Increasing the Brand Awareness
of the Square Surabaya Through Its Website

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Abstract: The Square Surabaya is a hotel that was established in 2011, located at Jalan Siwalankerto No.146-148, Surabaya. The main problem The Square Surabaya is facing is the low awareness of their company. This problem led The Square Surabaya to have a low occupation rate problem. The main cause of this problem is the fact that their promotion tools, for example, their website, is out of date and ordinary without highlighting their unique selling points or showing their strength. Therefore, the adequate solution to The Square Surabaya's problem is to improve their current website. The new website will enhance in terms of content and design. By having a good website, The Square Surabaya can have a good impression for the guest or the potential customer. The company can also promote more about their product to gain potential customers. Lastly, by having this website, The Square Surabaya can promote their hotel better using their uniqueness and strength.

Key words: *website, promotional tool, hotel.*

INTRODUCTION

In my 3-month internship at The Square Surabaya, I found a problem within. The problem that I found in this company was the fact that they used bad promotion tools that led to low brand awareness to their company. One of the example is their website. The Square Surabaya still use the same website with the same design from 2011, while actually the condition of the hotel itself has many changes. Compare to Yello and Luminor hotel, their website is very up-to-date because they always update their content if there are some changes or if there is a new event. Then, the website of The Square Surabaya is not secure. If we compare with the other 3-star Hotels in Surabaya, they have a secure website, which means they can do transaction on the site. Therefore, The Square Hotel customers are afraid to do a transaction in their website because of security problem. This insecurity makes The Square Surabaya look unprofessional. The last one, The Square Surabaya does not emphasize their strengths in their website. Therefore, their website looks very ordinary without any strengths or USP highlighted. That is why, with a website that lacks creativity, security, and is ordinary which does not have even one strength or USP highlighted, makes only few people know about The Square Surabaya. Most of them do not know The Square Surabaya, its location, and more importantly its uniqueness or strengths. This problem makes The Square Surabaya has a low brand awareness and it led to a low occupation rates problem.

In conclusion, I decided to use the low brand awareness of The Square Surabaya as my Business Communication Final Project (BCFP). Due to the low brand awareness problem that The Square Surabaya has, I will make a new website to overcome this problem. This problem is important to be solved because it can increase the brand awareness of The Square Surabaya. The second reason why I chose this website as my final project is because the company has not updated anything and looked down at this problem. Therefore, the new website will help the The Square Surabaya to increase their brand awareness and hopefully it can help The Square Surabaya to increase their occupation rates.

So, the problem of the project is how to increase the brand awareness of The Square Surabaya through their website so that people interested to stay in The Square Surabaya.

The first benefit for me for doing this project is improving my communication skills. By doing this project I need to present my idea to my senior sales manager, I did a presentation and negotiation with the general manager of The Square Surabaya. Then, I need to negotiate and discuss about the concept, the idea of the new website, photographer, and web-designer. I also have to convince the general manager to accept this project, show her that this new website will help your company to increase the sales, introduce The Square Surabaya more, and so on. The last one is I need to negotiate about the price that they are willing to pay for this marketing tool. Therefore, it is clear that by doing this project, I can really improve my communication skills because I need to communicate with many people.

Secondly, by doing this project, it will improve my CV and portfolio for my future career. When I apply for a job in the future, I can show the company that I have done a promotional tool for The Square Surabaya which is a 3-star hotel in Surabaya. I will also show them the new website that I have made for The Square Surabaya. Therefore, with this kind of experience, I can show them that I am capable to work, have the skills to make promotional tools, and will be beneficial for the company.

Lastly, doing this project gives me the experience on making a marketing tool. Doing this project will teach me not only communication skills but also how to make a good marketing tools that benefits the company. I will also learn how to make a good design for the new website that can impress customers. I need to do research and compare with the other hotel websites to make a good concept and unique. I also can learn to find the strength and uniqueness of the company and pour it into the new website.

The first one, the website will help The Square Surabaya to be well-known among its competitors at Jemursari. By having this website, people can know more about The Square Surabaya. In this Digital era, it is very important to gain awareness through a digital way such as Website and not like brochure or flyer. Therefore, by having a good website, The Square Surabaya can attract potential customer and also increasing their brand awareness.

