

CHAPTER I

INTRODUCTION

1.1. Background of the Report

Tourism industry becomes one of sectors that is really crucial and important in Indonesia (Nugroho, Septemuryantoro, & Lewa, 2014). Government nowadays starts trying to develop the quality of tourism industry time to time because it shows a nice and satisfying result. Based on Central Bureau of Statistics (2019), there are more than 1,3 million foreigners who come to Indonesia. The tourism industry itself also has flourished and become a major driver of the economy of the government. It is because tourism industry business is quite potential and promising for Indonesian economy considering that Indonesia naturally has a lot of natural beauties, diversity and cultural uniqueness. Afdi (2015) stated that tourism absolutely could help the growth of economy and community empowerment because it had macro-economic effects. Further, Afdi (2015) added that tourism could create new jobs, strengthen the balance of payments and it had a significant contribution to the regional economy. Also the growth of the Indonesian economy itself is shown by the increasing number of restaurants, hotels, transportations, tourist attractions, travel agents and others.

It can be stated that tourism and hospitality industry are closely related. Without tourism activities, hotel industry may be paralyzed. On the other hand, Kam and So (2020) asserted that tourism without hotels was impossible. In this case, hotel industry is one of aspects that supports tourism industry development

because it has many contributions. One of the contributions we already know is hotel is used as a temporary place to stay for guests who visit tourist destinations. The role of hotel is important here. It provides guests a comfortable and nice place to stay.

Seeing the development of Indonesia's tourism industry sector, there are many investors competing to build hotels in Indonesia's tourism areas. Many companies begin to enter this business field because it is a promising business to do. The increasing number of hotels in Indonesia shows that the tourism industry is growing. In 2019, it shows that there are 3,314 hotels in Indonesia with room occupancy rates reaching an average of 59,36 percent and this number is increasing time to time (Central Bureau of Statistics and Ministry of Tourism, 2019). That is why, the writer can conclude that hotels play an important role in the tourism industry and hospitality field.

In the hotel industry, there are several departments that support hotel operations, so that the hotel management can run well. They are *Front office*, *Food and Beverages service*, *Housekeeping*, *Food and Beverages product*, *Engineering*, *Accounting*, *Sales and Marketing*, and *Human Resource Development*. However, one of the departments that has very important role in the hotel industry in attracting guests to stay or hold events at the hotel is sales and marketing.

Sales and marketing is a department that has function in marketing hotel products and services, as well as all activities that are related to hotel promotion. Even sales and marketing department can be said as an important pillar because it

is the biggest contributor for hotel occupancy and income. Being sales and marketing staff is not an easy job to do. Sales staff needs to have a really good skill in communication because the job highly demands her or him to be able to promote the hotel products and services to other people (Malshe, 2009). Also, facing people with different characteristics and personality will make this job more challenging (Golfetto & Gibbert, 2006). Sales staff has to master knowledge about their hotel and promote it to the customers in a smooth way. In this case, good communication skills are highly required.

In the hotel where the writer did her internship, she was assigned in the sales and marketing department of Aruna Senggigi hotel, West Lombok because this department was the only department which mostly needs English competency. This department requires English skill not only in the field of communication, but also in the written English field. English speaking skill is needed to negotiate with foreign costumers. Whereas, English writing skill is needed to promote the hotel products and services through online platforms because the costumers are not only Indonesians. There are many customers coming from other countries. That is why, the writer found an interesting topic to study further as a case study. In conclusion, in this final report the writer is interested in discussing “SALES AND MARKETER”S PERFORMANCE IN DESCRIBING PRODUCTS AND SERVICES AND HANDLING PROBLEMS IN ARUNA SENGGIGI RESORT AND CONVENTION”.

1.2. Statement of the Problem

There are two problems in this report as follows:

1. What competencies were used by sales intern in Aruna Senggigi Resort and Convention in describing hotel rooms and services to customers?
2. What problems were faced by marketer intern and staff in promoting the hotel rooms and services in Aruna Senggigi Resort and Convention and how to handle them?

