

## SWOT and AHP Analysis in Marketing Strategy at Hotel Baby Angel Dieng, Red Doorz Partner

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### Abstract

**Purpose** - This study aims to analyze marketing strategies to improve the marketing of the Baby Angel Dieng Mitra Red Doorz Hotel in Wonosobo, Central Java.

**Methodology** - This study employed a qualitative approach. First, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, an Internal Factors Analysis Summary (IFAS), an External Factors Analysis Summary (EFAS), and an Analytic Hierarchy Process (AHP) analysis were used. The SWOT analysis was used to identify internal and external factors influencing the Baby Angel Dieng Mitra Red Doorz Hotel. The IFAS and EFAS were used to weight and rank these factors to determine the hotel's position within the SWOT matrix. The AHP method was then used to prioritize optimal marketing strategies.

**Fundings** - This study indicates that the Baby Angel Dieng Mitra Red Doorz Hotel's SWOT analysis falls within quadrant I, which supports an aggressive strategy. Recommended strategies include more extensive promotions and improving the hotel's quality by increasing collaboration with third parties. Meanwhile, the AHP analysis identified that the first priority marketing strategy is strategy 5, namely by adding facilities and employees and holding training and education programs for employees.

**Limitations** - This study has several limitations, such as not obtaining all internal data, and the rapid development of social media and technology may make the analysis less accurate due to future changes.

**Implications** - The results of this study aim to address the issue of unmet marketing targets at Hotel Baby Angel Dieng Mitra Red Doorz and serve as input and reference material for investors considering investing in Hotel Baby Angel Dieng Mitra Red Doorz.

**Keywords:** Marketing Strategy, SWOT Analysis, EFAS, IFAS, AHP, Hotel Baby Angel Dieng Mitra Red Doorz.

### Abstrak

**Tujuan** - Penelitian ini bertujuan untuk menganalisis strategi pemasaran dalam upaya meningkatkan pemasaran hotel Baby Angel Dieng Mitra Red Doorz di Wonosobo Jawa Tengah.

**Metodologi** - Metode yang digunakan dalam penelitian ini menggunakan pendekatan kualitatif. Pertama, Analisis SWOT (Strengths, Weaknesses, Opportunities, Threats), IFAS (Internal Factors Analysis Summary), EFAS (External Factors Analysis Summary), dan AHP (Analytic Hierarchy Process). Analisis SWOT digunakan untuk mengidentifikasi faktor internal dan eksternal yang mempengaruhi hotel Baby Angel Dieng Mitra Red Doorz, sementara IFAS dan EFAS digunakan untuk mengukur bobot dan rating dari faktor-faktor tersebut guna menentukan posisi hotel dalam matriks SWOT. Selanjutnya, metode AHP digunakan untuk menentukan prioritas strategi pemasaran yang optimal.

**Hasil** - Hasil penelitian ini menunjukkan bahwa analisis SWOT hotel Baby Angel Dieng Mitra Red Doorz berada dalam kuadran I yang mendukung strategi agresif. Strategi yang disarankan antara lain promosi yang lebih masif dan peningkatan kualitas hotel dalam menambah kerjasama dengan pihak ketiga. Sedangkan analisis AHP mengidentifikasi strategi pemasaran prioritas pertama adalah strategi 5, yaitu dengan menambah fasilitas dan karyawan serta mengadakan program pelatihan dan pendidikan bagi karyawan.

**Keterbatasan** - Penelitian ini memiliki beberapa keterbatasan, seperti tidak mendapatkan semua data internal, dan pesatnya perkembangan media sosial dan teknologi dapat membuat hasil analisis kurang sesuai karena adanya perubahan di masa depan.

**Implikasi** - Hasil penelitian ini bertujuan bagi untuk menyelesaikan permasalahan terkait belum tercapainya target pemasaran di Hotel Baby Angel Dieng Mitra Red Doorz serta menjadi masukan dan bahan referensi bagi investor yang akan menanamkan sahamnya di Hotel Baby Angel Dieng Mitra Red Doorz.

**Kata Kunci:** Strategi Pemasaran, Analisis SWOT, EFAS, IFAS, AHP, Hotel Baby Angel Dieng Mitra Red Doorz.

## Introduction

The hotel industry is a crucial component of tourism growth, particularly in the sector providing accommodation services to tourists. Competition in the hotel industry, particularly in Wonosobo Regency, continues to intensify year after year. However, the Hotel Room Occupancy Rate (TPK) in Wonosobo Regency is projected to reach 24.15% in 2024, a 19.10-point decrease compared to the 43.25% recorded in 2023 (Wonosobo Regency Central Statistics Agency, 2024). In short, despite the large number of hotels being established, it's possible that they will face a number of obstacles and challenges. One of these challenges is determining the right marketing strategy to compete and increase hotel occupancy rates. Many hotel owners/managers and employees still lack the appropriate marketing strategy.