The second one, The Square Surabaya will help The Square Surabaya to get more customers. After people know about The Square Surabaya the next important step is to make them interested to stay in The Square Surabaya. Therefore, this website is going to be useful because it contains a detailed hotel overview, their strengths, environment, and the USP of The Square Surabaya. Therefore, the website will help the customer knows more about The Square Surabaya and be appealing to customers. The customer will also know the facilities of the hotel has and the benefits of staying at The Square Surabaya. For example, by staying at The Square Surabaya they will have a spacious hotel room with a great services and facilities. Lastly, people can experience the student's life while staying at The Square Surabaya. They can enjoy student's facilities with student prices. Hopefully, the website will help the customer to have a better understanding about the benefits staying at The Square Surabaya

The first chapter is the introduction, the second chapter is about the principles used in designing the Business Communication Product (BCP), the third chapter is about the stages in doing the Business Communication Final Project, the fourth chapter is about the analysis of the company's problem and its solution, and the fifth chapter is the conclusion and suggestion.

PRINCIPLES USED IN DESIGNING THE BUSINESS COMMUNICATION TOOL
In order to do well in completing my Business Communication Final Project, I need some sources to enrich my knowledge to make a good website.
2.1 Brand
2.1.1 Definition of Brand
2.1.2 Guideline to build a brand
2.2. Branding
2.2.1. Definition of Branding
2.2.2 Creating a strong branding
2.3 Color Theory
2.3.1 Purposes of using Color
2.3.2 Guideline to choose a Color
2.4 Brand Awareness

2.5 Definition of Website
2.6 Types of website
2.7 Company Website
2.8 Content of a Commercial or Company Website
2.9 Purposes using website for Hotel
2.10 Important features for a good business or company website

STAGES IN DOING THE BUSINESS COMMUNICATION FINAL PROJECT
        To make a BCFP, I know that I need an approval from the board of examiners. The Board of examiners for my proposal are Herwindy Maria Tedjaatmadja, S.S., MA-ELT, Drs. Jusuf Ibrahim, M. TSEL, and Jeffery Todd Bridges, B.Sc., M.Ed. Therefore, there were some steps that I did to get their approval. First, I started to write a proposal of my BCFP. In the BCFP proposal, I mentioned the problem that The Square Surabaya has based on the experience that I got during the internship. The Square Surabaya has a low brand awareness because bad promotional tools. Then after that, I chose this problem that I think it is very important to be solved as soon as possible. Then after I chose this problem, I explained the best solution for The Square Surabaya to solve their problem. I explained the reason why I choose website to solve the company's problem. Then, I also explained the purposes and the benefits that the company would get from the website. In the second chapter of my BCFP proposal, I put the principles used in designing my website. First, I explained about branding and brand awareness. Then after that I explained how to make a good website and things that need to be avoid from making a website. Then, I submitted the proposal.
        The next step, after I submitted my proposal, I started my proposal defense. On the proposal defense, I presented my BCFP proposal. I tried to convince the examiners that the problem that I chose for my project which is a low brand awareness are the important problem that needs to be solved as soon as possible, and the project that I chose is the best solution to solve the company's problem. Then, after I finished with my presentation, the board of examiners asked some question and gave me some feedback. They wanted me to use a variety of sources; They also want me immediately contact my team and also make the draft of the website. Lastly, I got the approval to do the project from the board of examiners with some revision on the BCFP proposal.
        After I got the acceptance from the board of Examiners, I need to get the approval from the company. Therefore, the first thing that I did was discuss it with my supervisor, Ms. Sari Intan. I started talking about it and explained to her about my final project. Then after that, I started talking about the product that I would make which is a website for The Square Surabaya. Then, I started to make a company proposal. I explained the background of the problems of The Square Surabaya, then explained why I want to make the website, why I used some new features, the target market, the price, and many more. Then, after I gave the proposal to Ms. Intan, I did a proposal defense which means I gave a presentation and they asked me a lot of questions about the project that I will make. They asked almost every purpose of each features that I will used in my website. Then they gave some opinion and suggestion for my BCFP. Therefore, I revised it and tried to put their suggestion. Then I came back and gave my revision proposal and they agreed to make an appointment with The GM of The Square Surabaya to discussed more about my project.
        Then after that, I asked and discussed the USP with my supervisors and the member of the sales and marketing department. Then after I got approval of the USP, I discussed and explained the purposes of my BCFP to Ms. Nita. I explained that this is a project that I have to do to pass my course. I started to give my proposal and explained the problems in The Square Surabaya. After that, I also explained why I chose the website to solve the problems. And lastly, I also explained to her about the features and the USP that I will put on the new website. From our conversation, she seemed interested in my proposal and she said she would read and would notify me as soon as possible. Therefore, I waited for her call.
        Then the second step, I started to make a letter of agreement or a contract for them while waiting for their answer. I waited for more than 3 weeks, so I decided to make an appointment with the GM. Finally, after I arrived at the hotel, she asked me again about my project. Then, I started to explain it

