

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Every company, both in the field of products or services, has a goal to stay alive and develop, these goals can be achieved through efforts to be able to maintain and increase the level of profit or operating profit of the company. This can be done, if the company can maintain and increase sales of the products or services they produce. By implementing an accurate marketing strategy through the utilization of opportunities in increasing sales so that the position or position of the company in the market can be increased or maintained In connection with this, the implementation of modern marketing today has a very large role as a direct support for increasing corporate profits.

Companies need to recognize the strengths and weaknesses of companies in competition. This will be very helpful in recognizing themselves, as well as utilizing every opportunity that exists and avoiding or minimizing. Where marketing strategies are efforts to find profitable marketing positions in an industry or fundamental arena of competition Marketing in a company, in addition to acting dynamically, must always apply superior principles and the company must abandon old habits that are not valid and continue to innovate. Because now is not the era where producers impose their will on consumers, but instead consumers impose their will on producers.

Hotel is a facility specifically built to provide lodging, breakfast, meals, and facilities to guests. Hotel also provides various other facilities that can be used for 24 hours. These facilities are spa, swimming pool. For others facilities are meeting room, boutique, mini theatre, library, ballroom, restaurant, lounge, bar, and sport centre. Hotel has many types such as, business hotels, airport hotels, suite hotels, extend stay hotels, and

apartment hotels. Hotel Grand Aston City Hall Medan is the hotel that has five stars and located at the heart of Medan City Hotel is ideally

located in the heart of Medan. Purpose of customer is business and leisure. Not a few customers who conduct business activities such as meetings or having holiday at the Grand Aston City Hall Medan. The reason why the writer chooses Grand Aston City Hall Medan is because the writer was doing internship there and in pastry product as a trainee, then the writer feels curious about their marketing strategies for their pastry product sales, it is because that is an important thing for the writer when doing the selling product in own business shop. For this problem research is how the hotel implemented their marketing strategies for the pastry product sales to attract their customers.

Marketing is a social process managing, where individuals and groups obtain what they need and want, through approved and issued products and values with other parties. The purpose of marketing is for customer needs so that the product or service is suitable for consumers so that the product or service can be sold by itself. Therefore marketers are required to be able to solve basic problems in their fields.

Strategy is an action that is always increasing and continuous, and carried out based on the point of view of what is expected by customers in the future. Thus, the strategy almost always starts from what can happen and does not start from what happened. The occurrence of the speed of new market innovations and changes in consumer patterns require come competencies.

A marketing strategy is a business's overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer and other high-level elements.

The marketing strategy has an important role to achieve business success; therefore the marketing sector plays a major role in realizing the

business plan. This can be done, if the company wants to maintain and increase the sales of the products or services they produce. By implementing an accurate marketing strategy through the utilization of opportunities in increasing sales so that the position or position of the company in the market can be increased or maintained

Marketing activities in the hospitality world need to be managed more professionally because competition in the hotel business rivals will be increasingly tighter. Skill and creativity are needed to any create pastry products that can attract customer. Marketing of products at the Grand Aston City Hall Medan hotel is done by making brochures and arranging at each cashier or lounge so customers can find out the latest information, remote advertising, facilities, advertising, salespeople, and the internet to reach the trading channel and target customers.

In a business especially hospitality, marketing strategy play an important role in carrying out various types of promotions, advertising, internet marketing, to introduce products available in a hotel company. Fixing the right price for organization's goods and services is also the one marketing strategy that every company should do this. And marketing strategy help in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs.

According to **Kotler (2012, p.92)** marketing strategies is the best marketing tool that is consisting of promotions, price, products, distribution and to produce the desire response from customers. Hotel Grand Aston City Hall Medan is the hotel that has five stars and located at the heart of Medan City Hotel is ideally located in the heart of Medan, exactly the zero (0) kilometers of Medan City and just 60 minutes from Kualanamu International Airport by car, and 5 minutes away from the railink station to Kualanamu International Airport. Free shuttle service to drop off or pick up from and to railink station Medan. The hotel offers rooms and suites with dramatic views of the city skyline and within easy

walking distances across of the hotel you could experiences the most convenient place for hang out which is known as Merdeka Walk, as well as dining and shopping. In every hotel it is strongly recommended to have pastry products such as cake, and any kind of breads to attract customer that having their time in hotel.

