

MALANG FLOWER CARNIVAL AS LAUNCHING PAD FOR FARIZ HOTEL MALANG

Gian Avila Chandra; Andrea Torres; Jessica A. Zacny; Thalita Aldrianita; Aisah Anugerah Qadri; Lisa Cherivtch; Popy Rufaidah, SE., M.BA., Ph.D; Dr. Eri Besra

ABSTRACT

Fariz is hotel located in a strategic place near airport and culinary spot. Currently the management of Fariz hotel do not think foreign tourist as a target market. Fariz hotel still lacks some resource to do an international promotion. Fariz hotel currently using online application and website to promote their service. Their current customer mainly is tour and travel or a company. Fariz hotel potencies are its strategic location and affordable price.

The team suggested a promotion program using Malang Flower Carnival as the theme. The program is a bundle package that use Malang Flower Carnival attractiveness to catch foreign tourist interest. This program is not only promote Fariz hotel but also promote Indonesian culture. Malaysia, China, and Australia are countries which both interested in Indonesian culture and have the most tourist visiting Indonesia. That countries are the main target for this promotion program. Fariz hotel management are agreed to do international marketing as long as the marketing program is makes sense and suitable with the current Fariz hotel situations. The team suggest that Fariz hotel should improve the English of their human resource, focusing their target segment, and participate in promoting Malang Flower Carnival.

Keywords: *Malang Flower Carnival, Culture, Malang Government, Fariz Hotel.*

1. COMPANY PROFILE

Name: Fariz Hotel

Address: Jalan Perusahaan No. 57, Tunjungtirto, Singosari, Tunjungtirto, Malang, Jawa Timur 65153, Indonesia

Website: <http://farizhotel.com>

PIC:

Name: Dedi Sumardi

Phone: +62 813-2033-9166

E-mail: info@farizhotel.com

Fariz hotel is a new hotel in Malang established at 2014. Fariz hotel is a hotel with an affordable price that give the best service incomparable to their price. Fariz hotel located in a strategic place near Batu city that is the main tourism spot in East Java. Fariz hotel also located near airport and the main way to Surabaya, the hotel also surrounded by Malang's culinary spot.

Facilities provided by Fariz hotel:

36 Rooms, Superior, Suites & Family

Stuated Analog 25-Minute Batu Area

Free Pick-up Service

Airport/Train Station/Shuttle Bus Transfers

Meeting Rooms

Family Karaoke Tv

Lobby Lounge

Café & Restaurant

Rental Car & Tiketing

Laundry & Dry Cleaning

Free WI-FI high speed

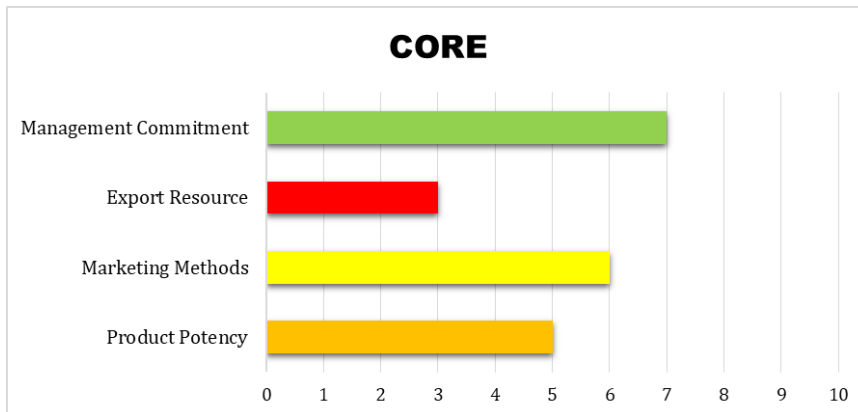
1.1 Fariz Hotel Vision

Being an affordable hariah transit hotel in Malang that offers a comfortable dwelling and gives a positive impression to all customers.

1.2 Fariz Hotel Mission

We tried to give the best services and hospitality and give people best experience with our affordable price.

