then, SWK 95 Hotel was established in 2013. For that reason, people know The Square and High Point better than SWK 95 Hotel. Furthermore, as competitors, The Square and High Point provide bigger buildings and more facilities rather than SWK 95 has. Those kinds of things make people tend to choose The Square and High Point rather than SWK 95 Hotel.

Regarding the problem above, in order to survive in this business, SWK 95 Hotel needs a media which can help its hotel in increasing the number of customers and income. However, since this is a budget hotel, it will be great if this hotel targeting companies and travel agencies. It is because companies often have a business trip. For a business trip, they will look for a hotel which can give them affordable prices. It will be a great opportunities for SWK 95 Hotel if this hotel can build a good relationship with some companies.

Actually, there are many other marketing tools such as company profile, brochure, and website. However, the marketing booklet is the best marketing tool to be used as my Business Communication Project for SWK 95 Hotel. First of all, since SWK 95 Hotel is a new budget hotel, a company profile will not have an appropriate contribution to promote the hotel. It is because a company profile focuses more in selling the company rather than the products. Therefore, the information provided in the company profile is more in the company. Besides, the information in

the booklet focuses more on the products that the company sells. Secondly, it is also not a brochure because to attract the companies and travel agencies, it is not enough for SWK 95 Hotel to give them only a brochure. In terms of space, SWK 95 Hotel will not be able to give enough details for the companies and travel agencies. Besides, in terms of price, a brochure is much cheaper than a marketing booklet. It can show the unprofessionalism of SWK 95 Hotel if SWK 95 Hotel gives a brochure to the company. Third, it is also not a website because SWK 95 Hotel already has its own website. Thus, marketing booklet is the most suitable marketing tool to be used in SWK 95 Hotel and to be made as the Business Communication Project, so that this hotel can increase its income and survive in this business.

The purpose of making the marketing booklet is actually to help SWK 95 Hotel in promoting its hotel to its prospects and customers. Therefore, this marketing booklet can help SWK 95 Hotel in introducing its hotel. Since SWK 95 Hotel is a new hotel, this marketing booklet will help a lot because there will be a description about SWK 95 Hotel. Moreover, this marketing booklet can also be a great tool for SWK 95 Hotel to sell its products, so that it can get more customers and increase the hotel's income.

This Business Communication Product (BCP) gives three benefits for SWK 95 Hotel. First of all, it will help SWK 95 Hotel to introduce itself to the potential customers not only from Indonesia, but also outside Indonesia. As mentioned before, this marketing booklet can be sent to some travel agencies. There will be some tourists who come to the travel agencies to find the information about a hotel. The tourists will be able to read the marketing booklet of SWK 95 Hotel because it is written in English.

Secondly, since this is a budget hotel, SWK 95 Hotel will get more opportunities in creating a relationship with some companies by having this marketing booklet. There are some companies outside Surabaya who often have a business trip. This marketing booklet is the important media which can help SWK 95 Hotel to convince those companies to stay in SWK 95 Hotel and become a regular customers of SWK 95 Hotel.

Third, this marketing booklet can help SWK 95 Hotel to increase its income. As stated above, by having this marketing booklet, SWK 95 Hotel will be able to get more international customers and domestic customers through the travel agencies. Besides, it can also help SWK 95 Hotel in building a good relationship with some companies. From those two benefits, of course SWK 95 Hotel will get more customers. Because of the increasing number of the customers, SWK 95 will be able to get more income. Moreover, SWK 95 Hotel will keep developing in the future and become a big hotel.

Marketing booklet is a small book which is used by the company to promote and sell its products or services. Based on the two sources that the writer found, generally, the content of the marketing booklet are table of contents, company overview, case studies, products / services, facilities, how-to-guides, FAQ (Frequently Asked Questions), and company contact information.

First of all, table of contents is a part which contains the list of all the contents within its page. It can help the customers to locate the information needed. For example, if the customers want to know about the product, they do not need to open every page of the booklet. They can get to know the page of the product from the table of content page. Secondly, the company overview part is a part which contains a brief information about the company, such as the identity of the company, the date of establishment, and the location. This short information will help the prospects to get the idea of what the company does. Third, case studies section is a part which contains the success stories about the product or service being marketed by the company. This part can convince the customers when they know that the company has succeed in marketing its product. Fourth, there is a products/services part. This part contains an informational paragraph about the products and the services that the company offers. This kind of information can help the customers to know and to decide which product that they need. Fifth, how-to guides is a part where they can give an information about how to order the products from the company. It can give the customer an easy way to order the products from the company. Sixth, there is a FAQ part. This part contains a list of some questions that are frequently asked by the customers. Besides, this part also contains the answer of the questions asked by the prospects. This page can help the customers in order to get a quick answer for the questions that they might have. Therefore, they do not need to call the company to ask for the information. Finally, there must be company's contact information in a

marketing booklet. This part contains of address, e-mail address, phone number, and fax number of the company. It will help the customers to get in touch with the company.

