

A MARKETING BOOKLET FOR THE ALANA HOTEL SURABAYA: THE BEST WAY TO EMPHASIZE THE UNIQUENESS OF ITS PRODUCTS IN PROMOTING ITSELF TO INSTITUTIONS AND COMPANIES

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ABSTRACT

The Alana is a four-star hotel located in the South of Surabaya. It was built in 2013, which means that it is still a new hotel. Since it is new, it lacks the necessary promotion tool to reach the institutions and companies. In fact, The Alana does not have the promotion tool which emphasizes its excellence and uniqueness of the products. To solve the problem, The Alana needs a marketing booklet, which can help them to show their strengths. This marketing booklet consists of table of contents, company overview (about The Alana), product descriptions (hotel rooms, room types, hotel facilities, and meeting rooms), and contact information (contact us). By having this information, a marketing booklet will become the best tool for The Alana to show the strengths of their products and help them to reach their target market.

Keywords: *marketing tools, promotions, marketing booklet*

For the Business Communication Project, the writer decided to make a marketing booklet The Alana hotel, a four star-hotel which is located at Ketintang Baru I number 10-12, Surabaya. It was built in 2013, which means it is a new hotel.

Since it is a new hotel, the writer found out that there are three business communication problems at The Alana. The first problem that she found at The Alana was that it does not have a hall room. She thinks this is another problem for the hotel because many customers requested a hall room to accommodate a large number of people, but The Alana could not provide it. So The Alana will offer their biggest room or they will help the customers to book Jatim Expo which is located near The Alana.

The second problem that she found at The Alana was that they lacked sales employees. During my internship at The Alana, she saw that there was only a few sales staff. However, the sales staff often went out to do sales visits. Sometimes, the sales staff went to Jakarta to visit the companies there. She thinks this is a big problem for The Alana hotel because the sales staffs are only a few. As a result, when customers need to talk to the sales staff, they cannot reach them immediately. Sometimes, the customers will become angry.

The last problem that she found at The Alana was lacking promotion to the institutions which become their business partners. In fact, The Alana does not have the promotion tool which emphasizes their excellence and uniqueness of the products. In order to promote their products, they always use brochures. The weakness of the brochure is they have limited space. Brochures use more pictures to attract customers, but they have only a few paragraphs and bullet points. In addition, the content itself is not complete enough to explain the uniqueness at the product. Moreover, a brochure cannot totally attract the customers. It means, many people just receive brochures without looking at them. Also, many people just glance at it and then throw it in the dust bin.

The reason why the writer does not choose the first problem is because she is not the owner; she is just an intern, and they would not trust her to do this kind of project. To build a new room is not her specialty. Only the architect can solve this problem. Also, if she wants to build a new hall room, it will cost a lot of money. Besides, they have not enough space to accommodate the new room. For the second problem, she could not choose it because she is only an intern, so she cannot do anything but to give advice to the higher-ups that they need at least one sales staff to stay at the office every day.

In the end, the writer choose a marketing booklet because The Alana was lacking promotion to the institutions, and it does not have the promotional tool which emphasizes its excellence and uniqueness of the products. The promotional tool that The Alana needs is a marketing booklet because it can provide enough space for The Alana to inform the target market about the details of their products and services. The target markets of the hotel are groups such as institutions and companies and individual travelers. A marketing booklet is in the form of a small, thin book with a paper cover, which is used by the company to promote and sell their products or services. Thus, a marketing booklet is the most suitable marketing tool for The Alana and to be made as the Business Communication Project, so that this hotel can reaches their target market and emphasizes their excellence and uniqueness of the products.

The purpose of making the marketing booklet for The Alana is actually to help the hotel to emphasize the uniqueness and the excellence their products. By making this marketing booklet, it can help The Alana to reach their target markets which are institutions and companies. Since The Alana is a new hotel, this marketing booklet will help them a lot because there will be a description of products or services that the hotel offers. Moreover, this marketing booklet will be the best tool for The Alana to sell or promote its products, so more sales can be achieved.

There are two benefits that The Alana will get by having this marketing booklet. First of all, a marketing booklet is a more effective promotional tool than a brochure. From a marketing booklet, The Alana can emphasize the excellence and the uniqueness of the hotel products and services. It can be achieved because there is enough space in marketing booklet to explain the details of the products or services by The Alana. On the other hand, the content of a brochure is too brief because there is not enough space to explain the uniqueness of the products. Therefore, marketing booklet will be a great tool for The Alana to show the strengths of their products.