2. COMPANY READINESS



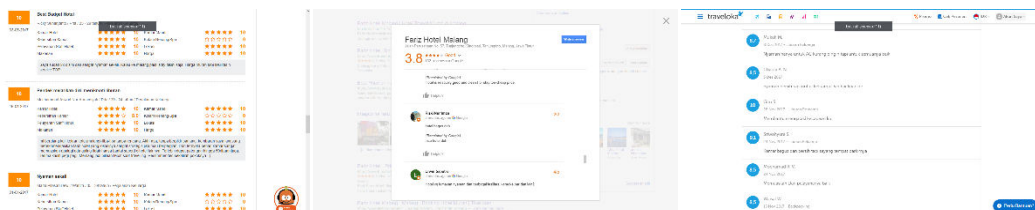
Graphic 2.1 Readiness Level Based On Core Methods

2.1 Management Commitment

Fariz hotel currently focus on local market only. The management hoped that in the future Fariz hotel can be promoted internationally. They agreed to accept the idea as long as it is suitable for Fariz hotel and make sense.

2.2 Export Resource

Currently the management do not think foreign tourist as a target market. Fariz hotel still lacks some resource to do an international promotion, for example the hotel do not have division focused for international promotion and the website is in Indonesian. Aside from that, the hotel gives satisfying service to customer according to the customer's reviews in many websites like google, traveloka, and pegipegi.



Picture 2.1 Screenshots of Customer Reviews

2.3 Marketing Methods

Fariz hotel currently using online application and website to promote their service. The hotel's target market is local visitors, sometimes they do have a foreign tourist customer from websites. Their current customer mainly is tour and travel or a company.

2.4 Product Potency

Fariz hotel potencies are its strategic location and affordable price. Fariz hotel is relatively close to airport and culinary spot, it only takes 30 minutes from airport to Fariz hotel with normal traffic. Fariz hotel also keep their price at affordable level, their price is considered low compared with the most hotel business in Malang.

3. RECOMMENDED SERVICE IDEA

Most of Fariz hotel client is coming from travel agent and company. The management team of Fariz hotel hoped that they can target FIT (fully independent traveler) from other countries because FIT give more benefit compared to travel agent and company.

Fariz hotel is potential to be promoted internationally because of many famous tourism object in East Java for example is East Java foods and cultures. East Java is a potential place for tourism industries, East Java's tourism has been developing for these past years. Below is the data of number of tourist according to starred hotel (Badan Pusat Statistik 2017).

Number of Tourist According to Starred Hotel, 2008-2015 (in thousand)