again from the beginning, about my graduation requirements to the features that I will input on the website. Finally, she agreed with my project. Then, I gave her my contract or a letter of agreement that I made. Seeing that, Ms. Nita Narulita asked for more time to read and discuss with her team regarding the contract issue I offered. Then, I needed to wait for their decision again regarding my contract.

The third step, I waited for more than three weeks because of Ms. Nita's busy schedule, then, finally, I was called to discuss again about my contract. After talking for 1.5 hours, she asked about the USP that will be used and how it will be implemented in the website. Then I explained the way I will put the USP in the website. Therefore, after she agreed with my concept and idea, she started to talk about the price. She asked me to explain all things in detail about what they got from each package. Then, finally, my proposal got accepted and signed.

The tool for my Business Communication Final Project is a website. There are six items for my content, Home, About Us, Rooms, Hotel's Facilities, Hotel's Environment, and Contact and Booking. The USP of The Square Surabaya are the largest room among all 3-star hotel and its close to student's life advantages will be highlighted in the forms of words and pictures. The website is going to be bilingual because the clients are mostly not only local client but also international clients.

The website is aimed for both existing customers and potential customers. By having this website, the existing customers can know more about the strength of The Square Surabaya and they want to stay again at The Square Surabaya rather than other hotels in Jemursari or Rungkut. Then, for new or potential customer, by having this website, they can know the uniqueness and the strength of The Square Surabaya and are interested to stay at The Square Surabaya.

After all approval was done, then I immediately worked on my project which is a new website. There were several steps that I did when I was making the new website for The Square Surabaya.

Firstly, after I received approval from the company, I contacted my photographer and web designer immediately, to make sure they were available to do my project. Then after that, I made an appointment to meet the photographer to discuss what objects need to be put on the website.

The second step, I accompanied my photographer when he took photos in The Square Surabaya. The photoshoot took two days. We took almost all object, especially rooms, facilities, food arcade, restaurant, location, the building, and many more. I also told him to show the Unique Selling Proposition of the square Surabaya through a photo which is, a spacious room, strategic location, and their food arcade.

The third step, after the photo session was done, the photographer said that he needs one week to do all the editing. Then, after I received the edited photo, I immediately contacted my web designer and made an appointment. After I made an appointment, I explained all the pictures and all the explanations, then, I handed all the photographs along with the explanations to him and waited. He said that it will take a maximum of 2 weeks. Then, I waited 2 weeks until it is done.

The fourth step, after 2 weeks, the website was finally done. Before I gave it to the company, I did some final check. Then, after some final check, I showed it to The Square Surabaya.

If there is a revision, I will contact my web designer to fix it immediately. And after it is done, I will give it back to The Square Surabaya

ANALYSIS OF THE COMPANY'S PROBLEM AND ITS SOLUTION

This part will cover the description of the tool, its users, and its use. The product is a website for The Square Surabaya to increase their brand awareness of the company. The website consists of six components: "Home", "About Us", "Rooms", "Hotel's Facilities", "Hotel's Environment", "Contact & Booking". The first thing in the website is "Home". In "Home", there are four moving pictures with some key words in each picture. The reason why I used moving picture is to attract the visitors and to understand the hotel's USP through the keywords in every pictures. The second feature is "About Us". In this part, there are short profile of the hotel and also the strength of the hotel. The reason is to give the visitors an informative and also persuasive message. Therefore, the visitors or potential customers know about The Square Surabaya and understand the reason why they should stay at The Square Surabaya. The Third part is "Rooms". In this part, there are pictures of every type of rooms that The Square

Surabaya has. There are four types of rooms, Standard, Deluxe, Terrace Garden, and Junior Suite. There will be an explanation for each of type of room. The fourth part is "Hotel's Facilities". In here, visitors or potential customers can see and know the facilities that they will get by staying in The Square Surabaya. There are 2 kinds of facilities in The Square Surabaya, General facilities and Student facilities. The fifth part is "Hotel's Environment". In this part, there will be photos of the environment of The Square Surabaya. For example, a place to eat, the courier, café, and many more. The last part of this website is "Contact & Booking". This feature contains the contact number, the address, and the email of The Square Surabaya. Then, this part also contains a booking tool for visitors or potential customers book directly from the website. Then, there is also a form for a customers or potential customers to give feedbacks, suggestion, comments, or even question. Moreover, there is google maps, completely with auto directions that will help the visitors, customers, and potential customers find The Square Surabaya.

