



Sharia Economic Review of Hotel Promotion Mix Strategy (Case Study at the Neo Puri Indah Hotel, West Jakarta)

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Abstract. This research focuses on the conduct of a Sharia Economic Review of the Hotel Promotion Mix Strategy of the Neo Puri Indah Hotel, West Jakarta. The study is anchored in six critical factors: the Neo Puri Indah Hotel's status as an international subsidiary, intense price competition in the hospitality sector, the abundance of tourist attractions in West Jakarta, the hotel's strategic location in the heart of the city, its occupancy rate recovery post-pandemic, and the competitive landscape in marketing mix strategies within the hotel industry. A qualitative research methodology was employed, utilizing a case study approach with purposive sampling to select respondents. The findings reveal that the promotional mix strategy at Neo Puri Indah Hotel has been implemented in alignment with standard industry practices, including advertising, personal selling, sales promotions, direct selling, and public relations. From the perspective of Sharia economics, the hotel's promotional activities meet several key principles. They adhere to the Justice aspect ('Adalah) by providing accurate and truthful information and address the Benefit aspect (Maslahah) by offering value to consumers and the local community. However, the study identifies a shortfall in meeting the Balance aspect (Tawaazun) due to the hotel's non-compliance with comprehensive Sharia-based hotel standards. This research underscores the importance of aligning promotional strategies with Sharia principles to create a balanced, ethical, and competitive approach in the hospitality sector, particularly for institutions operating within predominantly Muslim regions.

Keywords: *Sharia Economic Review, Promotional Mix Strategy, Neo Puri Indah Hotel*





INTRODUCTION

The growth and development of the tourism industry in the country have significantly increased until now. Hotels are a very dense business entity that requires substantial investment, as they also provide a wide range of services. Some hotels offer travel services as well. Depending on their location, hotels can be classified into several types. If a hotel is in the city center, it can be called a city hotel, while those located on the outskirts of the city are usually referred to as residential hotels. Hotels are also classified into different categories, ranging from jasmine-class hotels to one- to five-star hotels.

It cannot be denied that the development of sharia branding in Indonesia has become a trend in itself. The demand for sharia-compliant products is a result of increasing awareness among the Muslim community regarding regulations (Misno, 2018; 135–155). The implementation and management of sharia hotels generally do not differ from other hotels (Izza, 2018; 19-34). To organize a sharia-based hotel business, the provisions and guidelines made must comply with the Minister of Tourism and Creative Economy's regulations, specifically Regulation Number 2 of 2014 concerning Guidelines for Running a Sharia Hotel Business. Data collected in the Jakarta area shows that the Percentage of Room Occupancy Rate (TPK) in star hotels in Jakarta indicates an increase of 7.3 points for one-star hotels, rising from 26.7% to 34%. The TPK for four-star hotels increased by 6.7 points from 41.3% to 48%. Meanwhile, the TPK for three-star hotels rose by 5.7 points from 42.1% to 47.8%, and the TPK for two-star hotels increased by 2.5 points from 47.5% to 50%. The decrease in hotel room occupancy has led business owners to compete by offering lower rates to attract tourists. Currently, price reduction is the only strategy to survive, with some cutting prices by up to 80% from normal rates to capture the existing market. The increasing competition has prompted hotel management to adopt various strategic steps to capture the market.

West Jakarta is famous for its relics from the Dutch colonial period, such as the City Hall Building (now the Jakarta History Museum), the Chinatown area (Glodok), and several old mosques, as well as fortresses from the early defense against the Dutch occupation of Batavia. The Neo Puri Indah Hotel in Jakarta has made swift efforts to enhance its corporate image and turnover in the hospitality sector. Sales promotion is a critical tool in every hotel project strategy. This approach is based on utilizing short-term incentives to quickly acquire hotel services. It involves a series of promotional strategies aimed at various audiences, including end consumers, distributors, and hotel sales staff. Hotels, as accommodations that serve guests from various countries and regions, are governed by Surah An-Nur (24) Verse 29, which states: "There is no



sin for you to enter houses not inhabited (as a general place) in which there is interest to you; Allah knows what you declare and what you conceal.”

