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## RESEARCH ARTICLE

# Analysis of the Implementation of Marketing Communication Management MyValue Application Building Customer Relations Hotel Santika Radial Palembang

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**Abstract:** The purpose of this study was to determine the application of marketing communication management for the MyValue application to build customer relations for Hotel Santika Radial Palembang. Done to maintain a more advanced competitiveness and the company tries to pay attention to relationships with customers. Efforts to build relationships with prospective customers and customers and companies are analyzed using marketing communication studies. The research method uses qualitative research methods. Sources of data using observation data and in-depth interviews with research informants related to research. The results of research on marketing communication management for the MyValue application to build hotel customer relations are carried out by optimizing marketing communications by implementing a promotional mix including advertising, personal selling, sales promotion, public relations and direct marketing to achieve marketing success. And the implementation of the implementation of marketing communications indirectly forms a brand image that is attached to society.

**Keywords:** Marketing Communication, Applications, Customer Relations

## 1. Introduction

After the Covid-19 pandemic, hotel occupancy rates increased significantly. In addition, competition in the hospitality industry has intensified, particularly with the emergence of customer-accessible online booking platforms and apartment rental services. This necessitates swift adaptation, as well as the updating of marketing and operational strategies in response to fluctuating consumer demands. Therefore, hotel management must quickly adapt and discover new ways to attract customers. In the business realm of the hospitality industry, marketing communication is extremely vital. According to research (Brahmanto & Hamzah, 2017; Kristianto, 2021; Rustika et al., 2021) conducted on the adaptation of the hospitality business world, in order to save the hospitality industry in the era of adaptation to new habits, the right handling strategy is required, which includes adapting the business, improving customer relations management, digital marketing communication strategies, and corporate communications.

According to (Schultz & Kitchen, 2019), marketing communication is the use of numerous forms of communication by organizations to establish long-term relationships with customers. According to (Kotler & Keller, 2016) the most essential aspect of marketing communication is influencing consumer behavior. Increase customer awareness of the offered products and services and strengthen customer relationships. In order to guarantee



success and sustainable growth in influencing customers, businesses in the hospitality industry must pay attention to and enhance their marketing communication management.

According to (Ahmad & Daud, 2016; Rahayu & Suranto, 2019; Rustika et al., 2021), researching marketing communication in the hospitality business states marketing communication management can help hotels achieve business goals and achieve optimal profits, hotels can obtain the information needed to develop appropriate and effective marketing strategies. Able to increase customer satisfaction and increase competitiveness in the market. So marketing communication as a process of planning, implementing and assessing programs designed to influence customer perceptions, attitudes and behavior in the face of the products or services offered (Kotler & Keller, 2016).

The hotel industry business phenomenon is very interesting to analyze, marketing communication management as an alternative step to build relationships between hotels and customers, with the aim of gaining customer trust and comfort. (Alma, 2018) stated that customer relationship management is the process of obtaining, maintaining and enhancing profitable customer relationships and generating customer value. So that customers feel satisfied and optimize profits for the company. Furthermore (Bagasworo & Hardiani, 2019) states customer relationship management (CRM) as a modification and learning of consumer behavior, every time from interaction, treatment of customers (hospitality) is able to build strength between consumers and companies (Shokouhyar et al., 2021).

Hotel Santika Radial Palembang is a 4-star hotel located in Palembang City. Just like other hotels, Hotel Santika requires effective management of communication and marketing strategies to increase the number of guests and revenue. The application of marketing communication management in building customer relations can help businesses communicate the value and benefits of products or services to potential customers, thereby building customer trust and loyalty. (Kotler & Armstrong, 2018; Kotler & Keller, 2016). Creating customer value through the value of service products that are obtained in accordance with the superiority of the services offered. The company is able to identify the target market, by providing accurate information, so that it is able to increase interaction with hotel customers. This will be able to maintain interaction with customers and maintain brand consistency. In today's digital era, the use of marketing technology is increasingly important. Hotel Santika optimizes the use of technology in marketing and adapts to the ever-evolving technological developments.

