

# Marketing communication strategy of por aqui stay & dine Hotel Yogyakarta to increase consumer number in 2024

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## Abstract

The tourism lifestyle trends in Yogyakarta play a significant role in influencing local business development, particularly in the hospitality sector. The proliferation of hotels in the region has intensified market competition, including for Por Aqui Stay & Dine—a hotel that adopts a unique blend of Mexican bohemian and natural themes. In response to the growing number of competitors, effective marketing communication strategies are essential to attract and retain consumers. This study aims to explore the marketing communication strategies employed by Por Aqui Stay & Dine to increase customer engagement in 2024. Utilizing a qualitative descriptive approach, data were gathered through interviews and literature review. The analysis is framed by the promotional mix and STP (Segmentation, Targeting, Positioning) models. Findings indicate that Por Aqui Stay & Dine emphasizes promotional efforts while simultaneously enhancing product quality, facilities, pricing, and service standards to satisfy customer expectations. The hotel's promotional activities include online advertising via social media, public relations through collaboration with media outlets and curated local vendors, and direct marketing such as phone outreach and brochure distribution—strategies designed to maintain competitiveness within a dynamic hospitality market.

## Keywords

Increase consumers number, Marketing communication, Hotel, Strategy

## Introduction

As time goes by, the hospitality industry has rapidly developed amidst the competition in the hospitality business, especially in Yogyakarta. Yogyakarta is a quiet city, far from the hustle and bustle of the capital, yet it continues to develop and progress. This is one of the reasons why tourists enjoy visiting Yogyakarta. The hospitality industry is a business that actively promotes services and places special emphasis on this information to enhance customer satisfaction [1].

It's no wonder there are so many accommodation buildings like hotels, motels, inns, and boarding houses in this city. Along with the rapid development and advancement of

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technology, as well as the increasingly diverse needs of humans, every hospitality industry faces challenges in selling its products. In the world of marketing, the high level of marketing for various products poses a challenge for hotel business operators in terms of market competition [2]. The growth of hotels in Yogyakarta currently encourages hotel business operators to compete by making improvements and strategic innovations in the interior design of their buildings with the aim of enhancing the competitiveness of their hotels [3].

Businesspeople also need to think about how to introduce their products to consumers and shape their understanding of the product so that they will try and buy it. The society that is currently familiar with social media causes many tourists to not only see the aspect of facilities but also the beauty of the place. Therefore, the enthusiasm of tourists is very high, which can increase the demand for hotel accommodations in the city of Yogyakarta [4].

Hotels that were once only used as resting places can now be transformed into meeting venues, multipurpose rooms, and restaurants. Each hotel in Yogyakarta certainly has its own strategy to increase its number of customers. Whether it's for making promotions, presenting an interesting concept, or even having a unique and aesthetic place. Basically, the service provided to guests will give them a sense of comfort and satisfaction, with the hope that they will return to stay in the future [5].

Strategy is a decision related to the situation and conditions that determine the actions to be taken to achieve goals. Strategy can be defined as a plan to set and achieve clear objectives and carry out missions in public situations [6].

Marketing communication serves as a strategic tool for companies to convey information, influence perceptions, and reinforce consumer awareness—both directly and indirectly—regarding the products and brands they offer. In essence, it functions as the voice of the company and its brand, acting as a channel through which businesses engage in dialogue and build meaningful relationships with their consumers [7]. Given its role in shaping consumer behavior and brand perception, marketing communication holds a critical position in the overall marketing efforts of a company.

Integrated Marketing Communication is a type of communication specifically designed for marketing purposes, focusing on maximizing various elements of the promotional mix found in the integrated communication model, consistently to assist consumers in the product purchase decision making process [8]. Kotler and Armstrong explain that there are five elements in the promotion mix, namely advertising, personal selling, sales promotion, public relations, and direct marketing [9].

