

ABSTRACT

THE FORMULATION STRATEGY OF HOTEL RUMAH TAWA, IN ORDER TO ENHANCING THE COMPETITIVE ADVANTAGES, USING RESOURCE- BASED VIEW APPROACHED

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In this rapid development of Hospitality industry, make the competition in this field become so competitive. This condition force the players in this Industry to maximize their effort, in order to develop their company's image, service also their products, so that they could survive in the middle of the competition nowadays. One of the innovation that they could do are giving the characteristics or uniqueness to their company's image, service and product, to become one of the competitive strategy against their competitors.

Facing this competition, as a hotel company that run on providing accommodation and hotel service. Hotel Rumah tawa, have not able to maximize their Resource, and have not maximize, their promotion activities, as one of the method to spread the information about their company, on the right medias. The aim of this research are to know the condition of Resource and Capabilities in the business of Hotel Rumah Tawa, to know the Competitive Advantage that Hotel Rumah Tawa have, to know what kind of Industry that fit to Hotel Rumah Tawa, and Designing the Formulation Solution as a Business Development that Hotel Rumah Tawa Need.

In order to answer those problems, the researcher try to get the data that are needed to gather. With using and observation method on the research object, Literature Review about the related theory, and the In Depth Interview with the Interviewee (Experts). After the Data has Gathered, then the researcher analyzing and designing the fittest strategy for this company using Resource-Based View approached, and using VRIO Analysis. Based on the VRIO analysis, the result showing that Hotel Rumah Tawa has resources and capabilities which still on the competitive parity category and temporary competitive advantage, so that Hotel Rumah Tawa still need a proper strategic formulation, in order to bring it's resource and capabilities turns to be a sustainable competitive advantage.

Hopefully, this research, will contribute to the development of Hotel Rumah Tawa, strengthen and maximize their Resource. Also able to give a solution in strategy, with those Analysis, so that Hotel Rumah Tawa could get the fittest strategy for their company. Beside that, hopefully, this research could contribute to any side of people who need the information or knowledge from this research.

Key Words : *Strategic Management, Resource – Based View, VRIO Analysis , Hotel Rumah Tawa.*