

Lampiran 1:

KUESIONER

Terima kasih, anda telah meluangkan waktu untuk mengisi kuesioner yang kami sediakan.

Kuesioner kami berisi tentang sedikit latar belakang responden, pertanyaan dan perbandingan berpasangan yang berkaitan dengan kegiatan promosi oleh Hotel Kartika Wijaya, Batu-Malang. Menurut anda faktor apakah yang terpenting yang mempengaruhi sudut pandang responden dalam memilih produk melalui promosi dan media promosi mana yang paling menarik responden.

Keterangan Rating : Sangat menarik sekali

Menarik sekali

Menarik

Kurang menarik

Tidak menarik

1. Apakah Anda mengetahui Hotel Kartika Wijaya di Batu-Malang ? (Bagi konsumen selain pengunjung Hotel Kartika Wijaya)

a. Ya

b. Tidak

2. Apakah Anda pernah menggunakan jasa atau produk Hotel Kartika Wijaya, Batu-Malang ?

a. Pernah

b. Tidak Pernah

3. Macam promosi hotel yang mana yang menarik bagi Anda? Bandingkan dengan 2 variabel.

Iklan	5	4	3	2	1	2	3	4	5 Sales
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Promotion

Iklan	5	4	3	2	1	2	3	4	5 Personal Selling
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Iklan	5	4	3	2	1	2	3	4	5 Public
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Relations

Iklan	5	4	3	2	1	2	3	4	5 Publicity
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Sales Promotion	5	4	3	2	1	2	3	4	5 Personal Selling
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Sales Promotion	5	4	3	2	1	2	3	4	5 Public Relations
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Sales Promotion	5	4	3	2	1	2	3	4	5 Publicity
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Personal Selling	5	4	3	2	1	2	3	4	5	Public Relations
Personal Selling	5	4	3	2	1	2	3	4	5	Publicity
Public Relations	5	4	3	2	1	2	3	4	5	Publicity

4. Apakah menurut anda, inovasi produk itu penting ?
 - a. Sangat penting
 - b. Penting
 - c. Tidak Penting
5. Menurut Anda, dalam hal apakah Hotel Kartika Wijaya dan hotel lain yang berbintang 3 dapat melakukan inovasi produk:
 - a. fasilitas
 - b. fisik bangunan
 - c. program/acara
6. Apa atau siapa yang mempengaruhi Anda dalam memutuskan untuk membeli suatu produk hotel :
 - a. Teman, saudara, tetangga, dan lain-lain
 - b. Media iklan; TV, koran/majalah, brosur, pos langsung, dan lain-lain
7. Media apakah yang paling disukai untuk mempengaruhi keputusan pembelian anda terhadap suatu hotel ?
 - a. Televisi / Radio
 - b. Voucher / Kupon / Program-program
 - c. Brosur / Poster
 - d. Koran / Majalah
 - e. Billboard / Spanduk
 - f. Pos Langsung / Leaflet / Buletin

KETERANGAN :

Iklan → Media cetak, televisi, radio, spanduk, billboard.