Advertising is a non-personal communication used by companies, organizations, and individuals to convey messages through media and encourage consumers to purchase products [10]. Advertisements include messages pulished in media that are generally accepted as product descriptions. Advertisements can be placed in various media such as TV, magazines, radio, and social media [11].

Personal selling is the process of receiving personal information directly from customers to purchase the offered products [12]. Kotler and Keller explain that sales promotion aims to increase buyers interest in trying or purchasing products or services [12].

Kotler and Keller explain that public relations is a series of programs aimed at promoting or protecting the image of the company and its products. Public Relations monitors public opinion and exchanges information and communication to build good relationships. When negative publicity occurs, public relations plays a role in resolving the issue [12].

Direct marketing is direct communication with customers to obtain a response or build long-term relationships with them. Direct marketing conveys messages through mail, catalogues, and the internet to deliver goods and services to customers without intermediaries [13].

In carrying out a series of promotions, it's not just about looking at the target market and paying attention to segmentation, but also about focusing on targeting and positioning. So, there are three steps in implementing a marketing communication strategy: segmentation, targeting, and positioning [14].

Segmentation is a strategy to identify consumers tailored to the needs of each individual. At this stage, there are also segmentation variables such as geographic, demographic, psychographic, and behavioural [15]. Targeting is the stage of determining the target market. The selection of the target market will later become the main focus of the company's promotional activities [11].

Positioning is a communication strategy that discusses the placement of products or brands to consumers [16]. At this stage, the goal is for the product or brand to appear superior compared to others.

Yogyakarta is a strategic city with an increasing and bustling population and number of tourists. One of the hotels in Yogyakarta is Por Aqui Stay & Dine, which is located on Prawirotaman street, a popular area in Yogyakarta. This hotel is considered quite young as it has only been operating since October 9, 2021, and has to compete with other hotels that have been established for a longer time. Por Aqui Stay & Dine is different from most hotels in Yogyakarta because it offers a unique concept, namely Mexican bohemian, which combines exotic Mexican aesthetics with a nature.

In addition to the hotel, Por Aqui also has a restaurant facility that serves traditional Mexican cuisine and offers Mexican-themed items for guests. Some staff at Por Aqui wear traditional Mexican clothing, and in terms of staff appearance standards, only Por Aqui has a different appearance compared to other hotels in Yogyakarta. This can create a vibrant nature that attracts consumers attention, thereby reinforcing the impression that they are on vacation in Mexico (Table 1).

Table 1. Increasing number of Por Aqui Stay & Dine consumer

| Year | Number of Rooms | Consumer |
|------|-----------------|----------|
|------|-----------------|----------|

|      |              |                   |
|------|--------------|-------------------|
| 2021 | 1.521 rooms  | 3.492 consumers   |
| 2022 | 6.980 rooms  | 15.285 consumers  |
| 2023 | 7.085 rooms  | 15.513 consumers  |
| 2024 | >8.857 rooms | >16.525 consumers |

It seems that the consumer growth of Por Aqui Stay & Dine in 2024 has experienced a quite significant increase. Every hotel certainly requires a strategy or plan to increase consumer demand. Similarly, Por Aqui Stay & Dine has a strategy to continuously develop and increase its number of consumers each year. This research aims to understand the marketing communication strategy of Por Aqui Stay & Dine Yogyakarta to increase the number of consumers in 2024.

## Method

This study adopts a qualitative descriptive approach. As stated by [17], qualitative research employs scientific methods to explore phenomena by describing data and factual information in narrative form, with a strong emphasis on the research process rather than merely the outcomes. Data collection in this study is conducted through interviews with selected informants and documentation analysis. Interviews are used to gather in-depth information relevant to the research focus, while documentation provides supporting data in the form of official documents and social media uploads obtained directly from Por Aqui Stay & Dine.

