



The Analysis of the Mid-Range Islamic Hotel Marketing Strategy

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Abstract

This paper aimed at addressing the marketing strategy performed by a mid-range Islamic hotel in Indonesia that distinguishes it from other non-sharia hotels by analyzing its marketing strategy using the SWOT analysis approach. This hotel applied Islamic principles in carrying out its marketing strategies to avoid immoral acts and fraud, and the facilities and services provided were different, which made it distinct from non-sharia hotels. Research data were obtained through interviews with six parties: managers, marketing staff, receptionists, and guests. This study also used observation to validate the data collected. The findings of the study showed that the marketing strategy undertaken by Multazam Sharia Hotel was different compared to non-sharia hotels due to feature distinctions. Regarding the results of the SWOT analysis, in SO strategy, the hotel should use its strengths to make use of the opportunity to achieve its goals. In WO, the hotel was expected to maximize the opportunity by minimizing the weakness. The ST strategy analysis revealed that this hotel needed to move fast in dealing with threats and minimize the unexpected consequences of the threats. The last, the WT strategy, Multazam sharia hotel must be careful with the weaknesses and threats it faces. If the hotel cannot make improvements in facilities and services, it may be displaced by the times.

Abstrak

Studi ini bertujuan membahas strategi pemasaran yang dilakukan oleh hotel Islam kelas menengah di Indonesia yang membedakannya dengan hotel non syariah lainnya dengan menganalisis strategi pemasarannya menggunakan pendekatan analisis SWOT. Penelitian ini merupakan penelitian lapangan yang dengan pendekatan deskriptif-kualitatif. Data penelitian diperoleh melalui observasi dan wawancara di hotel syariah Multazam. Analisis data dilakukan analisis SWOT (*Strength, Opportunity, Weakness, Threats*). Hasil penelitian menunjukkan bahwa strategi pemasaran yang dilakukan Hotel Multazam Syariah berbeda dengan hotel non syariah karena perbedaan fitur. Hotel ini menerapkan prinsip-prinsip Islam dalam menjalankan strategi pemasarannya untuk menghindari tindakan maksiat dan penipuan serta fasilitas dan layanan yang diberikan berbeda dengan hotel non-syariah. Mengenai hasil analisis SWOT, dalam strategi SO, hotel harus menggunakan kekuatannya untuk memanfaatkan peluang untuk mencapai tujuan hotel. Dalam WO, hotel diharapkan memaksimalkan peluang dengan meminimalkan kelemahan. Strategi ST mengungkapkan bahwa hotel ini perlu bergerak cepat dalam menghadapi ancaman dan meminimalkan konsekuensi tak terduga dari ancaman tersebut. Terakhir, strategi WT, hotel syariah Multazam harus berhati-hati dengan kelemahan dan ancaman yang dihadapinya. Jika hotel tidak dapat melakukan perbaikan fasilitas dan layanan, hotel dapat tergeser oleh waktu.

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INTRODUCTION

The massive development of Sharia-based economics in Indonesia has increased the number of business institutions that implement Islamic law (Sharia) in their operations, including the hospitality industry which is marked by the emergence of the Sharia hotel concept. Halal travel and tourism are growing trends (Samsudin & Putra, 2020). Recently, Sharia hotels are have been slowly making progress, because Indonesia is the most populous country that embraces Islam, Therefore, it present an opportunity to establish a safe, comfortable and halal hotel (Muthoifin, 2015).

Owing to this, the Ministry of Tourism and Creative Economy in collaboration with the National Sharia Council-Indonesian Ulema Council (DSN-MUI) has compiled Regulation of the Minister of Tourism and Creative Economy No. 2 of 2014 concerning Guidelines for Sharia Hotel Operations which began to be enacted on 17 January 2014 (Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor 2 Tahun 2014 Tentang Pedoman Penyelenggaraan Usaha Hotel Syariah, 2014).