Provinsi	2008	2009	2010	2011	2012	2013	2014	2015
Aceh	11.50	9.20	9.00	6.30	4.30	7.00	11.80	13.00
Sumatera Utara	101.50	139.80	124.00	125.60	197.40	292.30	453.20	263.10
Sumatera Barat	34.60	34.70	18.70	20.60	36.90	59.00	63.80	38.00
R i a u	14.60	17.10	18.50	19.30	16.20	64.60	88.70	25.90
J a m b i	4.40	2.60	3.80	2.40	1.20	1.30	2.10	4.90
Sumatera Selatan	12.30	5.40	7.40	25.30	11.10	17.30	48.40	13.20
Bengkulu	0.10	0.20	0.10	0.20	0.60	0.90	0.80	0.60
Lampung	2.80	2.70	2.10	5.00	14.90	35.40	17.90	4.60
Kep Bangka Belitung	0.40	0.70	0.60	1.40	1.70	2.00	2.60	3.30
Kepulauan Riau	711.40	788.10	717.40	961.30	860.70	1,490.20	1,439.70	1,329.00
DKI Jakarta	654.80	651.20	882.90	1,013.20	1,190.30	1,114.80	1,222.70	1,873.80
Jawa Barat	118.70	159.60	156.60	178.10	243.90	310.00	333.00	629.30
Jawa Tengah	58.10	54.40	55.90	59.50	63.30	131.30	120.90	104.90
DI Yogyakarta	110.90	112.30	95.60	107.00	148.50	190.20	202.80	190.10
Jawa Timur (East Java)	208.40	352.70	411.20	200.40	217.00	181.20	232.00	249.90
Banten	91.00	49.70	54.30	77.60	98.10	357.50	174.50	351.20
B a l i	1,865.50	2,068.20	2,413.50	2,296.00	2,500.70	4,802.70	5,293.50	5,337.80
Nusa Tenggara Barat	46.20	80.40	91.00	59.00	72.70	117.70	220.40	154.20
Nusa Tenggara Timur	3.30	8.30	9.50	15.30	11.00	19.80	22.60	25.00
Kalimantan Barat	14.20	13.90	10.00	15.60	20.20	30.50	18.40	24.90
Kalimantan Tengah	0.30	0.30	0.20	1.60	1.40	29.90	3.20	4.10
Kalimantan Selatan	10.00	7.10	8.00	9.30	7.50	7.60	8.30	11.60
Kalimantan Timur	26.70	30.40	35.70	39.40	53.20	54.30	52.40	39.20
Kalimantan Utara								1.30
Sulawesi Utara	7.30	9.30	7.00	13.10	16.30	17.30	43.70	12.50
Sulawesi Tengah	0.40	0.60	0.80	0.80	1.10	0.90	1.30	1.80
Sulawesi Selatan	25.70	30.50	31.20	49.00	45.60	87.20	66.10	66.90
Sulawesi Tenggara	0.50	0.20	-	1.10	1.60	3.80	5.80	5.10
Gorontalo	0.40	0.40	0.30	0.50	0.20	0.50	0.40	0.50
Sulawesi Barat	-	-	-	-	0.10	-	-	0.10
M a l u k u	2.40	2.30	2.40	2.50	2.70	4.80	16.50	66.90
Maluku Utara	0.30	0.10	0.10	0.70	1.10	1.90	0.30	0.30
Papua Barat	2.00	1.70	2.20	3.20	1.60	1.90	2.70	4.80
P a p u a	2.80	6.60	5.50	3.10	11.30	64.90	14.20	17.90
Indonesia	4,143.50	4,640.70	5,175.50	5,313.40	5,854.40	9,500.70	10,184.70	10,869.70

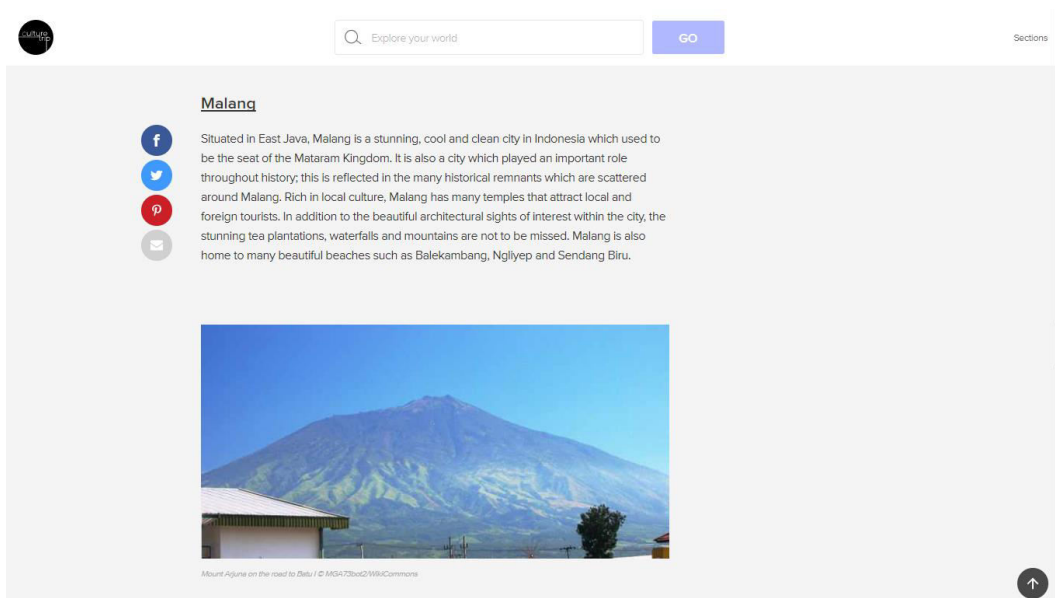
Table 2.1 Number of Tourist According to Starred Hotel, 2008-2015

The fact is Malang government currently focused in developing tourism in Malang. Malang government stated that the number of foreign tourist should increase 6%-10% in 2017 compared to 2016 (Anggraeni 2017). This fact give the chance for tourism industries including hotel industries in Malang city.