The researcher is responsible for organizing and interpreting the collected data to ensure it aligns with the research objectives. Data analysis involves three key stages: data reduction, data presentation, and drawing conclusions that are clear and comprehensible for both the researcher and other stakeholders. To ensure the credibility and accuracy of the findings, this study employs source triangulation as a validity test, which involves cross-verifying information obtained from different sources such as interviews and documentation.

## Results and Discussion

To increase the number of consumers in 2024, Por Aqui Stay & Dine is implementing a marketing communication strategy to achieve its targets and objectives. Por Aqui Stay & Dine's marketing communication strategy in determining the market will be grouped through segmentation, targeting, positioning, and promotional mix.

### Segmentation

Por Aqui Stay & Dine targets men and women aged 17-25 with statuses as young adults, families, and solo travellers. Por Aqui Stay & Dine targets consumers among out-of-town tourists such as those from Jakarta. Because Por Aqui Stay & Dine is located in the tourist area of Prawirotaman, which is famous for many foreign tourists, this results in a large number of consumers from abroad.

Psychographically, the target market of Por Aqui Stay & Dine values hotel innovation in terms of unique and comfortable design. Usually, consumers are also interested in places that are aesthetically pleasing and Instagrammable. It is not impossible for consumers who want to visit and stay at a hotel with a unique concept but still feel like home.

### Targeting

The target market for Por Aqui Stay & Dine is people who enjoy hotels with a unique and natural concept, so it is expected that customer loyalty will grow among those who want to gather with family in a warm and nature. The potential target for Por Aqui Stay & Dine is the unique experience during the stay or dinner of the consumers, so they need a comfortable place that provides a bright atmosphere, reinforcing the impression that they are on vacation in Mexico.

### Positioning

Por Aqui Stay & Dine targets markets outside Yogyakarta. Because hotels cannot only target markets within the Yogyakarta area. Usually, the Yogyakarta area as a whole focus more on restaurants by putting up banners and billboards in strategic locations throughout the city of Yogyakarta.

Por Aqui Stay & Dine positions its business as a home for every consumer. Thus, every consumer will receive warmth and comfort every time they visit and stay at Por Aqui Stay & Dine. This hotel also highlights exotic Mexican aesthetics as its identity.

### Promotion Mix

Por Aqui Stay & Dine implements three promotions from the promotional mix through advertising, public relations, and direct marketing.

### Advertising

Advertisements are a form of communication disseminated through various media platforms and are generally perceived by the public as informative messages about a product [11]. Por Aqui Stay & Dine utilizes advertising as a key strategy to attract more consumers by highlighting the hotel's distinctive concept and competitive advantages that set it apart from other accommodations. Through advertisements, the hotel showcases its facilities, aesthetic appeal, unique events, and various offerings using online media as the primary promotional channel.

To enhance consumer engagement, Por Aqui Stay & Dine maximizes its presence on digital platforms, particularly Instagram, where it regularly uploads content related to its brand. The use of social media enables potential customers to feel a sense of familiarity and connection, even if they have not physically visited the hotel. In addition to digital promotions, Por Aqui Stay & Dine also leverages media coverage, including features on national television, to expand its visibility.

Furthermore, the hotel installs billboards in strategic locations and offers regular promotional deals to attract guests. As part of its unique branding, Por Aqui Stay & Dine incorporates cultural celebrations from Mexico into its promotional events, creating a thematic experience that resonates with its brand identity. The general manager also actively participates in promotional activities outside Yogyakarta, acting as a travel representative to introduce and market the hotel's offerings to a broader audience.

### Public Relations

In the realm of marketing, public relations plays a crucial role in shaping a positive image and supporting various communication strategies. At Por Aqui Stay & Dine, public relations—particularly in the form of media relations—is an integral part of its promotional efforts. The hotel actively maintains strong relationships with media outlets, resulting in frequent visits from online media to cover and disseminate content related to the hotel. These media collaborations help strengthen brand visibility and public engagement.