Based on the information that the writer found in the two articles on *How to Create a Marketing Booklet* (www.edu.com) and *Tips for Better Sales Booklets* (www.business2community.com), in order to make a good marketing booklet, there are some steps to follow. First, she needs to decide whether this booklet is intended for business to business marketing or business to consumer marketing because it will affect the wordings and the information used in the marketing booklet. Second, she has to put only the important information which is needed by the prospects. Since most people are busy these days, she has to keep it concise and clear. If she put too many information, there will be too many words in that booklet. That wordiness will prevent people from reading the marketing booklet at all. The ideal page number for a marketing booklet is around 8 to 12 pages. Third, the organization of the marketing booklet must be in a good order. It will be good if she can view herself as the prospects. Then, ask herself about the very first thing she want to know about the company. After that, try to imagine the things she want to know next. It will help her a lot in making a great organization of the marketing booklet. Fourth, to make the marketing booklet look more attractive, she has to put some relevant pictures of the business. However, she cannot just put all of the pictures that she has. She needs to choose the high quality pictures because it can positively influence the prospects who are looking at her booklet. If the pictures look bad or are not clear, it will give the entire booklet a cheap look. Fifth, it will be better if she can put the phone number, the website, and the logo on the footer of every page. By putting the phone number and the website there, it will help the prospects to easily get in touch with the company. Besides, the logo will help the prospects to remember that they are reading the information of the company. Sixth, try to use the same colors, fonts, and tone for the lay-out design to make the prospects think that the company is consistent. If she use too many colors and tone in every page, it will negate the elegant concept of the company. She has to stay consistent with the colors, fonts, and tone to show that the company has a professional image in the prospects' mind. However, it does not mean that the marketing booklet will look unattractive. Even though it does not use too many colors, fonts, and tone, keep the design of the lay-out as interesting as possible. It will be very beneficial for the companies because it can influence the customers' willingness to read about the business. Moreover, the interesting layout, will lead the prospects to save the company's marketing booklet for the prospects' and the customers' future needs.

METHODS

After getting the approval from the board examiners, there were some procedures in making the marketing booklet for SWK 95 Hotel. First of all, the writer collected all of the information about SWK 95 Hotel from its website. After collecting the information from the website, she started to make some interview questions for the General Manager. Since she found some information from website, she need to clarify those information through this interview. Moreover, the writer also made some questions on other things which she could not found in its website. Right after that, she did the interview with the General Manager of SWK 95 Hotel. After done with the interview, she collected all of the pictures needed by the marketing booklet from the General Manager of SWK 95 Hotel and also from the internet. The next step was making the content and the organization of the booklet. She used the information from the interview to write the content. She also chose some components from online articles which was important to be included in the marketing booklet of SWK 95 Hotel. Those components are table of contents, company overview, products, facilities, and contact information. After writing the contents, she showed it to the General Manager. Right after the contents approved by the General Manager, she gave the contents to the graphic designer to design the layout of the marketing booklet. After finished with the layout design, she showed it to the General Manager and asked him whether he agreed with the design or not. Next, she revised and checked the booklet for the last time before printing it. After she done with the checking, she printed the marketing booklet.

FINDINGS AND DISCUSSION

The product is "A Marketing Booklet: A Way to Promote SWK 95 Hotel to Its Prospects and Customers". In this marketing booklet, there are table of contents, company overview ("About

SWK 95 Hotel”) section, Products (“Room Types”), Facilities (“Facilities”), and contact information (“Contact Us”). This marketing booklet is bilingual which means people can read it in two different languages, English and Bahasa Indonesia. The writer chose to write this marketing booklet in two languages because the customers of SWK 95 Hotel are Indonesian people and foreigners.

The target markets of this marketing booklet are companies and travel agencies. Since SWK 95 Hotel is a budget hotel, it has an affordable price which is very attractive for companies who often have business trips. Moreover, it is also important for SWK 95 Hotel to build business relationship with some travel agencies, which will also order in large number. Therefore, to attract the companies and travel agencies, SWK 95 Hotel needs a marketing booklet.

The marketing booklet will be very useful for the hotel. First of all, SWK 95 can introduce its hotel to the customers by having the marketing booklet. Through the marketing booklet, SWK 95 Hotel is able to tell the prospects and the customers about the identity, strengths, and products that it sells, so that the customers will know everything about SWK 95 hotel by reading this booklet. When the prospects and the customers getting to know more about the strengths of SWK 95 Hotel, this hotel is able to grab the attention of the prospects and the customers. Secondly, it helps SWK 95 Hotel to get more customers and increase its income. After this marketing booklet successfully attracting the target customers, of course those prospects start to reserve the rooms in SWK 95 Hotel. It is because from the marketing booklet, they know that SWK 95 Hotel is a great hotel for their stay in Surabaya because of its identity, its strengths, its products, and its facilities.

