



# Marketing communication strategy in forming a positive company image: Case study of Porta by the Ambarrukmo Hotel

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## ABSTRACT

### Keywords

Marketing Communication Strategy  
Communication Mix  
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Competition in the hotel business is a challenge for entrepreneurs in improving marketing communications strategies, one of which is to support the achievement of profits and other factors such as maintaining a positive company image. In this research, the object of research is one of the hotels in the city of Yogyakarta, namely Porta by The Ambarrukmo Hotel. This research aims to find out how marketing communication strategies shape Porta's image by The Ambarrukmo Hotel. The method used in this research is a qualitative descriptive method. The data collection techniques used were interviews, observation, and documentation. Meanwhile, data analysis uses data reduction, data presentation, and conclusion. The resource person in this research is Marketing Communications at Porta by The Ambarrukmo. The result of this research indicates that Porta by The Ambarrukmo Hotel implements a marketing communication strategy using a marketing communications mix, such as advertising, sales promotions, special events, and experience, public relations and publications, direct sales, interactive marketing, word of mouth marketing, and personal selling. In carrying out the marketing communications strategy for Porta by The Ambarrukmo Hotel, the first stage of marketing planning is carried out, namely segmenting, targeting, and positioning. Porta by The Ambarrukmo builds relationships with consumers by providing excellent service and creating a positive image. The current strategic focus in communicating hotel products to consumers is using social media.

## 1. Introduction

Yogyakarta Special Region is a city that has its own characteristics and charm in Indonesia. The city of Yogyakarta is known as a student city, cultural city, and tourist city. Apart from that, the people of Yogyakarta are famous for their creativity and the various communities within it. The world knows Yogyakarta as a miniature Indonesia with a variety of creative potential, including digital creative industries (KataKreatif, 2023). The Special Region of Yogyakarta which is relatively safe and comfortable with friendly people makes Yogyakarta very attractive for tourists to visit. It is not surprising that every year the number of tourist visits, both foreign and domestic, continues to increase. Apart from its natural and cultural beauty, Jogja's friendly people are also one of the reasons why this city is always missed for holidays. The people of Jogja are famous for their friendliness and hospitality towards tourists (Detik Travel, 2023).

According to the Yogyakarta Special Province Central Statistics Agency (2022), the number of tourist visits in November 2022 increased by 0.72 percent compared to October 2022, from 1,933



visits to 1,947 visits. This shows the increasing trust of people outside Yogyakarta towards the situation and conditions of Yogyakarta. The large number of tourist visits is one factor in the hotel industry experiencing very rapid development. Based on survey data conducted by the Central Statistics Agency in 2022, the number of hotel or accommodation providers in the Special Region of Yogyakarta. Yogyakarta has 1,696.00 hotels consisting of 1,528 non-star hotels and 168-star hotels (BPS, 2022). The hotel industry is a company that operates in the service sector and offers various room facilities for rent to guests who will stay overnight. The main activity of a hotel is to rent out rooms to guests. For this reason, the hotel must be able to provide service and satisfaction to its guests, and the condition of the rooms must be clean, comfortable, attractive, and safe. (Putri, 2018).

One of the hotels in Yogyakarta is Hotel Porta by The Ambarrukmo. The location of Hotel Porta by The Ambarrukmo is quite strategic from the center of Yogyakarta City so it can be accessed very easily. Porta by The Ambarrukmo Hotel is a hotel that has a concept to pamper its guests with a modern urban lifestyle. Surrounded by internationally renowned universities (UGM & UNY), shopping centers, culinary areas, and top-class hospitals (Nugroho, 2020). Porta by The Ambarrukmo consists of 11 floors with 124 rooms, carrying a modern lifestyle theme that is very different from other hotels. The difference from other three-star hotels lies in the facilities, Porta by The Ambarrukmo has three food and beverage outlets as well as other facilities such as a jacuzzi, sauna, and infinity pool with views overlooking Mount Merapi and is equipped with a rooftop bar (Humaspemdadiy, 2020).

Hotel Porta has three food and beverage outlets. Porta by The Ambarrukmo also has four accounts on Instagram social media. For social media as a whole, namely Porta, the account contains everything from room promotions, and food and drink promotions, to event promotions. The other 3 accounts are food and drink outlets such as Havene, Roadstead, and What The Deck! to focus its products from each outlet. So there will be no conflicting content because each outlet has its account to develop its products. It is also hoped that Porta by The Ambarrukmo can become a forum for collaboration. Porta by The Ambarrukmo provides local artists with the opportunity to exhibit their work, thereby providing a memorable experience for visitors. One of them is an art collaboration that displays his work on every floor. Porta by The Ambarrukmo also uses the BEST FRIEND concept which is represented by each staff by prioritizing personal interaction with guests to provide an unforgettable experience. (Septyaningtyas, 2022).

