

## Marketing Strategy for Palmilla Beach Club Tourist Attractions in Melasti Beach, Ungasan

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**ABSTRACT:** This study aimed to analyze the marketing strategy applied by the Palmilla Beach Club on Melasti Beach, Ungasan. This study used a marketing mix concept with a qualitative analysis method, and the data sources used in this research were primary and secondary data. The data collection technique used were interviews and literature studies. Informant gathering techniques used for this research was in the form of purposive sampling. The results showed that the Palmilla Beach Club in implementing a marketing strategy for attracting tourists to visit using a strategy of offering a beach club with a natural concept and tropical nuance with views of Melasti Beach and family-friendly, affordable prices with strategic location and effective promotions carried out. The strategy that Palmilla needs to do is to diversify more the menu offered and have authentic characteristics so that the menu can be a reason to visit the Palmilla Beach Club. This research was conducted based on competitors and reviews obtained. Improve the shortcomings and maintain the advantages owned, and improve the quality of services and facilities aim to affect future tourist visits.

**KEYWORDS:** Beach Club, Marketing Mix, Segmentation, Targeting, Positioning.

### I. INTRODUCTION

Today's business competition has experienced many developments due to the increasing number of innovative human ideas in creating business opportunities. This business opportunity arises because the level of tourist consumption has increased, and companies have sprung up to make products or services that can meet tourists' needs. This company must take a marketing approach so that tourists are interested in the products or services offered. One of the ways that tourists are interested in the products or services offered is by designing a marketing strategy. According to Kotler and Armstrong (2012), marketing is the company's process of creating value for customers and building strong bonds with customers to get value from customers in return.

One of the most important factors is the marketing strategy used because it directly influences its success in achieving its goals. Companies must know the right marketing strategy and in accordance with the products to be offered. By the right and good marketing strategy, it will determine success in gaining sustainable profits. A reasonable and appropriate marketing strategy can provide a clear and directed picture of what needs to be done to exploit the opportunities in the target market and is a weapon for a company to develop and maintain its business. Companies must be able to develop strategies to overcome threats in taking existing opportunities. In other words, a marketing strategy is a set of goals, objectives, policies, and rules that can provide direction to marketing efforts from time to time. Bali is known to have attractive natural beauty for tourists to explore. As a tourist attraction icon, Bali has its appeal as a leading tourist destination. The advantages possessed can be used as an effort to attract tourists to visit tourist attractions to Bali. The main attraction of Bali tourism lies in its natural tourism. Most Bali tourists will visit beach resorts. Melasti Beach, a development area, has its attraction, namely limestone cliffs and winding roads that make the surrounding panorama even more beautiful. Palmilla Beach Club is the only beach club located in the Ungasan area, precisely on the edge of Melasti Beach, and was built since September 2019. This place offers a beautiful view of Melasti Beach. Every corner of the Palmilla Beach Club is a photo spot because of its beautiful location and offers an infinity pool which directly overlooks Melasti Beach.

Researchers chose Palmilla Beach Club because it is a new beach club, but it has attracted many tourist visits, and it is the only beach club in the Melasti Beach development area, which has quite a variety of potential tourist attractions. This study aimed to analyze the marketing strategy applied by the Palmilla Beach Club. The first research is about "Sofitel Bali Nusa Dua Beach Resort Marketing and Competition as a Tourist Attraction." This research was conducted using qualitative and quantitative methods by Malene Haahr Poulsen and Gde Indra Bhaskara in 2019. The research discussed the marketing and competition of the Sofitel Bali Nusa Dua Beach Resort as a tourist attraction. The similarity in this study is the concept used, namely the marketing mix and the interview method. The difference lies in the location of the research; namely, this research was located at the Palmilla Beach Club, Ungasan, Badung Regency, while the previous research was located at the Sofitel Nusa Dua Beach Resort. The results showed that the Sofitel Bali Nusa Dua Beach Resort marketing as a tourist attraction was based on the target group, namely the family. The promotion mostly used word of mouth and digital marketing. The second research is about "An Application of the Marketing Mix and Online Marketing as a Business Strategy for SMME Cafes in South Africa" by Meenakshi Gujral, Monwabisi Rauzela, and Tinashe Chuchu in 2016. This research examined the impact of online marketing and marketing mix, and this research used qualitative methods. The similarity lies in the data, namely primary and secondary data, also marketing mix methods and concepts. There are differences in the research location; namely, this research was conducted at the Palmilla Beach Club, while the previous research was at Café SMME in South Africa. The research results revealed that online marketing is an effective platform for communicating the desired message to the target.