The problem in this study is that the increasing number of hotels has led to intense competition in the hospitality industry, yet hotel marketing planning remains suboptimal. The promotional strategy employed by Hotel Neo Puri Indah Jakarta still relies on brochures and banners and has not yet utilized electronic media and social media for promotion. This competitive environment necessitates that management develop effective marketing strategies to enhance sales volume over time. Based on fact and the data, the author interested For do study that is with title Review Sharia Economics in Mixed Strategy Hotel Promotion (Case Study at Hotel Neo Puri Indah West Jakarta). The formulation is as follows study This is ; 1) How is the Mix Strategy Promotion of Hotel Neo Puri Indah West Jakarta? and 2). How Review Sharia Economics in Mixed Strategy Promotion of Hotel Neo Puri Indah West Jakarta?

Literature review

Sharia economy

Sharia Economics is a social science that addresses economic problems in society, inspired by Islamic values. According to Herlindah, Islamic economics encompasses business activities carried out by individuals, groups, or legal entities, aimed at fulfilling both commercial and non-commercial needs in accordance with Sharia principles.

According to a source from Bank Indonesia's "Blueprint for Islamic Economics and Finance," there are four foundational aspects of Islamic economics: the creed that serves as the basis for principles, Sharia, morals, and ukhuwah as supporting foundations. There are three pillars of Islamic economics based on the aforementioned characteristics (Azharsyah, 2021; 22):

- Justice ('is), which states that any form of transaction containing elements of oppression is not justified. Justice involves placing something correctly, giving something only to those who are entitled, and treating something according to its position. The implementation of justice in economic activities is reflected in the principles of muamalah, which prohibits elements of usury, injustice, gambling, gharar, and haram. In jurisprudential terminology, fairness is defined as placing something where it belongs and giving it only to those who are entitled, as well as treating something according to its position (wadh' al-syai`fi mahallih).





- Balance (tawaazun): Al-Tawazun (balance) exists between the worldly and the hereafter. The development of the Islamic economy should align with the guidance provided by Allah SWT as found in the Qur'an and hadith. In this context, humans are required to balance their pursuits for happiness in the world (physical aspect) and those for happiness in the afterlife (spiritual aspect). Life in this world should primarily serve as a means to gather provisions for the afterlife.
- Benefits (mashlahah): In Islam, benefits encompass everything that brings goodness and possesses an integral dimension of worldly and ukhrawi, material and spiritual, as well as individual and collective. Something is deemed beneficial if it meets two criteria: Sharia compliance (halal) and the ability to bring goodness (tayyib) for all aspects integrally, without causing harm.

These three pillars of the Sharia economy will serve as a framework for developing a strategic promotional mix at Hotel Neo Puri Indah.

Promotion

Promotion consists of activities carried out to convey a specific message about products, goods, services, brands, or companies to consumers, ultimately helping to increase sales. The promotion mix is a comprehensive communication program that includes a company's total marketing efforts, consisting of advertising, personal selling, sales promotions, and public relations, all aimed at achieving advertising and marketing objectives.

According to Muhammad Subhan Iswahyudi, the promotion mix combines personal selling and various advertising tools, all of which are planned to achieve sales goals (Iswahyudi, 2023; 51). The sales promotion mix consists of the following components:

1. Advertising: All costs incurred by the sponsor to conduct non-personal presentations and promotions in the form of ideas, goods, and services.
2. Personal Selling: Personal presentations made by company salespeople to successfully close sales and build relationships with customers.
3. Sales Promotions: Short-term incentives designed to encourage the purchase or sale of a product or service.
4. Public Relations: Efforts to build good relationships with the public to obtain support, create a positive company image, and manage or eliminate negative stories and events.





5. Direct Marketing: Direct communication with a targeted group of consumers to elicit immediate responses using letters, phone calls, faxes, emails, etc., to engage directly with specific consumers or businesses for direct feedback.

Hotel

According to the Decree of the Minister of Transportation No. PM.10/PW.301/Phb-77, a hotel is a form of managed accommodation operated commercially. A hotel is a place that provides services for anyone in need, such as accommodation services, food services, and beverage services.

The American Hotel & Motel Association defines hotels as establishments that offer a variety of services, including lodging, food, and drink. A hotel provides various services available for rent to guests, particularly for those who choose to stay there.

Endar Sri (1996) describes a hotel as a building whose management is conducted commercially. Hotels provide lodging facilities to the general public, including standard services, food and drink services, hotel furnishings, decorations, and laundry services.

The classification of hotels is also common and familiar to travelers. Typically, hotel classification is based on stars, which signify the capacity and facilities offered by a hotel. The most common criteria for differentiating hotels according to stars include the capacity or the number of rooms available. The classifications are as follows: 1) One Star Hotel, 2) Two Star Hotel, 3) Three Star Hotel, 4) Four Star Hotel, and 5) Five Star Hotel, each of which offers different facilities and services.