Secondly, a marketing booklet can reach high class target market easier rather than a brochure. The target market of brochures usually ranges from the low class to high class people. However, since brochures usually brief in explanation and printed in a piece of paper with the quality of the paper maximum only Art Paper, people usually do not pay attention to the brochures. People even throw the brochures away. Still, like in the first point, the marketing booklets have enough space to explain the details of the products or services. That way, though the quality of the paper is only Art Paper, people will be more likely to save it and even the high class people will be more likely to take a look at it. Moreover, by giving it the shape of a book, that promotional tool looks more expensive, elegant, and qualified. Since The Alana is a new hotel, the marketing booklet will help the hotel to reach their main targets which are institutions and companies. That way, the income will be raised because the institutions and companies will use the products or services in moderate to big scale.

A marketing booklet is a small book, thin book with a paper cover, which is used by companies to promote and sell their products or services. The main target markets of a marketing booklet are institutions and companies. According to Val Adkins (1994), a desktop designer or publisher, a booklet serves the same purposes as a brochure, but as the name suggests, a little book. Rather than being folded, it is often bound in one fashion or another (p.3). The purpose of a booklet is to promote a positive image of a company, as well as their goods and services (p.4). In addition, since space may be limited, important information should be covered first. "Do not use more words than you must, but use words that will grab your readers' attention" (p.6). In conclusion, the content of the booklet must be brief, simple, useful, and attractive for the readers.

According to Kdavidson in eHow.com, a marketing booklet consists of four things and those are case studies, products or services, FAQ (Frequently Asked Questions), and company or individual contact information. In addition, according to Tara Hornor in Business2Community.com, an expertise in marketing, branding, and graphic designing, there are five crucial elements for a marketing booklet. There are table of contents, company overview, products or services, how-to guides, and contact information. Based on those two sources, the content of a marketing booklet are table of contents, case studies, company overview, products or services, Frequently Asked Questions, how-to guides, and company contact information.

It usually starts with the table of contents. After that, there will be the brief description which consists of the history of the company, such as the date when the company was built and the first owner of the company. The next part is about the details of the products or services that the company

offers will inform to the target market. For example, if the company is a hotel, then the products will be the details of the rooms and facilities there. There will also be the detailed location and contact information of the company to make the target market easily reach the place and the staff.

Actually, there are many kinds of marketing tools, such as websites, company profiles, and brochures. The writer does not choose to make a website because The Alana has already had a website. Their website is already good, so she does not have to revise it or make a new one. Next, she does not choose to make a company profile because their company profile is already in the website. Also, a company profile tends to focus on the company image. She did not choose the brochure either because they have already had so many brochures. Also, brochures use more pictures to attract customers, but they have only a few paragraphs and bullet points. In addition, the content itself is not complete to explain the uniqueness product. In the end, the writer chose a marketing booklet because The Alana was lacking promotion to the institutions and it does not have the promotional tool which emphasizes its excellence and uniqueness of the products. In my opinion, it is important that The Alana should promote the hotel with better promotional tools to reach the institutions and companies and emphasize the excellence and uniqueness of the products. The promotional tool that The Alana needs is a marketing booklet, which can help them to solve the problem.

FINDINGS AND DISCUSSION

The product is “A Marketing Booklet for The Alana Hotel Surabaya: The Best Way to Emphasize the Uniqueness of Its Products in Promoting Itself to Institutions and Companies”. In this marketing booklet, there are table of contents, company overview (about The Alana), products description (hotel rooms, room types, hotel facilities, and meeting rooms), and contact information (contact us).

The target markets of this marketing booklet are institutions and companies. As I have said before, this marketing booklet is made to be the best promotional tool from The Alana hotel to their target market, companies and institutions. By using this booklet, I believe the sales will be raised. The first advantage of the marketing booklet is the effectiveness. By using marketing booklet, there will be more space to emphasize and explain the products and services of the hotel. On the other hand, with brochures, the space is not enough so the information is not as complete as marketing booklet. Therefore, marketing booklet is the best promotional tool rather than brochures.

The second advantage is the easiness to reach the high class target market. Brochures usually are spread to all kinds of people, without much thinking of the specification of the target market. However, since brochures are limited in information and the quality of the paper maximum is only Art Paper, people mostly do not care about the brochures. People even throw it away. Like what I have said in the first point, marketing booklets have more space for the complete information. Thus, though the quality of the paper is only Art Paper, people will more likely to be interested to read the booklet. Moreover, with the shape of a book, the promotional tool looks more expensive, elegant, and qualified. This, of course, will help in reaching The Alana’s target market, companies and institutions, and raising the income of the hotel.

To reach their target markets and emphasize the excellence and uniqueness of the products, this marketing booklet uses batik as the background because it is the standard pattern of The Alana. The writer also uses the official photo that The Alana has. Next, the layout design of the marketing booklet is done by the graphic designer.

There are four reasons why the content of this marketing booklet consists of table of contents, company overview, product descriptions, and contact information. First, the table of contents will make the potential customer able to find the information that they need easily. If it has table of contents, they do not have to open every page in the marketing booklet. Therefore, it must be placed in the first page of the marketing booklet.

