

## Hotel Mirah Bogor's Product-Based Branding Strategy

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### ABSTRACT

Hotel occupancy rates fell to 12 percent during the height of the COVID pandemic. Bogor is a city of Meetings, Incentives, Conventions, and events (MICE), particularly for the hotel sector, and it is currently in a process of recovery following a pandemic. The public's altered behavior during the pandemic has influenced hotels' reassessment of their products. When it comes to the government sector, the usage of online and digital media has a profound impact on meeting attendees. Descriptive qualitative methodologies were used, specifically SWOT analysis, and data was gathered via a literature study and an examination of social media platforms. The findings indicate that a strategy to strengthen hotel branding in Bogor as a MICE hotel and leisure on weekdays as an alternative target group is required in order to meet the demands of potential customers. In the era following the pandemic, a good marketing strategy will require the creation of new products and services, as well as the introduction of innovative approaches to existing ones.

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## **INTRODUCTION**

The spread of COVID-19 has had a devastating effect on Indonesia's tourism sector and the country's creative economy. Businesses in Indonesia's tourism and hotel accommodation industries have had a tough go of it over the past two years due to the global epidemic. According to the 2021 Tourism Trends Book, the number of foreign tourists visiting Indonesia dropped dramatically in February 2020. In actuality, April of 2020 was the peak, with only 158 thousand tourists from abroad visiting Indonesia. In addition, the number of American tourists has fallen by 30% between 2019 and 2020. Since the COVID-19 pandemic began, almost 1.58 million people have found work in the tourism and creative economy. As a result of this downturn, hotel occupancy rates in Indonesia plummeted. According to BPS statistics, hotel occupancy in January 2020 was 49.71 percent, and in February 2020 it was 49.22 percent, both at the annual average. Hotel occupancy rates dropped dramatically from 32.24 percent in February to 12.7 percent in March as a result of the pandemic. The decline in hotel occupancy rates below 20% persisted through June of 2020. (Baparekraf RI, 2021).

It is therefore so important to start making moves right away to aid the hospitality industry's slow but steady recovery. An approach strategy is needed that readapts to post-pandemic settings by rethinking fundamental marketing ideas and strengthen branding. Creating a product and service that satisfies the desires of a certain market is the first step in any successful marketing strategy. A customer's evaluation of an offering will center on three primary criteria: product characteristics and quality, the variety and quality of available services, and the cost of those services. Something which is referred regarded as the term "marketing" refers to a strategy, a set of actions, and a collection of strategies that a corporation may employ to influence the purchasing decisions of customers in order to sell more of their products or services. Marketing is one of a business' responsibilities, and it entails a series of actions with the end goal of fostering relationships with customers that are mutually beneficial. (Kotler & Keller, 2012) A firm's strategy is its long-term plan, which is shared with internal and external stakeholders to ensure the organization runs efficiently (Aithal, 2016).

Strategy's major purpose is to plan a company's actions so that they are most effective in achieving its long-term and short-term goals in a given market (West, Ford, & Ibrahim, 2015). "Strategy" is shorthand for the overall plan that a company's employees and upper management have devised for achieving the company's goals (Nickols, 2016). Meanwhile Branding is a process that adds value to a company by shaping consumers' perceptions of the brand and its products and services. (Kotler & Keller, 2012) Having a branding strategy that makes customers believe in the special qualities of the company's goods and services is essential. (Putranto & Astuti, 2022). A branding strategy approach could be helpful in identifying trademarks associated to innovation. Businesses have adopted distinctive branding strategies in order to innovate, and these branding strategies have substantial implications for the creation of new trademarks and the areas in which they can be applied. (Flikkema, Castaldi,

Pieter de Man, & Seip, 2019) In additional Branding products is crucial to a company's marketing efforts since it affects sales and public perception of the brand as well as the company's capacity to build customer loyalty. (Akpoviroro, Amos, Oladipo, & Adewale, 2020).

