
Jepun” Competitive Strategy Analysis of The Koi Guest House Business for Sustainable Income

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Abstract:

This study aims to analyze competitive strategies that support sustainable income for The Koi Guest House. The Koi Guest House utilizes several strategic advantages to support sustainable income in the Canggu, Bali accommodation market. Strategic location in the center of Canggu. The facilities offered are quite attractive with relatively affordable prices. Friendly staff service and attractive guest house design. However, The Koi Guest House faces several weaknesses, including competition with superior facilities that must be addressed to maintain service quality. On the other hand, opportunities such as positive reputation, technological advances, and effective promotions can be utilized to increase visibility. Threats from intense competition and increasingly tight promotional challenges require a strong differentiation strategy. The Koi Guest House adopts a differentiation strategy called JEPUN which integrates Balinese cultural elements and utilizes digital marketing. This study provides guidance for future researchers to explore aspects such as competitor analysis, digital marketing effectiveness, tourist preferences, technological innovation, and sustainability practices. By following this guide, it is hoped that the study can provide in-depth insights and relevant strategies to improve business competitiveness and success in the accommodation market in Bahasa Indonesia.

Keywords: *Brand Equity, Offering Equity, Relationship Equity, Customer Loyalty*

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1. Introduction

The tourism segment continues to grow as a result of the development of the creative economy. Based on data, Badung Regency has the largest number of non-star hotels compared to other regencies, with a total of 3333 in the last 3 years. This shows that Badung Regency is a center of tourism. Meanwhile, non-star hotels are hotels that do not meet the assessment criteria for classifying hotels as one-star hotels. Can be called jasmine hotels. This means that the star and non-star labels on a hotel are part of the results of the hotel business standard assessment (Insani 2020). The Koi Guest House operates in a competitive market segment in Bali, According to (Mujahidin 2019)

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Competitive market segmentation is the process of dividing a market into different consumer groups with similar characteristics, needs, or behaviors, and then targeting each segment with a specific marketing strategy. According to Indrayani et. al., (2021) profitability is a company's ability to generate profits. The Koi Guest House needs to develop a smart pricing strategy to stay competitive without sacrificing profitability. The Koi Guest House is located in a very strategic location where it is stated that a strategic location shows one of the competitive strategies that can be maintained (Fadli 2021). The hospitality business can not only be commercially successful but also contribute to the preservation and respect for the rich cultural heritage in the area. This meaning is taken by the author from several existing theories, namely product or service differentiation strategies according to Anwar (2020). This research is considered important because of its potential significant impact. With the expected research results, there will be specific reference materials and references for non-star hotels in Bali, which can help them develop effective competitive strategies to increase revenue sustainably. Thus, non-star hotels, especially those that are still in the development stage, are expected to be able to survive and even improve the quality of their services, in accordance with the direction of sustainable tourism development in Bali. Based on the various studies above, according to the author of the study entitled "JEPUN" Analysis of The Koi Guest House Business Competitive Strategy for Sustainable Income".

2. Methodology

This research was conducted at The Koi Guest House located on Jalan Pantai Batu Mejan, Canggu in front of Labrisa Bali. The design of this research is descriptive which is included in qualitative research. The design of this research is descriptive which is included in qualitative research. The sampling technique used in this study is a saturated sampling technique with a population of less than 30 participants. This study uses primary data, namely data obtained directly from respondents through direct observation and interviews with the owner of the Koi Guest House, the inn manager, and customers who stay there. Data collection techniques used in this study include observation, interviews, and documentation. Observations in this study involve direct observation to understand the analysis of competitive business strategies more precisely at The Koi Guest House in Badung Regency in the same business network and business actors in maintaining their business (Nugraha 2023). The interview technique used in this study uses semi-structured interviews, namely interviews to find problems more openly, where the interviewee is asked for their opinions and ideas (Sugiyono 2020). In conducting interviews, researchers need to listen carefully and note what is stated by the informant. In this study, documents or files and images related to the Koi Guest House business in Badung Regency were collected.

3. Empirical Findings/Result and Discussion

This study uses a saturated sampling technique according to Utarini (2020) the definition of saturation sampling is a sampling determination methodology that

