

Online Lodging Service in Industry

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Abstract. The purpose of this study is to find out the marketing strategies of an online lodging service. This study used descriptive qualitative methods for several online-based lodging services. The results of this study are the development of information technology has played an important role in providing convenience for people, especially in the world of online business. The focus includes economic entrepreneurship, business, communication, and information technology. This online lodging service becomes a media that provides business opportunities for everyone who can improve the Indonesian economy.

1. Introduction

Nowadays, the development of information and communication technology is more advance. It can facilitate human activities and it also can easily connect people without knowing the distance and time. In this modern era, the use of the internet is not only a communication tool but can also be a marketing medium for companies that want to offer products and services more broadly. Therefore, with the rapid development of the internet, it required businesses to think fundamentally and institutionalize major changes and marketing strategies of the company so marketing strategies and marketing operations will be more integrated [1]. At this time the internet is becoming one of the cheapest means of communication with wide and unlimited range. Rapid changes in business models and marketing communications also occur in the electronic commerce industry. A new system or method in the business world, which has shifted conventional trading methods to electronic commerce that is utilizing ICT or commonly referred to as internet technology. The growth of the e-commerce industry is increasing along with the increasing use of the internet and people's trust in the security of electronic transactions. E-commerce will continue to grow throughout the world and it is believed to be the most important and significant part of global economic growth. In Indonesia the development of the e-commerce industry is growing rapidly, it can be seen from the rapid growth in the number of online stores and marketplaces [2].

Computer-Mediated Communication (CMC) is a new concept in the field of communication. This arises as a result of the transfer of innovation in the field of communication technology, especially regarding communication through new media. This is not how two or more machines can interact with each other, but how two or more people can communicate with one another by using assistive devices, namely computers through application programs found on computers [2]. The existence of e-commerce technology has a significant influence on online marketing strategies. This can increase the level of

adaptation of company promotion, improve communication and distribution efficiency, facilitate greater distribution support, and increase price competitiveness [3].

Today companies face internal and external challenges to adopt a digital presence on social media platforms. To be able to increase the involvement of digital marketing, companies must focus on relationship-based interactions with consumers or services [4]. The availability of various information media in the life of the current generation has a significant impact on information-seeking behavior in obtaining information. A variety of information shows about products that are present in the middle of their lives, and they choose the advertising of goods or services that are the most powerful [5]. Marketing deals with several activities related to advertising, sales, promotions, and pricing. An online marketing strategy or online marketing strategy is any type of business undertaken to market a product or service through internet media. Even though many through marketing changes cannot be separated from the 3 components of consumers, competitors, and companies [6].

Therefore, by using the internet as a way to do marketing strategies is a very good step for companies in marketing because the conceptualization of internet communication strategies provides a new perspective on communication options for companies [7]. Marketing happens when someone decides to satisfy their wants and needs through an exchange. Exchange is the core concept of marketing, then the transaction is one of marketing in measuring. Transactions are formed from the exchange of values carried out by two or more people. Transaction marketing is one part of the concept of relationship marketing. Relationship marketing is a process for creating, maintaining, and expanding a relationship that is valuable with existing stakeholders. Through relationship marketing, marketers want to build strong social and economic conditions by promising and constantly delivering the highest quality products. Marketing evolved from simply maximizing the economic benefits of each transaction for the product seller to an equal and mutually beneficial relationship between the customer and the producer [8]. Marketing communication is a means by which companies try to provide information, persuade, and enhance consumers directly or indirectly about the products, and brands they sell. Marketing communication enables companies to connect their brands, products or services with people, places, events, feelings, experiences and other things. Companies can contribute to brand equity or services by strengthening brands in the community's memory and encouraging the level of consumers or can affect shareholder value [9]. Emphasized that promotional activities must be introduced through marketing or promotion processes if medium or large-scale businesses would be better promoted through internet media channels, radio, newspapers, or television [10]. Promotions are used to communicate with customers regarding product offerings. The promotion has a key role in determining market profitability and success and is one of the "Four P" keys of the marketing mix. Tools that can be used in the promotion mix include advertising; direct marketing; sales promotion; public relations and publicity; private sales and sponsors [11]. Social media is one type of online media accelerating communication like conversations in contrast with conventional media which does not allow readers to participate in the creation of contents [12]. Developments in the technologies, as well as a reduction in costs, will mean that the formation will be available to consumers. This results in the next level of transparency of dealings between businesses and their customers [13]. One of the few goods or services that can be done well for online marketing is lodging services. Lodging is one of the accommodations when traveling or vacation. Lodging can be done in hotels, resorts, private homes, and apartments. And at this time, there are already many accommodation places that do marketing by utilizing current internet developments. **The purpose of this paper is to find out the marketing strategies of an online lodging service.**

2. Method

This research used a descriptive qualitative method by collecting data through observation, library research, and documentation, and using previous research relating to Marketing Strategies for Online Based Lodging Services so that it can analyze how the strategies are used in conducting online business.