## II. REVIEW OF THE LITERATURE

### 2.1 Tourism Business Concept

According to Law No. 10 Year 2009 Article 1 paragraph 3 concerning Tourism, tourism is a variety of tourism activities supported by various facilities and services provided by the society, entrepreneur, government, and local government. The tourism business is an activity directly related to tourism business activities so that without the tourism business, tourism will not run well. In this research, Palmilla Beach Club is included in the type of tourism business engaged in food and beverage services.

### 2.2 Strategy Concept

In the Great Dictionary of Indonesian Language ([Http: kbbi.web.id](http://kbbi.web.id), 2020), it was stated that the term strategy is a science to use national resources to implement specific policies. The strategy is a guideline for making tactics that are inseparable and interconnected with one another.

### 2.3 Marketing Concept

According to Philip Kotler and Armstrong (2008), marketing is a process by which companies create value for customers and build strong relationships with customers to get value from customers in return. Marketing is an activity related to one another as a system to generate the company's profits that are being run.

### 2.4 Marketing Strategy Concept

According to Philip Kotler and Armstrong (2008), marketing strategy is an activity carried out by companies to get more benefits by creating value for products and services. Buchari Alma (2008) argued that marketing strategy is a way of selecting and analyzing a target market, a group of people who want to be reached and satisfy the targeted market. Marketing strategy has the objective of planning and executing actions to meet needs profitably.

### 2.5 STP Strategy

Philip Kotler and Gray Armstrong (2008) argued that market segmentation includes dividing the market into smaller groups of buyers with different needs, characteristics, or behaviors that may require their product or marketing mix. The types of segmentation, namely: (1) Geographical Segmentation, grouping consumers into several parts according to regional scale or geographic location, which are differentiated by region, climate, city, or village. (2) Demographic Segmentation, dividing the market into several groups based on variables such as age, sex, family size, and family life cycle. (3) Psychographic Segmentation, segmentation which is divided into characteristics of social class, lifestyle, or personality. (4) Behavioral Segmentation, grouping based on their knowledge, attitudes, users, or responses to each product.

Targeting is the target market or a group of people who are the target of the marketing mix used to meet the group's needs, resulting in a mutually satisfying exchange (Lamb et al., 2001). According to Assauri (2007), strategies are divided into three types, namely: (1) A market differentiation strategy. This strategy is overall targeting, so the company only pays attention to general needs. Products produced and marketed are usually only products and efforts to attract consumers with only one marketing plan. (2) A market-differentiating strategy. This strategy only provides the needs of particular groups with certain types of products. Manufacturers only produce different products according to the selected market segment or producers offer a variety of products tailored to the needs and desires of different consumer groups with specific marketing programs. It is expected that the success rate of sales in each of these segments is achieved. (3) A concentrated

strategy. This strategy is a strong position in the selected market segment because the company will be more focused and have a better experience in approaching to meet consumer needs and desires. The weakness of this strategy is that producers must be aware of the significant risks if they only depend on one or several market segments because it is feared that there will be changes in consumer needs or an increase in the competitiveness of other companies.

Positioning is the company's way of creating different values for each target segment, and the position the company wants to achieve in that segment (Kotler Armstrong, 2008). Consumers choose the products and services offered by the company. These products or services provide positive value. According to Kotler and Armstrong (2008), it is necessary to consider the following information to achieve a good positioning for consumers: (1) Positioning attributes, determining the characteristics or benefits for tourists by associating a product with benefits for tourists. (2) Price and quality, creating a high-quality impression/image through high prices or vice versa as indicators of value. (3) User or application, communicating the use of the product used as an element that stands out from its competitors. (4) Product user, lying in the personality or type of the user (5) Product class, promoting the product as a product related to a specific product category. (6) Business competitors, the company is positioning itself in front of specific competitors.

Positioning is done because of competitors and must pay attention to what consumers like and want. In making positioning, it must be paid attention to change factors so that they cannot change in a short time.