Picture 3.1 Screenshot of malangtoday.net

Malang is one of the top ten most beautiful city in Indonesia, looking both from its nature and culture aspect, Malang is one of the must visit city for foreign tourist that interested in Indonesian culture. (Arslanian 2017).



Picture 3.2 Screenshot of theculturetrip.com

Malang is famous for its culinary and cultural event that held annually, for example Malang Tempoe Doeloe and Malang Flower Carnival. Malang Flower Carnival is an event that shows many costume from different culture in Indonesia. In 2017, Malang Flower Carnival is not only showing culture from Indonesia, but also from another countries such as Malaysia, Thailand, China, Australia, and Belgium (Cahyu 2017). Malang Flower Carnival get some international award for example:

The Best Performances from International Cultural Parade in Moscow (2014);

Best Traditional Costume Hilo Green Ambassador (2014);

Best Performances from International Culture and Tourism Festival in Taiwan (2014);

Best National Costume, Miss Queen Tourism Ambassador International in Kuala Lumpur, Malaysia (2016).

The team suggested a promotion program using Malang Flower Carnival as the theme. Malang Flower Carnival's beauty can attract foreign tourist especially tourist that interested in culture. The program is a bundle package that use Malang Flower Carnival attractiveness to catch foreign tourist interest. This program is not only promote Fariz hotel but also promote Indonesian culture. The bundle package system will be explained in this section.

First, the guest should be arrived in Malang at the night before and spent the night in Fariz hotel. In the morning, the guest is going to taste Malang famous food for their breakfast. The tourist will be given some food choices and using voting method to choose the food. This will give the tourist a taste of Malang famous culinary.

Second, after breakfast the guest will be taken to the Malang Flower Carnival event. The guest will take a lot of time watching and walking around Malang Flower Carnival. The tourist will have free time in Malang Flower Carnival, it is up to the individually how they spend their time at Malang Flower Carnival. The staff from Fariz hotel will be stand by in case the tourist ask for help or information.

Third, at the night, the tourist will have street food as a dinner. The guest will be taken to the square of Batu which famous for its street food. The staff give a limited time for the guest to take around and tried Batu's street food, when the time is up the guest must gather at the decided place.

Last, if the guest choose to stay over at Fariz hotel after that night, the hotel could give special discount to that guest. The purpose is to keep the guest stay at Fariz hotel, because usually foreign tourist do not come to Indonesia for just two or three days.

4. COUNTRY SELECTION

The countries that will be targeted are Singapore, Malaysia, Thailand, China, Australia, Belgium, Taiwan and Russian (especially Moscow). Fariz hotel will gain more effectiveness and efficiency by marketed in few specific countries. Several fact is given as reasons why these countries are the most potential target.

Singapore, Malaysia, and Thailand is members of ASEAN community. The benefit from being ASEAN community member is they can travel easily from country to country easily without visa, this easiness give most benefit to tourism industry. More reasons will be explained in this section.

Country	2010	2011	2012	2013	2014	2015	2016
 Singapore	1,206,360	1,324,839	1,324,706	1,432,060	1,559,044	1,594,102	1,515,701
Malaysia	1,171,737	1,173,351	1,269,089	1,380,686	1,418,256	1,431,728	1,541,197
 China	511,188	594,997	726,088	858,140	1,052,705	1,249,091	1,556,771

Country	2010	2011	2012	2013	2014	2015	2016
Australia	769,585	933,376	952,717	983,911	1,145,576	1,090,025	1,302,292

Table 4.1 Tourist arrivals in Indonesia by nationality

According to table 4.1, Singapore, Malaysia, China, and Australia is potential market because of the number foreign tourist that visit Indonesia from these countries has been increased greatly for this past few years. This significant increase is still expected growing in 2017 and 2018 (Badan Pusat Statistik 2017).

The team found several countries that is potential as market looking from the cultural aspect. Indonesia is famous with its cultures for example Bali's culture and Reog Ponorogo. The team going to target few country that proven potential as target looking from cultural aspect, which is Malaysia, Thailand, China, Australia, and Belgium. These countries is proven taking interest in Indonesian culture especially Malang Flower Carnival, because all of these countries took part in Malang Flower Carnival 2017 (Bidang Informasi Publik 2017).

