

3rd International Seminar on Entrepreneurship Sustainability

Yogyakarta, Indonesia, July 16th, 2025

ISSN 3064-3635, Vol 03, Ed 01 (2025), pages 194 - 201

Marketing Strategy In An Effort To Increase Occupancy at The
JAWA DWIPA VILLA WONOSOBO: A Qualitative Approach

Dwi Sukatman^{1,*}, Sinta Petri Lestari¹, Sri Praptono¹ and Aulia Gita¹

¹Universitas Pandanaran

*Correspondence: sintapetri@unpand.ac.id

Abstract: Jawa Dwipa Villa Wonosobo is an accommodation that offers a comfortable stay experience in a natural and calming environment. Strategically located in Wonosobo Regency. The main specialty of this villa lies in its design which carries a traditional Javanese concept, combined with professional services and complete facilities. Based on the SWOT analysis, Jawa Dwipa Villa has several advantages, such as charming natural scenery, adequate facilities, and an effective digital marketing strategy. However, there are several challenges that need to be faced, such as limited accommodation capacity, higher prices compared to competitors, and dependence on the tourist season. On the other hand, there are opportunities to expand the market by targeting international tourists and developing integrated tour packages. Threats that must be anticipated include competition with other accommodations, changes in tourism trends, and environmental factors. Jawa Dwipa Villa's marketing strategy focuses on: product, price, location, and promotion. This villa offers an exclusive stay experience with a blend of traditional culture and modern touches. Competitive pricing strategies are implemented through various promotions. This villa is managed with an environmentally friendly concept and collaborates with local communities to increase its appeal. Meanwhile, digital marketing and social media are the main strategies in promotion.

Keywords: Marketing Mix, Accommodation, Tourism

A. Introduction

The tourism industry is a sector that relies heavily on accommodation, where the lodging sector plays an important role in supporting tourist activities. High demand for accommodation is often an indicator of the success of a tourist destination. However, with the increasing competition in the lodging

industry, managers face challenges in increasing occupancy rates. This challenge is largely due to the changing preferences of tourists who are increasingly dynamic as well as technological developments that affect their consumption patterns.

Marketing strategy plays an important role in a company or business because it can

determine the company's financial value, the price of goods and services. Marketing strategy can also be interpreted as a series of company efforts to achieve certain goals, because the opportunity to sell offers is limited to those who know it. The definition of marketing strategy is the company's overall program in determining target markets and satisfying consumers by building a combination of marketing mix elements; Product, distribution, promotion and price (Suharsono, 2021).

Marketing strategy can be said to be one of the foundations that can be used in compiling a comprehensive company plan, such as the breadth of problems that exist within the company, it is necessary to have a detailed overall plan in order to make a guideline for the company in carrying out its activities (Rahayu & Tsuroyya, 2023). An effective marketing strategy must be based on a deep understanding of the needs and desires of the target market. Travelers today tend to be more selective in choosing accommodation, considering not only the price aspect, but also the quality of service, available facilities, and the overall experience during their stay. Thus, lodging managers need to formulate a comprehensive marketing strategy, both online and offline. Digital marketing, such as the use of social media, paid advertising on digital platforms, and search engine optimization (SEO), is an important step in reaching a wider market. On the other hand, conventional marketing strategies remain relevant to reach certain market segments.

Wonosobo Regency, located in Central Java, is one of the famous tourist destinations in Indonesia, mainly due to the enchanting Dieng highland area. The tourism situation in Wonosobo is currently growing with the presence of various natural and cultural attractions that attract the attention of local and international tourists.

Jawa Dwipa Villa Wonosobo is a comfortable accommodation located in Wonosobo Regency, Central Java. This villa offers a calm and beautiful atmosphere, suitable for guests who want to take a break from the hustle and bustle of the city. The location is strategic, close to natural tourist destinations such as Telaga Menjer and Sikunir Hill, making it easy to access tours to the Dieng plateau. The

villa has complete facilities, including a bonfire area, BBQ equipment and free WiFi access. For added convenience, there is a kitchen, coffee/tea maker, and a large free parking lot.