Sharia hotels are hotels whose operations have been adjusted to Islamic principles, making them dissimilar to non-sharia hotels (Ismayanti & Kara, 2017). The presence of Sharia hotels can reduce negative views from the public as hotel are often associated with negative issues, such as drugs, parties, gambling, and other negative matters. Sharia hotels, conceptually, aim to minimize undesirable negative behaviors as these hotels apply Islamic teachings originated from the Qur'an and Hadits.

The use of Sharia labels in the hotel business is not common the public. Therefore, Sharia hotel needs to set marketing strategies to introduce and present its products to achieve its business goals. Consequently, people will be more well-informed about Sharia hotel. Furthermore, to achieve the aims of Islamic hotels,

improvements and innovations of services and facilities are necessary. These are obligatory to avoid disappointing customers as they are one of the key factors in the success of a business (Sudaryono, 2016). The focus of this current research is the Sharia hotel since the marketing strategy deployed by the hotel is based on Islamic principles which are different from non-sharia hotel marketing strategies. Sharia marketing does not only implement the Sharia concept in its marketing strategy. Islamic values are also expected to prevent the marketer from carrying out acts that are prohibited in Islamic teachings that can cause harm. Sharia plays a crucial role in marketing, which emphasizing the understanding of the concept of ethical and moral values, which is indispensable. In that sense, a company should not only look for profit as this tendency often leads a company to collapse with similar companies in a fraudulent way (Yulianto, 2014).

A number of studies have begun to talk about Sharia Hotels from different perspectives. One research conducted by (Hana, 2018) highlighted the implementation of the concept Sharia in Surabaya Namira Hotel. The next research was done by (Omar et al., 2013) evaluated the effectiveness of management from the upper to the lower level, the front part of the office, food & beverage, sales & marketing, and other services that should be applied in Sharia Hotel. Interestingly, the hotel management argued that Sharia should be implemented not only in term of facilities, services, and financial systems but also in all aspects of the hotel operations which would differentiate it from the non-sharia concept. The last is research by (Boon-itt & Rompho, 2012). This study focused more on the quality of hotel services by comparing two types of hotels; boutique and business hotels in Thailand.

The phenomenon of the emergence of halal tourism needs to emphasize the distinguishing factor, namely the fulfillment of sharia aspects to be marketed. the

evolution of "Islamically oriented" norms that have given rise to terms like "Shariah-compliant," which refers to the availability of "Halal" food and the absence of alcohol and gambling as they are viewed from an Islamic perspective (Battour et al., 2010).

Azmin et al. (2016) found that the perceived value of Muslim customers can help hotels better target their marketing efforts and address the unique requirements of Muslim guests by delivering superior customer service and Halal catering. Marketers should base their strategies on an understanding of how customers feel about the Islamic Hotel.

Surprisingly, evidence shows that the number of sharia hotels in Indonesia that have received halal certification from DSN-MUI is still minimal. This happens due to the limited resources available. Hence, this situation has confused people about the concept of the Sharia Hotel, and ultimately it affects the marketing strategy undertaken by the Sharia hotels. This is one of the weaknesses that must be addressed to reduce the threat to the development of Sharia hotels in an effort to achieve the objectives of Sharia hotels (Basalamah, 2011).

Unfortunately, out of those studies, there is still a rare study of the marketing strategy of mid-range Islamic hotels using the SWOT analysis approach. The novelty of this research is expected to contribute to developing strategies for middle-class Islamic hotels to improve the performance of their service funds. This study aims to reveal the marketing strategy of a Sharia hotel in the middle class to get visitors.

LITERATURE REVIEW

Qin et al (2012) found important elements of the marketing strategy, namely innovative positioning, low cost, rapid expansion, continuous innovation, focus on quality, extensive training, and some practices of native Chinese culture. It is hoped that this strategy can be used for benchmarking and best practices for future companies achieving domestic success. El-

Adly (2019) investigated the relationship between the perceived value dimensions of customers, satisfaction, and customer loyalty in a hotel context. The hotel perception values (aesthetics, prestige) and the hotel perception values (hedonists, prices, quality, transactions) did not correlate with customer satisfaction or customer loyalty. Customer satisfaction was found to have a direct positive effect on customer loyalty.

