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PROPOSED MARKETING STRATEGY OF RESTO AND RUMAH SENI NEK RAHA IN TOURISM REGION BELITUNG

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Abstract

Resto and Rumah Seni Nek Raha was established in 2018 to provide traditional food and antiques object from Belitung. However, Resto and Rumah Seni Nek Raha, as anew comer in this industry, face some problems. One of them is marketing strategy to attract the customers. The research method that used are quantitative and qualitative methods. For the quantitative method, the author spread questionnaires to visitors who have never visiedt Belitung to get their perspective about Resto and Rumah Seni Nek Raha. For qualitative method, the author conduct interview to the owner and person holding the important part of the Belitung area to analyze the current situation. The analysis is divided into two categories which are internal and external analysis. For external analysis consisting of PEST Analysis, porter five forces, and competitive analysis. While the internal analysis consisting of STP and 7P's, marketing mix, VRIO analysis, and porter value chain. After the method, internal and external analysis completed, SWOT analysis of Resto and Rumah Seni Nek Raha obtained. The result of SWOT will determine marketing strategy to attract new customer. Their recommendations are new STP and marketing mix to be guidance for marketing activities of Resto and Rumah Seni Nek Raha.

Keywords: Resto and Rumah Seni Nek Raha, Marketing Strategy, SWOT, Belitung, Tourism.