In many instances, visitors and reviewers share their experiences through online platforms, providing organic promotional content that enhances the hotel's reputation. Such third-party reviews are often perceived as more credible by potential consumers compared to direct promotional messages. In addition, Por Aqui Stay & Dine regularly collaborates with influencers who are invited to experience and review the hotel, further amplifying its reach. The hotel also hosts curated monthly events in collaboration with local creative communities, adding experiential value for guests.

This approach reflects the hotel's preference for soft selling—subtly promoting its brand through engaging content and experiences rather than direct advertising. Por Aqui Stay & Dine believes that this strategy is effective in fostering a favorable public image. The resulting positive public perception is seen as a key factor in driving increased consumer interest and visitation.

### Direct Marketing

Por Aqui Stay & Dine also implements direct marketing strategies by engaging in personal interactions with customers through phone calls and the distribution of brochures. These efforts are aimed at fostering strong customer relationships and ensuring that guests feel a sense of warmth and hospitality during each visit. By sending personalized messages, the hotel is able to receive immediate feedback and gain a clearer understanding of customer perceptions.

Although direct marketing is employed, the communication style adopted by Por Aqui Stay & Dine is intentionally soft and non-intrusive. Rather than using overtly persuasive language, the hotel prioritizes a gentle and welcoming tone to create a sense of comfort for potential guests. This approach helps build emotional connections and contributes to converting potential customers into loyal visitors, as illustrated in [Figure 1](#).



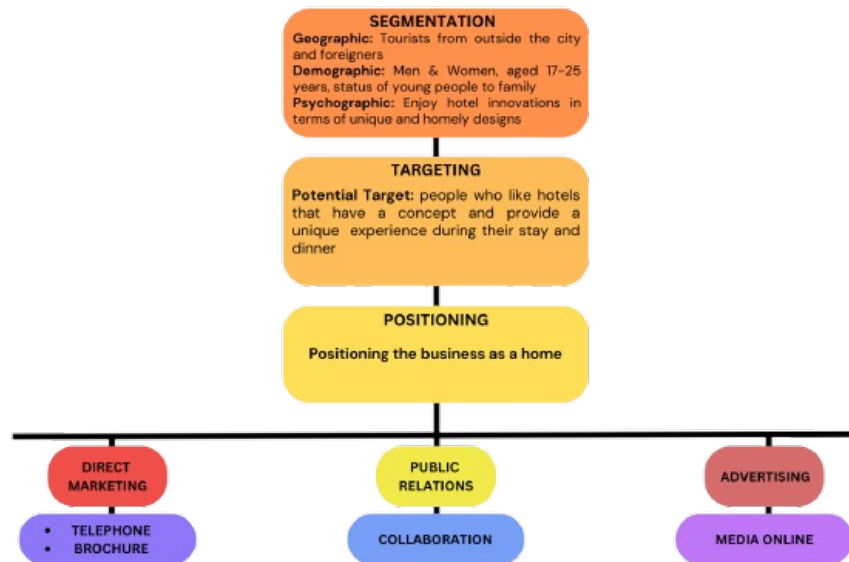


Figure 1. Flow of marketing communication strategy at hotel Por Aquí stay & dine.

## Conclusion

The result of the research on the marketing communication strategy of Por Aquí Stay & Dine in increasing the number of consumers in 2024 indicate that in the first step, Por Aquí Stay & Dine conducted mapping by performing segmentation, targeting, and positioning analysis to identify market opportunities. Next, Por Aquí Stay & Dine has implemented a promotional mix by adopting a Mexican bohemian concept that blends with nature, creating a warm atmosphere. This hotel provides high-quality products that match the prices shown to consumers.

Por Aquí Stay & Dine conducts promotional activities through the social media platform Instagram by implementing a promotional mix that includes advertising, public relations, and direct marketing. In their promotional efforts, Por Aquí Stay & Dine does not use persuasive language that gives the impression of hard selling. Por Aquí Stay & Dine also maintains good relationships with various online media and communicates directly with consumers.

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