Park & Kang (2022) The hotel industry's new strategy for preserving a competitive advantage and luring more eco-conscious customers is the development and execution of environmental marketing methods. Meanwhile, the hotel management should define marketing and promotion strategies in various locations for attracting segments of outdoor tourist demand (Scalabrini et al., 2022).

In addition to those strategies, Akhorshaideh et al. (2022) insisted that customers of hotels and other stakeholders might benefit financially from utilizing technologies and innovation strategy initiatives. These strategies are important to meet visitors' constantly changing wants, so hotels can increase their marketing success.

Samori & Sabtu (2014) demonstrated in their research the importance of hoteliers being knowledgeable and fully prepared for the prospects and challenges they may encounter before establishing a Shariah-Compliant Hotel in Malaysia.

Stephenson (2014) discussed the principles and practices of Islamic hospitality, various ways in which Islam intersects with 'hospitality' and the 'hospitality industry', and socio-cultural challenges associated with developing Islamic hospitality in the Western world.

The results of a study by Sari (2018) showed that the marketing strategy at Ibrahim Syariah Hotel was carried out through several strategies that were different compared to the marketing strategies applied by conventional hotels. This was expected to bring comfort and safety to the customers, as

they had done the mu'amalah based on Islamic teachings.

Muslim (2018) outlined that the products advertised by Muslim Hotels had been adjusted to the sharia concept and were different from those of non-sharia hotels. The marketing strategy employed by this hotel covered product innovation, promotion policies through price quotes, routine promotional activities, and the strategic location of the hotel. Musa et al (2019) opined that sharia-compliant hotels were one of the products that could be further developed to meet this growing market.

The challenge of managing a sharia hotel is not an easy one because it is also necessary to pay attention to operational costs and tax bills (Aris et al., 2020). In addition to these challenges, sharia hotel managers must also pay attention to certain regional regulations governing the hospitality business (R. R. Rahmat et al., 2020). Even in the midst of a pandemic, sharia hotels require a lot of adaptation in their business operations (Setyaningsih & Alam, 2021).

Three key priorities were identified by the sharia hotel visitor respondents as a result of Dewi et al. (2022): 1) the choice of visitors who come to stay and limits on visitors; 2) the provision of places of worship and cleansing as well as the creation of a religious atmosphere; and 3) the division of male and female visitors in supportive amenities such as entertainment, fitness, and swimming pools.

From some of the studies that have been mentioned, there have not been many studies that highlight the strategy of a middle-class Islamic hotel to be able to get visitors. Therefore, this study wants to use SWOT analysis techniques in formulating marketing strategies to maximize its potential to win the attention of visitors, especially those who are Muslims.

RESEARCH METHODS

The qualitative method is one of the basic research procedures that rely on

observations to generate descriptive data (P. S. Rahmat, 2009). Qualitative research was adopted to help find out and look for the meaning behind the data to find out information about the marketing strategy undertaken by Multazam Sharia Hotel Indonesia (Purnomo & Adji, 2015).

The research approach used was the descriptive qualitative approach. This approach is a method of managing data by analyzing the factors associated with the object of research and presenting the data sequentially, factually, and accurately to the object of research (Prabowo & Heriyanto, 2013). Here, the researchers provided an overview of the marketing strategy of Multazam Syariah Hotel Indonesia using the SWOT analysis approach.

SWOT analysis is a planning method that aids businesses in identifying new opportunities and overcoming difficulties (Wardana et al., 2022). As a basis for developing strategies and work plans, a SWOT analysis was developed to compare internal elements (strengths and weaknesses) with external factors (opportunities and threats) (Refiswal et al., 2021). This analysis offers several suggestions for highlighting the positives, addressing the negatives, maximizing opportunities, and anticipating risks (Jatmiko et al., 2022).

Seven informants from the general manager, marketing staff, receptionist, and guests were recruited as subjects and information sources for this research. The object of research was the problem being investigated to find answers to the research problem, which was the marketing strategy of a mid-range Islamic hotel (A case study of Multazam Sharia Hotel Indonesia).