This marketing booklet is consists of twelve pages including the covers. Besides, the size of the marketing booklet is A5. As it previously mentioned, an effective marketing booklet should be in A5 size with 8 to 12 pages only. To make this marketing booklet, the writer used white as the main color for the background. She chose white to represent the clean value of SWK 95 Hotel. Moreover, she chose the minimalist style for the booklet to represent the minimalist concept of the hotel. In order to make this marketing booklet looks appealing, she needs some pictures of the hotel. She got those pictures from SWK 95 Hotel because they did not want to pay more for the photographer. Next, the layout design of the marketing booklet was done by the graphic designer and her.

For this marketing booklet, the writer chose five appropriate components, such as Table of Contents, About SWK 95 Hotel, Room Types, Facilities, and Contact Us for SWK 95 Hotel. She chose to make a marketing booklet with those elements because she thought those elements are the main information needed by the prospects in order to choose SWK 95 Hotel as their destination for staying in Surabaya, so that it can help a new hotel in attracting the prospects. Mainly, people who want to find a hotel will look for the information about what kind of hotel SWK 95 is, what type of room that it offers, how much the price is, what facilities that it provides, and how to contact the hotel. So, she think it is important for a marketing booklet to have About SWK 95 Hotel, Room Types, Facility, and Contact Us as its components.

In addition, the order of the components inside the marketing booklet will also be her consideration in making this marketing booklet. In the front cover, it use the white and orange color. First, as the writer mentioned before, white represents the cleanliness of SWK 95 Hotel. Besides, orange represents the logo of SWK 95 Hotel. After that, she use the picture of the main gate of SWK 95 Hotel because the front cover is actually the main gate of the marketing booklet. Moreover, the title of the marketing booklet is “SWK 95 Hotel”. Below “SWK 95 Hotel”, she wrote the subtitle “Affordable & Comfortable Hotel near Petra University” because it can give the reader a certain idea about SWK 95 Hotel before they start to read the marketing booklet. Moreover, she gave the address and the phone number of SWK 95 Hotel in this page. The reason to provide those information is the fact that the readers tend to seek for the hotel location after reading the title.

The second part is the Table of Content. This section is important for the prospects who want to find certain information about the hotel. It can help them navigating to the page of the information they need without opening every page of the marketing booklet. Therefore, the table of content part must be the first content in the marketing booklet.

The third part is the company overview with the heading About SWK 95 Hotel. The function of this part is to help SWK 95 Hotel to introduce more about its hotel. To make this

section, the writer used three questions: what, why, and where. The first is “What is SWK 95 Hotel?”. It can help SWK 95 Hotel to define its hotel to the prospects and customers. This part should be in the first order because after the readers read the booklet’s title which is “SWK 95 Hotel”, they will start asking about what kind of hotel SWK 95 is. After “What is SWK 95 Hotel?”, there will be “Why SWK 95 Hotel?”. The use of this section is to convince the prospects and customers to choose SWK 95 Hotel rather than the other hotels. This section came in the second part because after they know the basic information about SWK 95 Hotel, they would have the willingness to know the strengths of SWK 95 Hotel. After that, in the third place, there is “Where SWK 95 is?” section. After knowing the strengths of SWK 95 Hotel, the readers would be curious about the location of SWK 95 Hotel. This section is informing the places which are located near to SWK 95 Hotel. Moreover, this section is actually the strength of SWK 95 Hotel. Thus, the key benefit of the company overview section is to show the strengths of SWK 95 Hotel so that the hotel can convince the prospects and the customers to stay at this hotel.

After the prospects get attracted by the hotel strengths, the next information will be the product of SWK 95 Hotel. Since this is a hotel, the product is the room types that SWK 95 Hotel has. This part become the third because once the prospects read the information about the hotel, they will automatically get more curious about the room types that SWK 95 Hotel has. SWK 95 Hotel has three kinds of room types such as standard room, superior room, and deluxe room. She lists the types of the room from the cheapest room to the most expensive room to make the prospects feel that the next type of room is better. After that, it can raise the willingness of the customers to stay in SWK 95 Hotel. That is why she keeps the best in the last. Moreover, the prospects will also want to know about the differences and the facilities of each room type. Therefore, in this part she also mention the details about the room, such as the total rooms, the size of the room, the bed type, the room facilities, the room services, and the benefits, so that the prospect can compare each type of room and can choose the suitable room for them. After giving the detail of the room, the writer will give a table for the price of each room. After the prospects know about the product, they will have to choose a room for their stay. Then, the next information that they want to know will be the price of that room. Besides, she puts the price after explaining the product to prevent the prospects from judging the room by its price. So, they can choose the room they are comfortable at. In addition, she added the additional services that the hotel provides, such as extra bed and extra person program.