A marketing strategy is a measurable plan for introducing a product or service to the market and achieving sales goals. Many experts have defined marketing strategy, including Hari Nugroho (2022). Marketing strategy is a process that allows a business actor, whether a service or product, to focus on its resources. According to Ariyanto et al. (2021), marketing strategy is a systematic and comprehensive plan used as a guide for carrying out marketing activities to achieve the company's goal of generating profits. Meanwhile, according to Kurniawan (2021), marketing strategy is a plan that outlines the company's expectations that impact marketing activities or programs on product demand and product lines within its target market share. Therefore, it can be concluded that marketing strategy is a systematic plan designed to direct marketing activities, both for products and services. Its main objective is to utilize existing resources and meet company expectations, thereby increasing product demand and achieving expected profits within the targeted market share. However, in reality, the marketing strategy at the Baby Angel Dieng Mitra Red Doorz Hotel has not been optimal. This is proven by the results of observations obtained from room occupancy rate data which has not reached the desired target of 50% with 50 rooms available and the marketing strategy is still not optimal.

One factor influencing the marketing strategy at Hotel Baby Angel Dieng Mitra Red Doorz is strengths. Michael Porter (1985) states that business strength stems from a company's ability to create competitive advantage through product differentiation and cost efficiency. In addition to strengths, weaknesses are also factors influencing marketing strategy. David A. Aaker (2014) defines business weaknesses as internal deficiencies that hinder a company from achieving competitive advantage. Weakness analysis is essential for an effective marketing strategy. Another factor influencing marketing strategy is opportunities. According to Solihin & Yuneline (2023), opportunities are positive trends in a company's external environment, and if exploited

by the company, they have the potential to generate sustainable profits. The next factor influencing marketing strategy is threats. Hunger & Wheelen (2011) define business threats as conditions that could harm a company's market position, such as changes in regulations or economic policies.

Baby Angel Dieng Hotel Mitra Red Doorz is one of the hotels operating in the Dieng area and is part of the Red Doorz network, a well-known hotel management platform in Indonesia. This hotel offers a comfortable, friendly atmosphere, ideal for tourists who want to explore the natural beauty of Dieng. Based on the results of the pre-survey and in-depth study, it can be seen that the occupancy rate achieved is still not in accordance with the desired target of 50% from 2023 to March 2025, except in August 2024, the hotel occupancy rate reached the target of 50% with 25 occupied hotel rooms due to the return of the annual Dieng Culture Festival event which in 2023 the event was canceled so that the target achieved was still not optimal, namely 42% with 21 occupied hotel rooms in August, this experienced a decrease in occupancy rates compared to August 2024, this happened because one of them was not optimal in formulating the marketing strategy carried out. Marketing strategy is one way to design steps that will be taken by a company in running its business. Preparing a marketing strategy cannot be separated from looking at SWOT (Strength, Weakness, Opportunities, Threat) in the field of marketing for the business being run.

This research is a development research from previous research that has been conducted by the first, (Kadek et al., 2024) with the title Marketing Strategy in Increasing Room Occupancy Rate of RV Hotel By Max One Gianyar, the results in this study indicate the position of RV Hotel By MaxOne Gianyar is in quadrant II, namely using strengths to take advantage of long-term opportunities by means of diversification strategies (products/services). Updates or differences in this research lie in the addition of Analytic Hierarchy Process (AHP) and the object of research at Hotel Baby Angel Dieng Mitra Red Doorz, because according to the opinion of the research (Priyantoro & Setyorini, 2023), said that AHP can help in solving problems by conducting simultaneous and integrated analysis between existing criteria parameters.

This research was conducted to further examine strategic marketing planning, to understand the components in the Baby Angel Dieng Mitra Red Doorz Hotel in terms of strengths, weaknesses, opportunities and threats that will provide a clearer picture of the position of the Baby Angel Dieng Mitra Red Doorz Hotel in the market. Because problems related to the marketing strategy that is not yet optimal greatly affect the sustainability of the business, and there is still a lack of research that solves the problem at the Baby Angel Dieng Mitra Red Doorz Hotel. Based on the background of the problem that has been stated, the formulation of the problem of this research is that the marketing strategy at the Baby Angel Dieng Mitra Red Doorz Hotel is still not optimal which is influenced by strengths, weaknesses, opportunities and threats measured and compared using the AHP method.