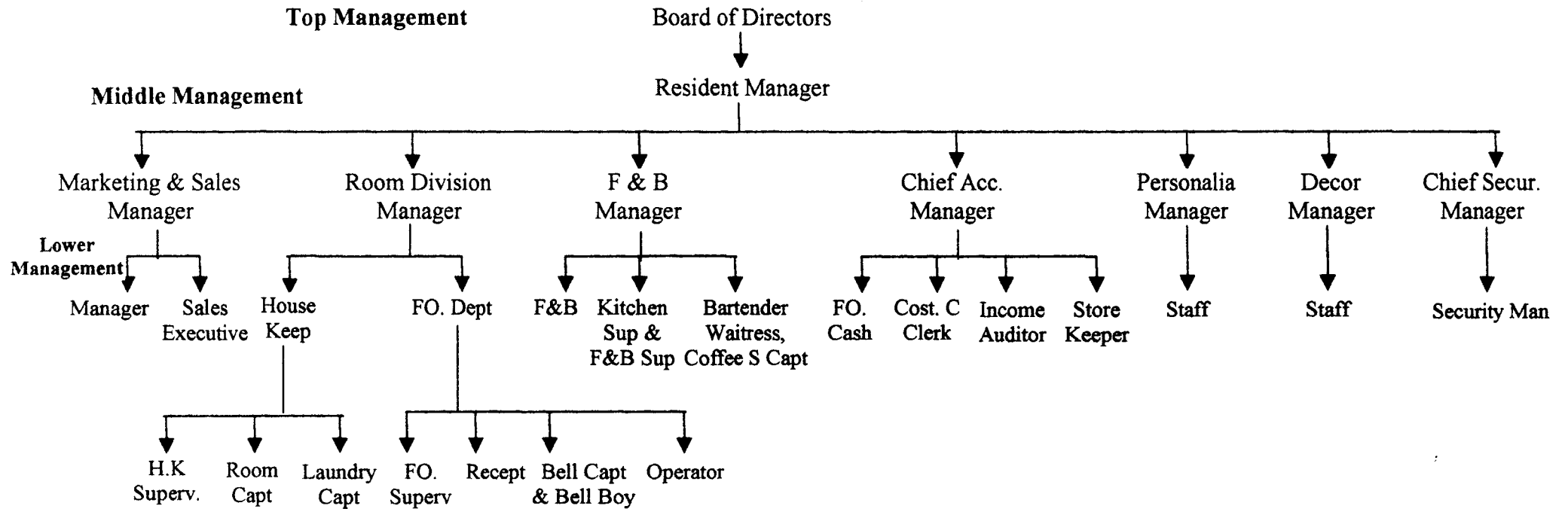
Sales Promotion → Voucher hotel, bolpoin, gelas, asbak (souvenir hotel), video-tape, slide presentasi, kupon.

Personal Selling → Salesman (agent to agent)

Publicity → Peluncuran produk baru melalui televisi, misal: acara Gebyar BCA, Sari Ayu Martha Tilaar ; Image terhadap produk hotel tersebut.

Public Relations → Kotak saran.

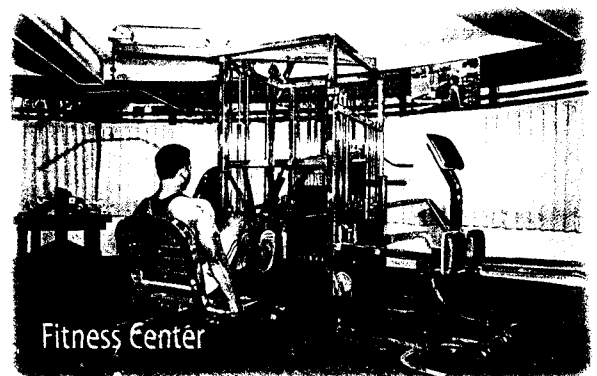
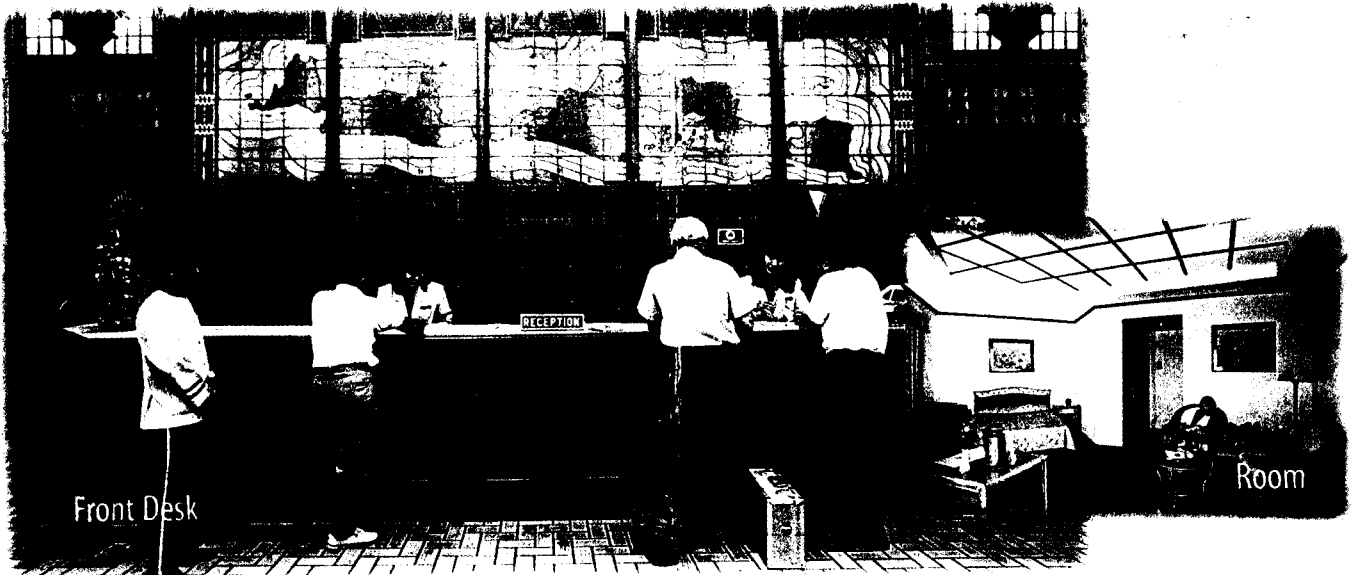
Management Levels in Kartika Wijaya Hotel Organization