## **THEORETICAL REVIEW**

The hotel's products and services are based on an understanding of the segment, targeted, and positioned needs, wants, and demands. The demographic, psychological, and behavioral distinctions among guests can be used to identify and categorize groups of customers who may prefer or require different product and service mixtures. A customer portfolio is a database of individual and group customers from a government agency, a corporation, or a travel agency that is managed in such a way that the hotel can learn specifics about its needs, such as how to design a new product or service, how much to charge for it, where to sell it, and how much to spend on marketing via the Internet and mobile devices.

The purpose is to examine the role of hotel products in fostering positive brand associations. According to the definition of marketing presented by the American Marketing Association in Kotler and Keller (2012), marketing consists of "activities, a series of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" Marketing is the process of identifying and pursuing profitable niches for one's products or services, as well as acquiring, retaining, and expanding one's customer base by means of differentiation in offerings, distribution channels, and messaging. (Kotler & Keller, 2012). In marketing, the focus is on the client and on societal demands. Customers' and society's requirements must be met in a way that generates a profit for the business.

Successful marketing is defined by its ability to "profitably meet a need," both the requirements of customers and the needs of society as a whole. Successful marketing entails filling a demand in a way that generates a profit. benefiting from a requirement. The company develops a product or service and offers it to consumers with the promise of providing them with key advantages. Brands and Products to meet the needs of their customers, businesses offer what is considered a "value proposition," or a group of advantages. Offerings can be any combination of products and services, digital content, or experiential opportunities that deliver on the company's advertised value proposition. (Kotler & Keller, 2012). Indeed Product development is a method for enhancing brand recognition by enhancing, altering, and innovating existing goods and services (Putranto, Hidayat, & Haryoko, 2019). In today's business landscape, product innovation has evolved into a dynamic interchange between developing and developed markets, presenting a unique challenge to marketers. To meet the desires of the vast majority of the world's population for a higher standard of living, marketing must embrace creativity and innovation in equal measure, paving the way for a brighter tomorrow.

According to Kotler and Keller, the product has the following indicators: variety, Quality, Design, Features, Brandname, Packaging, Sizes, Services, Warranties, Returns (Kotler & Keller, 2012). The hotel industry is highly competitive, and to stand out, it's crucial to offer a diverse range of products that cater to different needs and preferences. One of the indicators of success in this industry is product variety. Hotels must offer a wide range of products, such as toiletries, bed linens, and room accessories, to cater to different guests' needs. Offering a diverse range of products ensures that guests feel valued, and their preferences are taken into account. Additionally, product variety can help hotels to differentiate themselves from their competitors and attract more customers.

Quality is another essential factor that determines the success of products in the hotel industry. The quality of products, such as linens, towels, and toiletries, can significantly impact guests' experience. High-quality products not only enhance guest satisfaction but also contribute to the hotel's brand image. Therefore, hotels must ensure that the products they offer are of superior quality to provide guests with the best experience possible.

Design and features are other critical indicators of product success in the hotel industry. Hotels must offer products that are visually appealing and functional. For example, room accessories such as lamps, chairs, and curtains should be designed to match the room's décor and provide comfort and convenience to guests. Additionally, products with unique features, such as eco-friendly toiletries, can set hotels apart from their competitors and appeal to guests who prioritize sustainability.

In addition to the above indicators, other factors that influence product success in the hotel industry include brand name, packaging, sizes, services, warranties, and returns. Hotels should choose products from reputable brands that guests recognize and trust. Additionally, attractive packaging can enhance the product's appeal and make it more likely to be purchased. Offering a range of sizes ensures that guests can choose products that fit their needs, while excellent customer service, warranties, and return policies can provide guests with peace of mind and increase their satisfaction with the hotel.

## **METHODOLOGY**

In this research, we utilized descriptive qualitative research methods, including triangulation, structured interviews, and observation based on relevant theories. Triangulation served as a strong foundation for obtaining comprehensive and valid data by gathering information from different perspectives. Structured interviews provided a focused framework to gain profound insights from research participants, while direct observation allowed researchers to observe the phenomena under investigation. All these methods were supported by relevant theories, which deepened our understanding and provided a basis for interpreting the research findings. With this approach, our goal was to offer fresh insights and innovative solutions in qualitative research, enrich our understanding of the subject matter, and drive progress in this field of study.