## Literature review

### Marketing Strategy

*Marketing strategy is an essential tool for companies to achieve their marketing goals.* According to Hari Nugroho (2022), marketing strategy is a process that enables a business, whether a service or product, to focus its resources. Meanwhile, according to Kurniawan (2021), marketing strategy is a plan outlining a company's expectations that impact marketing activities

or programs on product demand and product lines within its target market. Marketing strategy is a planned pattern of actions in managing resources and directing efforts to generate sustainable profits (Mintzberg, 1993). Based on the understanding of marketing strategy according to the experts above, it can be concluded that marketing strategy is a series of processes and efforts carried out by business actors, both products and services, so that they are used by consumers to fulfill their needs and obtain profits for business actors.

### *SWOT Analysis*

According to David (2011), a SWOT analysis is a strategic planning tool that plays a role in assessing internal strengths and limitations, as well as external opportunities and risks. This evaluation process begins with determining specific business objectives, followed by identifying internal and external factors that support or hinder the achievement of these objectives.

According to Rangkuti (2018), SWOT is an acronym for the internal environment of Strengths and Weaknesses and the external environment of Opportunities and Threats faced by the business world. A SWOT analysis compares internal Strengths and Weaknesses with external factors of Opportunities and Threats. Meanwhile, according to (Juliansyah et al., 2017) SWOT analysis is an activity undertaken to identify and understand the strengths, weaknesses, opportunities, and threats that determine and influence a company's sustainability through observation of its internal and external environments.

From the definitions above, it can be concluded that a SWOT analysis is an analysis conducted to identify the internal and external strengths, weaknesses, opportunities, and threats of a business, agency, or individual, resulting in a strategic formulation.

Factors in a SWOT analysis (Nurjannah Sekolah Tinggi Ilmu Ekonomi Syariah Bengkulu, 2020) are as follows:

1. Strengths are the internal conditions of a business, encompassing the capabilities, resources, and skills possessed, which provide superiority, uniqueness, added value, and distinctive characteristics for the company, making it difficult for competitors in the market to match or imitate.
2. Weaknesses are internal limitations of the company regarding resources, skills, and capabilities that can hinder the company's performance.
3. Opportunities are situations that have not yet been addressed but could provide benefits if maximized.
4. Threats are important situations because they can create unfavorable conditions for the company and threaten its position in the market.

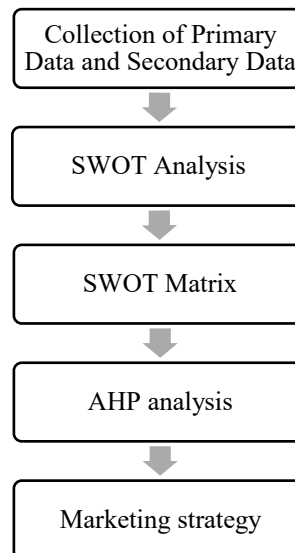
### *Analytical Hierarchy Process (AHP) Method*

AHP is a decision-making process that involves selecting between alternatives. The primary tool of the analytic hierarchy process is a functional hierarchy, with human perception as its primary input (Ruheli, 2021) Through this hierarchy, a complex and unstructured problem can be broken down into groups, which are then organized into a hierarchical structure (Permadi, 1992). From various considerations, a synthesis is then carried out to determine the variables that have the highest priority and play a role in influencing the results of the system. Therefore, it can be interpreted that AHP is a

subjective analysis model in the decision-making process based on several attributes in a hierarchical decision structure system.

## Research Framework/Model

The framework used:



**Figure 1. Framework of Thought**

Source: Processed by researchers in 2025

## Methodology

### Research Type

The type of research used in this study is qualitative research, a research method used to understand social phenomena or behavior within a specific context. Qualitative research not only produces rich descriptions but also provides valuable insights into the social context and dynamics (Sugiyono, 2019).

### Population

A population is a generalized area consisting of objects or subjects that possess certain qualities and criteria determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2019). The population in this study was the owners or managers, employees, consumers, and customers of the Baby Angel Dieng Mitra Red Doorz Hotel.

### Sampling Technique

A sample is a subset of the total population and the characteristics possessed by that population (Sugiyono, 2019). The sample size used in this study included:

1. The owners or managers of the Baby Angel Dieng Mitra Red Doorz Hotel.
2. Employees who have worked for more than five years because they understand the internal and external aspects of the Baby Angel Dieng Mitra Red Doorz Hotel, represented by two people from the receptionist department and the marketing manager.
3. Customers who have used the service more than three times are sampled, as well as consumers who have only used the service once.

The technique used in this research is the purposive sampling method. According to (Maulana & Sanusi, 2020) The purposive sampling method is a technique for sampling data sources with certain considerations. The reason for using the purposive sampling technique is because not all samples meet the criteria appropriate to the phenomenon being studied.