### 2.6 Marketing Mix

Marketing mix is a combination of activities that are the core of the marketing system. These activities can be controlled by the company to influence consumer responses in its target market. According to Kotler and Armstrong (2008), marketing mix is a collection of tactical and controlled marketing tools combined by companies to produce the desired response in the target market. According to Fandy Tjiptono (2005), marketing mix has four kinds of things: product, price, promotion, and place, which are used as company weapons in marketing its products or serving consumers. These variables are related to each other and influence each other variables. These four variables are known as 4P.

## III. RESEARCH METHODS

This research took place in Palmilla Beach Club, Ungasan, South Kuta District, Badung Regency, Bali Province. This research was qualitative descriptive research; namely, non-numeric data is qualitative data (Moleong, 2010) Qualitative data collection techniques can be obtained using document analysis, interviews, FGD (in-depth interviews), observation, shooting pictures, recording videos, and distributing questionnaires. In general, qualitative data can be converted into words. The data used in this study were obtained through primary and secondary data. Sugiyono (2016) stated that the data source that provides data directly to data collectors is primary data. Data was obtained or collected from previous research or libraries such as theses, journals, theses, scientific magazines, archives, personal/official documents, and books/curriculum vitae (Moleong, 2010).

There were two data collection techniques used, namely, interviews and literature studies. Interviews are conversations/chats conducted by the interviewer and the interviewee with a specific purpose (Moleong, 2010). A literature study is a data collection activity by conducting studies such as using books, websites, literature, archives, previous research, which contains information related to the problems being studied. This study examined the marketing strategy applied by the Palmilla Beach Club, then identified the data and categorized the informants obtained, explained the categorization, connected, and finally concluded as a response to the analysis.

## IV. RESULTS AND DISCUSSION

### 4.1 STP Strategy

#### 4.1.1 Segmenting Palmilla Beach Club

Market segmenting aims to determine which market is potentially targeted to increase the number of visits. Based on an interview with the Assistant Operational Manager of the Palmilla Beach Club, it can be seen the types of visitors and the characteristics of the Palmilla Beach Club market.

- a. The geographic segmentation at Palmilla Beach Club is mostly tourists from Russia, Australia, and Jakarta.
- b. The demographic segmentation has an average age of 25 to 45 years and mostly women.
- c. The tourist sees the psychographic segmentation with middle to upper-middle social class.
- d. The behavior segmentation regarding the products offered is relatively good because the Palmilla Beach Club itself has sufficient facilities for visiting tourists.

#### 4.1.2 Targeting Palmilla Beach Club

Targeting is a matter of choosing, selecting, and reaching the market by paying attention to the segment size that has been selected. The market segment that Palmilla Beach Club has chosen to be the target market is beach lovers and beach clubs. However, in general, the Palmilla Beach Club does not specifically target their market but differentiates its market. It can be seen from the products offered, namely the view on Melasti Beach and the beach club that is tailored to the needs and desires of certain tourist groups.

#### 4.1.3 Positioning Palmilla Beach Club

Positioning is a method used in designing product images to obtain a good position in the minds of tourists. Palmilla Beach Club used several variables in positioning, including:

##### a. Attribute Positioning

Palmilla Beach Club is a beach club located on the shores of Melasti Beach, and this is one of its main attractions.

##### b. Price and Quality

One of the Palmilla Beach Club advantages is that the price is reasonable and affordable for a beach club with good facilities and food quality. The price of food and drinks offered is relatively affordable, starting from Rp. 35,000 to Rp. 100,000, and the most expensive bottle is Rp. 3,000,000 for alcoholic drinks. All prices are subject to change, especially if there are certain events.

##### c. Usage or Application

Palmilla Beach Club highlighted the presentation of a natural-tropical atmosphere starting from the rocks in the entrance area and woods and along-along as the roof and the infinity pool facing directly to the sea.

##### d. Product Use

The products offered are also related to specific tourist categories because not everyone drinks alcohol, and not everyone wants sunbathing.

##### e. Product Class

This place is a beach club located on the edge of Melasti Beach with products that offer very affordable prices compared to other beach clubs in Bali.

##### f. Competitors

The number of beach clubs in Bali has resulted in stiff competition. Palmilla Beach Club has the opportunity to be more existing because it is supported by a strategic location, providing an atmosphere that is an alternative differentiator from most beach clubs in Bali or beach destinations in Bali.