In data processing and analysis, a comprehensive process begins with an initial phase. During this stage, careful attention is given to identify and evaluate the internal and external factors that affect the organization's strengths, weaknesses, opportunities, and challenges. The SWOT analysis is a valuable tool that helps strategists assess the company's current situation and future prospects while considering both internal and external factors. By encouraging management to thoroughly examine the internal and external landscapes, the SWOT analysis reveals important factors that can influence the company's competitive advantage in the present and future (Daidj, 2018).

## **RESULTS AND DISCUSSION**

### ***Hotel Mirah Positioning***

Bogor offers a wide range of tourist attractions with diverse natural and cultural heritage, creating opportunities for entrepreneurs to establish businesses that cater to the needs of visitors. Hotels in Bogor capitalize on the city's appealing tourist sites, combining them with additional ventures such as souvenir shops or accommodation options like villas and cottages. The hotel's advantageous position in Bogor, combined with their comprehensive meeting and event packages, plays a vital role in driving their success and revenue. In a highly competitive market, hoteliers in Bogor must continually strive for innovation to set themselves apart and offer exceptional experiences that entice customers. Hotel Mirah has effectively identified specific market segments based on the location and motivations of tourists visiting Bogor, including government, business, leisure, and family segments. This segmentation allows them to tailor their services and offerings to meet the diverse needs and preferences of each customer group.

The Mirah Bogor has a clear vision and mission that serves as driving force for their performance and the quality of their workforce. Their vision is to become the leading hotel in Bogor and expand to become a family and business hotel, while also striving to be recognized and an innovative establishment with excellent service. Their mission includes fostering the professional development of employees, promoting collaboration between departments to enhance guest services, improving facilities and quality to ensure guest comfort, controlling all aspects of the hotel's operations to satisfy stakeholders, prioritizing guest satisfaction and loyalty, maximizing product and service quality for customers, prioritizing customer satisfaction, creating an excellent working environment for employees, setting a positive example in corporate governance and compliance, and demonstrating social responsibility and care for the community.

Hotel Mirah Bogor is a haven of warm hospitality, where guests can expect exceptional service and carefully curated design elements that guarantee a comfortable and enjoyable stay. Set amidst a vibrant tapestry of renowned culinary delights, enticing factory outlets, and thriving business opportunities, this hotel offers a perfect blend of comfort, convenience, and indulgence for all travelers. Hotel Mirah enjoys a prime location, providing convenient access to numerous attractions in Bogor.

### ***Product Hotel***

According to a study conducted by Kim 2023, intangible attributes carry more meaning for hotel guests, specifically cleanliness, value for money, accessibility, safety, and security, which are regarded as the most important attributes after post covid pandemic. (Kim, Lee, & Han, 2023).

To adapt to shifting consumer perspectives, hotel mirah adapt by reverting to fundamental hotel standards, adhering strictly to HACCP protocols, and emphasizing the significance of cleanliness throughout their establishments. By maintaining elevated cleanliness criteria, hotels demonstrate their dependability in ingredient selection and establish a reassuring perception of safety in their food and beverage offerings, distinguishing themselves from standalone restaurants. This fosters increased acceptance from the local community and drives additional revenue from both the local residents and hotel guests, enhancing their overall F&B income.

In rooms, venue and public area, By implementing stringent hygiene and prevention protocols, the hotel demonstrates a commitment to prioritizing the safety and well-being of its guests. Through mandatory sanitation practices for both employees and rooms, they create an environment of cleanliness and safety. Their ultimate goal is to ensure guest comfort by fostering a holistic approach to cleanliness and maintaining high standards throughout the hotel.

In the aftermath of the COVID-19 pandemic, there has been an extraordinary transformation in the realm of business meetings. Standaert's insights indicate a discernible shift in behavior, with virtual meetings emerging as a viable substitute for traditional face-to-face gatherings. Organizations have fully embraced the potential of virtual meeting technology, leading to the implementation of a decision-making framework that meticulously considers factors such as communication capabilities, meeting objectives, size, and duration. This evolution in business meetings underscores the dynamic and adaptable nature of contemporary communication strategies.

