

## **Analisis Strategi Promosi Wedding Package Terhadap Keputusan Tamu dalam Memilih Novotel Manado sebagai Wedding Venue**

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### **Abstrak**

*Penelitian ini bertujuan untuk menganalisis strategi promosi Wedding Package yang diterapkan oleh Novotel Manado serta pengaruhnya terhadap keputusan tamu dalam memilih hotel tersebut sebagai wedding venue. Latar belakang penelitian didasari oleh pentingnya peran promosi dalam menarik minat calon pengantin di tengah persaingan industri perhotelan yang semakin kompetitif. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif, dengan teknik pengumpulan data melalui wawancara mendalam bersama pihak Sales & Marketing Novotel Manado, vendor pernikahan, dan beberapa tamu; observasi langsung terhadap kegiatan promosi dan fasilitas hotel; serta dokumentasi berupa materi promosi, foto kegiatan, dan data pendukung lainnya. Hasil penelitian menunjukkan bahwa strategi promosi yang dominan digunakan meliputi media sosial, billboard, serta partisipasi dalam wedding expo, di mana strategi yang bersifat visual dan interaktif terbukti efektif dalam menarik perhatian dan memengaruhi keputusan calon tamu. Selain itu, hubungan interpersonal dan pendekatan personal dari pihak hotel turut memperkuat kepercayaan konsumen. Penelitian ini menyimpulkan bahwa strategi promosi yang tepat dan terarah berpengaruh signifikan terhadap keputusan tamu dalam memilih venue pernikahan. Oleh karena itu, Novotel Manado disarankan untuk memperkuat promosi digital, menjaga konsistensi komunikasi pemasaran, dan membangun kedekatan yang lebih intens dengan target pasar.*

*Kata Kunci – Keputusan Tamu, Novotel Manado, Paket Pernikahan, Strategi Promosi*

## **Analysis of Wedding Package Promotion Strategy Towards Guest Decision in Choosing Novotel Manado**

### **Abstract**

*This study analyzes the promotion strategies implemented by Novotel Manado in marketing its wedding packages and their influence on guest decisions in choosing the hotel as a wedding venue. The research is based on the growing competition in the hospitality and wedding industry, which requires hotels to apply effective and well-targeted promotional efforts. Using a descriptive qualitative approach, data were collected through in-depth interviews with the Sales & Marketing department, wedding vendors, and guests; supported by direct observation of promotion activities and hotel facilities, as well as documentation such as promotional materials and event records. The findings reveal that Novotel Manado employs strategies such as social media campaigns, billboards, and participation in wedding expos, with visual and interactive tools proving most effective in attracting clients. Interpersonal relationships and personalized approaches also strengthen consumer trust. The study concludes that appropriate promotional strategies*

*significantly influence guest decisions, and recommends that Novotel Manado enhance its digital promotion, ensure consistent marketing communication, and foster stronger engagement with its target market.*

*Keywords – Guest Decision, Novotel Manado, Wedding Package, Promotion Strategy*

## INTRODUCTION

The hospitality industry in Manado has experienced rapid growth, with hotels competing to attract customers through both MICE and wedding services. Weddings represent a highly competitive market where hotels differentiate themselves not only through facilities but also through attractive promotional strategies. Novotel Manado Golf, Resort & Convention Center is one of the leading hotels in Manado, offering various wedding packages. Despite these offerings, Novotel faces competition from other hotels that provide similar facilities, making effective promotion strategies crucial.

This research is supported by several theories that help explain Novotel Manado's promotion strategies. Promotion is a way for companies to communicate with customers by informing, persuading, and reminding them about products or services. For Novotel, this means not only giving information about the wedding packages but also building trust and encouraging couples to make a booking (Kotler & Keller, 2016; Zimmerer, 2015; Budi, 2013). Decision making is a condition where the consumers choose the best option among alternatives, for example comparing hotel offers before deciding (Lipusani, 2019; Usman in Pasolog, 2023; Stoner in Hayati, 2023). In the case of Novotel, couples often look at price, facilities, location, and promotions when deciding whether to book the hotel for their wedding.