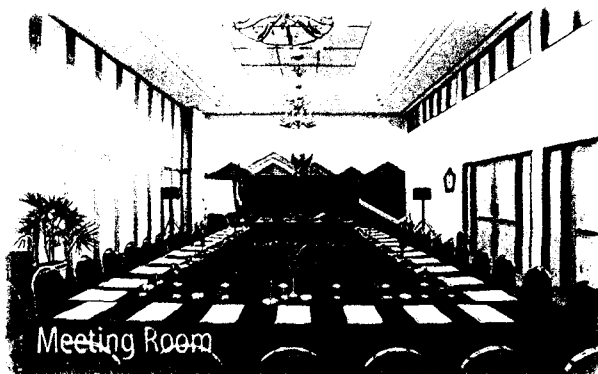


Lampiran 3 :

BROSUR



Lampiran 3 :
BROSUR



Lampiran 3 :

BROSUR

The KARTIKA WIJAYA Hotel in Batu, surrounded by a beautiful mountain view, a perfect place for holiday makers. Away from hustle and bustle of busy Surabaya, just a 2 hours drive from Juanda Airport or 20 minutes drive from Malang

Batu, located 900 m above sea level a famous mountain resort with its apple, oranges, melons, vegetables or mini plantation (Bonsai).

KARTIKA HALL - an adjustable and spacious meeting room is an ideal place for productive meetings, seminars and other functions. The hall can also partitioned into two or three separate rooms. Meeting equipments (overhead projectors, screen, etc) are available. For functions the Kartika Hall holds up to 500 people and has everything you need readily at hand.

A 24 hours Coffee Shop "BRAWIJAYA" located by the pool area is offering a European, Chinese and Indonesian cuisines.

The swimming pool with a beautiful mountain view background and surrounded by an exotic tropical garden

Enjoy a warm reception in the wood carved splendour of the lobby with an original antique Java map on the wall. At all time friendly reception staff are on hand to provide you with everything you need.

Fitness Center with other sport facilities - tennis courts, billiard, horse riding, fishing, jogging are things to enjoy.