This website is aimed for both the existing customers and potential customers. Even the company itself is well-known in Siwalankerto area, it is also important to make outside Siwalankerto area know about The Square Surabaya. Besides, The Square Surabaya is only well-known among Petra student and families, but they are totally not well-known outside Petra area. Therefore, for the existing customers or people that know about The Square Surabaya, by visiting this website, they can understand more about the hotel and the benefits by staying at The Square Surabaya. Then, after they have a better understanding about The Square Surabaya, they are willing to come back and stay again at The Square Surabaya. Then, for the potential customer or people who totally do not know about The Square Surabaya, by visiting this website, they know about The Square Surabaya and understand about all facilities and the strength that The Square Surabaya has. Then, after they know and understand, they are interested to stay at The Square Surabaya rather than other hotels in Jemursari or Rungkut area.

Lastly, this website will help The Square Surabaya to overcome their problem. Firstly, by using this website, the company can promote more about their product and gain a potential customer. Website is a first impression of a hotel, by having an attractive website, The Square Surabaya can get a good first impression and make potential customer interested to stay at The Square Surabaya. The second purpose is to gain awareness from the customers. There are many people that do not know about The Square Surabaya especially their uniqueness or their strength. Therefore, by having this website, The Square Surabaya can introduce their hotel better. This website will contain the uniqueness and strength of The Square Surabaya, so by showing them the strength or the uniqueness, people can understand about The Square Surabaya.

For my Business Communication Final Project, I decided to make a website for The Square Surabaya. I chose to make a commercial or company website for the company in order to help them to increase their brand awareness. In this part, I explain the rationale of the product, including an explanation or the reason why I chose the features, content, order, and the design. Before I make this website, I found some theories about how to make a good website for a company or things that need to be avoided in making a website to help me finishing this project. Therefore, from that theory, I decided to take eight features out of ten, such as, Home, About Us, Rooms (Product), Hotel's Facilities, Hotel's Environments, and Contact & Booking (Hotel rate). The two features that I omit are smarter live chat and testimonial and guest review. The first reason why I omit smarter live chat is because The Square Surabaya does not have a special employee to maintain or to do a chat job. Then, the reason why I omit testimonials and guest review is because they do not give me a permission to see their data. Therefore, because I did not have a data about them, I decided to not to use this feature.

The color that I used mostly in the new website is green. Based on Jens (2016), to build a good brand and to ensure the differentiation of the product with others, the color need to match between the color and the logo or the product. Therefore, because of that I decided to use the color that in line with the logo of The Square Surabaya, which is green.

The first features that I use is "Home". This feature is placed in the first page of the website or opening of the website. This feature is the first part that people see first when they visit the website. Therefore, I can say that this feature is the most important one to grab the visitor's attention to stay and see the other features in the website. In this "Home" page, I put The Square Surabaya logo on the left

top corner of the website and other heading or other features on the right side of the logo. Then, I use a moving picture such as a whole building of the hotel, captured by drone, a photo of their rooms, showing their food arcade, and a bird view photo to show the environment of the hotel.

Besides, I put a key word of unique selling point that The Square Surabaya has in each picture. By showing a photo and a keyword in the home page, it will help and make the visitor grab the idea or the strength of The Square Surabaya.

The second feature that I use in the website is "About Us". This feature contains brief information about The Square Surabaya like the location of the hotel. This feature also explains about the unique selling point that The Square Surabaya has, for example, the student life and facilities, the environment of The Square Surabaya, and the most spacious room of all 3-star hotels in Surabaya. This feature is also important to give a potential customer and visitor information about The Square Surabaya and the reason why they should choose The Square Surabaya rather than other 3-star hotels in Surabaya, especially in Jemursari and Rungkut.

The third feature is rooms or the main product of The Square Surabaya. In here, there are four pictures of each type of rooms that The Square Surabaya has. The rooms are Standard, Deluxe, Terrace Garden, and Junior Suite. There is also an explanation about each type of rooms, for example the width of the room to show that The Square Surabaya have the biggest rooms of all 3-star hotels in Surabaya.