My Value is an application that provides offers and promo services from various merchants in Indonesia. The application can be downloaded easily and for free, so it can be accessed by many people. Using the My Value application makes the process of booking hotel rooms easier for guests and increases guest satisfaction. The use of the My Value application as part of their marketing strategy to communicate hotel offers to the wider community and generate more profits for hotels.

The reality of using the My Value application has limited access and technology because not all customers of Hotel Santika Radial Palembang have sufficient technological skills. So it is very necessary for the management of Hotel Santika Radial Palembang to handle technically the customer experience, this can disrupt the customer experience and will have a negative impact on the hotel's image. In addition, the MyValue application can provide convenience and comfort for customers, its use can also eliminate personal contact between customers and hotel staff. This can reduce the customer's sense of closeness and involvement with Santika hotels. In addition, there are difficulties in measuring the effectiveness of marketing campaigns. Because of that, Hotel Santika Radial Palembang needs to identify the problem and look for a marketing communication management strategy.

## 2. Literature Review

### 2.1. *Komunikasi Pemasaran*

Marketing communication is a process that involves sending directed and planned messages to target markets or potential consumers, with the aim of influencing their behavior in terms of buying or using products or services.(Percy, 2023). Marketing communication involves using various communication tools and channels to deliver relevant and persuasive messages to the target audience. The main objectives of marketing communications are to build brand awareness, create interest, influence consumer preferences, and encourage purchase action(Pepels, 2021). In an effort to achieve this goal, marketing communications involve elements such as advertising, sales promotion, public relations, direct marketing, and digital communications.

### 2.2. *Customer Relations*

Customer relations, or customer relationship management (CRM), refers to the strategies, practices, and processes that businesses use to manage and nurture their relationships with their customers. It involves building and maintaining strong and positive interactions with customers throughout their entire journey, from the initial contact to post-purchase support. The goal of customer relations is to create long-term and mutually beneficial relationships with customers, enhancing customer satisfaction, loyalty, and advocacy (Kasemsap, 2019). It recognizes that customers are the lifeblood of a business and focuses on understanding their needs, addressing their concerns, and delivering personalized experiences to meet their expectations. Effective customer relations can lead to various benefits for businesses, including increased customer retention, positive word-of-mouth referrals, higher customer lifetime value, and a competitive edge in the market. By prioritizing the needs and satisfaction of customers, businesses can foster strong relationships that contribute to their long-term success (Azhakaraja, 2020).

## 3. Research Method and Materials

Researchers use qualitative research methods to be able to provide data that is rich in depth about customer behavior, attitudes, and perceptions in identifying and customer preferences in improving marketing and communication strategies and developing products or services in improving customer customer relations.

The data collection method in this study was carried out using primary data. Data obtained through observation techniques and in-depth interviews. Sampling technique with purposive sampling in which the determination of sources takes into account the determination of sources with the aim that the data obtained will be more accurate later(Ignatius & Ramayah, 2005). The data collected by the research is information data related to the management of marketing and hospitality communication strategies at Hotel Santika Radial Palembang. Qualittative power analysis(Habermas, 2020)done by data reduction, data presentation, and drawing conclusions.

## 4. Results and Discussion

The application of Hotel Santika Radial Palembang's marketing communication management in building Customer Relations is a marketing activity or program to achieve the goal of building Customer Relations by using the resources owned by Hotel Santika Radial Palembang. Hotel Santika Radial Palembang employs experts in marketing, management, information technology and customer service to ensure their business operations run well.

Based on the results of interviews with the management of Hotel Santika Radial Palembang, it was stated that the marketing strategy used social media and websites to promote the products and services provided, as well as provide the information needed by customers. Provide competitive price bidders to attract customer attention. In addition, Hotel Santika Radial Palembang has collaborated to expand market reach and increase sales. This is in accordance with the opinion(Kotler & Armstrong, 2018)stated that internet marketing will

become increasingly important in modern business as more and more consumers access the internet to find information about products and services.