## **Matrik SWOT**

The SWOT matrix was obtained from interviews with the owner, marketing manager, employees, customers, and consumers of the Baby Angel Dieng Mitra Red Doorz Hotel. This resulted in four strategic alternatives that identify the strengths, weaknesses, opportunities, and threats of the Baby Angel Dieng Mitra Red Doorz Hotel. This allows conclusions to be drawn in developing its marketing strategy.

### *Strength-Opportunities (S-O) Strategy*

1. More extensive promotion (based on internal strengths: S1, S2, S3, S5 and external opportunities: O2, O4).

Extensive hotel promotion is a crucial strategy for increasing the use of hotel accommodations and attracting customers and consumers. This can be done through various promotional media such as the official website, social media, email marketing, online advertising, booking platforms, and promotional videos related to the Baby Angel Dieng Mitra Red Doorz Hotel, thus reaching a wider and easier audience. This extensive promotion will increase public awareness of the Baby Angel Dieng Mitra Doorz Hotel.

2. Improving hotel quality by increasing cooperation with third parties (based on internal strength factors: S2, S4 and external opportunity factors: O1, O3, O5).

### *Strategi Strength-Threats (S-T)*

1. Continuously improve facilities and services based on customer feedback (based on internal strengths: S1, S2, S3, S4, S5 and external threats T1, T4). As time goes by and demands for quality continue to increase, the Baby Angel Dieng Mitra Doorz Hotel must keep pace with customer demand by continually improving through enhanced hotel quality.
2. Collaborate with tourism associations (based on internal strengths: S6 and external threats: T2, T3). Issues related to new government policies related to tourism and changing tourism trends have generated a mix of pros and cons. Collaborating with tourism associations allows for information and resources to be shared and participation in discussion forums to voice the hotel's interests regarding changes in tourism policies and trends that could impact the hotel's continued performance.

### *Strategi Weaknesses-Opportunities (W-O)*

1. Add facilities and staff, and conduct training and education programs for employees (based on internal weaknesses: W1, W2, W3, W4, W5, and external opportunities: O3). Adding new facilities and new employees will create new and more diverse opportunities. This will potentially increase revenue from other business lines, but this must be accompanied by improvements in employee quality to meet these new demands.
2. Collaborate with tour operators and the surrounding community to enhance the hotel's

presence (based on internal weaknesses: W6, and external opportunities: O1, O5). By collaborating with tour operators and the surrounding community, the Baby Angel Dieng Mitra Red Doorz Hotel can generate support for business sustainability, offer more attractive tour packages, and contribute to the local economy and preserve local culture.

### *Strategi Weaknesses-Threats (W-T)*

1. Increase the productivity of various divisions (based on internal weaknesses: W3, W6 and external threats: T4). Optimizing the productivity of various divisions can increase revenue by improving operational efficiency and opening up more well-managed revenue sources.
2. Provide adequate room facilities to improve hotel room quality (based on internal weaknesses: W4, W5 and external threats: T1). Improving hotel room facilities can help increase employee productivity, customer satisfaction, hotel attractiveness, and hotel revenue.

### **IFAS and EFAS analysis**

#### *Weighting and Rating*

The research results from each informant resulted in an indicator assessment. The resulting scores were then weighted for each indicator. The weights were determined through direct discussions with experts, with the overall value of internal and external factors equaling 1.00. Once the weights for each indicator were obtained, each indicator's value was multiplied by the rating. The rating was determined by summarizing the internal and external factors, with a rating scale ranging from 5 to 1.

#### *Internal Factor Weighting and Rating Results*

Interview results were analyzed using a SWOT analysis to identify the company's internal and external factors. Next, the internal factors were weighted and rated. The following table summarizes the assessments:

**Table 1. Results of Internal Factor Weighting and Rating**

Internal Factors	Weight	Rating	Value
<b>Strength</b>			
1. Strategic hotel location	0,15	4	0,60
2. Affordable prices	0,08	3	0,24
3. Adequate parking area	0,10	3	0,30
4. Good and friendly service	0,11	4	0,44
5. Hotel surrounded by beautiful natural scenery	0,12	4	0,48
6. Efficient operational system	0,07	3	0,21
<b>Total</b>	<b>0,63</b>	<b>21</b>	<b>2,27</b>
<b>Weakness</b>			
1. Limited facilities	0,15	3	0,45
2. Noise from outside	0,10	3	0,30
3. Staff service is not always responsive	0,05	3	0,15
4. Inadequate room amenities	0,18	2	0,36
5. Inadequate room cleanliness	0,08	3	0,24
6. The Baby Angel Dieng Red Doorz Hotel was recently established	0,06	2	0,12
<b>Total</b>	<b>0,62</b>	<b>16</b>	<b>1,62</b>

Source: Processed data (2025)

Description: Strengths (+) + Weaknesses (-) = 2.27 + (-) 1.62 = 0.65. The result (0.65) will be placed on the (X) axis in the SWOT quadrant.