The fourth feature in this website is Hotel's Facilities. This feature contains the facilities of The Square Surabaya that can be used by customers. This feature is divided into two types: general and student. The general one is the facilities that are commonly found at hotels in Surabaya. For example, gym, swimming pool, and also meeting rooms. Then, the student one is facilities that are mostly used and enjoyed by Petra student but it can be also used and enjoyed by customers of The Square Surabaya, for example, food arcade with a lot of food brand, ATM center, billiard, karaoke, and even darts. These two types of facilities are available for the customers of The Square Surabaya.

The fifth feature is "Hotel's Environment". This feature explains the environment of The Square Surabaya. This part also shows a stall near or surround The Square Surabaya. This feature is also one of the important parts because it shows one of the unique selling points that The Square Surabaya has, Student's life. "Hotel's Environment" is to show the visitors or potential customers that The Square Surabaya is surrounded and close to student facilities. I also mentioned the distance between The Square Surabaya to their environment. By showing this part, it will make the customers understand that they can easily find and get something they need while staying in The Square Surabaya. "Hotel's Environment is divided into 5 types, convenience store, food stall, beauty salons and café, laundromats, and others.

The last feature is Contact and Booking. This feature contains the contact number, the address, the website address, the email, and the social media of The Square Surabaya. There are two forms in this feature, booking form and comment form. For the booking form, it is designed in a simple way to ensure customers can easily make a booking in The Square Surabaya. Then, comment form is made in order to make it easier for the customers to give feedbacks, comments, suggestions, and even question directly to The Square Surabaya. Besides, there is also google driving maps that allows the visitors to get an auto direction on their phone when they click on the maps in this feature.

CONCLUSION AND SUGGESTION

For my Business Communication Final Project (BCFP), I decided to make a new website for The Square Surabaya. The problem of The Square Surabaya is their low brand awareness. Basically, this problem is started from their bad promotion tools The Square Surabaya used from 2011. Their website is out of date and very ordinary without highlighting any of their strength or uniqueness. Then, this problem led The Square Surabaya into a new problem which is a low occupation rate. Therefore, to solve this problem, The Square Surabaya needs to fix their promotion tools as soon as possible. Up until now, The Square Surabaya only revised or improved their printed brochure while in this digital era, people rarely see the brochure of the company. Besides, the brochure is limited while website is unlimited. It can be reached by many people anywhere and anytime. A website can help the company to increase their brand awareness better because website can reach a broader target market.

I hope that The Square Surabaya can use the website effectively to increase their brand awareness. They can continually update their content and promote their product or event more on this website. By keeping the website updated, it shows the professionality of the company itself. Since it will be uploaded online, so that anyone can see and access through it; it will not the limit the number of potential customers that curious and interest to stay at The Square Surabaya. I hope that by using this website, The Square Surabaya can increase their awareness especially from the Surabaya citizen that live outside Siwalankerto area or south of Surabaya. By having this website, The Square Surabaya can also attract foreign customers to stay at the hotel. Since the website contains one of the strength of The Square Surabaya which is Student Life, I believe it will attract more foreign clients to stay at the hotel.

Finally, for the next students of English for Business Communication of Petra Christian University who want to take the similar Business Communication Final Project (BCFP) as mine, I want to suggest that it will be better if they build a good relationship with their supervisor, and the employee there during your internship period. Try to explain the goal of the internship to them. A good relationship with them, will help the student to do their final project. For example, get a free access to all facilities and rooms in the company, get a guest comment, and many more. Then, make a draft about the project as soon as possible. It is important to have the draft as soon as possible to reduce the possibility of rejection from the company. Then, identify the problem and find the uniqueness while they are still an intern there. It is important to know about the company problem while doing the internship. Then, it is crucial to find the strength of the company while working there. It can be through interview, survey, mobile application, and many more. Then, after they know and understand the problem and the strength or the uniqueness of the company, they can come up with their final project idea. Then, it is also important to get an approval either from the examiners or supervisor because when they give an approval, the student can immediately meet the person who will take the decision from the company. Then the last one, they need to present their idea immediately to the decision maker from the company and make them sign the contract as soon as possible. It is very hard to adjust or make an appointment with them, so it is better for them to immediately get an approval for both the idea and the price, so they can work as soon as possible

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