Acknowledging the substantial impact of this evolution on consumer behavior, the General Manager of Hotel Mirah Bogor understands the importance of responding and adapting to customers' changing needs. As a result, the hotel has devised a comprehensive branding strategy to address the challenge posed by the decline in market share from the government segment. By aligning with the evolving demands of the market, Hotel Mirah Bogor aspires to establish itself as a leader in meeting the requirements of businesses and individuals seeking innovative and flexible solutions for their meetings and events.

In addition to this overarching branding strategy, Hotel Mirah Bogor has implemented specific initiatives to tackle the market challenges. One such initiative involves targeting combined rooms, which are tailored to accommodate families or groups traveling together. These combined rooms are thoughtfully designed to provide interconnected or adjacent spaces that offer privacy and convenience. By prominently promoting this feature, the hotel can attract families, friends, and other group travelers in search of flexible lodging options.

Furthermore, the hotel leverages its advantageous location in Bogor by emphasizing the captivating tourist attractions in the vicinity. By positioning itself as a gateway to these attractions and offering packages that include guided tours or transportation to popular destinations, Hotel Mirah Bogor positions itself as an ideal choice for travelers seeking a memorable experience in Bogor. This strategic approach not only compensates for the decline in the government segment but also entices domestic tourists and encourages longer stays.

Mirah Hotel Bogor has implemented various strategies and features to adapt to the post-COVID landscape and cater to changing consumer perspectives. The hotel offers a diverse range of room types, including superior, deluxe, family rooms, and suites, to accommodate different customer preferences and attract a wider customer base.

In addition to product variety, Mirah Hotel Bogor prioritizes quality and excellent customer service. The hotel maintains high cleanliness standards and implements strict hygiene protocols to ensure a safe and comfortable environment for guests. By providing a clean and safe experience, the hotel builds trust and fosters a positive brand image, which is crucial in the current context.

The hotel also focuses on design, with visually appealing and functional spaces both in the hotel's architecture and room interiors. These design elements enhance the overall guest experience and differentiate Mirah Hotel Bogor from its competitors.

Hotel Mirah recognizes the concerns of its guests and understands the importance of addressing them to enhance the overall guest experience. One area of focus is the availability of parking, which is currently limited and can potentially cause inconvenience for guests with vehicles. The hotel management is actively seeking innovative solutions to improve parking options, considering options such as expanding the parking area or implementing a valet service to alleviate the inconvenience guests may face when parking outside the hotel premises.

In addition, Hotel Mirah is committed to upgrading and enhancing its supporting facilities both within the rooms and throughout the hotel. This includes investing in room amenities and furnishings to ensure maximum comfort and convenience for guests. The hotel is also dedicated to improving the overall facilities within the property, such as upgrading fitness centers, enhancing recreational areas, expanding dining options, and creating inviting common spaces. These efforts aim to create a more enjoyable and fulfilling experience for guests during their stay.

By addressing the concerns related to parking availability and investing in the enhancement of supporting facilities, Hotel Mirah aims to provide a seamless and delightful experience for its guests. The hotel management is committed to continuously improving its facilities and services to meet and exceed guest expectations.

Hotel Mirah recognizes the need to accommodate large-scale meetings and events and is committed to innovation in this area. While the current largest meeting room has a maximum capacity of 300 people, the hotel is exploring

innovative solutions to cater to even larger gatherings. This may involve the development of additional flexible event spaces or the utilization of advanced technology to create virtual meeting experiences that can accommodate a greater number of participants. By expanding the meeting room capacity, Hotel Mirah aims to provide a comprehensive solution for clients seeking to host larger-scale events.