In carrying out its operations, Porta by The Ambarrukmo has served guests from various regions, both national and international. Based on data obtained from the Porta by The Ambarrukmo website, the majority of guests staying overnight are from the Jabodetabek area with a figure reaching 40%. Meanwhile, 60% of the total guests staying came from various regions such as Central Java, DIY, West Java, East Java, and Bali. Apart from that, some international guests have experienced staying at Porta by The Ambarrukmo, including those from the Netherlands, Singapore, France, China, and Australia. Apart from that, Porta by The Ambarrukmo also supports Meetings, Incentives, Conventions, and Exhibition (MICE) activities. The largest market for MICE is from the education sector. Because it cannot be denied that the location of Porta by The Ambarrukmo is quite strategic, namely in the middle of two well-known universities in Yogyakarta, namely UGM, and UNY. (What's on Porta, 2023)

Increasingly fierce competition in the world of hotel business is a tough challenge for entrepreneurs in improving marketing communications strategies. Each hotel is starting to improve its facilities and services so that it can differentiate and excel from other hotels it can attract tourists to use the services offered by the hotel (Purwaningrum, 2021:13). The right strategy can be used to support achievements in profits and other factors such as maintaining a good company image. According to Kotler and Keller, company image is a set of beliefs, ideas, and impressions that a person has towards an object (Sari & Nyoman, 2020: 12-13). The image of a company can be said to be the result of a process where consumers can compare the various facilities owned by that company with other companies. In the image formation process, there are four components according to Soemirat and Ardianto (2017), namely perception, cognition, motivation, and attitude. The image itself has a good influence on the sustainability of the company. One of the supporting factors for improving the positive image of a company is that good communication can be established between the company and consumers.

Companies must also pay attention to the timing of customer relations activities to improve service quality which can stimulate purchases and consumer satisfaction. According to Novilah (2017), customer relations is a company that produces and markets goods or services to consumers. One of the communications used to establish good relationships with consumers is effective marketing communications. Marketing communications are the methods companies use to convey information, persuade, and jog consumers' memories, whether through direct or indirect means, regarding the brands they offer. Marketing communications serve as the brand's "voice," allowing it to initiate a conversation and foster connections with consumers.

According to Kotler & Keller (2009), in the development of a marketing environment that has very rapid changes, marketing communication through advertising is not the only or even the most important in forming an image (building a company image) and encouraging sales, even with the expansion of this communication it can reach a wider market. Therefore, a marketing strategy is very necessary in running a company. Indirectly, marketing communication activities can have an impact on improving the company's image in the eyes of its consumers, companies that carry out marketing communication activities well will create a good image for consumers, apart from of course selling the company's products.

Marketing communication strategies, according to Hermawan (2012), focus on the company's long-term goals and involve planning marketing programs to convey its products or services, including new products or services, to the wider community. Marketing strategy is the process of planning and implementing company policies to realize company goals by the company's vision. In preparing the basis for marketing planning, according to Philip Kotler in Morrisson's book (2010: 55-74), three basic marketing plans must be carried out so that marketing communications can be successful, namely segmenting, targeting, and positioning.

There are eight elements in the marketing communications mix, namely advertising, sales promotions, special events and experiences, public relations and publications, direct sales, interactive marketing, and word of mouth, and personal sales (Budianto, 2015). Carrying out marketing activities will be more effective if you can combine everything for the marketing communication mix into a marketing program designed to achieve the company's marketing goals by providing positive value for consumers. Therefore, a marketing strategy is very necessary in running a company. Indirectly, marketing communication activities can have an impact on the formation of a company's image in the eyes of its consumers, where companies that carry out marketing communication activities well will create a good image for consumers, apart from of course selling the company's products. The form of marketing communication mix activity in building the image of Porta by The Ambarrukmo is holding a hotel anniversary event by holding event that involves the community. One of the events held is a running and cycling event.

## 2. Method

The research method in this research is descriptive qualitative. Research methods are used so that research can be structured and rational by using certain types and techniques. For the objectives and problem formulation in this research, the type of research that will be used is a qualitative descriptive research method. According to Meleong (2014), in his book qualitative research is research that aims to understand the phenomena experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc. This research will explain how marketing communication strategies are used to form the Porta Image of The Ambarrukmo Hotel using descriptive qualitative research methods. The research location was carried out at the Porta by The Ambarrukmo Hotel, Jalan Colombo No.7 Samirano, Caturtunggal, Sleman, Special Region of Yogyakarta.