Primary and secondary data sources were employed in this research. Primary data is the source of data obtained directly from the original sources through interviews and observation of the object or the results of the review (V. Wiratna Sujarweni, 2014). The primary source of this research was obtained directly from the Multazam Sharia

Hotel Indonesia employee and some guests of the hotel. The secondary data were obtained indirectly and were used as supporting data. Secondary sources for this research were obtained from documentation, books, journals, theses, and previous theses that were relevant the present research.

The data for this research were collected through interviews and observations. The interview was done face-to-face with the informants. During the interview, the researchers were equipped with a mobile phone that functioned as a recorder and stationery to note points of the interview.

Data analysis is an effort to search and organize the data systematically, both from the notes of interviews and observations, to improve researchers' understanding of what is being studied so that their findings can be published (Rijali, 2018). The data processing method used in this research was SWOT (Strength, Weakness, Opportunity, Threat) analysis. SWOT analysis is the development of interactions between internal and external factors that aim to adjust the strengths and weaknesses of the company with opportunities and threats that come from outside the company (Falcone et al., 2020). The SWOT matrix is presented in Table 1.

Table 1. The SWOT Matrix

	STRENGTH (S) Internal strength	WEAKNESS (W) Internal weakness
OPPORTUNITY (O) External opportunity	STRATEGY SO These strategies take advantage of opportunities by maximizing the strength	STRATEGY WO These strategies minimize weaknesses to take gain opportunities
THREATS (T) External threats	STRATEGY ST These strategies use power to overcome threats	STRATEGY WT These strategies minimize weaknesses and avoid threats

Source: Personal Data, 2022

RESULT AND DISCUSSION

The main objective of this research is to find out how the marketing strategy carried out by Multazam Sharia Hotel differs from that of non-sharia hotels and to analyze the marketing strategy through the SWOT analysis approach. The description of the informants is presented in Table 2.

Table 2. Research Informants

No	Informant	Position	Length of Work/ Stay
1	AR	General Manager	9 months
2	DS	Sales & Marketing Manager	3 years
3	AN	Sales & Marketing	1 year
4	IP	Receptionist	1 year
5	H	Guest	More than 1 time
6	N	Guest	More than 1 time
7	A	Guest	1 time

Source: Personal Data, 2022

The findings of this research indicate that sales call is the main marketing strategy employed by Multazam Sharia Hotel. The sales call is an activity of sales marketing that involves visiting prospective guests who have been confirmed or even prospective customers who do not yet know. During the visit, the marketing person introduced and presented the hotel's products, such as facilities, services, and more importantly the Sharia principles, which have become the foundation of hotel operations. Sales calls are divided into three categories: appointment of sales, go show, and sales mission.

The distinctiveness of Multazam Sharia Hotel as a Sharia-labeled hotel, among others, is that: it plays murottal and makes prayer calls during prayer time, and each room is provided with prayer rugs and the Qur'an. There is also a prayer room equipped with complete prayer equipment where guests are welcome to attend prayer together with employees. In addition, there are some ornaments that read Arabic and

then the philosophy of the Multazam Sharia Hotel, namely Surah Al-Ma'idah: 2-3 and Surah As-Saff: 1-13. Besides, employees wear polite and veiled clothes, especially female employees. The staff provides friendly service and handles the visitors with smiles, they also greet the customers who enter or leave the hotel. To stay in this hotel, visitors need to show their Identity Card (KTP). This is to ensure that guests are truly mahrams or married couples to avoid adultery. Last but not least, the hotel provides halal food and drinks. These are all expected to bring comfort and satisfaction to the customers. The formulations of the marketing strategy of the Multazam Sharia Hotel are as follows:

Market Segmentation

The market segmentation of the Multazam Sharia Hotel is universal, which means there is no specificity for Muslim guests to stay at the hotel as well as non-Muslim guests. Adequate facilities and reasonable prices have become one of the hotel market segments for an individual who wants to take advantage of hotel services of sharia-based accommodation.

The price of the hotel is influenced by the positioning of the Multazam Sharia Hotel as this hotel is located in a strategic location.