Taiwan and Russian (especially Moscow) can be potential market as well, because Malang Flower Carnival has won international award in Moscow and Taiwan. Indonesian culture should gain popularity in Moscow and Taiwan after that event. It should raise the interest of local people from those countries about Indonesia culture.

5. MARKETING STRATEGY

5.1 Segmentation

In order to gain effectiveness, this promotion program should use segment marketing instead of using mass marketing. Segment marketing divide the market into segments or groups based on the characteristics from the specific market (Kotler & Keller 2009). In this promotion program, Fariz hotel should divide the market by geographic segmentation, demographic segmentation, and psychographic segmentation.

The geographic segmentation divides target market based on geographical areas such as nations, states, regions, countries, cities, and neighborhoods. Company can carefully target one or two more areas but must be aware of various population shift (McDonald & Meldrum 2013). In this case, Fariz hotel should divide the target based on nations according to data from table 4.1.

The demographic segmentation divides target market based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class, and nationality (Armstrong & Kotler 2011). In this case, Fariz hotel should divide the target markets based on income, because Fariz hotel is competing with many other international hotel and what makes Fariz hotel competitive is its price.

The psychographic segmentation divides target market according to their attitudes, values, lifestyles, interests, and opinions (McDonald & Meldrum 2013). This promotion program is using cultural event as a theme, so Fariz hotel should divide their target based on interests of the target market. The interests of the target market should be related with culture.

5.2 Targeting

As the explanation of geographic segmentation above, Fariz hotel should target the market based on nation or country. Looking from the data provided in table 4.1, Singapore, Malaysia, China, and Australia should become the target for this promotion program because the data showed high number of tourist visiting Indonesia from these four countries and has been increasing for this past few years. This significant increase is still expected to grow in 2017 and 2018.

Fariz hotel should target the market with middle-low income. The economic situation of an individual makes a big influence on consumer, it makes difference on the decision making process of customer behavior (Khan 2007). Several studies have been done to understand what consumers find important in hotels when they travel for leisure. In the 2006 National Leisure Travel Monitor survey, it was found that consumers generally consider the price for value of the hotel room rates they pay. Leisure traveler desire for following location and hotel room rates closely (Lee 2008). Fariz hotel's affordable price will leave positive impact in their mind especially to middle-low income segment.

According to psychographic segment, the team suggest that Fariz hotel target the market with strong interest in cultural aspect especially with Indonesian culture. There is some countries that is already proven take interest in Indonesia culture, especially for Malang Flower Carnival itself. Malaysia, Thailand, China, Australia, and Belgium is the countries that should be targeted, because these countries is already participating in Malang Flower Carnival 2017. This is an indicator that shows these countries have taken interest in Indonesian culture.

Combining segmentation above, Malaysia, China, and Australia are countries which both interested in Indonesian culture and have the most tourist visiting Indonesia. It can be concluded that these countries is the most potential market and should become the major target for this promotion program. Inside these countries, Fariz hotel should target the person who interested about culture and have middle-low income.

5.3 Positioning

Fariz hotel have many competitors in Malang, some of them are a well known international hotel like IBIS Styles, Swiss-bellin, The Grand Palace. Fariz hotel competitive advantage are affordable price and its strategic location. Most of international hotel give high price because they are already famous and gained trust from many countries. This promotion program can make Fariz hotel become the first international hotel with affordable price that provide decent facilities. Fariz hotel is potential to be marketed overseas because its target market is different from other international hotel in Malang. Fariz Hotel positioning is illustrated in Picture 5.1.

PRICE



Picture 5.1 Positioning of Fariz Hotel

5.4 Pricing

Price is one the main indicator that consumer consider for choosing hotel room. Room price is the core element for hotel industry (Guiding 2012). The pricing process can be divided by certain aspects, such as purpose of vacation (business traveler or leisure traveler), advanced booking, seasonality, customer perception of service quality, and customer satisfaction. This promotion program target is a leisure traveler who come to enjoy the Indonesian culture. I think it would be best for Fariz hotel to keep their price at affordable level, because the purpose of this program is to introduce Fariz hotel as a first international hotel with affordable price.