The next part is the hotel facilities. In here, she mentioned the five facilities that SWK 95 Hotel provides, such as cafeteria, rental car, 24 hours Wi-Fi connection, CCTV installment, and free valet parking. After choosing a certain type of room, the prospects must be wondering what kind of facilities that the hotel has. That is why the facilities part will be right after the products part. This part also plays an important role to make the prospects and customers decide whether they will feel comfortable or not to stay in this hotel.

The last part is the contact information page with the heading “Contact Us”. In here, prospects can find the address, the phone number, the website, the e-mail address, and the Facebook of SWK 95 Hotel. She puts this information in the last page because after the prospects shape a certain image of SWK 95 Hotel, choose a type of room, decide whether the room is worth as its price, and know the facilities that the hotel offers, it is the time for the prospects to contact the hotel to make a reservation. Besides, when the prospects need other information, they can use this part as a chance to get more information. Therefore, it is appropriate to put the contact information in the last page.

CONCLUSION AND SUGGESTIONS

For my Business Communication Final Project, the writer decided to make a marketing booklet for SWK 95 Hotel, a budget hotel in Surabaya. Before getting to the project, she had to do so many things. She needs to finish the proposal as soon as possible and submit it to SWK 95 Hotel. Moreover, when she gives the proposal to the General Manager, she has a difficulty in convincing the General Manager. After that, some negotiation processes occur between the General Manager and her. Even though it was difficult to come to the agreement, finally she can get the approval from the hotel.

The idea of making this marketing booklet came up because there is a serious problem in SWK 95 Hotel which can be solved using this marketing booklet. The writer found that there are only a few people in the certain areas who might know about this hotel. Moreover, in Siwalankerto area, SWK 95 Hotel has two competitors, which are The Square Apartel & Arcade and High Point Serviced Apartment. These two competitors sell the same thing with more facilities. As the result, SWK 95 Hotel loses some opportunities to attract new customers. Based on the problem above, she thinks that SWK 95 Hotel needs a marketing tool which can help them to promote its hotel to the prospects and customers. For a budget hotel, she thinks it is better for SWK 95 Hotel to start targeting big customers, such as companies and travel agencies. To attract those big customers, SWK 95 Hotel need the marketing booklet for its marketing tool.

There are five components in this marketing booklet: table of contents, company overview (“About SWK 95”), products (“Room Types”), Facilities (“Facilities”), and contact information. Those components will help SWK 95 Hotel in solving its problem because it can introduce its hotel to the prospects and customers through the company overview. Moreover, through the products and facilities part, SWK 95 Hotel can also attract the prospects and the customers to stay in its hotel. After they are attracted by SWK 95 Hotel, they can find the contact information in the last page of the marketing booklet. In completing this marketing booklet, she used some concepts from the online articles. Those concepts help her a lot in choosing the contents, arranging the contents, writing the contents, and also designing the contents.

Finally, she hopes that the marketing booklet can be used effectively and continually by SWK 95 Hotel to market its hotel. Since the marketing booklet costs more than brochure, the hotel should not give it to everyone. It will be efficient and effective if the hotel gives the marketing booklet to companies and travel agencies who will reserve the room in a large number. Moreover, SWK 95 Hotel can continually and routinely spread out this marketing booklet to some companies inside and outside Surabaya, so that if those companies are planning for a business trip, they can choose SWK 95 Hotel as their destination during their stay in Surabaya. Also, by doing that continually, she hopes that SWK 95 Hotel will get the benefit of the marketing booklet to raise the quality of its hotel, and become a big hotel in the future. Furthermore, it will be better for the hotel to keep updating the marketing booklet. For example, if there is an additional facility, the hotel needs to put it in its marketing booklet. By doing so, the hotel will be able to keep getting more customers and increasing its income.

As for the suggestions for the English for Business Communication program of Petra Christian University’s English Department who want to do the Business Communication Project, it will be better for them to start thinking about their Business Communication Product right before they start the internship. Make sure that the company where they will do their internship can be a place to do their Business Communication Project, so that they do not have to worry to find other places to do their Business Communication Project. Moreover, the negotiation skill is also needed in order to convince the company that they can make the best Business Communication Product. In order to convince the company, they also have to design a really good proposal and anticipate every question that might be asked by the company. By doing so, they will look full of confidence and be able to get the permission to do their Business Communication Project there.

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