### External Factor Weighting and Rating Results

The interview results were analyzed using SWOT analysis to identify the company's internal and external factors. Next, the weighting and rating of external factors were assessed. The following table summarizes the assessments:

**Table 2. Results of Weighting and Rating of External Factors**

External Factors	Weight	Rating	Value
<b>Opportunity</b>			
1. Collaboration with tour operators	0,20	3	0,60
2. Increasingly sophisticated digital marketing	0,13	3	0,39
3. Improving room quality	0,15	4	0,60
4. Promotional packages	0,18	4	0,72
5. Building a community	0,10	3	0,30
<b>Total</b>	<b>0,76</b>	<b>17</b>	<b>2,61</b>
<b>Threat</b>			
1. Competition with the many accommodation options in Dieng	0,18	2	0,36
2. Issues related to new government tourism policies	0,15	3	0,45
3. Changing tourism trends	0,07	2	0,14
4. Negative online reviews	0,10	2	0,20
<b>Total</b>	<b>0,50</b>	<b>9</b>	<b>1,15</b>

Source: Processed data (2025)

Description: Opportunities (+) + Threats (-) = 2.61 + (-) 1.15 = 1.46. The result (1.46) will be placed on the (Y) axis of the SWOT quadrant.

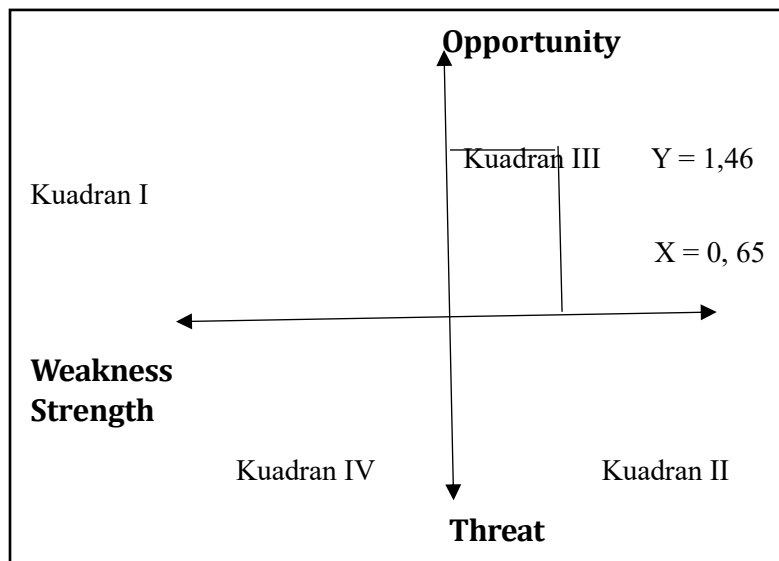
### SWOT Quadrant

From the results of the internal and external factors, the SWOT analysis quadrant can be created as follows:

X = Total Strengths Score (S) – Total Weaknesses Score (W)

Y = Total Opportunities Score (O) – Total Threats Score (T)

The calculation results are: (X = 0.65) (Y = 1.46)



**Figure 2. Analysis Results in the SWOT Analysis Diagram**

Source: Processed data (2025)

1. In Quadrant I, Aggressive (S-O Strategy), a company can utilize its strengths to seize every opportunity.
2. In Quadrant II, Diversification (W-O Strategy), a company can leverage strategic opportunities to focus its activities while avoiding weaknesses.
3. In Quadrant III, Turn-Around (W-T Strategy), a company minimizes weaknesses to address threats.
4. In Quadrant IV, Defensive (S-T), a defensive strategy requires strengths to confront competitors by developing diversification to develop advantages.

#### Information:

Based on the IFAS and EFAS matrix tables and the diagram above, the weights and ratings for internal and external strategic factors at the Baby Angel Dieng Hotel, Partners with Red Doorz, are visible. The weighting was done to determine the extent to which these factors influence the strategic factors themselves. The weighting of the internal factors of the strategy is obtained from the total strength of (+) 2.27 and the total weakness score of (-) 1.62 so that the total of the internal factors is (+) 0.65 with the following calculation: Strength (+) + Weakness (-) = 2.27 + (-) 1.62 = 0.65. Meanwhile, in the weighting of the external factors of the strategy, the total opportunity score is (+) 2.16 and the total threat score is (-) 1.15 so that the total of the external factors is (+) 1.46 with the following calculation: Opportunity (+) + Threat (-) = 2.16 + (-) 1.15 = 1.46.