In addition for this program, Fariz hotel can make a continued small promotion by adding discount for the guest participating in this program. Normally a foreign tourist do not stay in a city just for two or three days, even after Malang Flower Carnival is over they would prolonged their stay in Malang. In order to keep the guest stay in Fariz hotel, Fariz hotel can give discount to these customer.

5.5 Distribution Channel

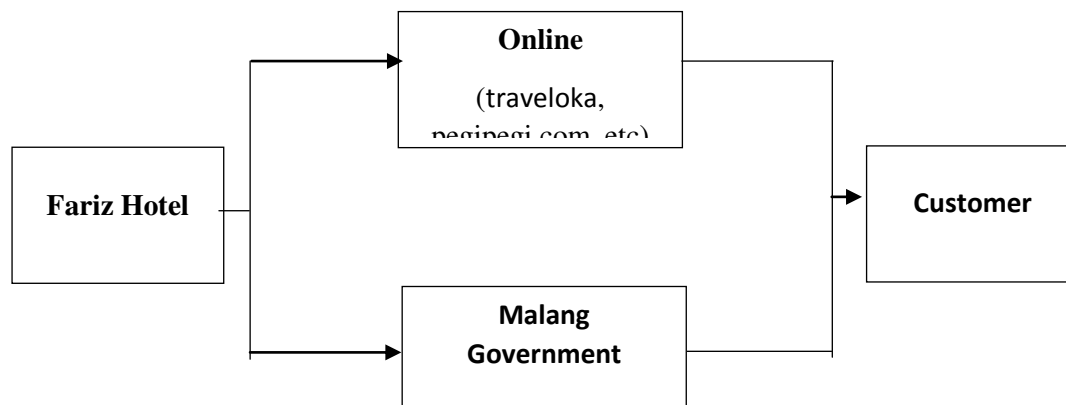
Distribution channel is the flow of goods/services from the producer/manufacturer to the consumer/final user which conducted by one or more companies/individuals. (Hill 2010). Channel of distribution consist of one or more companies/individuals who participate in the flow of goods, services, information, and finances from the producer to the final user or consumer (Dent 2011).

Fariz hotel is a service industry. Service industry's distribution channel is different with goods industry. Fariz hotel still unknown into international hotel business. Fariz hotel should build their distribution channel slowly, the first step is Fariz hotel must gain trust from their

customer. The team suggest that Fariz hotel use direct sales for its distribution. The direct sales channel allows Fariz hotel to contact its customers without any intermediaries. As it is interact with customers, it will receive direct feedback on what being proposed and Fariz hotel can adjust its marketing accordingly.

Fariz hotel already using internet as distribution channel, so it would be best to use internet channel as the media for distribution in this program, because it is easier for Fariz hotel to embrace all the target market using internet as media for distribution.

Fariz hotel could use partnership for its distribution channel with Malang Flower Carnival. This partnership is beneficial because Fariz hotel will be promoted as well as Malang Flower Carnival (MFC) promoted. In order to make it simple, the distribution channel is illustrated in picture 5.2.



Picture 5.2 Fariz Hotel Distribution Channel

5.6 Promotion

Fariz hotel should use pull marketing strategy promotion. The purpose of pull marketing strategy is to get the customers come to the producer, where marketers are attempting to pull customers in. Common tactics used for pull marketing are mass media promotions, word-of-mouth referrals, and advertised sales promotions. The general purpose of pull marketing is to create brand loyalty and keep customers coming back (Robertson 2015).

Mass media online promotions is suitable for this promotion program with several countries as the target. This promotion program is going to be promoted in Google Ads and Facebook Ads. These two companies provide detailed filter so marketer can choose specifically how, when, where, and to whom this program promoted. These ads will be in form of a poster. Hopefully after mass media online promotion success, these targets that have seen the ads would spread out this promotion trough word-of-mouth, for example the person who interested about culture can spread the ads to their culture group or organization.