Second, company overview will make the potential customers know about The Alana strengths. The strengths are the most important thing that must be explained in the booklet because it will make the potential customer know how good The Alana is. There are two sub-headings in this part. First one is about “What is The Alana?”. It can help The Alana to define what kind of hotel it is to the potential customers. I make a combination of photos of the hotel, room, swimming pool, and the lounge in that page. It is because it will help people understand that The Alana is intended

for both business and leisure. This will make people want to order the services of The Alana as they can go there when they need a meeting room for business or places for holiday. Though the target market of the booklet is companies and institutions, it is not impossible for the people who are in the companies and institutions need a hotel to go when they are in the holiday. With the combination of pictures, it will be clear that people can go there for leisure too. The second part is "Why The Alana?". Here, the writer wrote about the strengths of The Alana, such as the strategic location, complete sports and entertainment facilities, good for business meeting and purposes, and the spectacular city view of Surabaya city. Also, the writer put a photo of romantic dining there because I want to show that the Alana has nice city view and that the hotel can provide romantic dining for the potential customer based on request though not many people always request it from The Alana. Still, The Alana could prepare that kind of romantic dinner when someone needs or wants it.

Third, the product descriptions, is about the products and services that The Alana provides. The potential customers will get the detailed information about the rooms, facilities, and services in The Alana. The writer mentions that all the rooms are well equipped with the facilities, such as a Free Mini Bar, Hair Dryer, Safety Deposit Box, and Super Bandwith WiFi Internet Access. The Alana also has several rooms with a Connecting Door and the customer can choose whether they want a Smoking or a Non-Smoking Room. Moreover, The Alana has four kinds of rooms, those are Superior room, Deluxe room, Club room, and Suite. From these four types of rooms, the potential customers will know the differences of each room, facilities, service, and the benefit that they would get if they use the rooms. The writer makes different design for each room because the writer does not want the booklet look monotonous. If the design of the room is the same, it will make the potential customer get easily bored when they see the booklet. It will also make them skip the whole explanation and see the room types only slightly. The monotonous design might also make the people who read them become not interested because the booklet looks boring, not interesting, and not creative. In addition, the writer wrote about the hotel facilities at The Alana, such as a coffee shop, lounge, fitness center, spa, indoor swimming pool, and 5 meeting rooms. In order to look more attractive, all information is supported with pictures of each type of the rooms and facilities. There, the writer divide the category of facilities as sports, entertainment and culinary. It will show that The Alana has many kinds of facilities and that in one category of facility, such as sports, people have choices of facility that they want to use, either the gym, spa, the swimming pool, or even all of them.

Last, the contact information will make the potential customer to contact The Alana easily. The potential customer will surely contact the hotel if they are interested with The Alana products and services. They have many options to contact The Alana, such as through phone, website, email, and fax.

CONCLUSION AND SUGGESTIONS

For my Business Communication Final Project, the writer decided to make a marketing booklet for The Alana, a four-star 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 The Alana. However, the writer has a difficulty in contacting Public Relation Officer and asks her whether she wants to pay the cost of the project or not. After two weeks, I finally get the answer that they are willing to pay for the project.

The idea of making this marketing booklet came up because there is a serious problem in The Alana which can be solved using this marketing booklet. I found out that The Alana lacked a certain promotional tool to reach the institutions which become their business partners. In fact, The Alana did not have the promotional tool, which emphasizes its excellence and uniqueness of the products. In my opinion, it is important that The Alana should promote the hotel with more promotional tools to reach the target market. The promotional tool that The Alana needs is marketing booklet, which can help them to solve the problem. A marketing booklet will be very useful for the hotel because it could target institutions, such as governments, companies, and travel agencies. The hotel will lose in its competitions with other hotels if it does not care about the importance of promotional tools.

There are four components in this marketing booklet. Those are table of contents, company overview, product descriptions and contact information. Those components will help The Alana in solving its problem because it can emphasize the excellence and the uniqueness of the hotel. I used

some concepts from a book and online articles to complete this marketing booklet. Those concepts help me a lot in arranging and writing the contents which can emphasize the strengths of The Alana.

Finally, the writer hopes that the marketing booklet can be used effectively by The Alana. The Alana can distribute the marketing booklet to institutions and companies which will reserve the room in a large number. This marketing booklet would be the best marketing tool to promote The Alana rather than brochure that they usually use because the marketing booklet can emphasize the excellence and the uniqueness of the hotel's products.

For the next students of English for Business Communication of Petra Christian University who want to do Business Communication Final Project (BCFP), it is better to make sure that the companies are willing to pay for the project. If not, students have to prepare for the worst case, such as paying by themselves or moving to another company. Moreover, good communication skill is also needed in order to convince the company that they can make the best product. By doing so, they will look smart and convincing in front of the company. As a result, they will think that the project is important and they will get the permission and financial support to do the project there.

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