This shows that the Baby Angel Dieng Mitra Red Doorz Hotel is in quadrant I which supports an aggressive strategy, this position is very profitable. The Baby Angel Dieng Mitra Red Doorz Hotel has excellent opportunities and strengths so that it can take advantage of existing opportunities. To improve its marketing strategy, Hotel Baby Angel Dieng Mitra Red Doorz only needs to implement appropriate strategies according to the results of the SWOT analysis that support an aggressive strategy to increase the company's development and progress. An alternative strategy that supports the aggressive strategy is the S-O (Strength - Opportunity) strategy, namely more extensive

promotions and improving the hotel's quality by increasing collaboration with third parties.

### **Strategy Analysis Using Analytical Hierarchy Process (AHP)**

The AHP method was used in this study to determine marketing strategy priorities using several criteria and alternative criteria. Based on the previously conducted SWOT analysis, several alternative marketing strategies were generated. However, one alternative strategy must be chosen with priority over the others. Strategic priorities are determined from the selected alternatives based on the criteria and the strategy deemed most important to achieving the target, which is obtained based on expert opinion.

#### *Hierarchical Structure Compilation*

To simplify the problem, all factors must be separated into hierarchical groups.

##### a) Level 1: Goals

Level 1 of the hierarchy contains the goals that will be used as the optimal marketing strategy to increase revenue for the Baby Angel Dieng Mitra Red Doorz Hotel, as obtained from the previous SWOT analysis.

##### b) Level 2: Criteria

Level 2 consists of criteria that explain more specifically the goals and criteria used to determine the marketing strategy for the Baby Angel Dieng Mitra Red Doorz Hotel. These criteria are:

1. Promotion Effectiveness
2. Market Expansion
3. Quality

##### c) Level 3: Alternative Strategies

Contains alternative strategies used to determine the appropriate marketing strategy to increase revenue for the Baby Angel Dieng Mitra Red Doorz Hotel. The strategy criteria are:

1. More extensive promotion
2. Improving hotel quality by expanding collaboration with third parties
3. Continuously improving facilities and services based on customer feedback
4. Collaborating with tourism associations
5. Expanding facilities and staff, as well as conducting training and education programs for employees
6. Collaborating with tour operators and the surrounding community to enhance the hotel's presence
7. Increasing productivity across various divisions
8. Providing adequate room facilities to improve the quality of hotel rooms

#### *Criteria Weighting*

The second-level hierarchy prioritizes the criteria used in hierarchies II and I, assigning weights to each criterion to determine the most important criteria. The criteria are: promotional effectiveness, market expansion, and quality.

**Table 3. Results of Criteria Importance Weighting**

No	Criteria	Priority Vector	Percent	Ranking
1.	Efektifitas promosi	0,149	14,9%	3
2.	Perluasan pasar	0,376	37,6%	2
<b>3.</b>	<b>Mutu</b>	<b>0,474</b>	<b>47,4%</b>	<b>1</b>

Source: Processed data (2025)

Based on the weighting calculations above, the quality criterion is more important, with a weighting value of 0.474 (47.4%). Therefore, quality in marketing the Baby Angel Dieng Mitra Red Doorz Hotel is an effort to improve the quality of service and hotel room facilities to attract and retain customers.

### *Weighting Alternative Strategies*

A second weighting was applied to each alternative strategy against the criteria (hierarchy II). The weighting is intended to assess the character of each alternative strategy based on the existing criteria.

#### a. Calculation of Promotional Strategy Effectiveness with Alternative Strategies

Pairwise comparisons of the promotional effectiveness criteria for the eight marketing strategies of the Baby Angel Dieng Mitra Red Doorz Hotel are as follows:

**Table 4. Weighting of Alternative Strategies with Promotion Effectiveness Criteria**

No	Strategy	Priority Vector	Percent	Ranking
1.	Strategy 1	0,089	8,9%	8
2.	Strategy 2	0,135	13,5%	2
3.	Strategy 3	0,134	13,4%	4
4.	Strategy 4	0,104	10,4%	7
5.	Strategy 5	0,135	13,5%	3
6.	Strategy 6	0,128	12,8%	6
7.	Strategy 7	0,134	13,4%	5
<b>8.</b>	<b>Strategy 8</b>	<b>0,141</b>	<b>14,1%</b>	<b>1</b>

Source: Processed data (2025)

Based on the calculation results in the table above, the main priority, alternative strategy for the highest promotional effectiveness criteria is strategy number 8 with an importance value weight of 0.141 or (14.1%). So the priority strategy selection with promotional effectiveness criteria in marketing the Baby Angel Dieng Mitra Red Doorz hotel is by providing adequate room facilities in an effort to improve the quality of hotel rooms. Promotion effectiveness can be seen from the increase in the number of positive interactions on social media. Perhitungan strategi perluasan pasar dengan strategi alternatif

Pairwise comparison for market expansion criteria in eight marketing strategies of Hotel Baby Angel Dieng Mitra Red Doorz.