## 4.2 PALMILLA BEACH CLUB MARKETING MIX

The marketing mix is a major component of marketing activity that can be controlled by a company to influence consumer responses in its target market. The data obtained from the Palmilla Beach Club management regarding its marketing mix, among others:

### 4.2.1 Product

Palmilla Beach Club offers a beach club with natural concepts and tropical nuances with South Bali's exotic views and a family-friendly with stone walls in the entrance area and natural wood and along-along as a roof. The entire Palmilla Beach Club area is sandy, so tourists will be comfortable relaxing even though barefoot and will be a pleasant area for children. They are presenting various products and facilities to support their needs when visiting this place. It has an infinity pool which directly faces the sea. There is a bar with swing seating so visitors can relax while enjoying their orders. It has lots of spots for instagramable photos. They offer hefty portions of Mediterranean specialties. They have a live DJ event every Wednesday and Sunday.

#### a. Product Quality

Palmilla presents products with a five-star standard both in appearance and taste.

#### b. Product Features

This place has an infinity pool with direct views of the sea. There is a bar with instagramable swings. They offer Mediterranean specialties, and there is a live DJ event every Wednesday and Sunday.

#### c. Product Design

They offer hefty portions of Mediterranean specialties.

#### d. Brand

This place has a simple logo and gives an immediate impression that the Palmilla Beach Club is a beach club with a natural theme.

#### e. Packaging

Palmilla Beach Club packages its products by providing free entry to visitors who come with an affordable minimum order.

#### f. Labeling

This place is the only beach club located on Melasti Beach, which has an infinity pool with sea views.

#### 1. Price

The pricing strategy at the Palmilla Beach Club is one of the most important things in business management. By efforts to increase tourist visits, Palmilla Beach Club implements a free entry system, but there is a minimum purchase to relax in some areas. The Palmilla Beach Club has several areas, namely the restaurant area, which has a minimum purchase of IDR 500,000, the pool area and sun area have a minimum purchase of IDR 250,000, and for areas without a minimum purchase are in the docking area and bar area. Palmilla Beach Club offers different prices for the menu, but these prices can change if there are certain events. The price of food and

drinks offered is quite affordable with a price range of IDR 35,000 to IDR 100,000, and for alcoholic drinks per bottle, the highest price is IDR 3,000,000.

## 2. Place(distribution)

Location is one of the determinants that tourists can visit. Palmilla Beach Club is located on the edge of Melasti Beach Ungasan, and it is taken approximately 28 minutes from I Gusti Ngurah Rai Airport to reach this place. The access road to the Palmilla Beach Club has been paved and can be passed by vehicles such as motorbikes, cars, and buses with its road that divides the limestone cliffs and passes through the contours of the road that is downhill and winding. This place has attracted many local and foreign tourists. The location of the Palmilla Beach Club is strategic because it is in the Melasti Beach development area and the only beach club on Melasti Beach.

## 3. Promotion

Palmilla Beach Club is the perfect place to visit for beach lovers and beach clubs. Managers carry out marketing research systematically and thoroughly because it includes how problems in the field, solving problems, and implementing future plans. Palmilla Beach Club conducts research based on tourist reviews, what trends are happening, what about similar competitors, and direct research with staff about whether the facilities provided are qualified and sufficient for tourists. The promotion strategies carried out by the Palmilla Beach Club include:

### 1. SocialMedia

It is undeniable that social media is currently an effective medium for promotion to various groups and backgrounds.

### 2. Influencer Cooperation and Collaboration

In other words, Palmilla Beach Club conducts endorsement with influencers to attract tourists. Collaborating with accounts with specific interests such as special accounts for beach tourism, Bali tours, beach clubs, and others.

### 3. Internal

Employees or human resources are a vital part of a company, maintaining and conveying the company's image to the target market.

### 4. Facilities

It has facilities that can be enjoyed by various groups and stand out from other beach clubs in Bali, namely an infinity pool, bar with swings, and a sandy area.

### 5. Prices

Applying prices that are quite affordable and provide exclusive promos both in terms of prices and entertainment.

### 6. Interaction

Palmilla Beach Club actively interacts on social media on Instagram and Facebook with potential visitors or followers. Usually, the Palmilla Beach Club will reply to the comments or messages in question.

### 7. Word of mouthPromotion

Providing the best experience to tourists who have come, allowing Palmilla Beach Club promotions by word of mouth.

### 8. Event

Palmilla Beach Club also holds an event agenda to attract tourists, such as bringing in local and foreign DJs. Palmilla Beach Club also holds annual events such as New Years' Eve celebrations.