The second promotion method that team suggest is to promote the Malang Flower Carnival. Fariz hotel is in partnership with Malang Flower Carnival, this makes Fariz hotel will be promoted as well as Malang Flower Carnival being promoted. The team suggest Fariz hotel or Malang Flower Carnival attend an international culture expo. The team have found the potential expo for Malang Flower Carnival event, which is FIUTS Cultural Fest International Expo. Below is the information about the expo:

Event : FIUTS Cultural Fest International Expo

Date : Thursday, February 8th, 2018

Time : 10.30 AM – 03.00 PM (local time)

Location : University of Washington

Building : Husky Union Building (HUB) Ballrooms (2nd Floor)

Website : <http://www.fiuts.org/events/culturalfest/expo>

Contact : samantha@fiuts.org

This expo is free and open to public (FIUTS 2017). It is a big chance to promote Malang Flower Carnival because many culture will be gathered in one place. More information about the expo can be accessed in the website or contact the person in charge. The team take screenshot for the application form that provided in appendix.

6. EXPORT PROCESS

Tourism product do not need any permission to get promoted internationally. Tourism product can be promoted anywhere as long as the information is real. The media for promotion is not limited, from common media (brochures, posters, banner, etc.) to e-marketing are all permitted. This program suggest that Fariz hotel join FIUTS expo in Washington, to join this expo you need to fill in online form for booth application. The form link and screenshot are provided in appendix.

7. EXPORT RISK

This promotion program is designed for Fariz Hotel to get customer from overseas. That means Fariz Hotel is no longer a local business anymore, Fariz Hotel must be prepared to take risk for this promotion program. First, Fariz Hotel may receive many demands in one moment because their customer will both local and foreign tourist. Fariz Hotel only have 36 rooms so the risk of the Fariz hotel get over demand is high. This can become a problem for Fariz hotel, this promotion can increase the demand from target market but if the hotel management cannot manage this demand, it can become bad result for Fariz hotel. For example, Fariz hotel main customer right now are tour and travel or company, when they get demand from tour and travel or company, it takes all of the hotel room so Fariz hotel cannot take any FIT. The situation can be vice versa, for example Fariz hotel get many demands from local or foreign tourist and the situation is half of the hotel room is booked, so Fariz hotel cannot take any tour and travel or company demand in this situation. This cause Fariz hotel may lose its tour and travel customer which their primary customer right now.

Second risk is this promotion depends a lot on Malang Flower Carnival. Malang Flower Carnival gives major impact in this promotion program. It means how well this promotion program promoted is also depends on how Malang Flower Carnival promoted. For example, if Malang Flower Carnival failed to attract tourist from other countries, then Fariz hotel will not gain anything from this promotion program because no one come to Malang. If Malang Flower Carnival promotion is not going well, then this promotion program will likely fail. There is also a possibility where Fariz hotel reputation tarnished because of this program promotion. For example, if Malang Flower Carnival event is unsuccessful in 2018 and leaves

bad impression to the tourist, that bad impression can affect Fariz hotel reputation because Fariz hotel is using Malang Flower Carnival as the theme of the promotion.

8. RECOMENDATION

Fariz hotel should decide and focus on the target segment they choose. Fariz hotel does not have many rooms, so Fariz hotel can only receive small amount of customer. Fariz hotel should decide if they target tour and travel which is their primary customer right now or target FIT which will give more benefit to the hotel income. Fariz hotel cannot take both of them as primary target because their room capacity is not sufficient to accommodate both target.

It will be better for Fariz hotel to participate in Malang Flower Carnival promotion because this promotion program depends a lot on Malang Flower Carnival. As long as Malang Flower Carnival promotion success it also help this promotion program become success. Make partnership or become the sponsor of Malang Flower Carnival will give benefit to Fariz hotel.

9. CONCLUSION

Fariz hotel management are agreed to do international marketing as long as the marketing program is makes sense and suitable with the current Fariz hotel situations. Fariz hotel is potential to be internationally marketed because they have competitive advantage that their competitor do not have, but the current Fariz hotel resource's is not sufficient for international business especially in the human resource. Fariz hotel do not have staff that focused on international business. Fariz hotel staff and employee can not talk English fluently and Fariz hotel website is in Indonesian. Fariz hotel should makes English training for the current employee and add English as a new job qualification for new employee and Fariz hotel should look for new staff that managing international business.

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