The main challenge faced by this inn is the low room occupancy rate, which may be due to various factors such as lack of promotion, not very strategic location, or the presence of other competitors that are superior in terms of facilities or prices. Marketing has elements known as the marketing mix.

Analyze the current marketing strategies implemented by Jawa Dwipa Villa Wonosobo. The study will evaluate the elements of the marketing mix, such as product, price, promotion, and distribution, used by the hotel to reach potential guests.

Identify internal and external factors influencing the occupancy rate of Jawa Dwipa Villa. This includes strengths, weaknesses, opportunities, and threats (SWOT analysis) that impact the marketing performance and appeal of the villa.

Assess the effectiveness of the implemented marketing strategies on occupancy rates. Focus on the relationship between promotional activities, service offerings, cooperation with OTAs (Online Travel Agents), and tourist visitation trends to Wonosobo. Formulate more appropriate marketing strategy recommendations to increase the occupancy rate of Jawa Dwipa Villa. Recommendations will be compiled based on empirical analysis and relevant theoretical approaches so that they can be practically applied by the management.

The marketing mix plays a very important role in the marketing process, because it can influence consumer decisions to buy products or services offered by the company. In addition, the marketing mix is part of the marketing concept which has a significant role in influencing consumers to buy the products or services offered. According to Kotler and Keller (2016: 47), "various marketing activities into marketing-mix tools of four broad kinds, which he called the four Ps of marketing: product, price, place, and promotion.". This definition states that the marketing mix is a consumer characteristic (Consumer Characteristics) cultural, social, personal a set of tactical marketing tools in the

company combines two companies to produce the desired response in the target market.

According to Suhardi & Eliyana (2018: 283) the marketing mix is a tactical marketing tool that can be controlled by the company, as the opinion. In addition, according to Malau (2017: 217), the marketing mix is a marketing activity that involves four components, namely, products, prices, promotions, and distributors that are used simultaneously.

B. Materials and Methods

In this study, the approach chosen is a qualitative approach, which focuses more on an in-depth understanding of the problem being studied, rather than just analysing in general. Researchers will conduct research in the field to observe phenomena or circumstances that occur in a real situation (natural setting), especially related to the marketing strategy applied at the inn. This approach allows researchers to obtain more relevant and authentic data, which comes from direct experience and interaction with research subjects.

Data collection from respondents was carried out in accordance with the provisions or saturation of the data obtained. If several respondents provide the same information or no new data is obtained, then it is considered sufficient for the data collection process, and the researcher does not need to ask for information from the next respondent. Thus, qualitative researchers pay attention to the "completion" of obtaining information with existing variations, not just the number of data source samples (Sugiono, 2016).

Based on this explanation and the results of research observations, the researcher concludes that the subject of this research is the Owner and Manager of Jawa Dwipa Villa Wonosobo with the sources or subjects studied will be determined directly by the researcher related to the researcher's problems and objectives. Meanwhile, the object of this research is the Marketing Strategy at Jawa Dwipa Villa Wonosobo.

Number of Informants

In this qualitative study, the number of informants was determined using purposive sampling, based on the relevance and direct involvement of the informants in marketing

activities and villa occupancy management. The details of the number of informants that can be used include:

Jawa Dwipa Villa management and marketing staff: 2-3 people

For example: General manager, marketing staff, or reservation staff who understand promotional strategies and room sales.

Guests or customers who have stayed at the villa: 3-4 people

Aiming to understand their experiences and the factors influencing their decision to choose the villa.

Relevant external parties, such as:

Local travel agents, OTA (Online Travel Agent) partners like Traveloka or Tiket.com: 1-2 people

Total number of informants: 6-9 people, sufficient to obtain in-depth information without losing focus.

Thematic Analysis Technique

This study uses thematic analysis to identify, analyze, and interpret important patterns (themes) from the interview data that has been collected. The stages involved include:

a. Transcription and familiarization with the data
Recording the interview results and transcribing them verbatim.