3. Results and Discussion

Online business has made a good strategy to attract consumers in accessing their sites so that the seller can upload the products or services offered and explain their specifications. For example in online businesses that offer online lodging services, one of them is Reddoorz. Reddoorz is an online-based lodging service such as applications and websites that develop their online marketing strategies. Lodging places provided by Reddoorz have a variety of classes and prices ranging from the cheapest to the most expensive. Reddoorz cooperates with people who want to rent out their residence as a place to stay, it also aims to make it easier for owners to be able to market their business more broadly. Consumers can place orders anytime and anywhere, besides that consumers can also easily access the site through browsing the internet on various electronic devices. The following is the reddoorz website (Figure 1).

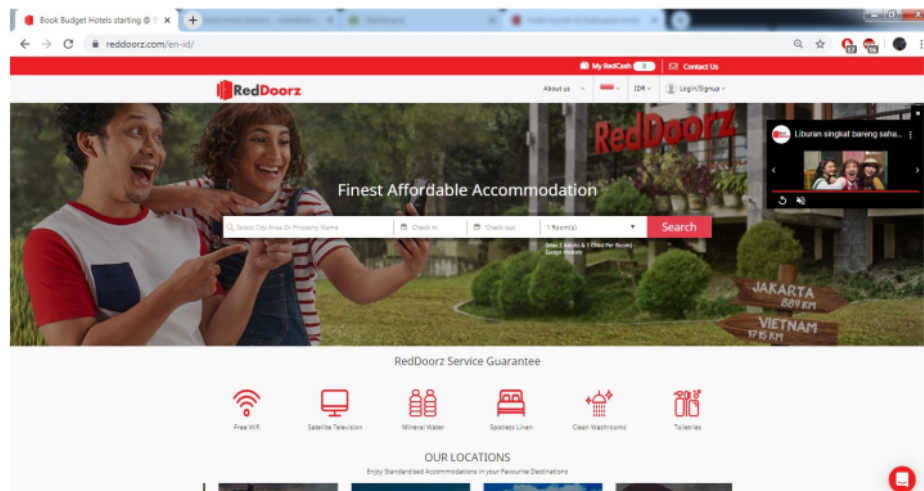


Figure 1. Display of Reddoorz's Website

Based on figure 1, it appears an interesting display of Reddoorz's Website. It is a very interesting advertisement for consumers.

Display on the Reddoorz website contains the facilities and conveniences that will be got by potential customers. It is expected to be more attractive for consumers to use RedDoorz can be seen in Figure 2.

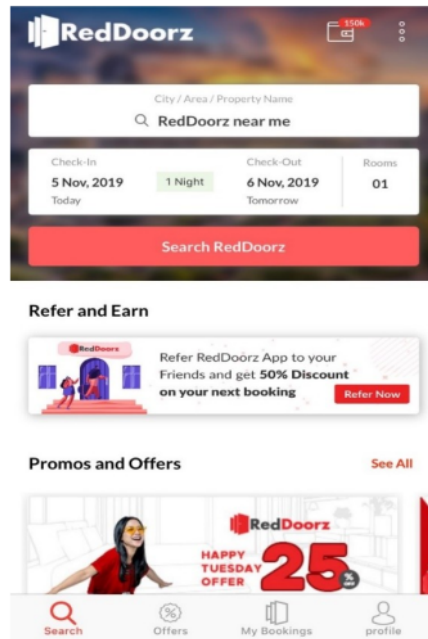


Figure 2. Display of Reddoorz’s Application

Figure 2, the display of Reddoorz application, and its about the price and discount. It gives instructions and convenience to consumers in deciding to make a transaction. The Reddoorz Application containing order features, there are also discounts given by Reddoorz to consumers as a way of their marketing strategy, can be seen in Figure 3.



Figure 3. Reddoorz advertisement on Instagram

Figure 3, Reddorz also carries out online marketing strategies through advertisements on Instagram. This is done to get the attention of the customer who uses Instagram, which can be seen in Figure 4.

Figure 4. Display Reddoorz's Instagram

Figure 4, Reddoorz on Instagram, that is easy to access. In addition to advertising on Instagram, Reddoorz also has an official Instagram account, which aims to easily provide information to the public, as can be seen in Figure 5.

Figure 5. Display Reddoorz's Facebook

Besides Instagram, Reddoorz also has other social media accounts, one of which is Facebook which contains information about promotions offered by Reddoorz.

4. Conclusion

The development of information technology has played an important role in providing convenience for people, especially in the world of online business. This will make it easier for people who want to use a service or make a purchase without the need to go to the store directly, only by using a cell phone and the internet can all be done efficiently. This can also make consumers more loyal to the products or services offered by online businesses. So, the strategies used by businesses to market products or services through online have been very effective, consumers have the convenience of making online purchase transactions because the quality of online business sales service is very practical.

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