The hotel is close to the Universitas Muhammadiyah Surakarta (UMS) and Pondok Assalam. Above all, the price of the hotel is very affordable and flexible, depending on the segment.

Sharia-based hotel

Sharia principles developed at Multazam Sharia Hotel cover financial management, where 2.5% of the income is sent to Badan Amil Zakat. The management of employees is carried out at Multazam Hotel depending on the position required, and employees must be able to read the Qur'an, be honest, full of commitment, professional, and morally good. Besides, the hotel also provides special guidance to employees to be responsible, to have a good work ethic, and to have innovation and

initiative for the hotel's progress. Management of guest receptions follows Islamic principles which means Multazam Sharia Hotel only accepts married couples to avoid adultery. Multazam Hotel requires every employee to greet hotel guests by saying "Assalamualaikum". The employees are also expected to wear clothes according to Islamic teachings and to pray in the congregation. Also, employees must provide polite, professional, and ethically good services adjusted to Islamic principles.

Marketing Mix

The following are the marketing mix implemented by Multazam Sharia Hotel: (1) **Product:** Multazam Sharia Hotel has main products with 4 types of rooms namely president suite, executive, deluxe and superior along with adequate facilities for a three-star hotel including 2 Meeting Rooms (Abdullah Meeting Room 1 and Abdullah Meeting Room 2), 1 Ballroom, free parking, mosque, playground, airport shuttle, free wi-fi, and Al-Farizy restaurant, (2) **Price:** the hotel offers a reasonable and flexible price depending on the segment, (3) **Place:** Multazam Hotel is situated in a strategic place. It is located in Surakarta Indonesia, more precisely to the north of the UMS campus, next to the Assalam Islamic Boarding School. The hotel will generally be flooded by visitors when there is a graduation ceremony on the campus, (4) **Promotion:** the promotions are performed through several means such as word of mouth, brochure circulation, tale marketing, phone, WhatsApp and by an OTA (Online Travel Agent). In addition, Multazam Hotel maintains good relationship with other sharia hotels in Surakarta, Indonesia, and also provides fees in the form of discounts and additional facilities so that guests or consumers become regular customers of Multazam Syariah Hotel.

Multazam Sharia Hotel Indonesia performs a monthly evaluation to figure out the problems that occurred in the hotel, and then solutions to the problems are discussed. So, the issues are not repeated. Services are

another important element in Multazam Sharia Hotel. Therefore, this hotel provides the best services to both employees and hotel guests.

Marketing Strategies Performed by Multazam Sharia Hotel that Distinguishes it from Non-Sharia Hotels

The strategy used by Multazam Sharia Hotel in introducing and presenting its products is to promote its facilities, services, and Islamic principles as the basis of hotel operations. In addition, the marketing plan of the hotel is well-organized so that the goals of the business can be achieved.

Multazam Sharia Hotel provides friendly, professional, courteous, and ethical services so that guests will be pleased and satisfied. The employee recruitment process at the hotel does not merely focus on academic merits. The ability to read al-Quran will also be taken into consideration. The candidate is also expected to perform some positive attitudes, such as being honest, hard-working, committed, and morally good. Afterward, the hotel management will provide specific training and guidance for the selected candidate to be a quality employee.

More importantly, the marketing strategy at the hotel is adjusted to Islamic teachings. All hotel operations are carried out based on sharia principles to avoid immoral acts and harm, for example, showing an identity card when doing check-in and check-out, giving 2.5% of the income for zakat, greeting customers with “*assalamu’alaikum*”, providing polite service and apologizing when something goes wrong. The hotel has completely embraced Islamic teachings where its employees are required to have the ability to read the Qur'an and perform prayers in congregation. The hotel, in particular, provides a prayer room as well as prayer equipment and the restaurants serve halal and healthy food and drinks. The presence of Islamic ornaments and the revelation of Qur'anic verses in such a way have also attracted consumers.

Multazam Sharia Hotel practices its marketing strategy by making a visit or sales call and approaching prospective guests. Then it is followed by using the formulation of a marketing strategy that started with segmentation, targeting, and market position. The hotel also applies the 4P marketing strategy, namely: product, price, place, and promotion.