## 4.3 PALMILLA BEACH CLUB MARKETING STRATEGY ANALYSIS

Based on the analysis conducted, the marketing strategy is vital in carrying out business activities. A good marketing strategy is needed to attract tourist visits to the Palmilla Beach Club, and the Palmilla

Beach Club is quite useful in its marketing strategy, as seen in a large number of visits even though the Palmilla Beach Club is relatively new. The marketing strategy undertaken is sufficient to stimulate tourist visits. Based on the interviews conducted, tourist visits to the Palmilla Beach Club were quite satisfying, but this must be considered and become a motivation for the company always to maintain the image of the Palmilla Beach Club, which is a beach club that is integrated with Melasti Beach. One of the essential parts is marketing because it is an effort to promote, inform, and offer tourists about products marketed to tourists. The marketing division handles the marketing process at Palmilla Beach Club. Palmilla Beach Club also has quite a lot of competitors seen from the many beach clubs in Bali. The existence of competitors is needed to determine the position of the Palmilla Beach Club in the eyes of tourists so that managers can formulate what marketing strategies are effective and must be done to increase visits and purchases at the Palmilla Beach Club.

The promotional effectiveness of Palmilla Beach Club has been quite effective, which was seen from the followers on their social media. It proved that promotions could attract visiting tourists. One thing that made tourists busy visiting lies in its service. Marketing strategy has a relationship with customer satisfaction. Product



strategy, price, promotion, location, and facilities can influence marketing strategies. The marketing strategy of the Palmilla Beach Club was excellent. It could be seen from the managed social media, which is very active in providing information and good in building communication with potential visitors. The products offered are enough to attract tourists to visit at an affordable price and a quite beautiful location, namely Melasti Beach.

The strategy that Palmilla needs to do is to diversify the menu offered and be authentic so that this menu can be a reason to visit the Palmilla Beach Club. Conduct research based on competitors and reviews obtained, improve deficiencies, and maintain strengths. Because what makes tourists come and come back is its services and facilities, Palmilla Beach Club also needs to improve the quality of its services and facilities so that it gets good ratings from visitors and can affect other tourist visits in the future. It can also be a word of mouth promotion if the services and facilities offered are good enough. Therefore, the service needs to be trained again so that tourists are comfortable visiting.

## V. CONCLUSION

Based on the research results regarding the marketing strategy implemented at the Palmilla Beach Club, it could be concluded that the STP strategy is segmenting the Palmilla Beach Club. Most of them were tourists who came from Russia, Australia, and Jakarta, with an average age of 25 to 45 years, and most of them are women. The tourists were from middle to middle-upper social class. Behavioral segmentation about the product offered is relatively good. The target market chosen by Palmilla Beach Club were beach lovers and beach clubs. However, in general, Palmilla Beach Club does not specifically target its market but differentiated its market (Differentiated Marketing). Positioning at Palmilla Beach Club has its attraction, which has a beach club located on the edge of Melasti Beach. Prices are reasonable and affordable for the size of a beach club with good facilities and food quality. Palmilla Beach Club has the opportunity to exist more because it is supported by the location and service of an atmosphere, which is an alternative differentiator from most beach clubs in Bali or beach destinations in Bali.

The marketing mix that can be concluded is the Palmilla Beach Club offers beach club products with natural concepts and tropical nuances with exotic views of South Bali and family-friendly. Offering an infinity pool that directly faces the sea, a bar with swing seating, and many photo spots, which offers quite large portions of Mediterranean specialties, has a live DJ event every Wednesday and Sunday. Palmilla Beach Club applies a free entry system, but to relax in some areas has a minimum purchase. Palmilla Beach Club also offers variety and quite affordable menu prices. The Palmilla Beach Club location is strategic because it is the only beach club in the Melasti Beach development area. The access road has been paved by dividing the limestone cliffs and passing the downward and winding road contours. This road is accessible for motorbikes, cars, and buses. This place has attracted many local and foreign tourists. The marketing strategy implemented by Palmilla Beach Club includes social media, cooperation and collaboration with influencers, internal resources to maintain and convey the company's image to the target, attractive facilities, affordable prices, and special promotions, actively interacting on social media with potential visitors or followers, and providing the best experience to tourists to allow the word of mouth promotion.

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