Besides that One of the marketing strategies is internet marketing which is a marketing strategy that utilizes social media as a means to create marketing content for the company's products (Kinicki et al., 2016; Sasongko et al., 2020). Internet marketing provides an opportunity to build stronger connections with consumers and better understand consumer needs and wants (Deiss & Henneberry, 2020).

Marketing communication is a communication activity that aims to convey messages to consumers and customers through various ways and channels that can be utilized in the hope that changes will occur in three phases: (1) Changes in knowledge, (2) changes in attitudes and (3) changes in the desired actions. In marketing communication strategy, Hotel Santika Radial Palembang using marketing tools in the marketing communications mix. To increase sales of merchandise products, the entire team Hotel Santika Radial Palembang also pay attention to the media selection strategy and sales strategy.

Marketing communication activities for Hotel Santika Radikal Palembang are carried out in two ways, namely direct and indirect marketing. Marketing communication has two uses, namely direct and indirect. Direct use is a way to approach the customer so that there will be a decision to buy, even though it is still in the long term plan.

The application of marketing communications related to the results of the interviews above will be in accordance with the application of the right integrated marketing communications theory that will make the message to be conveyed to consumers remain targeted and well received, this will lead to an increase in purchases. At Hotel Santika Radial Palembang, it integrates all promotional tools to work together in harmony. According to (Firmansyah, 2020) The implementation of marketing communications is carried out using five main promotional tools, namely advertising, public relations, sales promotion, direct marketing and personal selling. (Rosady, 2010) which states that this brochure media is used in publication activities that can be known by the public in various circles. Brochures are usually always provided at the front of the service and also distributed along with the bidding proposal.

Hotel Santika Radial Palembang carries out marketing communications by combining marketing elements by combining several marketing elements, namely; 1) Conduct promotions by offering attractive discounts or promos for guests who order through the My Value application, through advertisements on online media or social media such as Instagram and Facebook. 2) Doing direct sales by holding events such as gatherings, seminars or wedding exhibitions at hotels, while also offering conference packages and making guests interested in choosing the Santika hotel as the venue. 3) Increase branding by optimizing their presence on social media and official website to create interesting and unique content in building a positive image of the hotel.

In addition, based on the results of interviews with the marketing team of Hotel Santika Radial Palembang, implementing marketing management through the MyValue application in building customer relations is carried out in several ways, namely:

- 1) Analyze the objectives of implementing marketing communications management with the aim of building closer relationships with customers, increasing customer satisfaction or increasing customer loyalty.
- 2) Conducting market and customer analysis served, looking at customer characteristics and preferences as well as market needs and wants.
- 3) Identify the most effective media or communication channels to reach customers, such as social media, email marketing or marketing through mobile applications.
- 4) Designing relevant and interesting messages and content for customers in the MyValue application including information on hotel products and services, as well as special offers and promotions that can attract customers' attention.

By conducting an analysis of the application of marketing communication management the MyValue application is systematically able to strengthen relationships with customers and increase customer loyalty in the long term. The application carried out by Hotel Santika Antika MyValue Santika is an important tool as a communication medium in conveying messages to audiences. It is also to assist consumers in the success of marketing communication strategies through social media, the internet and print media.

The application of product marketing communication is the activity of disseminating product information to consumers. (Kinicki et al., 2016) states that marketing communication is a process of exchanging information that is carried out persuasively so that the marketing process can run effectively and efficiently. Determining who is the target of communication will greatly help the success of communication by determining the right target and communication running effectively and efficiently.

## 5. Conclusion

The conclusion of the research on the application of marketing communication management of the MyValue application to build hotel customer relations is carried out by optimizing marketing communication by implementing a promotional mix including advertising, personal selling, sales promotion, public relations and direct marketing to achieve marketing success. And the implementation of the application of marketing communication indirectly forms a brand image that is attached to the community. The image determines the social institution of Hotel Santika Radial in the minds of the community which is definitely an attitude about how they determine the decision to continue to choose to stay at Hotel Santika Radial.

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