Related to this, consumer behavior theory shows that decisions are also influenced by cultural, social, personal, and psychological factors. For example, family advice, lifestyle, or the desire for prestige can make couples more confident in choosing Novotel (Kotler, 2015). The promotion mix is a set of five main tools that companies use to reach their customers: advertising, personal selling, sales promotion, public relations, and direct marketing. Each tool plays a different role, such as raising awareness, providing detailed information, or building good relationships with clients (Kotler, 2016). Meanwhile, the SWOT analysis helps identify a company's strengths, weaknesses, opportunities, and threats. For Novotel, this analysis is useful to see which promotion strategies have been effective, what areas still need improvement, and how to face market competition (Kristanto et al., 2017). By combining these two theories, this study has a strong basis for analyzing Novotel's wedding package promotion strategy.

Some previous studies have also explain how hotels promote their wedding packages. Fitri and Fitriana (2022), for example, found that at Aston Makassar Hotel & Convention Center, advertising and personal selling were the most effective in attracting couples and increasing bookings. In a similar way, Bintariani, Astawa, and Darlina (2018) discovered that at Karma Kandara Resort Bali, personal selling and working closely with wedding organizers played a key role in shaping customer choices. Both studies highlight that effective wedding package

promotions not only influence guest decisions but also support the hotel in reaching its business targets. These studies highlight the importance of interactive and relationship-based promotion strategies. However, research focusing on the wedding package promotion strategies of hotels in Manado is still limited. This study aims to fill that gap by analyzing the case of Novotel Manado.

Based on these perspectives, this study aims to identify the promotional strategies used by Novotel Manado, to examine which of these strategies have the most influence on guest decisions, and to evaluate their strengths and weaknesses in order to provide a clearer understanding of how the hotel can improve its approach in the competitive wedding market.

## RESEARCH METHODOLOGY

This study employed a qualitative descriptive method with a case study approach to provide an in-depth understanding of how promotional strategies influence a couple's decision-making process when selecting a wedding venue. The research was conducted at the Novotel Manado Golf, Resort & Convention Center over a period of two months, from May to June 2025. The analysis focused on two key variables: the independent variable (X), which is the Wedding Package Promotional Strategy, and the dependent variable (Y), which is the Purchasing Decision of guests. This study used both primary and secondary data. Primary data came from semi-structured interviews with key people such as the hotel's Sales & Marketing team, wedding vendors, and guests who had either considered or chosen Novotel Manado as their wedding venue. Secondary data was gathered from the hotel's internal records, academic journals, articles, and public online sources like social media. The research population is everyone involved in promoting Novotel's wedding packages, but the sample was chosen purposively to ensure relevance. In total, about two internal team members, two prospective or recent guests, and two vendors or event organizers were interviewed, as they had the most direct knowledge and experience related to the research questions.

## RESULT AND DISCUSSION

### *Result*

This case study starts by looking at the five main promotional strategies used by Novotel Manado, following Kotler's (2016) promotion mix theory: advertising, sales promotion, personal selling, public relations, and direct marketing. The impact of these strategies can be seen in the steady rise of wedding package bookings, as shown in the table below:

No.	Year	Total
1	2021	23
2	2022	31
3	2023	58
4	2024	70

Novotel Manado uses a mix promotion — advertising, personal selling, direct marketing, sales promotions, and public relations—which has helped boost wedding package bookings consistently, growing from 23 in 2021 to 70 in 2024. The 2024 breakdown shows sales promotion (26 clients) and public relations (20 clients) as the most effective approaches. More detailed breakdown of the 2024 bookings shows how each specific promotion strategy contributed to the total number of clients, as outlined in the table below :

