

Submitted 8th February 2021
Accepted 15th June 2021

MARKETING STRATEGY FOR CHINESE MARKET TO INCREASE ROOM OCCUPANCIES AT THE PLATARAN UBUD HOTEL

I Ketut Muliadiasa, Ni Putu Isha Aprinica
Institut Pariwisata dan Bisnis Internasional, Bali
ketut.muliadiasa@gmail.com, ishaaprinica@stpbi.ac.id

ABSTRACT

Nowadays, Chinese tourists dominate Indonesian tourism, an increase in the number of Chinese tourists visiting Bali is quite significant every year. The marketing method that focuses on the Chinese market is still not maximized. This is evidenced by a decrease in the number of Chinese tourists visits. Even now the room occupancy rate targeted by Plataran Hotel Ubud has not yet reached the desired target. The urgency of this research is a degradation in the volume of sales of rooms at Hotel Plataran Ubud, which causes a derivation in the quantity of tourist visits which results in a decrease in employment for the community. Data collection techniques used were observation, interviews, document studies and questionnaires. The data analysis technique is using qualitative descriptive analysis, IFAS EFAS and SWOT analysis. The results of this study are to produce the right marketing strategy used in increasing the sales volume of hotel rooms at the Ubud Plataran Hotel.

Keyword : *Marketing Strategies; Chinese market, SWOT Analysis.*

INTRODUCTION

According to Purwanti and Dewi, RM (2014), the influence of the number of tourist visits is very significant for the development of the tourism industry. At this time Chinese tourists dominate Indonesian tourism, the increase in the number of Chinese tourists visiting Bali is quite significant every year. In 2014 the number of Chinese tourists visiting Bali was 585,922 people, in 2015 as many as 688,469 people, in 2016 there were 975,152 people and in 2017 there were 1,356,412 people. The strength of Chinese tourists rely on its huge population (Permadi, A., Sanjaya, I., & Narrotama, N.,2017). Even though the number of tourist visits is quite a lot, Indonesia has not maximally carried out promotions to attract tourists, even though if it is optimized, the *outbound* Chinese tourists can reach 100 million people each year. On the other hand, the government has also promoted 10 tourist destinations as the new Bali or *Beyond* Bali to foreign countries. Furthermore, it is supported by the statement that the government is implementing a visa-free policy for European Union countries where the policy is

expected to increase the number of tourist visits significantly. D late if the market is not addressed, it will impact on the traffic of tourists that will affect the volume of turnover of the hotel room (Newswire, 2015).

Hotel Plataran Ubud is a 4-star hotel which is located close to the Monkey Forest tourist area on Jln Hanoman Ubud. Hotel Plataran Ubud continues to strive so that tourists who stay get maximum service by conducting routine evaluations every year, related to service quality so that room occupancy rates continue to increase. However, until now the room occupancy rate targeted at Plataran Hotel Ubud has not reached the desired target, although the level of Chinese tourist visits to Bali from 2014 to 2017 has increased significantly.

According to Suarthana (2006, p. 5), promotional efforts made by hotels affect the number of room occupancy. In fact, Hotel Plataran Ubud has made several promotional efforts (*marketing*) such as advertising in magazines, newspapers and social media. But still it does not have a significant effect on increasing the occupancy rate of hotel rooms at Hotel Plataran Ubud and in its marketing the Plataran Ubud hotel only focuses on room sales. Eventhough on the other hand this hotel has enormous potential to develop cultural attractions so that it offers a different brand in the eyes of consumers where the hotel is not only a place to rest but also a place to gain *experience* and a place for cultural *learning*. Therefore, the authors are interested in proposing a strategy and research to increase room sales volume of tourists at the Ubud Plataran hotel.

METHODOLOGY

Research Place

This research is located at Plataran Hotel Ubud on Jln Hanoman, Pengosekan Village, Ubud District, Gianyar Regency. Hotel Plataran is one of the hotels that is strategically located where its location is close to the tourist forest of *Monkey Forest*, *Ubud Palace*, Ubud Market, Tampak Siring, which has 51 rooms and very complete facilities such as *Spa*, *Swimming Pool*, *Spa*, and *Gym*. Currently hotel *accupancy* is still very low due to lack of marketing, therefore to achieve the hotel's goal, namely increasing room sales volume, a marketing strategy is needed with the *Chinese Market*.