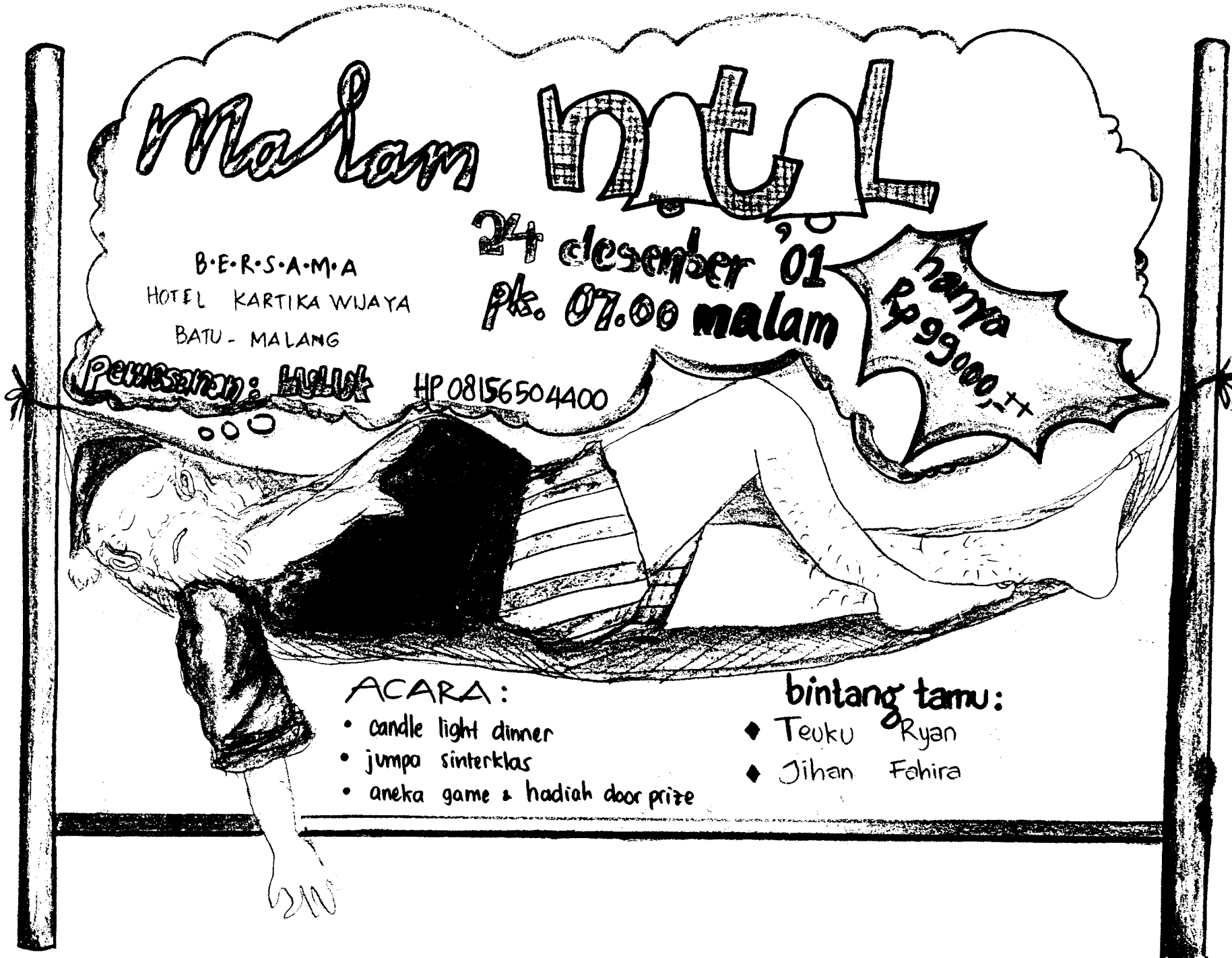
Spend your day by renting a traditional horse carriage "Andong" for a day city tour.

To keep your children busy, bring them to the attractive and western designed children playground.



HOTEL KARTIKA WIJAYA

Jl. Panglima Sudirman 127, Batu - Malang
East Java - Indonesia, P.O.Box 24
Phone : +62.341.592600 - 592603
Fax : +62.341.591004
Telex : 31680 KAWIHT IA



Reservation:

♥ Hotel Kartika Wijaya
Jl. Pang. Sudirman 127

Batu - Malang
☎ (0341) 592600

♥ Diana

☎ (0341) 325 312

Hotel Kartika
Wijaya

BATU - MALANG

Malam Valentine

"Menanti"

hari/tanggal : Sabtu, 14 Februari 2002
pukul : 7 malam

bintang tamu:

Anang &
Krisda

Acara:

- ♥ Simulasi Love & Marriage
- ♥ Candle Light Dinner
- ♥ Doorprize

SPECIAL PRICE
Rp. 75.000.00++

discount 20 %
untuk kamar
dan makan
ini
Feb-Mei

FREEFRAME

hemaviton

PMI
RECORD

Gallery Bunga

Lampiran 4:
CONTOH LEAFLET dan TIKET