No.	Promotion Strategy	Total
1	Advertising	5
2	Personal Selling	11
3	Direct Marketing	8
4	Sales Promotion	26
5	Public Relation	20
Total		70

Novotel Manado’s use of a comprehensive promotion mix has driven steady growth in wedding package bookings, reaching 70 in 2024. Among the strategies, sales promotions through wedding exhibitions (26 clients) and public relations via vendor partnerships and media exposure (20 clients) proved most effective. These approaches combine direct incentives with trust-building, making them more impactful than passive methods like traditional advertising, which contributed only 5 clients. Overall, sales promotion generates immediate bookings, while public relations secures long-term credibility, together forming the foundation of Novotel’s success in the wedding market.

The guest decision-making process can be explained through Kotler’s model of consumer behavior, which highlights cultural, social, personal, and psychological influences. This is in line with Ragatirta et al. (2021), who emphasize that purchasing decisions are an essential part of consumer behavior shaped by different motivational factors. Insights from eight interviews with Sales & Marketing staff, vendors, and guests, along with observations during an eight-month internship at Novotel Manado, reveal several patterns. Social influences, such as family and friend recommendations, played a strong role. Personal preferences, such as the desire for an elegant yet practical wedding concept, also shaped decisions. However, psychological factors had the greatest impact, as clients’ trust in Novotel’s reputation and their positive impressions of its services and facilities ultimately became the deciding factors. These findings indicate that Novotel’s promotional strategies are effective because they address the factors that most strongly influence guest choices.

To provide a clearer overview, the challenges faced are presented in the following table:

<p style="text-align: center;"><b>INTERNAL</b></p> <p style="text-align: center;"><b>EKSTERNAL</b></p>	<p><b>STRENGTHS – S</b></p> <ol style="list-style-type: none"> <li>1. Our-star hotel reputation with complete facilities</li> <li>2. Strategic and easily accessible location</li> <li>3. Strong venue branding</li> <li>4. Solid partnerships with major wedding vendors in Manado</li> </ol>	<p><b>WEAKNESSES – W</b></p> <ol style="list-style-type: none"> <li>1. No consistent timeline for wedding package promotion</li> <li>2. Has not yet utilized trending promotion platforms (TikTok, YouTube Shorts, etc.)</li> <li>3. Social media content lacks detailed and interactive package information</li> </ol>
<p><b>Opportunities – O</b></p> <ol style="list-style-type: none"> <li>1. Opportunity for collaboration with local vendor</li> <li>2. Strong potential for word-of-mouth promotion from satisfied clients, which can be turned into digital testimonials</li> </ol>	<p><b>Strategy SO :</b></p> <ol style="list-style-type: none"> <li>1. Strengthen the hotel’s reputation and social media with engaging visual content.</li> <li>2. Expand collaborations with local vendors for a wider promotion network.</li> <li>3. Develop themed wedding packages based on current trends (intimate, outdoor, exclusive).</li> <li>4. Offer combined digital and offline promotions through social and print media.</li> </ol>	<p><b>Strategi WO :</b></p> <ol style="list-style-type: none"> <li>1. Create a structured content calendar with unique promotion themes.</li> <li>2. Produce engaging short-form videos to boost engagement.</li> <li>3. Redesign Instagram feed for a more strategic and appealing brand image.</li> </ol>
<p><b>Threats – T</b></p> <ol style="list-style-type: none"> <li>1. Strong competition with other venues.</li> <li>2. Reliance on unpredictable social media algorithms.</li> <li>3. Rising customer expectations.</li> </ol>	<p><b>Strategy ST :</b></p> <ol style="list-style-type: none"> <li>1. Emphasize exclusivity and facilities to stay competitive.</li> <li>2. Position Novotel as a premium wedding hotel.</li> <li>3. Expand exposure via media collaborations.</li> <li>4. Establish a supportive client–vendor community</li> </ol>	<p><b>Strategy WT :</b></p> <ol style="list-style-type: none"> <li>1. Evaluate promotion channels for budget efficiency.</li> <li>2. Create independent content beyond vendor reliance.</li> <li>3. Diversify media with email, blogs, and podcasts.</li> <li>4. Provide flexible wedding packages for different customer needs.</li> </ol>