**Table 5. Weighting of Alternative Strategies with Market Expansion Criteria**

No	Strategy	Priority Vector	Percent	Ranking
1.	Strategy 1	0,089	8,9%	6
2.	Strategy 2	0,116	11,6%	4
3.	Strategy 3	0,152	15,2%	2
4.	Strategy 4	0,033	3,3%	8

No	Strategy	Priority Vector	Percent	Ranking
<b>5.</b>	<b>Strategy 5</b>	<b>0, 301</b>	<b>30, 1%</b>	<b>1</b>
6.	Strategy 6	0, 116	11, 6%	5
7.	Strategy 7	0, 122	12, 2%	3
8.	Strategy 8	0, 072	7, 2%	7

Source: Processed data (2025)

Based on the calculation results in the table above, the highest priority order of alternative strategies for market expansion criteria is strategy number 5 with an importance value of 0.301 or 30.1%. So, the priority selection of alternative strategies for market expansion criteria in the Baby Angel Dieng Mitra Red Doorz hotel marketing strategy is to add facilities and employees as well as holding training and education programs for new employees and adding facilities that do not yet exist will add new, more diverse opportunities. This will potentially increase revenue from other business lines, but this must be accompanied by an increase in employee quality so that they will be able to meet these new demands. Perhitungan strategi mutu dengan strategi alternatif

Pairwise comparisons for quality criteria in the eight marketing strategies of Hotel Baby Angel Dieng Mitra Red Doorz, namely:

**Table 6. Weighting of Alternative Strategies with Quality Criteria**

No	Strategy	Priority Vector	Percent	Ranking
1.	Strategy 1	0, 085	8, 5%	7
2.	Strategy 2	0, 099	3, 7%	6
3.	Strategy 3	0, 165	14, 5%	2
4.	Strategy 4	0, 048	7, 4%	8
<b>5.</b>	<b>Strategy 5</b>	<b>0, 266</b>	<b>21, 5%</b>	<b>1</b>
6.	Strategy 6	0, 110	2, 8%	5
7.	Strategy 7	0, 111	15, 7%	4
8.	Strategy 8	0, 116	12, 3%	3

Source: Processed data (2025)

Based on the calculation results in the table above, the priority order of alternative strategies for the highest quality criteria is strategy number 5 with an importance value of 0.266 or 26.6%. Therefore, the priority strategy for choosing quality criteria in marketing the Baby Angel Dieng Mitra Red Doorz hotel is to add facilities and employees and hold training and education programs for employees. By adding new facilities and employees that do not yet exist, it will create new, more diverse opportunities. This will potentially increase revenue from other business lines, but this must be accompanied by an increase in employee quality to be able to meet these new demands. Matrik pembobotan kriteria dan alternatif strategi.

**Table 7. Criteria and Alternative Strategy Weighting Matrix**

	Promotion Effectiveness	Market Expansion	Mutu
Strategy 1	0, 089	0, 089	0, 085
Strategy 2	0, 135	0, 116	0, 099
Strategy 3	0, 134	0, 152	0, 165
Strategy 4	0, 104	0, 033	0, 048
Strategy 5	0, 135	<b>0, 301</b>	<b>0, 266</b>

	Promotion Effectiveness	Market Expansion	Mutu
Strategy 6	0,128	0,116	0,110
Strategy 7	0,134	0,122	0,111
Strategy 8	<b>0,141</b>	0,072	0,116

Source: Processed data (2025)

*Determining Alternative Strategies*

After all alternative weightings have been carried out for all criteria, the priority strategy is prioritized with the following calculation results:

**Table 8. Results of Calculation of Alternative Strategy Choice Weights**

No	Strategy	Priority Vector	Percent	Ranking
1.	Strategy 1	0,087	8,7%	5
2.	Strategy 2	0,127	12,7%	3
3.	Strategy 3	0,085	8,5%	6
4.	Strategy 4	0,053	5,3%	8
<b>5.</b>	<b>Strategy 5</b>	<b>0,160</b>	<b>16%</b>	<b>1</b>
6.	Strategy 6	0,156	15,6%	2
7.	Strategy 7	0,059	5,9%	7
8.	Strategy 8	0,117	11,7%	4

Source: Processed data (2025)

Therefore, the first priority marketing strategy is strategy 5, which involves adding facilities and staff, as well as implementing training and education programs for employees. This strategy is the top priority for the Baby Angel Dieng Mitra Red Doorz Hotel because it has a higher importance weight of 0.160, or 16%, compared to other strategies.

