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## ANALYSIS OF MARKETING AND OPERATIONAL PLANNING IN A CONTAINER VILLA RENTAL COMPANY

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### Abstract:

In the tourism and housing industry, the container villa rental business is gaining popularity as a unique and innovative residential alternative. This business offers a different stay experience by providing comfortable and stylish container villas. The purpose of this research is to analyze marketing and operational planning in the container villa rental company PT Nahe Unggul Lestari. This research was conducted at PT Nahe Unggul Lestari which launched "V-CONT Village" a villa located in Sukabumi adjacent to the Bocimi toll road access which is under construction. The location is also close to Mount Gede Pangrango tourism. This research uses a qualitative approach with a case study as its research method. Data will be collected through interviews with company managers and related staff, as well as direct observation of operational processes and marketing promotions. The data that has been collected will be analyzed qualitatively using a thematic approach. The results show that marketing and operational planning in the villa container rental company has been carried out in a systematic and structured manner. This marketing and operational planning team is responsible for ensuring that the company has effective marketing and operational strategies to achieve its goals. The marketing and operational planning process at the villa container rental company is carried out by taking into account factors such as company needs, market needs, and the company's ability to pay.

**Keywords:** Planning, Marketing, Operations, Rental Company, Container Villa

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### INTRODUCTION

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In the tourism and housing industry, the container villa rental business is increasingly popular as a unique and innovative residential solution. This concept offers a different stay experience from traditional accommodation (Guttentag, 2015) (Forgacs & Dimanche, 2016). These container-shaped villas are designed comfortably and in a style that appeals to guests (Chabibah et al., 2019). The container villa rental business attracts travelers and travelers looking for a unique and different stay experience (Fan et al., 2023). These villas are often placed in

attractive locations, such as the beachfront, mountainous areas, or other natural areas (Anfuso et al., 2017).

PT Nahe Unggul Lestari launched "*V-CONT Village*" a villa that provides a memorable vacation experience, can be enjoyed by the community with a rental system at affordable and economical prices for family vacations or other events. The use of online-based application platforms makes it easy for potential customers to find information and make transactions. *V-CONT Village* is located in Sukabumi adjacent to the Bocimi toll road access which is under construction. The location is also close to Mount Gede Pangrango tourism. With a strategic location and close to urban areas, it is hoped that *V-CONT Village* can be a solution for consumers who need tourist sites that are close to urban areas and have easy access.



Figure 1. Example of V-CONT type Bima  
Source: Personal Data, 2023

This residential concept in the midst of nature offers a calm and peaceful atmosphere for guests who want to relax and enjoy the beauty of nature.



Figure 2. View from V- CONT Village location

The comfort and facilities provided in container villas are also not inferior to traditional accommodation. These villas are equipped with modern facilities such as comfortable bedrooms, bathrooms, living rooms, kitchens, and seating areas. The container villa rental business also

offers alternative residential options with creative and functional designs. The purpose of this study was to analyze marketing and operational planning in container villa rental company PT Nahe Unggul Lestari.

This study aims to analyze marketing and operational planning in container villa rental company PT Nahe Unggul Lestari with a focus on improving marketing strategies, operational optimization, and business growth. The benefits are to help companies understand and improve their marketing planning, identify effective marketing strategies, as well as improve operational efficiency and reduce costs. The implications of this research are the refinement of marketing strategies, improved operational efficiency, and the potential to gain a competitive advantage in the container villa rental market.

## METHOD

This research was conducted at PT Nahe Unggul Lestari which launched "V-CONT Village" a villa located in Sukabumi adjacent to the Bocimi toll road access which is under construction. Lokasinya juga berdekatan dengan wisata Gunung Gede Pangrango. This research uses a qualitative approach with case studies as the research method. Qualitative methods are research approaches used to understand and explore the meaning and interpretation of the phenomenon under study (Rukin, 2019) (Adibah, 2017). This method focuses more on process and context, collecting data that is descriptive and in-depth to answer research questions (Wahyuni, 2012) (Salam, 2023). Data will be collected through interviews with company managers and related staff, as well as direct observation of operational processes and marketing promotions. The data that has been collected will be analyzed qualitatively using a thematic approach.