1.3. Purpose of the Report

1. To discover what competencies mostly used by sales intern in Aruna Senggigi Resort and Convention in describing the hotel rooms and services with customers.
2. To unveil what problems were mostly faced by marketer intern and staff in promoting the hotel rooms and services and how to handle them in Aruna Senggigi Resort and Convention.

1.4. Significance of the Report

1.4.1. For the writer

This final report is useful for improving the writer's ability in writing good final academic report. It is also beneficial for the writer in explaining and sharing the writer's knowledge and experience about sales marketing life especially in the terms of sales competency and problems that are mostly faced by marketer during her internship in Aruna Senggigi Resort and Convention and the way to handle those problems

1.4.1. For the alma mater

This final report is beneficial for the alma mater so that other students in Universitas Airlangga can have more knowledge about sales marketing responsibilities. Also this final report can be useful for them to be used as a reference in order to write their final report in the future.

1.4.2. For the company / institution

This final report is useful for Aruna Senggigi Resort and Convention especially for sales and marketing division to evaluate and increase their performance in negotiating with customers, facing and handling problems about the hotel promotion and services.

1.4.3. For other interns

This final report can be used by other interns to find knowledge about sales and marketing performance, as well as to discover sales competencies that are mostly used by sales marketing in negotiating with customers. It also can be used by other interns to unveil what problems are mostly faced by sales marketing and how to handle them

1.5. Review of Related Literature

1.5.1. The Role of Sales Marketing

In any organization and companies, the sales and marketing department plays such an important role in the success of the business. Onditi et al. (2014) stated that sales and marketing were two important parts of organization and companies that cannot be separated. While the sales focuses on the short term, the marketing will focus on the long term. Onditi et al. (2014) also added that the

sales staff had a job to bridge the gap between customer needs and the products or services that would fulfil those needs. Reaching out customers, negotiating prices and terms with customers, appeasing customers, ensuring that customer orders are filled, those are the responsibilities of sales staff. All the sales staffs need to do is to make sure the costumers feel satisfied with the products or services. Meanwhile, marketers need to rely more on their peripheral vision. They need to keep their eyes on the brand, products, services, and various marketing campaigns and initiatives.

1.5.2. Sales Competency

Good communication is crucial to sales success. It is one of important things that companies must pay attention to. According to Malshe (2009), there are several important things that must be mastered by sales staff when they do sales-call, in order to support the flow of the marketing communication with customers. Those things are explained below:

1. Mastering products

Malshe (2009) stated that sales staff needed to master the products and services they sold so that they could do the marketing communication process well. If the products and services are not mastered well, it can be a problem for the sales staff. They probably will not be able to explain the special quality of their products and services and also they will not be able to answer the costumers' questions about their products and services. That is why, mastering products is a must.

2. Delivering the quality of the product

Sales staff has to be able to deliver the quality of their products in a really good way (Malshe, 2009). The quality of the products is the main thing that needs to be delivered because customers must want to know what makes their products different from others.

3. Not using rude language

Malshe (2009) also explained that bad and rude language is one of things that must be avoided in the sales-call process. If sales staff says something bad or rude, of course this thing will hamper the selling of their products and services. Therefore, becoming sales staff means that they must pay attention to what they say to their customers. Bad and rude language is really forbidden to be used.

4. Using easy language

Besides not using harsh language, sales staff also needs to use understandable language in the process of sales-call. In this case, she has to use a language that is easy to be understood by the customers in order to make the flow of the conversation run well. An understandable language which is easily understood by the costumers will make the customers easily understand all the details of the product (Malshe, 2009).

5. Being friendly

Malshe (2009) also asserted that friendliness was one of the main supporting factors that can facilitate people in conducting a good communication.

That is why a sales staff needs to apply these tips, so that the sales-call process will run well.

