

CHAPTER IV

CONCLUSION

As the second largest city in Indonesia, Surabaya has the important role to develop the country. This means that the city is consisted largely of business sector and becoming the province business center. Many businessperson, corporates, and foreign institution are coming to Surabaya to engage in business opportunities. While this may require a constant budgeting and planning, it is made easier by cooperating with local corporates and services in the essential level. Being a well-known business hotel, Surabaya Suites Hotel has the necessary means to provide services.

According to direct observation and experience during the internship in Surabaya Suites Hotel, the writer concludes that the Sales and Marketing Department that runs the Marketing activities in Surabaya Suites Hotel is very important as its job is to do various kind of works in order to support, aid, and advice the work of any of the other departments.

Marketing executives are responsible for creating a harmonic relationship between Surabaya Suites Hotel and the media, corporates, or government. They are also being the link or “bridge” between the Surabaya Suites Hotel and the media, corporates, or government. So, if the hotel is having a special promotion it can offer them directly and meet the target revenue easier.

Marketing executives are also required to be able to make a boost to the revenue in order to maintain a good development of Surabaya Suites Hotel. The

way of doing this can refer to making an event, promotion, and special offers. The writer learned that the quickest way of doing a promotion is through the online travel agencies.

Through this internship, the writer has learned various useful skills and knowledge of marketing profession. During the internship, he learned how to sell and how to manage revenue income. He also learned how to make a big promotion on sales without losing too much profit.

In addition, the writer found that the internship in Surabaya Suites Hotel has given him a lot of personal gains. This may include communication skills, office work ethics and customs, job experience, and formal interaction. Later on the writer's life, this knowledge is very useful and would be applied to various personal and interpersonal matters.