Hotel Mirah is continuously seeking opportunities to enhance its revenue streams and attract a wider range of guests. One area of focus is increasing sales from external guests who dine in the hotel's restaurant. The hotel is implementing innovative strategies to attract and retain these customers, such as introducing unique menu offerings, hosting themed dining events, and creating a vibrant and inviting atmosphere in the restaurant. Additionally, the hotel is exploring partnerships with local businesses or organizations to attract external guests for corporate events or special occasions. By increasing the number of external guests dining at the Mirah restaurant, the hotel aims to boost revenue and establish itself as a preferred dining destination in the area

### SWOT Analisis

Hotel Mirah Bogor has conducted a comprehensive SWOT analysis to evaluate its internal strengths and weaknesses, as well as external opportunities and threats. This analysis provides valuable insights that can guide the hotel's strategic decision-making process. By capitalizing on its strengths, such as high cleanliness standards and an emphasis on intangible attributes like safety and security, the hotel can leverage opportunities in the market. Additionally, the hotel can develop strategies to counter the threats posed by intense competition in the industry and economic uncertainties. Addressing weaknesses and exploring opportunities will help Hotel Mirah Bogor establish itself as a preferred choice for guests, while mitigating threats and staying ahead in the dynamic hospitality landscape. The following paragraphs present strategies for each quadrant of the SWOT analysis, outlining actionable steps the hotel can take to optimize its performance and achieve long-term success.

Tabel 1. SWOT Matriks

	<b>Strengths</b>	<b>Weakness</b>
	High cleanliness standards and strict adherence to HACCP protocols, ensuring guest safety and satisfaction.	Limited parking availability, which may inconvenience guests with vehicles.
	Emphasis on intangible attributes such as cleanliness, safety, and security, aligning with shifting consumer perspectives.	Current largest meeting room capacity may not accommodate larger-scale events.
	Comprehensive branding strategy to meet the evolving demands of the market and address the decline in the government segment.	
	Targeting combined rooms to attract families and group travelers, offering flexible lodging options.	



	<p>Advantageous location in Bogor, positioning the hotel as a gateway to tourist attractions and appealing to domestic tourists.</p> <p>Diverse range of room types and commitment to quality and excellent customer service.</p> <p>Focus on design to enhance the overall guest experience and differentiate from competitors.</p>	
<b>Opportunities</b>	<b>SO STRATEGY</b>	<b>WO STRATEGY</b>
Increased acceptance from the local community, driving additional revenue from both local residents and hotel guests.	Utilize high cleanliness standards and adherence to HACCP protocols to drive increased acceptance from the local community. Engage in local community initiatives, sponsor local events, or offer special discounts for local residents to attract them as guests and generate additional revenue.	Address the limited parking availability weakness by exploring partnerships with nearby parking facilities. Offer discounted parking rates or shuttle services to nearby parking areas to alleviate inconvenience for guests with vehicles and enhance their overall experience.
Rise of virtual meetings as a viable substitute for face-to-face gatherings, offering innovative solutions for business meetings.	Leverage the rise of virtual meetings by offering innovative solutions for business meetings. Develop and promote virtual meeting packages that provide a seamless and efficient experience for corporate clients, capitalizing on the hotel's emphasis on cleanliness, safety, and security.	Capitalize on the opportunity to upgrade supporting facilities and invest in amenities. Conduct a thorough assessment of guest needs and preferences to identify areas for improvement, such as enhancing recreational facilities or introducing new amenities that align with guest expectations.
Leveraging the hotel's advantageous location to attract travelers seeking a memorable experience in Bogor.	Capitalize on the advantageous location in Bogor to attract travelers seeking a memorable experience. Develop partnerships with local tour operators or organize guided tours to popular attractions, showcasing the hotel as a gateway to unique experiences in Bogor.	
Upgrading supporting facilities and investing in amenities to enhance guest comfort and convenience.		
Exploring innovative solutions to accommodate larger-scale meetings and events. Increasing sales from external guests dining in the hotel's restaurant through unique offerings and partnerships.		