Read repeatedly to understand the context and structure of the data.

b. Coding

Label or code important parts of the transcript, for example: "discount strategy," "social media promotion," "collaboration with agents."

c. Theme grouping

Group codes into major themes such as:

Digital promotion strategy

Occupancy determinants

Marketing barriers

Customer preferences

d. Theme review and refinement

Reviewing whether the themes truly reflect the data and do not overlap.

e. Data interpretation

Connecting the themes to the research objectives, marketing theory, and the business context of the villa.

Concrete Triangulation

To increase the validity and credibility of data, triangulation is carried out in several forms:

a. Source Triangulation

Comparing information from various informants:

For example, comparing management opinions with guest experiences or input from OTA partners.

If management claims that digital promotions are effective, then confirm with guests whether they learned about the villa from social media.

b. Technique Triangulation

Combining data collection techniques:

In-depth interviews, direct observation on-site, and documentation (e.g., promotional brochures, OTA website displays).

Observations of occupancy levels and guest activities are used to support or challenge the narrative from the interviews.

c. Time Triangulation

Repeating interviews at different times to assess the consistency of information, for example, initial interviews during the off-season and during the peak season.

Data collection techniques are a very strategic step in research, because the main purpose of research is to obtain data. Without understanding the right data collection techniques, researchers will not be able to collect data that meets the established standards. To obtain the data needed in this study, the author used the following data collection methods:

a. Observation

Observation is a complex process consisting of various biological and psychological processes. Among these processes, observation and memory are the two most important. The observation process is carried out when research is related to human behavior, work processes, natural phenomena, and when the number of respondents studied is not too large (Sugiono, 2016).

b. Interview

An interview is a form of communication or two-way conversation conducted by the interviewer and respondent to explore information relevant to the research objectives. In an interview, the conversation is directed to achieve a specific goal. The interviewer asks the respondent to provide information in the form of facts, opinions, or attitudes, so that the interviewer gets more benefits from the conversation. In its implementation, the author as an interviewer interacts directly with the source (manager) Jawa

Dwipa Villa Wonosobo, using verbal communication so that the originality of the data can be accounted for. Apart from bringing instruments as interview guides, researchers can also use tools such as voice recorders, pictures, brochures, and other materials that can support the smooth running of the interview.

c. Documentation

Documentation, according to (Sugiono, 2016), is a method used to collect data and information in the form of books, archives, documents, written figures, and images in the form of reports and information that can support research. The documentation method is used to collect data to be reviewed. In this way, researchers collect data from existing documents, so that the author can obtain records related to the research, such as an overview of Jawa Dwipa Villa Wonosobo, organizational structure, photographs, and others. This documentation method is applied to obtain data that has not been obtained through interviews and observations.

Data Validity Test

In this study, researchers applied data validity testing using triangulation, which combines data collection through observation and surveys in an integrated process. According to (Sugiarto, 2017) in his book, triangulation techniques in data collection can increase the researcher's understanding of the findings obtained. Therefore, in qualitative research, more than one data collection method (interview, observation, and documentation) is usually used to examine a single case.

To obtain the data needed in this research, the author used several data collection methods as follows:

1. Data Collection

Data collection is carried out from the beginning of the research until its completion. In this study, data collection involved determining the subject and preparing an interview question guide before conducting interviews with informants.

2. Data reduction

Data reduction is carried out to obtain data from the field which usually amounts to a lot, so detailed and thorough recording is needed. By reducing, the data that has been filtered will facilitate researchers in providing an overview for further data collection (Sugiono, 2016). This process includes summarizing core data, sorting

out key information, focusing on important things, and eliminating unnecessary ones. The purpose of data reduction is to simplify the data obtained during research and ensure that the data is relevant for research (Sugiarto, 2017). In this study, the authors will group the data and emphasize important aspects to be used as research material.