A visit or a sales call is an activity where a sales person visits potential customers who have previously confirmed or prospective customers who have not yet met in person to present the hotel's products. Sales calls are divided into three categories: First, the appointment of the sales call, this is a stage where the representative visits a customer after making a prior appointment. Second, go show. In this type, the representative visits an individual who they have not yet met in person. So, it depends on good luck. If he is fortunate enough, he will meet the target and have a chance to present the product, or if he does not meet the prospective candidate, he will just leave the brochure and make a return visit later on. Third, the sales mission. This is a visit to the agency or a guest that is carried out by the sales team together with management ranks such as hotel and sales marketing manager. So it is obvious that the sales call is basically used to get the contact information and name of the prospective customer to be visited.

When making a visit, Multazam Sharia Hotel has already identified the segments and targets to be addressed. Multazam Syariah Hotel segmentation is in an area close to UMS and Pondok Assalam. The targeting is universal, which means that it applies to all groups and there is no specificity or limitation between one guest and another guest, under the condition that he must be able to follow the hotel policies. The Multazam Sharia Hotel is located in a strategic location that is close to the main road near UMS and Pondok Assalam. This has benefited the hotel in certain ways, especially during the graduation period.

Then to expand its market, Multazam Sharia Hotel has cooperated with agencies, universities, and other sharia hotels in Solo. Furthermore, this hotel has also implemented the 4P marketing strategy, which is as follows:

Product. The product is the result of the company's efforts, which are then marketed and introduced to consumers. So that the products produced are preferred by many consumers, the quality of the products must be assured (Herlambang, 2014). Multazam Sharia Hotel products are directed at the needs of guests in the type of president's suite room, executive room, deluxe room, and superior room. Then, each room is equipped with facilities such as the availability of cold and hot water in the bathroom, international TV channels, prayer mats, and the Qur'an. Besides, this hotel has adequate facilities such as restaurants that provide halal food and drinks, a large parking lot, wifi, a prayer room with complete equipment, airport transfers, meeting rooms, and ballrooms so that guests who stay at this hotel feel comfortable. This is done to ensure that customers feel pleased and satisfied so that they will reuse the services of the hotel. Meanwhile, to keep the hotel operations following Islamic principles, the hotel strives to avoid things that are prohibited in Islam, such as drug parties, gambling, and prostitution.

Price. The price offered by Multazam Sharia Hotel is very affordable for all groups and it is flexible depending on the segment. So the price printed on the hotel brochure can be negotiated with the hotel. To increase consumer interest, Multazam Sharia Hotel provides discounts and additional facilities. In addition, if there is an increase in the price, the hotel must improve services and hotel facilities too. This is necessary to avoid the disappointment of consumers.

Place. The place is a location provided by the company so that the product created can be obtained and made available to the target market (Herlambang, 2014). The location of Multazam Sharia Hotel

Indonesia is very strategic since it is close to the UMS campus, Pondok Assalam, Surakarta Islamic Hospital, Dr. Soeharso Orthopedic Hospital, Purwosari Station (3.14 km), and Adisumarmo International Airport (5.16 km) (www.Multazamhotel.com, n.d.). However, the hotel is at a considerable distance from the center of the city of Solo. As a result, if there is an event held in the center of the city, people will avoid staying at this hotel.

Promotion. Promotion is the activity carried out by producers to present or communicate their products in a way that convince the consumer to buy them. The components contained in the promotion include advertising, sales promotion, and personal selling (Herlambang, 2014). Promotions conducted by Multazam Sharia Hotel aim to influence consumers and create demand for the hotel's services. The hotel performs its marketing strategy in an honest, ethical, and transparent procedure. Promotions are done through word of mouth, brochure circulation, marketing tales, phone, WhatsApp, email, OTA (Online Travel Agent), and other social media. The promotions offered by the hotel to attract consumers are good services, fees in the form of discounts, and additional facilities. The promotions are generally designed to fulfill customers' needs so that they will reuse the products offered.