To implement strategy 5, it is necessary to add existing facilities and implement training and education programs for both existing and new employees. This training will enhance their knowledge and skills in various areas applicable to the hotel business. This will increase the number of employees who can help the Baby Angel Dieng Mitra Red Doorz Hotel reach various market segments.

**Conclusion**

Based on the research results, a SWOT and AHP analysis conducted at the Baby Angel Dieng Mitra Red Doorz Hotel, several conclusions were reached:

1. Strengths of the Baby Angel Dieng Mitra Red Doorz Hotel include its strategic location, affordable prices, adequate parking, good and friendly service, beautiful natural scenery, and an efficient operational system. Weaknesses identified in this study include limited facilities, outside noise, unresponsive staff, inadequate room amenities, inadequate room cleanliness, and the relatively recent establishment of the Baby Angel Dieng Mitra Red Doorz Hotel.
2. Opportunities: The Baby Angel Dieng Mitra Red Doorz Hotel offers opportunities through collaboration with tour operators, increasingly sophisticated digital marketing, room quality improvements, promotional packages, and community building. Threats faced by the Baby Angel Dieng Mitra Red Doorz Hotel include competition from numerous accommodation options in Dieng, new government tourism policies, changing tourism

- trends, and negative online reviews.
3. Based on the results of the SWOT analysis using the IFAS and EFAS weighting methods, the Baby Angel Dieng Mitra Red Doorz Hotel is in quadrant I, supporting an aggressive strategy. This strategy is the S-O (Strength-Opportunity) strategy, namely more extensive promotions and improving hotel quality by increasing collaboration with third parties.
  4. Based on the strategy analysis using the Analytical Hierarchy Process (AHP) method, it can be concluded that the optimal marketing strategy used by the Baby Angel Dieng Mitra Red Doorz Hotel is strategy 5, which has the highest priority vector, namely adding facilities and employees as well as conducting training and education programs for employees.

### Suggestion

The recommendations provided by this research, specifically for the Baby Angel Dieng Mitra Red Doorz Hotel, are as follows:

1. To maximize strengths, consistency in utilizing the hotel's strategic location, further enhancing its operational systems, and continuously increasing the hotel's service capacity are needed to maintain the Baby Angel Dieng Mitra Red Doorz Hotel's presence. To minimize weaknesses, the Baby Angel Dieng Mitra Red Doorz Hotel needs to improve the quality of its hotel's cleanliness, add certain facilities such as a gym and swimming pool, and maximize its promotion efforts to increase its public awareness.
2. To maximize opportunities, the Baby Angel Dieng Mitra Red Doorz Hotel needs to leverage its extensive network of partnerships and dominate the market to remain competitive. To minimize threats, the Baby Angel Dieng Mitra Red Doorz Hotel needs to strengthen its credibility as a hotel, continuously adapt to tourism trends and government policies that could hinder consumer demand for accommodations, and find strategies to maintain customer loyalty at the Baby Angel Dieng Mitra Red Doorz Hotel.
3. To maximize the S-O (Strength-Opportunity) strategy, namely more extensive promotions and improving hotel quality by increasing collaboration with third parties, the Baby Angel Dieng Hotel, Partner of Red Doorz, needs to develop an innovative and adaptive promotional strategy to technological developments and market trends. Regular evaluation of the effectiveness of promotions and collaboration with third parties is necessary to ensure target achievement.
4. To maximize the optimal priority marketing strategy of Strategy 5 used by the Baby Angel Dieng Hotel, Partner of Red Doorz, by increasing facilities and staff and conducting training and education programs for employees, it is necessary to hold a comprehensive and ongoing training program for all employees using various methods such as direct training, online training, case studies, and simulations that cover aspects of customer service, technical skills, communication, and time management so that employees are able to provide excellent service according to hotel standards.

### Research Limitations

This study has several limitations that should be considered:

1. The researcher did not obtain all data, such as revenue reports, organizational structures, and complete hotel guest data, which could have strengthened the analysis.
2. The rapid development of social media and technology may make the analysis results less accurate due to future changes.

## Future Research Agenda

Some research agendas that can be continued include:

1. Comparative studies with other hotel industries.
2. Sustainability studies of the model can be conducted with more in-depth analysis.

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