Framework Thinking

Following framework thinking on research This ;



Sumber: disusun oleh penulis, 2024



METHODOLOGY

This study attempts to address the Islamic Economic Review on Hotel Promotion Mix Strategy by highlighting a case through a research approach at the Neo Puri Indah Hotel in West Jakarta. The author employs qualitative research methods, conducting direct research. Bodgan and Taylor define qualitative research as research that produces descriptive data in the form of written or spoken words from people or observable behavior. According to Sugiyono, research methods are essentially scientific methods for obtaining data with specific purposes and uses (Sugiyono, 2015; 97). The type of research used is a case study with a single case, focusing exclusively on the promotion mix strategy in the context of Islamic economics, utilizing both primary and secondary data.

The research is conducted at the Neo Puri Indah Hotel, located at Jl. Kembangan Raya No. 8, North Kembangan, Kembangan District, West Jakarta City, Special Region of Jakarta, with the postal code 11610. The study is implemented from May 2024 to September 2024.

Data collection techniques include observation, interviews, documentation, and literature studies. For interviews, the author selects four informants, comprising two main informants and two supporting informants. The four informants are chosen through purposive sampling, selecting representatives who understand the research object. The main informants consist of two operational leaders from the Neo Puri Indah Hotel, while the supporting informants are users of the hotel's services and facilities (hotel guests).

The data analysis steps follow the data analysis technique theory by Sugiyono, including data reduction, data display, and data verification. The author believes this analytical technique is an appropriate reference to achieve the expected qualitative research results. In the data analysis technique, the author collects the required data, sorts it according to the research formulation, and presents data regarding the Promotion Mix Strategy of the Neo Puri Indah Hotel through an Islamic economic review, ultimately drawing conclusions.

To ensure the validity of the data, this research employs data triangulation through equivalent context studies, utilizing guidelines from verses of the Quran, relevant research journal results, and conducting interviews with consumers who directly experience the results of the promotion of facilities and services at the Neo Puri Indah Hotel.





RESULTS

1. Mix Strategy Promotion of Neo Puri Indah Hotel, West Jakarta

a. Advertising

According to Martalena, the sales manager, the process of creating the Hotel Neo Puri advertisement begins with the implementation of a briefing. During this briefing, the graphic design team, along with the sales and marketing team, provides the necessary information for the advertisement. This information is then used by the graphic design operations team to produce an advertisement with the desired promotional theme.

Once the initial draft is created, the marketing team collaborates to develop advertising concepts and ideas, which are then submitted for final approval once the advertising design is complete. The manufacturing process for the advertisement typically follows these steps: briefing, concept creation, approval, production, distribution, and evaluation. The concept must be approved by the hotel manager. The technical processes are handled by the Production team, and an evaluation is conducted at the end of the agenda to ensure that the Hotel Neo Puri advertisement is effective.

Next is an example of the advertisement:

Gambar.4.1
Advertising di Media Sosial



Sumber: status WhatsApp admin Hotel Neo Puri Indah, 2024

Content advertisements convey messages that depend on the advertisement's purpose for each period. They can take the form of promotions for new products, brand awareness improvements, or special offers. The message usually focuses on the reasons for choosing Hotel Neo Puri Indah.



The media used for these advertisements includes digital platforms such as the Hotel Neo Puri Indah website, mass media like television and radio, and more intensively through social media. Social media allows for faster receipt and consumption of advertisements by users on platforms like Instagram, TikTok, and YouTube (vloggers), as well as Facebook. These platforms serve as means for posting advertisements, and offers can also be broadcast via WhatsApp or email.

Promotional advertisements are also distributed through print media. Hotels can design promotional banners using Canva for print, which can then be installed in front of the hotel. Additionally, hotels can design flyers.

b. *Personal Selling*

Activity personal selling begins with prospecting, which is the task of sales and marketing to search for and identify potential companies that could become candidate customers. This is followed by preparation activities, including preparing brochures and sales materials that will be offered, as well as strategies for approaching other companies to attract them to Hotel Neo Puri Indah's offerings. Here are the results of the *personal selling*:

Gambar.4.2
Penawaran pada Personal Selling



Sumber: dokumentasi Sales Executive Hotel Neo Puri Indah, 2024

The next stage is the approach, which involves contacting existing customers who have been visited through phone or email to maintain communication. This is followed by the activity of presenting the product and services offered, which excel in profitability by choosing Hotel Neo Puri Indah. The agenda includes handling objections, which entails addressing questions from potential customers. The sales and marketing team at Hotel Neo Puri Indah must be able to answer any inquiries customers may have about the products offered.