Based on research data, there is a distinction between the marketing strategies carried out by Mutazam Sharia Hotel and other non-sharia hotel marketing strategies since non-sharia hotels tend to neglect the implementation of Sharia rules in their operations. In contrast, Multazam Sharia Hotel, implements its marketing strategy based on Islamic principles which certainly cannot be separated from the objectives of sharia (maqasid sharia) such as spending 2.5% of the income for zakat and recruiting employees who have the ability to read the Qur'an. The hotel has also encouraged the employee to put trust in and avoid judgment, provide polite and ethical services,

apologize when something goes wrong, and serve halal and healthy food and drinks. The hotel facilities have also been completed with prayer rooms as well as prayer equipment such as prayer mats and the Quran. There is no place for a discotheque and the hotel only accepts married/ mahram where guests need to show their ID cards to avoid adultery at the hotel. The marketing or promotion activity must be done honestly and transparently. Even though it proposes the Sharia concept, the hotel does not distinguish between Muslim and non-Muslim guests. Another feature of this hotel is its ethical, professional, and committed employees who wear their clothes based on Islamic principles. The hotel also offers

affordable and flexible prices depending on the selected segment supported by the its location which it is surrounded by the Muslim community. So, it is obvious that the marketing strategy used by Multazam Sharia Hotel has its distinction compared to a non-sharia hotel. In that case, this sharia-based hotel has tried to avoid disobedience (Fauzi, 2015).

SWOT Analysis of Marketing Strategies at Multazam Sharia Hotel

From the analysis of SWOT, several information is drawn as presented in Table 3 below:

Tabel 3. The results of the SWOT analysis

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none"> • It is a Sharia-based hotel. • Adequate facilities. • Affordable prices. • Strategic place. • Maximum services. 	<ul style="list-style-type: none"> • The number of rooms is not proportional to the size of the ballroom. • Society has a negative perspective on the hotel. • Positioning problems. • There is no halal certification from DSN-MUI. • There are obstacles to the Go Show visit.
External	<ul style="list-style-type: none"> • Increased loyalty and trust in the customer. • Maximum use of promotional media. 	
Opportunities	Strategy SO	Strategy WO
<ul style="list-style-type: none"> • It has a clear segment. • The positive response from hotel guests. • The massive development of sharia hotels, means that people tend to use sharia hotel services. 	<ul style="list-style-type: none"> • Maximizing marketing and promotion. • Providing quality products at the price offered. • Applying some innovations to the products so they are not left behind. • Providing maximum service to please the hotel guests. 	<ul style="list-style-type: none"> • Managing the halal certification process from DSN MUI. • Intensifying the implementation of visits to target markets. • Increasing the number of hotel rooms.
Threats	Strategy ST	Strategy WT
<ul style="list-style-type: none"> • Close to one of Multazam Syariah Hotel's competitors. • Rapid developments of sharia hotels in the surrounding. • An event in the center of Solo, Indonesia. • Lack of knowledge of sharia hotels. 	<ul style="list-style-type: none"> • Increasing cooperation between employees. • Educating the public about Sharia-based Multazam Sharia Hotel products. • Continuing to innovate in improving and supporting facilities and services. • Selecting or sorting prospective employees. 	<ul style="list-style-type: none"> • Educating the public to avoid negative opinions towards hotels. • Providing affordable prices does not harm the hotel. • Improving hotel facilities and services according to Islamic teachings. • Cooperating with other sharia hotels without neglecting their existence. • Evaluating and supervising.

Source: Personal Data, 2022

Based on the data featured in the SWOT matrix above, the marketing strategies that can be planned by Multazam Sharia Hotel are as follows:

Strategy SO (Strength and Opportunity)

This strategy deals with how Multazam hotel utilizes its strengths to take advantage of existing opportunities. Multazam Sharia Hotel can maximize marketing and promotion to targeted consumers, provide quality products at the prices offered so consumers are not disappointed, make some innovations on the products offered so they are not left behind, and provide maximum service so that guests are delighted.