Data collection techniques are the most important step in research because the main aim of this research is to obtain data. After all, this data will be used as material for analysis in research. The methods used to collect data are interview, observation, and documentation techniques. In this research, interviews will be conducted by seeking information regarding marketing communications

from Hotel Porta by The Ambarrukmo Yogyakarta in image formation through direct questions and answers with people involved in Hotel Porta by The Ambarrukmo. The resource persons in this research were Mrs. Ade Purba and Mrs. Precillia Grace.

Meanwhile, the data validation technique used is data triangulation, namely checking data by checking or re-checking, and source triangulation, namely data obtained through several sources. The data that has been analyzed will produce a conclusion, and then agreement (member check) is requested with the data source concerned (Sugiyono, 2016). This can be achieved by comparing observation data with interview results obtained by analyzing observation and documentation data.

### **3. Result and Discussion**

#### **3.1 Porta by The Ambarrukmo Marketing Communication Strategy**

Strategy is a very important thing for a company to have. According to Effendy (2017:32), strategy is planning and management to achieve a goal. Strategy does not only function as a guide that only shows direction but must be able to show how the strategy is operational. Marketing strategy is the process of planning and implementing company policies to realize company goals by the company vision (Hermawan, 2012: 40).

Marketing communication strategies, according to Hermawan (2012: 40), focus on the company's long-term goals and involve planning marketing programs to realize company goals. Companies depend on marketing communication strategies to convey their products or services, including new products or services, to the public. Based on the results of an interview with Mrs. Precillia Grace as Marketing Communication Porta by The Ambarrukmo, there are three long-term focus goals for the company, namely wanting to become a top-of-mind hotel in the city of Yogyakarta, increasing the use of facilities in rooms, meeting rooms, and food and drinks every year, and providing an experience that cannot be found in other hotels.

According to Philip Kotler in Morissan's book (2010:55-74), three steps must be taken for marketing communications to be successful. In planning marketing, three steps must be taken so that marketing communications can be successful. The following stages are used as the basis for marketing planning, namely:

#### **1. Segmenting**

Segmentation is needed so that companies can serve their consumers better, carry out more persuasive communication, and most importantly satisfy the needs and desires of target consumers. To market a product, marketing practitioners must know who will be the consumers. Segmentation in determining planning was carried out by Porta by The Ambarrukmo before or when it was first established and of course, Porta by The Ambarrukmo already had certain criteria to get the best position.

By carrying out the basic determination of Porta by The Ambarrukmo's market segmentation based on factors, Porta by The Ambarrukmo can know which segments to choose accurately and which have good potential. This is done so that hotel products can be widely known by potential consumers, and of course they will be interested in the hotel products offered by Porta by The Ambarrukmo.

The results of this interview are to find out how segmentation is determined by Porta by The Ambarrukmo. According to Mrs. Precillia Marketing Communications, Porta by The Ambarrukmo's segmentation is young people, families, business people, and backpackers. With an average age of 18-40 years. Segmentation planning has been carried out since the inception of Porta by The Ambarrukmo. Porta by The Ambarrukmo chooses the young people, families, business people, and backpackers segments because it adapts to the lifestyle concept it promotes. However, it does not rule out the possibility that it could also be used by the government and the elderly community.

#### **2. Targeting**

After segmenting, the next stage is determining targeting. Determining the target market is a matter of how to choose, select, and reach consumers. The target market is several consumer

segments that will be the focus of marketing and promotional activities. Companies must have the courage to focus their activities on only a few parts (segments) of consumers and leave other parts behind.

Determining the target market is very important for every company and of course also requires the right strategy and good determination because the target market is something that has a very important influence on the company's income. Use of social media and advertising to promote and introduce hotel products to consumers and potential consumers.

Targeting determines who buys what, why they buy it, and where they buy it. Identifying these factors is important for every company so that it can use resources as efficiently as possible. Based on segmentation, it is known that young people, families, business people, and backpackers are the main targets for Porta by The Ambarrukmo.