6. Post-Sale Relationship Management

According to Malshe (2009), thanking customers after doing sales-call is a must. This is just common sense and common courtesy because it really matters. Additionally, the customers can and will refer you to the other customers.

Besides those important things that must be mastered by sales staff like Malshe and Sohi have explained, there are also seven competencies that must be mastered by sales staff for supporting the sales-call process (Ricks, Williams & Weeks, 2008). They are explained below:

1. Clarity

Ricks et al. (2008) said that communication must run clearly and well. Sales staff must ensure that the customers understand what they say about their products and services. In the communication process, sales staff should not use ambiguous words that can make the costumers confused. Not only using unambiguous words but also doing repetition of what they have said is a must thing to do for sales staff.

2. Conciseness

In the communication process, sales staffs need to deliver the message concisely but they have to pay attention to its clarity. Therefore, sales staffs have to use effective sentences so the conversation will not be boring and run well.

3. Completeness

Ricks et al. (2008) stated that even though it must be delivered concisely, the communication message must be complete. Nothing should be left behind so that there will be no communication error or misunderstanding because there are parts that are not delivered properly.

4. Concreteness

According to Ricks et al. (2008), sales staffs need to give a concrete, specific and actual information about what product they are going to sell. It should not be an opinion or something unclear. Concreteness here is to avoid different perception that will be made by the customers.

5. Correctness

In the communication process, sales staffs also need to pay attention to the correctness aspect. Ricks et al. (2008) stated that sales staffs had to be careful in delivering their company profile, their product specification, and other important things related to marketing product. It is done in order to avoid misunderstanding and to make the sales-call process run well.

6. Consideration

Consideration means that in the communication process, we should not prioritize our own interests. We have to try to position ourselves in the costumers' position because that will make a balance in the communication process. In this competency, win-win solution will be a nice decision making.

7. Courtesy

The last competency sales staff need to be mastered is courtesy. According to Ricks et al. (2008), courtesy is the important thing in the sales-call process. When sales staff can keep their behavior during the sales-call process, it will be easier for them to reach their goal in selling their products and services.

1.5.3. Problems Faced by Marketers

Leeflang, Verhoef, Dahlström and Freundt (2014) stated that being a sales and marketing person was not an easy job to do. While a sales person needs skills in communicating because his or her job is to convince customers to buy his or her products or services, it is different with a marketer. A good marketer requires great skills in marketing products or services they have. It may be more difficult because it needs creativity and good written communication. That is why, they faced several problems. According to Armstrong, Adam, Denize, and Kotler (2015), these are several problems that are mostly faced by a marketer:

1. Not willing to adapt to new-age technology

In this millennial era, hotel industry has advanced to a new level. The development of sophisticated technology makes a big enough change in the hospitality world. This big change does not give sales and marketing people enough time to learn and adapt all things so that some marketers get difficulties using and operating those new sophisticated technologies.

2. Lack of advertising skill

Armstrong et al. (2015) stated that lack of advertising skill was one of big problems that was mostly faced by a marketer. Marketer is responsible for

managing their company's website, social media, making advertisement and other things related to the product marketing. As a good marketer, she needs to master any kinds of programs and applications that will support all their responsibilities. However, some marketers are not really capable of handling apps and programs which can support their work.

3. Inexperienced teamwork

Inexperienced work team is one of problems that is mostly faced by marketer. When teams are unbalanced, it will create issues (Armstrong et al., 2015). Morale may be able to be suffer when the experienced team members find it difficult to work with those who are not at their level. That is why it is really important for having teams who are respectful, professional and patient, especially when handling the work with inexperienced team members.

4. Bad Promotion Strategy

As a marketer, he or she needs to be able to compete with other marketers in marketing their products. Armstrong et al. (2015) stated that bad promotion strategy is a mistake usually done by marketers. They advertise their products or services in a socially boring way. In marketing products, marketers are required to be more creative. Instead of using many words for advertising their products, marketers should use less words and an interesting video or visual design for promoting their products.