is carried out when all members of the population are able to be used as research samples, this mechanism is carried out if the population is small, at least less than 30. The JEPUN differentiation strategy implemented by The Koi Guest House shows an effective approach to overcoming challenges in the increasingly competitive hospitality market. By adopting the name "JEPUN," which refers to the frangipani flower which has cultural and sacred meaning in Bali, The Koi leverages the power of local identity to differentiate itself from competitors. This not only strengthens the cultural appeal for tourists looking for an authentic Balinese experience, but also provides added emotional value. In addition, adapting to digital marketing trends through social media such as Instagram, Facebook, and TikTok allows The Koi to reach a wider audience and engage directly with customers, increasing visibility and building loyalty. Various online booking platforms, such as Booking.com and Airbnb, expand accessibility and increase visibility. The uniqueness of the location near the beach and the use of Jepun flowers in room decoration also add to the appeal, creating a different and interesting experience for guests. The Koi Guest House adapts to the latest trends in the hospitality industry through various innovative initiatives. Adopting the latest technology such as a flexible and eco-friendly check-in/check-out system in design. This can attract the segment of guests who care about the environment. The flexible check-in/check-out system provides additional convenience for guests who arrive outside operating hours, increasing guest comfort and satisfaction (Nurjannah, 2020). The Koi Guest House encourages guests to share their experiences through social media. This is done to utilize user-generated content (UGC) as an effective and authentic promotional tool. Content created by guests is often considered more credible and can provide strong testimonials to potential customers. The Koi Guest House regularly conducts market and competitive analysis to understand their position in the market and identify opportunities and challenges (Alaslan et al., 2023). This analysis includes assessing the strengths and weaknesses of competitors and looking for gaps in the market that can be exploited. In-depth competitive analysis allows The Koi Guest House to adjust their strategy based on real data, thus making more informed and strategic decisions. Highlighting advantages such as competitive prices, strategic locations, and check-in/check-out flexibility are the results of this analysis.

Table 1. Analysis of Rating, Price and Location of Guest Houses

No	Guest House	Rating	Price Per Night	Distance From Beach
1	The Koi Guest House	08.00	Rp323.900	150 meter
2	Ketapang Guest House	07.01	Rp841.610	100 meter
3	Na Mi Guest House	09.02	Rp458.000	400 meter
4	Gong Vanka Guest House	08.06	Rp650.000	400 meter

Judging from the competitors of The Koi Guest House, Na Mi Guest House has the highest rating of 9.2 with a price of IDR 458,000 per night but the distance from the beach is 400 meters, while the cheapest price is The Koi Guest House with a rating of 8.0 and a price per night of IDR 323,000 and the closest distance from other Guest Houses. So this is what makes The Koi Guest House have the most important advantages, namely cheap prices and the most strategic distance. The Koi Guest House highlights their USP, namely competitive prices, strategic location, and check-in/check-out flexibility as the main differentiation compared to competitors. Although it does not have a swimming pool facility like some competitors, The Koi Guest House offers a personal and comfortable stay experience. Leveraging a clear USP helps The Koi Guest House differentiate itself in a crowded market. Focusing on price, location, and personal customer service can attract a segment of guests who value value and comfort. The Koi Guest House continuously evaluates and adjusts its USP to stay relevant. The Koi Guest House focuses on building customer loyalty by providing a memorable stay experience through personalized service, attention to detail, and additional amenities such as motorbike rentals and a fully equipped kitchen. While the JEPUN strategy has proven successful in differentiating The Koi Guest House, it is important to continue to evaluate and adapt to market changes and trends. The dynamic hospitality market requires a quick response to changing guest needs and wants. By continuously monitoring competitors, evaluating strategy outcomes, and adjusting approaches, The Koi Guest House can maintain relevance and competitiveness in an increasingly crowded market. The JEPUN differentiation strategy implemented by The Koi Guest House is effective in creating a unique position in the competitive hospitality market. By leveraging local cultural identity, adapting to digital marketing trends, and emphasizing the uniqueness of location and décor, The Koi has succeeded in attracting customers and distinguishing itself from competitors. The success of this strategy depends on its ability to continue to adapt and meet the challenges of a changing market. A competitive strategy supporting sustainable revenue refers to the steps taken by a company to achieve and maintain stable and growing revenues in the face of competition. It involves developing and implementing strategies that differentiate the company from its competitors.

The goal of this strategy is to create a strong market position that allows the company to attract and retain customers, while managing risk and adapting to market changes (Banding 2022). By doing this, the company not only achieves current profits but also ensures consistent revenue and sustainable growth in the future. Recurring revenue at The Koi Guest House continues to generate stable and growing revenue over time. This means that The Koi Guest House does not only focus on current profits but also implements strategies that ensure revenue remains consistent despite market challenges. The competitive strategy implemented by The Koi Guest House supports recurrent revenue. The integrated competitive strategy by The Koi Guest House ensures that they are not only able to compete in a crowded market but can also take advantage of opportunities for sustainable growth (Chandra, 2021). This approach, which combines local cultural elements, effective digital marketing, unique location, and good customer interaction, creates a strong foundation for stable and sustainable revenue. By continuously adapting and innovating, The Koi Guest House can maintain relevance and appeal in a competitive market, ensuring long-term success.

4. Conclusions

The Koi Guest House also leverages multiple distribution channels, such as social media and online accommodation agents, to increase visibility and attract new guests. By focusing on personalized guest experiences and loyalty programs, they have built strong relationships and driven long-term customer satisfaction. By understanding these strengths, The Koi Guest House can formulate strategies to increase competitiveness, expand market share, and optimize profitability. The Koi Guest House, after the COVID-19 pandemic, has successfully adapted its marketing and operational strategies to face the increasingly fierce competition in Canggu, Bali. The differentiation strategy, named JEPUN, focuses on highlighting local uniqueness and adapting to the latest trends by integrating Balinese cultural elements, such as Jepun flowers, into their design and services.

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