Threats	ST STRATEGY	WT STRATEGY
Economic uncertainties and fluctuations in the tourism industry.	Counter intense competition in the hotel industry by emphasizing the hotel's strengths in cleanliness, safety, and security. Showcase these strengths in marketing campaigns to differentiate Hotel Mirah Bogor from competitors and attract customers who prioritize these attributes.	Mitigate the impact of limited parking availability by promoting alternative transportation options. Collaborate with local transportation providers to offer discounted rates for guests using alternative transportation methods, such as public transport or ride-sharing services.
Changing consumer preferences and demands.	Mitigate the impact of economic uncertainties and fluctuations in the tourism industry by leveraging the comprehensive branding strategy. Continuously monitor market trends and adjust the branding strategy accordingly to maintain a strong market presence and adapt to changing economic conditions.	Monitor changing consumer preferences and demands closely and align them with the focus on design. Regularly update the hotel's interior design to stay current with evolving trends and create a unique atmosphere that sets it apart from competitors.

Through the implementation of these inventive strategies, Hotel Mirah Bogor can unlock the full potential of its strengths, seizing every opportunity, addressing any vulnerabilities, and neutralizing potential threats. As a result, the hotel will fortify its position in the competitive market, allure an expansive clientele, and adeptly navigate the dynamic and ever-evolving terrain of the hospitality industry.

## CONCLUSIONS AND RECOMMENDATIONS

Hotel Mirah Bogor has recognized the need to adapt and respond to the post-pandemic landscape to meet the changing needs of customers and maintain its competitive edge. The hotel capitalizes on the diverse natural and cultural attractions in Bogor to offer a unique and memorable experience for guests. The hotel's comprehensive meeting and event packages, coupled with its advantageous location, play a crucial role in driving success and revenue. Hotel Mirah Bogor has effectively identified specific market segments and tailored its services and offerings accordingly, catering to the diverse needs and preferences of each customer group.

Some strategies suggestion:

- a. **Improve Parking Facilities:** Hotel Mirah should invest in expanding the parking area or implementing a valet service to address the limited parking availability, providing convenience and eliminating inconvenience for guests with vehicles.
- b. **Enhance Supporting Facilities:** The hotel should focus on upgrading and enhancing its supporting facilities, including room amenities, fitness centers, recreational areas, dining options, and common spaces. These improvements will contribute to a more enjoyable and fulfilling experience for guests during their stay.

- c. Implement Stringent Hygiene Protocols: Hotel Mirah should continue prioritizing cleanliness and safety by implementing strict hygiene and prevention protocols throughout the establishment. This will create an environment of cleanliness and safety, ensuring guest comfort and peace of mind.
- d. Expand Meeting Room Capacity: The hotel should explore innovative solutions to accommodate larger-scale meetings and events. This can involve developing additional flexible event spaces or utilizing advanced technology to create virtual meeting experiences that can accommodate a greater number of participants.
- e. Enhance Restaurant Dining Experience: Hotel Mirah should introduce unique menu offerings, host themed dining events, and create a vibrant and inviting atmosphere in its restaurant to attract and retain external guests. Partnerships with local businesses or organizations can also be explored to attract guests for corporate events or special occasions.
- f. Leverage Technology: The hotel should embrace technology to enhance the guest experience, such as implementing digital tools for seamless communication and interaction, and utilizing virtual meeting technology to cater to the changing needs of businesses and individuals.
- g. Emphasize Branding and Marketing: Hotel Mirah should develop a comprehensive branding and marketing strategy to position itself as a leader in meeting the requirements of businesses and individuals seeking innovative and flexible solutions. This can be achieved through targeted advertising, social media engagement, and strategic partnerships.
- h. Continuously Seek Innovation: The hotel should foster a culture of innovation and continually strive for improvement. This can involve regularly assessing guest feedback, monitoring industry trends, and exploring new opportunities to differentiate itself and offer exceptional experiences.
- i. By implementing these strategies, Hotel Mirah Bogor can adapt to the post-pandemic landscape, enhance the guest experience, attract a wider range of customers, and maintain its position as a leading hotel in Bogor.

### **FURTHER STUDY**

For further research, from the perspective of Branding and Marketing Effectiveness at the Mirah Bogor hotel.

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