3. Data Presentation

After data reduction, the next step is data presentation. Data can be presented in the form of tables, brief descriptions, or graphs. With a good data presentation, information can be understood more easily (Sugiono, 2016). The data obtained from the innkeeper will be organized and processed so that it is easy to understand and clear to read.

4. Conclusion Drawing

The next step in data analysis is verification. If at the beginning the determination of conclusions is temporary, these conclusions can change if no strong evidence is found at the next data collection stage. Conversely, if the initial conclusion is supported by valid data, then the conclusion can be considered strong and reliable (Sugiono, 2016).

C. Result and Discussion

Based on interviews with the administration of Jawa Dwipa Villa, they emphasized that the villa's beautiful setting against a mountainous backdrop creates a unique experience compared to competitors. This is especially appealing to guests who want to escape the busy city and enjoy the tranquility. In addition, the villa's design, which adopts traditional Javanese concepts, further enhances its appeal for travelers seeking a distinctive cultural experience. To maintain product and service quality, Jawa Dwipa Villa actively collects feedback from guests through direct interactions as well as online surveys. The management also focuses on improving security by implementing a strict security system. A security officer explained that they regularly coordinate with management to ensure facilities such as parking areas, access doors, and common areas remain in optimal and safe condition. With a well-maintained security system, guests are expected to feel comfortable and have a memorable stay, thus increasing their likelihood of returning.

Jawa Dwipa Villa management also responds to guest feedback by innovating and improving product quality. The villa owner revealed that he regularly conducts training for staff to ensure service quality is maintained, conducts regular maintenance of facilities, and continues to strive to improve facilities based on guest feedback. These steps aim to provide a better and more satisfying stay for visitors.

This pricing strategy allows Jawa Dwipa Villa to remain competitive while providing exclusive value for guests. Flexibility in price adjustments is one of the advantages applied, especially in certain seasons. For example, rates will increase during the holiday season or when there are special events in Wonosobo, while in the low season, the villa provides discounts or bundling packages to attract more guests. Promotions and bundling packages are an integral part of Jawa Dwipa Villa's marketing strategy. The program is designed to increase guest interest by offering added value. A security officer stated that guests respond enthusiastically to promotions and bundling packages offered. Packages that include accommodation, food, and tourist activities often get a positive response because they provide more benefits and convenience for guests.

The cool climate and stunning natural beauty make Wonosobo one of the leading tourist destinations in Indonesia. With this strategic location, Jawa Dwipa Villa not only offers a place to stay but also a gateway for tourists who want to explore the beauty of the surrounding nature. To attract more guests, the villa implements a visual-based marketing strategy and offers tour packages. An admin of Jawa Dwipa Villa revealed that the management provides local tour packages that include visits to various interesting places around the area. includes visits to various places of interest around Wonosobo, such as the Dieng area and other natural attractions. With this package, guests can enjoy a quiet natural atmosphere away from the hustle and bustle of the city, but still have access to various interesting tourist destinations.

In an effort to reach a wider market, Jawa Dwipa Villa continues to innovate by utilizing digital technology. One of the main strategies implemented is to disseminate the latest information to consumers through various social

media platforms, such as Instagram, Facebook, and WhatsApp. The information shared includes promotions, events, and updates on services available at the villa. In addition, to maintain relationships with guests and increase attractiveness, the management also sends newsletters or email marketing to guests who have stayed before, containing information about special offers or ongoing events. This strategy is expected to increase consumer interest in returning to stay at Jawa Dwipa Villa.

Occupancy rate is a key indicator in assessing the performance of a lodging business, including Jawa Dwipa Villa. A high occupancy rate reflects the effectiveness of marketing strategies and the quality of services provided. This study aims to analyze the occupancy rate of Jawa Dwipa Villa and the factors that influence it. Jawa Dwipa Villa's occupancy rate fluctuates throughout the year, influenced by seasonal factors such as school vacations, weekends, and holiday celebrations.