Types and Sources of Data

The type of data in this research is qualitative and quantitative data. The qualitative data in this study are (1) the potential of the internal and external environment of *Plataran* Hotel Ubud which obtained from the hotel's staff and guest, and (2) Marketing strategies to increase the volume of room sales at Hotel Plataran Ubud. The quantitative data in this study were scores and ratings to determine the SWOT analysis. These data come from primary data and secondary data, The primary data are the quisionare that given to the hotel staff and the interview to informant from Plataran hotel

Data collection technique

To get the expected data, there are 4 data collection methods that the authors do, namely as follows:

1. Observation

In this study, the authors used the participatory observation technique, namely direct observation carried out by participating directly to obtain a picture of the situation, the condition of the Plataran Hotel, the marketing system and work programs at Hotel Plataran, Ubud, and including supporting facilities to increase room sales.

2. Interview

The author uses the in-depth interview technique, namely the method used to obtain primary data in the form of verbal information from informants. In-depth interviews were conducted with 4 key informants, namely the *General Manager of Hotel Plataran*, *Front Office Manager of Plataran*, *Front Office Staff*, *Sales and Marketing of Hotel Plataran*. The research instrument that will be used to support the success of data collection in interviews is by using a tape recorder.

3. Documentation Studies

According to Sugiyono (2013, p. 240), documentation can be in the form of writings, pictures or monumental works of a person. In this research, a documentation study was carried out to explore data about *Accoupancy* hotels at Hotel Plataran Ubud, regarding *forchases*, *guest lists*, *guest comments* on triapdvisor, booking.com, traveloka.

4. Questionnaire

Questionnaires will be distributed to Hotel Plataran staff and informants regarding the weighting and rating of internal factors (strengths and weaknesses) and external (opportunities and threats). However, before giving the ranking, first an explanation of the filling example is given using the pairwise comparison method.

Data analysis technique

The data analysis techniques used in this study are qualitative descriptive analysis techniques, internal factor analysis using IFAS (*Internal Strategic Factors Analysis Summary*), external factor analysis using EFAS (*External Strategic Factors Analysis Summary*), and SWOT analysis (*Strength - Weaknes - Opportunity - Threat*). Analysis of internal factors is carried out to determine the strengths and weaknesses that are owned, while analysis of external factors is

carried out to determine the opportunities and threats that will be faced in the development strategy. How to make a matrix as in the table.

Table 3.1
Internal Environmental Factor Matrix Theory

Internal Factors	Weight	Rating	Score
Strength:			
1			
2 and			
Weakness:			
1			
2 and			
Total	1		

Table 3.2
Matrix Theory of External Environmental Factors

External Factors	Weight	Rating	Score
Opportunities:			
1			
2 and			
Threats:			
1			
2 and			
Total	1		

Table 3.3
SWOT Strategy Matrix Theory

	<u>Strength (S)</u> Determine the factors Internal strength	<u>Weakness (W)</u> Determine the factors Internal weakness
<u>Opportunity (O)</u> Determine the factors External opportunities	<u>SO strategy</u> use strength to take advantage of opportunities	<u>WO strategy</u> minimize weakness to take advantage of opportunities
<u>Threat (T)</u> Determine the factors External threats	<u>ST strategy</u> use strength to overcome threats	<u>WT strategy</u> minimize weaknesses and avoid threats

The combination of indicators of internal and external environment in SWOT matrix diagram described qualitatively generate alternative strategies development in Plataran Ubud Hotel marketing. The resulting alternative strategy is the elaboration of each of the marketing development programs of Hotel Plataran Ubud. Then analyzed through quadrants to find out priority alternative strategies.

RESULTS AND DISCUSSION

1. Internal and external potential of Plataran Hotel Ubud as a hotel with a target market for Chinese tourists to increase room sales volume.