The final stage is closing, which involves finalizing sales and securing a commitment to purchase from customers. After the sale is completed, a follow-up is conducted to ensure customer satisfaction at Hotel Neo Puri Indah, which is a crucial step in building long-term connections.

c. *Sales Promotions*

Sales Promotion agenda is created by the marketing team specializing in sales promotions. This team, known as graphic design, works to create attractive and effective promotions for Neo Puri Indah Hotel. Sales Promotion efforts are conducted by the graphic design team, and can also involve external celebrities. The location for production can be at the hotel, using video and photography for ads posted in the feed or on the Instagram celebrity reel platform that has been contracted.

Gambar 4.3
Sales Promotions Hotel Neo Puri Indah



Sumber: dokumen Hotel Neo Puri Indah, 2024

The activity process for sales promotions starts with planning, followed by the development of a concept, agreement with the head of the Neo Puri Indah Hotel, approval, implementation, production, and evaluation. This ensures that future sales promotion programs can be implemented more effectively.



d. *Direct Marketing*

Activity direct marketing is determined by hotel management with the readiness of the budget. Direct marketing is already allocated from the annual budget. The implementation of direct marketing is based on the management decisions of Hotel Neo Puri Indah, taking into account the hotel's marketing strategy, target audience, and market analysis. The team Sales Executive is responsible for creating the timetable or Direct Marketing agenda. The following are the results of the sales executive team's work in direct marketing:

Gambar 4.4
Penawaran melalui Direct Marketing



Sumber: dokumentasi Penulis, 2024

This team on duty creates interesting and effective promotional materials. Direct marketing activities are usually conducted in-house by the sales team or by an external marketing agency for specific projects. For example, an off-air promotion at a cafe on a designated day (optional) may involve hiring food vloggers and influencers. This is well-received by hotel guests; Ilyas (2024) noted that "the off-air activity at the star hotel is affordably priced and suitable for young children."

e. *Public Relations*

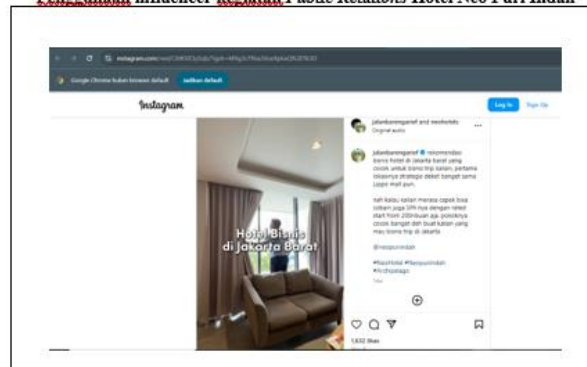
Determination of Public Relations is established by hotel management, specifically the HRD (Human Resources Department) division, in order to achieve the hotel's business objectives and budget. The division designs Public Relations activities and employs specialists who work together to create effective public relationships. This is a key part of the hotel management structure, including the HRD division, which is responsible for managing



connections between employees and the hotel, as well as fostering relationships between the hotel and the surrounding community. The HRD division is required to communicate effectively with the public environment to create a positive atmosphere.

During social visits to the community, the HRD team conducts internal meetings at the hotel and formulates strategies for outreach. In addition to the HRD team, which engages in partnership activities with external parties, the Public Relations team, including the marketing and sales teams of Hotel Neo Puri Indah, is also involved in promotional activities. One of the public relations activities that exemplifies the company's social responsibility is the Collaborative Public Health Examination with the Health Center. Here is one example of a Public Relations activity through publicity.

Gambar 4.6
Penggunaan influencer kegiatan Public Relations Hotel Neo Puri Indah



Sumber: Instagram Hotel Neo Puri Indah, 2024

The activity involves collaborating with influencers to maintain the positive image and reputation of Hotel Neo Puri Indah. This includes creating diverse hotel content through various social and digital media platforms, as well as participating in publicity events held at the hotel.

Based on the five elements of the promotional mix used as a strategy by Hotel Neo Puri Indah, it can be said that these activities align with established theoretical principles.