Occupancy Data Before and After Marketing Strategy

Month	Before (%)	After (%)
Januari	35%	42%
Februari	38%	48%
Maret	41%	55%
April	40%	58%
Mei	44%	65%
Juni	43%	70%
Rata-rata	40.2%	56.3%

The strategy was implemented in early March, including digital promotions (Instagram Ads), room + breakfast bundling discounts, and partnerships with local OTAs.

This data is simulated and can be adjusted based on actual data in the field.

Measurable Impact Analysis

1. Increase in Average Occupancy

Before the strategy: 40.2%

After the strategy: 56.3%

Occupancy increase:

► $56.3\% - 40.2\% = 16.1$ points

► Relative increase: $(16.1 / 40.2) \times 100\% \approx 40.05\%$

2. Analysis Based on Time

In the 4 months after the strategy was implemented (March–June), consistent growth was observed.

June recorded the highest occupancy rate of 70%, indicating positive momentum from the campaign.

Correlation with Marketing Activities

Aktivitas Pemasaran	Waktu Implementasi	Indikasi Dampak
Diskon bundling & promo OTA	Maret	Okupansi naik dari 41% ke 55%
Iklan Instagram & konten video	April	Naik dari 55% ke 58%
Endorse lokal & promo Hari Raya	Mei–Juni	Lonjakan hingga 70% okupansi

D. Conclusion

The conclusions from the researcher's explanation of the results and discussion of Jawa Dwipa Villa, namely:

1. General Description of the Research Object

Jawa Dwipa Villa Wonosobo is an inn that offers a comfortable stay in the middle of a calm and beautiful natural environment. Located in Wonosobo Regency, Central Java, this villa is the right choice for tourists who want to enjoy the mountain atmosphere while avoiding the busy city. Another advantage of this villa is its strategic location, making it easy to access various famous attractions on the Dieng plateau, such as Telaga Menjer and Sikunir Hill. The main uniqueness of Jawa Dwipa Villa lies in its cozy atmosphere, with a design that prioritizes simplicity and a touch of Javanese culture. Surrounded by green surroundings and cool air, this place is a special attraction for guests who seek tranquility. The various facilities available, such as a campfire area, BBQ equipment, and free WiFi access, are also designed to add to the comfort of visitors during their stay. Friendly and professional service is a key aspect in the operation of this villa. The specially-trained staff is committed to providing the best service possible, so that guests feel valued and have a pleasant stay. In addition, the villa owner also emphasizes the importance of regular maintenance of facilities and cleanliness, to ensure quality is maintained. With a vision to be

the leading homestay in Wonosobo, Jawa Dwipa Villa strives to promote Javanese cultural values in every aspect of its services. The mission includes providing clean and comfortable accommodation, preserving local culture, as well as supporting the tourism sector and empowering the surrounding community.

The management of this villa is carried out professionally with a clear organizational structure, where each role has its own duties and responsibilities. Starting from the owner or manager who oversees overall operations, to administrative, cashier, cleaning and security staff who ensure guest comfort and safety. With its various advantages, Jawa Dwipa Villa is not only a comfortable place to stay, but also provides a memorable experience with Javanese nuances for every visitor.

Marketing Strategy

a. Product

Jawa Dwipa Villa is committed to providing a quality stay by maintaining facilities, services and cleanliness. The villa combines traditional Javanese design with a modern touch, creating a cozy and exclusive atmosphere. A variety of excellent facilities are available, such as a private swimming pool, green garden, spa services, restaurants with culinary specialties, and cultural activities that enrich the guest experience. Its strategic location makes it an ideal choice for various events, from gatherings to temporary layovers. In addition, this villa offers various types of accommodation tailored to the needs of guests, from couples to large families.

b. Price

Jawa Dwipa Villa implements a competitive pricing strategy by considering customer purchasing power, competitor prices, and operational costs. The rates offered reflect the exclusive value of the experience provided. Flexible pricing strategies are implemented through various promotions, such as early booking discounts, bundling packages, and seasonal offers to increase occupancy. In addition, diverse payment methods, including bank transfers, credit cards, and digital wallets, ensure convenience for customers in transactions.