Hotel Plataran Ubud is a 4-star hotel located in the Ubud area which is very close to the *Monkey Forest* tourist area . Based on the results of observations and interviews, it can be seen that the internal potentials of Hotel Plataran Ubud are as follows: Product, namely the product or service offered to consumers by the company. Products developed at Plataran Hotel Ubud are in the form of hotel facilities such as buildings and villas with cultural concepts where the facilities there give the impression of Balinese and Indonesian culture such as using batik designs and Balinese carvings, a gym that has a rice field *view* , 2 *swimming pools*, and restaurant facilities that offer Indonesian specialties, spas, and bars that have *live music*. In addition, there are various cultural attractions that the Plataran Ubud hotel offers so that tourists who stay there can experience the real Balinese atmosphere. This attraction is offered *free of charge* to guests staying at Plataran Hotel Ubud. These attractions are in the form of Indonesian *cooking classes* , *how to be Balinese with Balinese costume wear* , participating in self-purification ceremonies (penglukatan), making offerings to the temple (gebogan), practicing Balinese dancing, making *webing* (coconut leaf hat work), cycling packages. , rice fields trekking and also offers Ubud-Canggu packages to tourists where this tour package tourists can stay at 3 Plataran hotels with different atmosphere.

Price , which is the price set by the company for its products. Room and hotel rates at Hotel Plataran Ubud are adjusted to the season and type of room. Likewise, the Canggu-Ubud- and Menjangan stay packages are also different. And they offer *free charge* to customers for tourist attractions in the hotel. *Price management* can attract Chinese tourists who have economic characteristics.

Promotion , which is a communication program related to the marketing of company products and services. Promotions are carried out by Hotel Plataran Ubud through social media (Instagram, Facebook, website), and printed media such as brochures, and they are also actively collaborating with *stake holders* .

Place , which is the location where the product is sold or can be purchased by consumers. The location of Plataran Hotel is very strategic, located near the *Monkey Forest* , *Ubud Palace*, Tampak Siring, Champuhan Hill, Ayung Rafting and close to a *souvenir shop*. Ubud is very famous for its cultural and natural tourism, which is very supportive of Hotel Plataran in focusing on the Chinese Tourist Market which has the characteristics of tourists who like cultural tourism and shopping.

Process , which is an attitude given to customers in obtaining company products or services. Based on the *guest revue* data that we obtained through the online travel agent booking.com, traveloka, expedia, stated that the staff service at Hotel Plataran Ubud was very good.

People, that the individual is in the creation of a product or service hotel and distribution. According to the results wawancara to the Front Office Manager, he stated the staff is an asset of a company that plays an important role in the

operational process. Friendly staff is the key to the services provided by Hotel Plataran Ubud .

Physical Evidence, namely physical environmental factors that influence consumers to visit a place in the form of comfort. Although the Plataran Ubud Hotel is located on the edge of the Ubud highway which is so busy and noisy, this does not affect the guests staying overnight, according to our interviews and observations , the villa buildings and hotel buildings are far from the main road with views of rice fields on the other. This crowd is used as a view bar where tourists stay at the bar while enjoying the view of the hustle and bustle of the city of Ubud.

Meanwhile, external potential is viewed from an economic, socio-cultural, technological, and political perspective - the laws contained in the programs of the Gianyar Regency Government and the Central Government include:

- a. Presidential Regulation of the Republic of Indonesia Number 21 of 20 16 Regarding Free Visit Visas

The government has granted visit-free visas to 169 countries, one of which is *China* . With the visa-free visits, is expected to benefit in increasing the number of tourist arrivals, especially *the Chinese* who visited Ubud, so it will have a big impact restricted a p occupancy rate of hotel rooms in Ubud area, especially in the Hotel Plataran Ubud .

- b. Gianyar Regency Regional Regulation No. 12/2008 concerning the Gianyar Regency Long-Term Development Plan (RPJPD) for 2005-2025

Declaring the Ubud area as an artist's village in Gianyar has become an attraction for tourists to visit it, besides that in the Ubud area various international standard accommodation services have developed so that Ubud has become an icon of tourism in Gianyar. In addition to the Ubud tourism area, in Gianyar there are also tourist objects that are crowded with tourists, both foreign and domestic. Some of the well-known tourist objects are Goa Gajah, Mount Kawi Tampaksiring, Gunung Kawi Sebatu, Tirta Empul, Wenara Wana (*Money Forest*) and others . With the admission of Ubud as an international standard accommodation service provider, it will make marketing easier, because Ubud itself already has a *brand* in the eyes of tourists.