In selling pastry, products are an efficient and attractive sales program is also needed. Programs that are applied are often found in several competing hotels, for this reason an exploration of the marketing program that has been made is needed, which is line with expectations.

The writer chooses pastry product because the writer has a passion in pastry, and has an own business online shop selling pastry product. For pastry excellences, pastry product is one of important parts in hotel because a hotel should have a fnb product especially pastry product. At Hotel Grand Aston City Hall Medan, they have cake promo every month with different cakes models which is cake of the month. For example, in January the cake promo is Passion Fruit, in February, the cake of the month is Heart Strawberry Mousse Cake for Valentine's day, and so on. For all customers who buy that cake of the month, the customer will get discount as well. Hotel Grand Aston City Hall Medan changes the cake of the month in every month. But, for the weakness of pastry product sales at Grand Aston City Hall Medan is that they need to improve their facilities and need to complete their equipment. For the strength for pastry product is the way they implemented their marketing strategies. Their opportunity to be better at running marketing strategies still exists, they must improve and make better from their weaknesses, so they can work more optimally when everything is complete, comfortable. While for the threats, which can be detrimental to their marketing if they don't make a new menu or improve their decoration of the cakes. Therefore, the weaknesses obtained must be immediately resolved, so that they can produce products that are well and comfortably available in the kitchen.

Therefore the author is interested in conducting research which will then be poured in the form of scientific writing entitled “**Exploratory of Marketing Strategies for Pastry Product Sales at Grand Aston City Hall Medan**”.

### **1.2 Problem Formulation**

The problem can be formulated as follows:

1. What are the pastry marketing strategies at Grand Aston City Hall Medan?
2. How is the pastry marketing strategies implemented at Grand Aston City Hall Medan?

### **1.3 Research Focus**

This research that is only focusing to several aspects such as: (1) Pastry; (2)Marketing Strategies; (3) Hotel Grand Aston City Hall Medan. Grand Aston City Hall Medan they have any kind of pastry product, the one best seller is Avocado Mousse for cakes and Puff Pastry for breads. They sell their pastry product at lounge, which is Demitasse, and Alfresco (near library).

Hotel Grand Aston City Hall Medan also cooperates with Archipelago. The mission of Archipelago is exceeding guest expectations in all our hotels, helping our staffs develop their careers while supporting owners in designing, creating, and successfully operating a “best in class” hotel that they can be proud of. Vision of Archipelago is to be universally recognized as the preferred hospitality company in Asia for guests, owners, and employees. The marketing strategy that Grand Aston City Hall Medan uses is promotion. Promotion their hotel facilities and promo get discount for their products and facilities such as room hotel per night, and cake promo.

#### **1.4 Research Objectives**

The purposes of this study are :

1. To analyze the marketing strategy in pastry department at Hotel Grand Aston City Hall Medan.
2. To explore more detail what marketing strategies and how the strategies runs smoothly at Grand Aston City Hall Medan.

#### **1.5 Benefit of Research**

##### **1.5.1 Theoretical Benefit**

The theoretical benefits that will be occurred from this research are :

1. To add insight and knowledge about how marketing strategies are being applied in hotel five stars in Medan.
2. The results of the study can be used as means to develop other strategy in other business.

##### **1.5.2 Practical Benefit**

During my internship at Hotel Grand Aston City Hall Medan, I understood many things about pastry, especially for the ingredients. I was able to use a lot of the knowledge that I got during internship, such as exploring about cakes and I can make my own creativity and make my own income by selling it.

#### **1.6 System of Writing**

Hotel Grand Aston City Hall Medan is the hotel that has five stars and located at the heart of Medan City Hotel. Grand Aston City Hall Medan has quite complete facilities and provides various types of pastry products with affordable prices. And they have cake promo for every month. The research focuses such as marketing strategy, pastry, and about Grand Aston City Hall Medan. For the benefit of research is to add knowledge how marketing strategies are working in hotel five stars in Medan. Strategy marketing is explained by several professors who will strengthen

or provide knowledge about the importance of marketing strategies for pastry products in each hotel company. The data collection method such as interview, observation, and collect the data from the hotel It will be having some informant that will be giving the explanation about history of Grand Aston City Hall Medan and about marketing strategies for pastry product sales at Grand Aston City Hall Medan.