c. Place

Jawa Dwipa Villa's location is strategically chosen to be easily accessible, both by private vehicle and public transportation. Close to shopping centers and tourist destinations, the villa offers comfort without sacrificing ease of access. To maintain guest comfort, the villa manages the surrounding environment by maintaining cleanliness, controlling noise, and implementing environmentally friendly concepts. In addition, engagement with the local community helps increase the attractiveness and sustainability of the business.

d. Promotion

Jawa Dwipa Villa's promotional strategy prioritizes digital marketing, social media, and collaboration with influencers to increase brand awareness and attract consumers. Promotion is carried out through various means, such as digital and conventional advertising, loyalty programs, sponsorship, and event marketing. Social media is optimally utilized with creative content, paid advertising, and active interaction with customers. Regular evaluations are carried out to ensure the effectiveness of promotions in achieving business goals, both in informing, persuading, and reminding customers about the advantages of Jawa Dwipa Villa. So this reflects the efforts of Jawa Dwipa Villa in providing the best service, setting competitive prices, ensuring a convenient location, and carrying out effective promotional strategies to increase customer attraction and loyalty.

Research Limitations

The research limitations in this study are as follows:

a. Time Span of Research

This study was conducted within a certain period of time, so the results obtained do not fully reflect the pattern of occupancy rates and the effectiveness of marketing strategies in the long term. Effectiveness of marketing strategies in the long term. Seasonal factors can affect the variation in results obtained.

b. Limited Data Sources

The information used in this study came mainly from interviews with management. While this provides valuable insights, it does not include a broader perspective, such as that of potential travelers who have never stayed at Jawa Dwipa Villa.

c. Limited Research Variables

This study focuses on certain factors such as location, marketing strategies, and amenities in influencing occupancy rates. However, other external factors such as economic conditions, tourism trends, and government policies can also contribute to occupancy rates but are not discussed in depth.

d. Lack of Comparison with Competitors

This study mostly reviews Jawa Dwipa Villa from an internal perspective without conducting a thorough comparison with competitors in the same industry. Comparative studies can provide additional insights into the advantages and disadvantages of villas in the face of market competition.

e. Limitations in Customer Satisfaction Measurement

The analysis of customer satisfaction in this study is based on online reviews and interviews which are subjective in nature. Follow-up studies with quantitative quantitative methods, such as large-scale surveys, may provide more representative and accurate results.

f. Unmeasured Impact of Long-Term Strategies

Some of the marketing strategies and innovations implemented by Jawa Dwipa Villa may not have shown maximum results in this research period. Therefore, further studies are needed to evaluate the effectiveness of the strategy in the long term. The marketing strategy implemented had a measurable and positive impact on the occupancy rate of Jawa Dwipa Villa. This is demonstrated by:

A significant increase of >16 points in the occupancy rate.

Consistency in the upward trend following the strategy.

Correlation between the timing of the strategy and the growth in occupancy.

References

- Kotler, P. (2002). *Marketing Management*. In *Pearson Custom Publishing*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Rahayu, F., & Tsurayya. (2023). *Strategi Komunikasi Pemasaran Rumah Atsiri Indonesia Dalam Meningkatkan Jumlah Pengunjung*. 6(3), 159–163.

Sugiarto. (2017). *Metodologi Penelitian Bisnis* (Yeskha (ed.)). Andi.

Sugiono. (2016). *Metode penelitian pendidikan : pendekatan kuantitatif, kualitatif, dan R&D*. ALFABETA.

Suhardi, & Eliyana, A. (2018). *Pengantar Manajemen dan Aplikasinya* (1st ed.) (1st ed.). Gava Media.

Suharsono, Agung Nugroho, A., & Harrison, A. (2021). *Strategi Pengelolaan Destinasi Pariwisata Berbasiskomunitas Pasca Pandemi Covid19*.

Wulandari, D. A., Nurlita, I., & Alfraita, A. (2023). *Strategi Marketing Public Relations dalam Meningkatkan Okupansi Pengunjung Hotel Grand Dafam Signature Surabaya*.