- c. President No 48 of 2014 which is an amendment to Presidential Regulation Number 32 of 2011 concerning the Master Plan for the Acceleration and Expansion of Indonesian Economic Development 2011-2025

Stating that one of the general strategies to be able to increase the number of visits and length of stay of tourists during their visit to the Bali and Nusa Tenggara Economic Corridors is to do more focused marketing and promotion with a clearer target market. The marketing strategy for each tourist home country needs to be adjusted by applying the theme "Wonderful

Indonesia, Wonderful Nature, Wonderful Culture, Wonderful People, Wonderful Culliner, and Wonderful Price". These marketing and promotional activities are expected to make Bali a showcase for tourism and enhance the image of Bali as the main destination for world tourism. So by making a clear target market, namely the target market for *Chinese* tourists by implementing Wonderful Indonesia, Wonderful Nature, Wonderful Culture, Wonderful People, Wonderful Culliner, and Wonderful Price which is very in accordance with the characteristics of *Chinese* tourists who are very fond of cultural, natural and shopping tourism .

d. The government has targeted *Chinese* tourists to fulfill Indonesian tourism

The choice of *China* as the main market was motivated by the growth of *Chinese* tourists visiting Indonesia which has increased every year so that it will be able to increase the number of hotel room sales. In addition, the large number of *Chinese* tourists who travel abroad is also another reason that can be used as a reference that the tourist interest of *Chinese* tourists is very good.

e. E passport

E Passports began to be used by the Government of Indonesia since 2013 until now. In the Pas s por t Electronics are chips that have data contains complete biometric data ourselves. This Biometric Data is not issued arbitrarily, but is made based on standards issued by the International Civil Aviation, Organization (ICAO) which is the United Nations international aviation agency. Biometric data released by ICAO has also been used by many countries such as Australia, Malaysia, Japan, UK, United States, New Zealand, Sweden, and many more. Besides that, the advantage for E passport owners is visa exemption in several countries.

2. Marketing Strategy through the Chinese Market Approach to Increase Room Sales Volume at Plataran Hotel Ubud

IFAS and EFAS analysis

The results of the identification of these strengths and weaknesses are used as internal strategic factors, then given weights and ratings for each factor, weighting is used to analyze the importance of each indicator of the strengths, weaknesses, threats, and opportunities from insignificant to very important. While rating assignments are used to determine the extent of the influence of indicators of strengths, weaknesses, threats and opportunities on future strategies. The rating on the strength and opportunity factors is inversely proportional to the rating of weakness and threat. (attached in attachment 3). Then the total score can be obtained as shown in the IFAS matrix table 4.2.1

Table 4.2 .1 IFAS Matrix

No.	Internal factors	Weight	Rating	Score
Strength (S):				
1	Has a Rice Field View which is managed directly by Pengosekan Village Farmers	0.38	4	1.52
2	Marketing Strategy That implements free attraction Culture	0.35	3.75	1.34
Weakness (W)				
1	Marketing is only focused on selling rooms	0.26	1.75	0.46
Total		1		

Source: Processed research data (2019)

The results of the identification of external factors consisting of opportunities and threats are described in the EFAS matrix in table 4.2 .2.

Table 4.2 .2 EFAS Matrix

No.	External Factors	Weight	Rating	Score
Opportunity (O)				
1	There is a government policy on visa-free visit	0.17	3.5	0.63
2	Increasingly, the level of <i>Chinese</i> tourist visits increased	0.17	4	0.72
3	Enforcement of E passports	0.13	3	0.40
4	Airport access made easy (Underpass)	0.17	4	0.72
5	Travel <i>China</i> loves tour packages	0.15	3.5	0.55
Threat (T)				
1	Unstable politics	0.16	3	0.51
Total		1		

Source: Processed research data (2019)

SWOT Strategy Analysis

Table 4.2.3 SWOT analysis

	S	W
	1. Has a view of rice fields which are managed directly by farmers from the village of Pliatan	1. Marketing is only focused on selling rooms