Quality of service and facilities become indispensable things in the business to guarantee that the company survives and continues to gain consumer trust. Therefore, quality services and consumer satisfaction need to be pursued continuously to maintain the development of the company (Nisa, 2018).

Strategy WO (Weakness and Opportunity)

This strategy is used to take advantage of existing opportunities by minimizing weaknesses. Multazam Syariah Hotel is expected to immediately conduct a halal certification process from DSN MUI as proof of the hotel having an Islamic concept, intensify the visit to the target market and increase the number of hotel rooms because the rooms are the basic facilities of the hotel. Halal certification from DSN MUI is very important for sharia-labeled companies because apart from being written evidence, there will also be supervision and control of all products, services, and management of sharia hotels to remain within Islamic Sharia standards conducted by the Sharia Supervisory Board (DPS) recommended by DSN- MUI (Permana, 2018).

Strategy ST (Strength and Threat)

This strategy is employed to use the strengths of the hotel to overcome the threats

it encounters. Multazam Sharia Hotel enhances cooperation so the goal of the hotel can be achieved. The hotel can also educate the public about Multazam Sharia Hotel products and transform its facilities and services so that it remains a hotel for people. Besides, it is also necessary to carry out a proper selection of the prospective employee to select a quality candidate who can go along with the hotel's regulations.

The success of a company in achieving its goals is influenced by the performance of its employees, in this case, their responsibilities in carrying out their respective duties. Therefore, it is necessary to recruit, select, and understand the characteristics of the employees who can contribute to achieving the company's goals (Telengen et al., 2017).

Strategy WT (Weakness and Threat)

This strategy is used to minimize the weaknesses and avoid the threats faced by the hotel. Multazam Syariah Hotel must incessantly disseminate the information so that people are more familiar with the sharia concept. Other things that can be done are improving facilities and services, offering affordable prices, cooperating with other fellow sharia hotels to expand the market, and conducting evaluation and supervision to figure out problems and find solutions.

Every company must have competitors, such as Multazam Sharia Hotel, which has 10 competitors. Competitors are considered as motivators but are also considered as obstacles to the progress of a business. To minimize competition, the company cooperates with another company. However, the most important thing in cooperation is to always put trust to avoid suspicion. Islam does not allow competition that is contrary to Islamic principles. Moreover, Islam has ordered its followers to do good. This means competition should no longer be seen as a barrier, but to support the development of a business (Norvadewi, 2015).

Based on research observations, the marketing strategy carried out by the

Multazam Sharia Hotel, which was analyzed in terms of strengths, weaknesses, opportunities, and threats, has a significant role in the development of a business. Through a well-designed marketing strategy, a company can control and plan the steps to be taken to achieve its goals. Apart from that, the marketing strategy undertaken by Multazam Sharia Hotel is based on Islamic values which are intended to avoid sins. This company has also performed its marketing strategy by not only focusing on profit but more importantly, the blessing of Allah SWT. With this concept, an individual is hoped to get a good life both in the world and hereafter. This is what is meant by working and business are worship (Ichsan, 2015).

CONCLUSION

The marketing strategy undertaken by Multazam Sharia Hotel Indonesia has distinctive characteristics compared to non-sharia hotels. As a matter of fact, non-sharia hotels are not based on Islamic principles in the implementation of their marketing strategies, while Multazam Sharia Hotel adopts sharia principles not only in its marketing strategies but also in its operations.

Furthermore, the results of the marketing strategy analysis of the Multazam Sharia Hotel using the SWOT analysis approach reveals that in using the SO strategy, this hotel must analyze its strengths and opportunities, then use the strengths to make use of the opportunities to achieve hotel goals.

In WO Strategy, Multazam Sharia Hotel should analyze the weaknesses of the hotel and the opportunities available, minimizing the weaknesses to gain the benefit of the opportunities. Regarding the ST strategy, Multazam Sharia Hotel needs to move fast and find a solution to the threats it faces. Finally, the WT strategy analysis informs us that Multazam Sharia Hotel Indonesia must be aware of its weaknesses as well as threats that can endanger its

existence. If the hotel does not improve its facilities and services, it will likely be displaced by the time.

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