### 3. Positioning

The final stage is positioning. Marketing managers must know how consumers process information and create perceptions and how consumers process information, create perceptions and perceptions influence their decision-making (Morissan, 2010: 55-74). Positioning is the act of arranging a company's offerings and image so that it can occupy a different position in the minds of consumers. From the results of the interview, Porta by The Ambarrukmo developed a concept that is different from other hotels. The positioning that Porta by The Ambarrukmo wants to build is the positioning of a modern lifestyle, an urban lifestyle so that it can be closer community and the younger generation.

According to Kotler & Keller in the book "Marketing Management" (Budianto, 2015), there are eight elements in the marketing communication mix. In promoting Porta by The Ambarrukmo products, the hotel's marketing communications implement several activities from the marketing communications mix, including:

#### Advertising

Advertising is the delivery process of promoting a product to the public and requires funds related to ideas, goods, or services from the sponsor. The advertising activity carried out by Porta by The Ambarrukmo in delivering promotions is by placing a banner in front of the hotel to inform about promotions or upcoming events from Porta by The Ambarrukmo. Currently, Porta by The Ambarrukmo has established cooperative relationships with various travel agents, such as Traveloka, Agoda, and Booking.com.

#### Sales Promotion

Sales promotion is a means of attracting attention and providing information that ultimately directs consumers towards the product. This promotional activity has the aim of informing, influencing, and persuading, as well as reminding target customers about the company. In carrying out sales promotions, Porta by The Ambarrukmo provides several package offers in the form of room promos, food and drinks, meeting packages, birthday packages, anniversary packages, table courtesy packages, wedding packages, and different discounts every month by using promo codes. Sales promotions are carried out by Porta by The Ambarrukmo online via social media Instagram, Facebook, and the website.

#### Special Events and Experiences

Special events and experiences are activities sponsored by companies by designing concepts to create product brands. Based on the results of the interview, events held by Porta by The Ambarrukmo included collaboration with @bouvent.uny, one of which was a fashion show and exhibition held at Porta by The Ambarrukmo in collaboration with young designers from Yogyakarta State University students. Apart from that, another event organized by Porta by The Ambarrukmo is the Porta City Run in collaboration with Playon Jogja and Indo Runners Yogyakarta.

#### Public Relations and Publications

Public Relations and Publicity is establishing good relationships with various companies in various ways, to get a good level of promotion, build positive company values, as well as clarify issues, news, and commercial events. Based on the results of the interview, Porta by The Ambarrukmo fosters good relations with the community by creating a Corporate Social Responsibility (CSR) program at certain moments such as Eid al-Fitr, in order to maintain friendships with the hotel and friends in the hotel area. Porta by The Ambarrukmo also invites the community to jointly visit and provide assistance to orphaned children.

Apart from that, Porta by The Ambarrukmo holds media gatherings to build good relations with the media which are held by Porta by The Ambarrukmo 3-4 times a year. Establishing relationships with the media is carried out by collaborating with several local media to carry out publicity regarding products or promotions that are currently taking place at Porta by The Ambarrukmo such as KR Jogja, and Harian Jogja. Apart from maintaining good relations with journalists, the media used are print media, online media, and radio.s

#### Direct Sales

Direct selling is a marketing activity directly to consumers to get a quick response or establish lasting relationships with consumers by using several media including telephone, fax, e-mail, internet, and various other devices to interact directly with consumers. Based on the results of the interview, the direct sales activities carried out by Porta by The Ambarrukmo are sales calls. Apart from that, Porta by The Ambarrukmo also distributes brochures at certain points where many people pass by, these brochures contain information about hotel events or promotions.

#### Interactive Marketing

Interactive marketing is a direct activity and concept created to gain consumer sympathy to increase knowledge, improve image, and increase the level of marketing of products or services. Interactive marketing activities can be carried out with Direct Mail or direct mail in the form of offers using e-mail media which is felt to be much more effective, than following up or following up on the development of the results of the marketing communication, whether it is responded well or not, then how far the marketing communication has developed. what was submitted has been followed up. Apart from that, interactive marketing efforts can also be carried out by asking questions via Instagram stories.

#### Word of Mouth Marketing

Word-of-mouth marketing is a marketing activity through person-to-person, written, or electronic communication media that is related to the effects that arise from users of these products and services. Based on the results of interviews with Porta by The Ambarrukmo, word-of-mouth marketing activities are carried out by hotels through third parties such as influencers to convey information about products from Porta by The Ambarrukmo.

#### Personal Selling

Personal selling is an individual marketing process to create a relationship with customers. Based on the results of the interview, the individual sales activity carried out by Porta by The Ambarrukmo is the receptionist. In personal selling at hotels, this occurs when guests call or send messages to the hotel, then the receptionist asks these questions and at the same time offers hotel products that can be ordered tailored to the needs of potential consumers.