5. Grammatical errors and mistyping

As a good marketer, she should pay attention to the correctness of the advertisement she makes. Grammatical errors are usually distinguished from factual errors, logical fallacies, misspelling, typographical errors, incorrect grammar and faulty punctuation. However, incorrect grammar and misspelling are two commonly problems that are usually found. Those problems look like small mistakes but they can cause problem in the marketing world (Armstrong et al., 2015).

1.5.4. How Marketers Handling Problems

Since marketers work more in online marketing for establishing a brand identity, reaching out to millions of travelers, making advertisement and others, there are several ways in handling their problem according to Titus (2000).

The first is time management. Titus (2000) stated that the key to being highly productive for marketers was using good time management skills. Time management plays a very important role in marketing process. Managing time effectively will be important for marketers so that the right time is allocated to the right activity.

The second is work training program. A company can be said as a good company if it provides the employees a work training program (Titus, 2000). Work training program for marketers here is needed in order to enrich their knowledge in marketing world. The training will give them a greater understanding of their responsibilities within their role.

The third is consistency and creativity. In marketing world, to be consistent is commitment marketers should do because it reflects their values and standards. When marketers have been consistent on their job, it means they are doing what is required to achieve a better outcome. Creativity is also required in the marketing world. Good marketers are required to have a creative mind.

The last is self-learning. Titus (2000) stated that self-learning was better than work training program because it has been proven to be effective, convenient and fast. As good marketers, they should do self-learning in order to improve their abilities in marketing process.

1.6. Method of The Report

1.6.1. Location and Participant

The writer conducted a case study in Aruna Senggigi Resort and Convention, West Lombok from 9th January 2020 until 13th February 2020 as a sales and marketing intern staff. The work hours started from 8.00 AM to 5.00 Pm which was the same as the permanent staff work hours. In this case study, the writer focused on herself as a sales marketing intern staff for 36 days and a sales marketing senior staff for more comprehensive findings.

1.6.2. Data Collection

To collect the data that are needed to write this final report, the writer used four data collection techniques. The first was an observation, the second one was interview and the last one was daily journal. The writer also collected data from e-mail and WhatsApp chats. In carrying out the case study, the writer used several instruments below:

1.6.2.1. Observation

In terms of observation, the writer collected the data from voice recording from phone calls and direct communication with the customers that was done by the sales intern only.

1.6.2.2. Daily Journal

The writer took notes and made daily journal about what the writer did during the internship and everything that the writer thought important enough about the sales and marketing promotion process which cannot be documented through videos and audio recording.

1.6.2.3.E-mails

The writer also collected data from the e-mails that were sent by sales intern staff and senior staff of Aruna Senggigi hotel because there were customers who wanted to talk about the hotel products and services through e-mail.

1.6.2.4.Interview

In terms of interview, the writer did the unstructured interview with the marketer staff in Aruna Senggigi Resort and Convention. It was done casually to discover more knowledge about marketing. The writer asked several planned questions in order to find out what common problems faced by marketer in Aruna Senggigi Resort and Convention and how to handle them.

1.6.3. Data Analysis

In terms of data analysis, the writer used triangulation of data collection techniques: observation, unstructured interview, daily journal and data collection from e-mail to answer the statements of problem. Further, in accordance with the

statements of problem, the writer could generate two units of analysis which could be answered by using triangulation data collection techniques. Let's take a look at the following table.

Unit of analysis	Data collection techniques
Competencies performed by sales intern in Aruna Senggigi Resort and Convention in negotiating about the hotel products and services with costumers.	Observation E-mails
Problems faced by marketer intern and marketer permanent staff in promoting the hotel products and services and the way handle it.	Daily journal Interview

Table 1 Triangulation of Data Collection Techniques

Following up the table above, the writer analyzed data collected from each data collection technique. After the writer found the pattern of each of the data, the writer used the findings from each of the data to answer statements of the problem.

1.7. Framework of The Report