### Discussion

The upward trend in bookings between 2021 and 2024 demonstrates the effectiveness of Novotel Manado’s long-term promotional planning, which strategically combined both traditional and digital tools. Strategy theory underscores that consistent, structured steps are essential for achieving growth

(Siagian, 2016), and Novotel's active participation in wedding exhibitions after the pandemic reflects this principle in practice. Data from 2024 further reveal that sales promotion and public relations were the most influential drivers of client decisions. Discounts and exclusive deals at exhibitions created direct, tangible incentives that translated into immediate bookings, while vendor partnerships and strong media visibility built trust and credibility, strengthening guest confidence in choosing Novotel. This dynamic supports promotion mix theory, where interactive, relationship-based strategies are often more effective than one-way advertising (Kotler & Keller, 2016).

Consumer behavior theory adds further perspective by showing how cultural factors such as the prestige of the venue, social influences like family recommendations, and psychological factors such as trust in reputation all shape client decisions. Compared to earlier studies in Makassar and Bali (Fitri & Fitriana, 2022; Bintariani et al., 2018), the findings from this research show that in the Manado market, trust-building efforts and interactive promotional experiences carry more weight than broad advertising exposure. These insights reinforce the idea that consumer decision-making in the wedding industry is highly context-specific, and that strategies must be tailored to local values, expectations, and perceptions to be truly effective. Hospitality services is not only price-driven but also shaped by intangible factors such as credibility, social validation, and brand image.

The SWOT analysis highlights Novotel's position by pointing out its strengths, such as strong branding and solid partnerships with vendors, as well as weaknesses like inconsistent digital content and a continued reliance on traditional media. Opportunities can be found in using trending platforms such as TikTok and YouTube Shorts, and in turning client experiences into digital testimonials. At the same time, the hotel faces threats from intense competition and rising customer expectations. What makes this study unique is its finding that the real key lies in combining short-term incentives, like sales promotions, with long-term trust-building through public relations. By balancing immediate value with a lasting reputation, Novotel achieves a dual impact that has rarely been emphasized in earlier studies, offering both theoretical insights and practical guidance for strengthening wedding package promotions in regional hospitality markets.

## CONCLUSION

This study concludes that Novotel Manado applies a varied mix promotion attract wedding clients. Sales promotions at wedding exhibitions and strong public relations through vendor partnerships and media exposure proved to be the most effective these days. Based on the analysis, Novotel Manado's promotion strategy shows clear strengths, particularly in consistent communication and the backing of a strong, established hotel brand. At the same time, there are noticeable weaknesses, including limited creativity in promotional content and minimal collaboration with external vendors to broaden market reach. The SWOT analysis also points to significant opportunities for Novotel to strengthen its position in the wedding market by adopting more adaptive and innovative strategies. However, the hotel

must also remain cautious of threats such as rising competition and shifting customer preferences. For this reason, Novotel's promotion strategy needs to be continuously reviewed and refined to stay relevant and competitive in the fast-changing wedding industry.

## **SUGGESTION**

Based on the findings, there are several ways Novotel Manado can strengthen its wedding package promotion strategy. The hotel could start by being more active on digital platforms like Instagram and TikTok, not just posting event highlights but also sharing clear package details, client testimonials, and short, engaging videos that capture attention. At the same time, offline activities such as wedding expos, open houses, and vendor gatherings should be held more often, since these have proven effective in boosting awareness and influencing guest choices. Just as importantly, the hotel needs to regularly review the results of its promotional efforts to see which channels work best and adjust future strategies accordingly, so that it can stay competitive in the fast-changing wedding market.

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