	2. Marketing strategies that apply varied free attractions	
<p>O</p> <ol style="list-style-type: none"> 1. Government policy on increasing the number of tourist visits 2. <i>Chinese</i> tourists love tour packages 	<p>so</p> <ol style="list-style-type: none"> 1. Taking advantage of the rice field view to attract tourists to stay at Plataran Hotel Ubud by creating a culture-based tourism program by utilizing the surrounding community. By establishing cultural tourism programs, such as harvesting rice (manyi), planting rice using buffalo, nganggo ducks, using kites, gebug pillow, 2. Take advantage of the free package offer to increase the stay of tourists 3. Make use of rice fields to develop cultural attractions with tourist attractions including room packages 4. Utilizing the free package to attract <i>Chinese</i> tourists to stay at Plataran Hotel Ubud so that it can increase the volume of room sales at Hotel Plataran Ubud 	<p>wo</p> <ol style="list-style-type: none"> 1. Supporting government programs by assisting the program by marketing not only rooms but also hotel products. 2. Taking advantage of the level of <i>Chinese</i> tourist visits as the target market for Plataran Hotel Ubud so that Hotel Plataran Ubud knows the characteristics of the tourists who stay so that marketing is not only focused on selling rooms.

T	S — T	WT
Unstable policy (security disturbance)	<p>1. Utilizing the potential of rice fields managed by the community to attract Chinese tourists who stay so that tourists are close to the community so that the surrounding community can participate in providing security and comfort to guests.</p> <p>2. Utilizing tour packages found at Hotel Plataran Ubud to increase tourist stay over which attracts a large number of <i>Chinese</i> tourist visits so that security is maintained with regular reporting to security agencies</p>	Increase marketing by developing a convention center to hold focused mice events and not only from hotels but from the government

Source: Processed research data (2019)

Based on the analysis of internal factors (IFAS) and the oak factor s of (EFAS) Hotel Plataran Ubud it can be arranged strategies based on these factors. The strategy is presented in a matrix that produces 4 sets of possible alternative strategies, namely:

a. SO strategy

Promotional efforts that are carried out require an appropriate strategy in promoting Plataran Hotel Ubud products , so as to increase the sales volume of hotel rooms with maximum profit. Based on the existing strengths and opportunities, the right strategy that must be carried out in conducting promotions to increase the sales volume of hotel rooms is to take advantage of all strengths to seize and take advantage of the greatest possible opportunities as follows :

Taking advantage of the rice field view to attract tourists to stay at Plataran Hotel Ubud by creating a culture-based tourism program by utilizing the surrounding community. By establishing cultural tourism programs, such as rice harvesting (manyi), planting rice, plowing rice fields using buffalo, nganggon ducks, playing kites, and gebug pillow as well as designing Balinese *Authentic Restaurant* , utilizing part of the rice fields as plantation land.

Utilizing the free package *if you stay with* Plataraan Ubud to attract *Chinese* tourists to stay at the Plataraan Ubud Hotel, with the free package it can increase the stay of tourists which can automatically increase the volume of room sales at Hotel Plataraan Ubud.

- b. ST strategy, which is to use the strengths of objects and tourist attractions to overcome threats by: Utilizing the potential in the form of rice fields which are managed directly by the surrounding community so that a common awareness arises to foster a harmonious relationship between hotels, communities, and guests so that safety and comfort can be It is felt, Utilizing tourist attractions and tour packages available at Plataraan Hotel Ubud to increase *Chinese* tourists' *stay over* by recording every tourist who stays regularly to be reported to the Ubud district security agency, so that the safety of each tourist is guaranteed.
- c. The WO strategy, which is to take advantage of opportunities to minimize weaknesses by: utilizing the potential of the hotel related to the creation of more varied attractions to attract tourists to come to Ubud which will directly support the government program, which takes advantage of the level of visits of *Chinese* tourists as the target market for Hotel Plataraan Ubud so Hotel Plataraan Ubud know the characteristics of travelers to the attractions on offer in accordance with characteristics of travelers who stay overnight so that marketing is not just focused on the sales room.
- d. The WT strategy, namely minimizing the weaknesses of Hotel Plataraan Ubud to avoid threats is by increasing marketing by developing a convention center to hold a mice event which notes that the security management of mass tourism is more focused and maintained. Beside,

Based on the weighting results obtained from the internal and external analysis in tables 4.2.1 and 4.2.2, the results can be summarized as follows:

Total Strength Score = $0.38 + 0.35 = 0.73$

Total Weakness Score = 0.26

Total Odds Score = $0.17 + 0.17 + 0.13 + 0.17 + 0.15 = 0.79$

Total Threat Score = 0.16

The Total Score value that reflects the Strength is 0.73 from the Ifas matrix plotted to the X axis to the positive part, the total score value that reflects the weakness of the IFAS matrix is 0.26 on the X axis in the negative part, while the score value reflects the Opportunity (Opportunity) of the EFAS matrix is plotted into the positive Y-axis, namely 0.79, and the score that reflects the threat of the EFAS matrix is plotted to the negative Y axis.

Determining the quadrant strategy by finding coordinates, can be found in the following way:

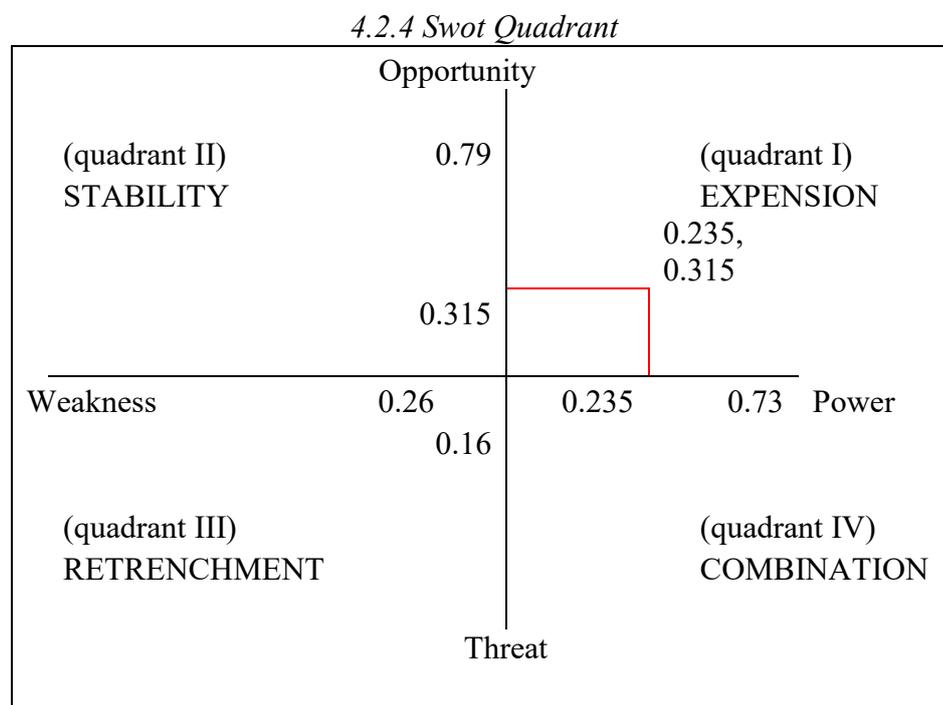
a. Internal factor analysis coordinate (x axis)

$$(\text{Total strength score} - \text{Total weakness score}): 2 = (0.73 - 0.26): 2 = 0.235$$

b. Coordinate of External Factor Analysis (y axis)

$$(\text{Total Chance score} - \text{total threat score}): 2 = (0.79 - 0.16): 2 = 0.315$$

So the coordinates of the strategy are at point $(x, y) = (0.235, 0.315)$



Source: processed research data

Table 4.2.5 Strategy Priority Table

Quadrant	Point Position (x, y)	Matric Area x + y	Ranking	Strategy Priorities
I	0.73, 0.79	1.52	1	Expansion (Growth)
II	0.26, 0.79	1.05	2	Stability (stability)
III	0.26, 0.16	0.42	4	Retrenchment
IV	0.73, 0.16	0.89	3	Combination (combination)

Data source: Author's Process 2019

Based on the weight and rating diagrams that have been processed, it can be seen that the strategy is in Quadrant 1, namely, Quadrant Expansion where the general strategy that can be done is to take full advantage of the

opportunities and strengths that are owned, namely by utilizing the rice field view to attract tourists to stay at Plataran Hotel. Ubud and increase the length of stay (*over stay*) by creating attractions or activities based on culture (culture activity) by utilizing the surrounding community. With culture activity, it can be a different attraction from hotels with Plataran competitors such as Alaya hotel, Puri Garden, Green Field Hotel so that it can attract *Chinese* tourists to stay at Plataran Hotel Ubud, which incidentally increases every year. Culture Activity is designed like:

- a. Metekap (plowing the fields using buffalo)
Before planting rice, Balinese people usually plow the fields using tractors, but here for tourism purposes buffalo will be used by including *Chinese* tourists who stay at Plataran Hotel Ubud to carry out cultural activities.
- b. Planting rice and organic gardens
The activity of planting rice in the traditional way will be fostered by the farmers of the village of Pliatan, and planting corn, long beans, tomatoes, etc. Not only planting, but tourists can also directly harvest corn, long beans, tomatoes and enjoy them in the fields without having to go back to the restaurant.
- c. Playing kites
Kites are an archipelago game that we rarely encounter at present, especially in the Ubud area, because the rice fields are decreasing day by day due to investors.
- d. Harvesting rice (manyi)
Offering rice harvesting activities using the traditional method, before that there were a series of kukung mebiyu ceremonies which are very interesting to offer to tourists. After that, proceed with nganggon duck.
- e. Gebug pillows.
Gebug pillow is one of the archipelago games, the way to play is two or more players sitting opposite each other on a bamboo stretched out over the rice fields, each player is provided with a pillow weapon or a wet bolster. Each player will try to knock the opponent down by beating through the pillow. Who falls first is the loser. We will offer this activity after the rice harvesting activity.
- f. Designing "Lumbung restaurant"
Lumbung comes from the Balinese language which means rice storage. Lumbung restaurant will later become a restaurant which serves *authentic balinese food* where after doing activities in the rice fields, tourists can rest while enjoying eating and drinking, inspired by the old

Balinese habits of enjoying food or something by picking food ingredients from the rice fields such as tubers. baked with potluck tools and enjoyed.

- g. Take advantage of the free package to attract *Chinese* tourists to stay at Plataran Hotel Ubud and increase the length of stay (*over stay*) so as to increase the volume of room sales at Hotel Plataran Ubud. Like the free Activity package for every guest who stays without considering the length of stay. The ability of sales & marketing to bring in customers while the main threat faced was the budget considered by the customer (Wulandari, M., Septevany, E., Komala Sari, I., & Suarta, I., 2020)

CONCLUSION

Based on the results of the research and discussion, two conclusions can be made, namely Hotel Plataran Ubud has internal and external potential which are useful in developing a marketing strategy to the Chinese market to increase room sales volume. The marketing strategy to chinese market in order to increase the sales volume of the room can be done by creating tourism products of cultural (*culture activities*) in accordance with characteristics of travelers china; growing rice, plowing using buffalo, nganggon duck, gebug pillow, playing kites. By designing *baliness authentic restaurants* and offering *free packages* to staying tourists will increase their *stay over / long stay* so as to increase the volume of room sales at Plataran Hotel Ubud.

REFERENCES

- Newswire. (2015). Kebijakan Bebas Visa Pacu Geliat Industri Wisata di Bali. Retrieved June 21, 2018, from <https://ekonomi.bisnis.com/read/20151022/12/484893/kebijakan-bebas-visa-pacu-geliat-industri-wisata-di-bali>
- Permadi, A., Sanjaya, I., & Narrotama, N. (2017). TOURISTS AND OPPORTUNITIES TO FILL HOTEL OCCUPANCY. (CASE STUDY AT NUSA DUA BEACH HOTEL). *Journal of Business on Hospitality and Tourism*, 2(1), 361-368. doi:<http://dx.doi.org/10.22334/jbhost.v2i1.71>
- Suarthana. (2006). *Hospitality Management Front Office Edition*. North Kuta: Mapindo.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (13th ed.). Bandung: Alfabeta.
- Wulandari, M., Septevany, E., Komala Sari, I., & Suarta, I. (2020). Marketing Strategy in Increasing Ballroom Sales at New Kuta Hotel. *Journal of Business on Hospitality and Tourism*, 6(2), 177-189. doi:<http://dx.doi.org/10.22334/jbhost.v6i2.225>