2. Sharia Economics Review of the Mixed Strategy Promotion of Neo Puri Indah Hotel, West Jakarta

There is a foundation of Islamic economics, which includes the creed that serves as foundational principles, Sharia, morals, and ukhuwah as supporting elements. Additionally, there are three pillars of Islamic economics (A. Zharsyah, 2021; p. 22) based on the characteristics described below:

First, Justice ('Adalah). The promotional context of Hotel Neo Puri Indah involves continuous improvement in service aspects, including the quality of hotel services and pricing strategies. This includes offering discounts for members and positioning the hotel in close proximity to government areas in West Jakarta. The hotel also takes the initiative to provide potential customers with information about its services and promotes activities that are transparent and accurate. This ensures that what is conveyed to potential and existing customers is truthful, with prices reflecting the information provided and aligned with the facilities of a three-star hotel and international standards.

In promoting Hotel Neo Puri Indah, five elements are utilized: advertising, personal selling, sales promotion, public relations, and direct marketing. The message delivery has been executed in accordance with management planning because the quality of service is a crucial aspect. Customers' rights at Hotel Neo Puri Indah should be upheld according to the provisions of justice, including fairness in the quality of products and services provided, prices offered, and transparency in every transaction. For instance, Hotel Neo Puri Indah must ensure that all services offered, like food and drink, meet halal standards, considering that the majority of its consumers are Muslim. This should be communicated to customers to prevent any potential fraud or concealment of detrimental information. This approach aligns with the principle of justice taught in the Al-Qur'an, where in Surah An-Nisa, verse 29, it is stated that Muslims should not take others' property through invalid means and should always engage in fair transactions.

Additionally, this principle of justice demands that Hotel Neo Puri Indah maintains a balance between service quality and the prices offered, thereby providing maximum value to customers. With this commitment, Hotel Neo Puri Indah upholds its social responsibility to safeguard the values of justice for all customers, prospective consumers, and partners.

Second, the balance (tawaazun) between the world and the hereafter in executing the development of the Islamic economy should be in accordance with the guidance of Allah SWT available in the Qur'an and hadith. Humans require a balance between





practices that promote happiness in this world (physical aspects) and those that promote happiness in the afterlife (spiritual aspects). This worldly life should be seen as a primary field to gather as many provisions as possible for the afterlife.

Regarding the expected balance, it should encompass not only worldly aspects but also those of the afterlife. Routine activities, such as the Yasinan study held every Thursday at 4:00 PM WIB, have been arranged by the management of Hotel Neo Puri Indah.

For promotional content in the form of images, there remains a need to address the portrayal of uncovered aurat in certain promotions, such as wedding package offers. From the perspective of Tawaazun, these promotions do not fulfill Sharia principles, despite Hotel Neo Puri Indah targeting families and professionals and not being a Sharia-based hotel.

Third is benefits (mashlahah), which in Islam encompass everything that embodies goodness and benefit, which has an integral dimension of both worldly and ukhrawi, material and spiritual, as well as individual and collective. Something is deemed valuable if it meets two criteria: Sharia compliance (halal) and being beneficial, while also bringing goodness (thayib) to all aspects integrally, without causing harm.





CONCLUSION

Based on the study's findings, we conclude that the promotional mix strategies employed by the Neo Puri Indah Hotel generally align with expert guidelines, which include advertising, personal selling, sales promotions, direct selling, and public relations. These strategies are initiated through a planning process that involves setting meeting agendas, drafting content, and designing promotional materials, followed by an evaluation of the activities.

For a global company situated in a predominantly Muslim region, maintaining a positive company image is crucial. This can be achieved through a series of promotions that cover five key areas: advertising, personal selling, sales promotions, direct selling, and public relations. These efforts should be executed with integrity, ensuring honesty in information sharing, truthful service delivery in line with promotional promises, and protecting consumer rights in accordance with the principles of justice (or 'Adalah'). Furthermore, the company should engage in long-term initiatives that not only benefit the business but also enhance its internal structure. However, it is essential to note that some promotional content, such as wedding package offers, has not fully adhered to the principles of Tawaazun and therefore does not meet Sharia guidelines. This is particularly relevant since Hotel Neo Puri Indah is not a Sharia-compliant hotel but serves families and professionals. The hotel also respects the rights of local citizens, ensuring that the benefits of its operations are felt within the community.

Based on the fieldwork findings, the author offers several recommendations for enhancing the promotional strategy of Hotel Neo Puri Indah in the post-pandemic era:

- Maximize promotions on social media with a thematic timeline.
- Enhance the skills of hotel employees to empower them as marketers.
- Offer impressive rewards for employees who successfully virally promote Hotel Neo Puri Indah.
- Improve the quality-of-service products offered to consumers.
- Increase promotional frequency targeting Muslim families.
- Diversify promotional content.
- Adopt a motto of 5S service and fast response for daily operations by all employees.





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