Carrying out marketing activities will be more effective if you can combine all elements of the marketing communications mix into a marketing program designed to achieve the company's marketing goals by providing positive value for consumers. The most effective marketing communication mix according to Marketing Communication Porta by The Ambarrukmo is sales promotion, public relations, media relations, and advertising.

### 3.2 Hotel Image Formation

Image is an impression that a person gets based on knowledge and understanding of the facts he knows. According to Ruslan (2016:246), image is the main goal of a company or organization to maintain, develop, and maintain its reputation and the achievements it wants to achieve. The process

of image formation itself is very influential on every company. Furthermore, marketing communications and public relations activities can be used to build a company image in a way that depicts the favorability of the company's products (Deslia & Amali, 2023)

As a company operating in the hospitality sector, Porta by The Ambarrukmo builds good relationships with consumers through good service and providing the best facilities. Based on the results of interviews with guests regarding Porta by The Ambarrukmo. There are four components in the image formation process, namely perception, cognition, motivation, and attitude. The process of image formation is very influential on every company. The following image formation process according to Soemirat and Ardianto (2017), follows:

#### Perception

Perception is defined as the result of experience with environmental elements which is associated with a process of meaning. The perception or image that emerges about Porta by The Ambarrukmo is that it is a hotel that has a modern concept. An image can be formed after reading reviews and hearing experiences from friends about Porta by The Ambarrukmo. Based on the results of interviews with hotel guests, information about the hotel is seen from social media Instagram, and hearing experiences from friends about the hotel.

#### Cognition

Cognition is an individual's self-confidence towards a stimulus. This belief will arise if individuals are given sufficient information to influence the development of their cognition. In the cognitive process, a person can compare hotel facilities to match the information received about the hotel. Based on the results of interviews, what guests do before choosing Porta by The Ambarrukmo is read reviews about the hotel, look at photos of hotel products on social media, and compare them with other hotels.

#### Motivation

Existing motivation will drive the response desired by the stimulus provider. Motivation is a state in a person's personality that drives the individual's desire to carry out certain activities to achieve a certain goal. Motivation can also be a major factor in forming a hotel image. If someone has the motivation to stay in a nice and comfortable hotel, they will also look for a hotel with an image like that. Based on the results of the interview, the main factor in choosing Porta by The Ambarrukmo was because this hotel has a unique lifestyle and has a strategic location.

#### Attitude

Attitude is not behavior, but rather a tendency to behave in a certain way. Attitudes have a driving force or motivation. Attitude refers to an individual's tendency to act, understand, and think in response to objects, ideas, situations, or values. Applying a friendly attitude with maximum service makes guests feel comfortable when they come to stay at the hotel. The image formed reflects individual perceptions of the hotel. From the results of the interview, Porta by The Ambarrukmo applies the BEST FRIEND concept which is represented by the staff by prioritizing interaction with guests to provide a good experience and impression after leaving the hotel.

Image can be formed and basically cannot be separated from the quality of services provided, the value of trust from the public, and goodwill carried out by a company. The quality of service provided will create an image that is in line with expectations. The image of a company can be formed from the services provided and this image will then be formed from expectations. In the end, this image-formation process will produce certain attitudes, opinions, responses, or behaviors.

The image of a company can be formed from the services provided to guests and this image will then be formed from a person's expectations of the hotel. The process of image formation will produce certain attitudes, opinions, responses, or behaviors. In the image formation process, the magnitude of the image in the eyes of Porta by The Ambarrukmo consumers is the number of positive reviews from online travel agents such as Google, Traveloka, Tripadvisor, and guests who come back to stay at the hotel.

#### 4. Conclusion

Based on the research results, Porta by The Ambarrukmo carried out the basic stages of marketing planning, namely segmentation, targeting, and positioning. Of all elements of the marketing communications mix, Porta by The Ambarrukmo applies all elements of the marketing communications mix, namely advertising, sales promotions, special events and experiences, public relations and publications, direct sales, interactive marketing, word-of-mouth marketing, and personal selling. According to Marketing Communications Porta by The Ambarrukmo, the most effective marketing communications mix is sales promotion, public relations, advertising, and media relations. Porta by The Ambarrukmo also builds good relationships with consumers and the community around the hotel by providing good service to create a positive image of Porta by The Ambarrukmo. The current focus of marketing communication strategies is communicating hotel products to potential consumers via social media. The social media used are Instagram, Facebook, and websites.

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