Figure 3. Marketing Framework of PT Nahe Unggul Lestari

Referring to QSPM Market Penetration, Business Level Strategy and Lean Canvas, where V-Cont products will use the Differentiation strategy, PT Nahe Unggul Lestari compiles marketing

goals ranging from the short, medium and long term (Maddinsyah et al., 2020). Through the formulation of long-term, medium-term, and short-term goals above, organizations can determine the strategic steps that need to be taken to be able to realize their mission and achieve the intended goals. Marketing Targets refer to QSPM Market Penetration, Business Level Strategy and Lean Canvas where V-Cont products will use the Differentiation strategy, then PT Nahe Unggul Lestari compiles marketing targets in the table below which is a detailed description tailored to Short, Medium and Long Term Marketing Goals

**RESULT AND DISCUSSION**

**A. Marketing Planning**

**1. Marketing Goals and Objectives**

Referring to QSPM Market Penetration, Business Level Strategy and Lean Canvas, where V-Cont products will use the Differentiation strategy, PT Nahe Unggul Lestari compiles marketing objectives in the table below is a description of details that are adjusted to Marketing Objectives through several stages, as shown in the table below.

**Table 1. Marketing Goals and Objectives of PT Nahe Unggul lestari**

Period	Purpose	Goal
Compass Short	<ol style="list-style-type: none"> <li>1. Doing digital branding &amp; online marketing (B to C) in accordance with the Revenue stream in the First Year 42%, with a projected Income of 6 - 7 M/year, the V-Con Weekday fill rate of 35% and Weekend 61% in the first year, and</li> <li>2. V- Con Weekday 50% and Weekend 80% in the Second Year</li> <li>3. Website Development, Landing Page and Running Kampanyae Ads with Jabodetabek Demographics</li> <li>4. Conducting SEM and SEO Strategies for Google Search Engine Algorithm Indexed</li> <li>5. In collaboration with online booking applications such as Traveloka, Agoda, Airy, Tiket.com with a target of 5 applications maximum in March of the 1st year</li> <li>6. Create Jingle V-Con and manage Social media placement such as Short, Tiktok, IG reels, Snack Video and others.</li> </ol>	<ol style="list-style-type: none"> <li>1. Target Post on social media 3x in 1 day in hours with good traffic</li> <li>2. Target Increase in Organic Followers per Month 1000 People / Month (30-35 People per Day)</li> <li>3. Advertise ADS Jabodetabek Reach with a potential of 10,200,000 – 12,000,000 Affordable People</li> <li>4. Affordable Account Potential 4 rb to 11.6 rb / day</li> <li>5. Landing Page clickable 129 - 372 links / clicks per day entered into the Vicon Website</li> <li>6. Target account Premium Platform Traveloka, Tiket.com, Pegi Pegi, Agoda, Travelio, Redoors, Airy, Tripadvisor, Trivago, etc.</li> <li>7. Target google Ads (Youtoube Ads ) 1000 View / bln</li> <li>8. Trending Short Video, reels, Tiktok with FYP Achievement (Viral) with potential 1m viewers/2 videos in 1 month</li> </ol>

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		9. Target Range of Container Villa Occupancy according to Revenue Stream in the first and second years
<b>Medium Term</b>	<ol style="list-style-type: none"> <li>1. Doing digital branding &amp; online marketing (B to C) in accordance with the Revenue stream in the second third year 58% to 64%, with projected Income 9 - 10 M / year, Vicon Weekday fill rate 50 - 60% and Weekend 70% -85%</li> <li>2. Landing Page and Demographics of Jabodetabek</li> <li>3. Conducting SEM and SEO Strategies to Be Indexed by Google Search Engine Algorithms with the target of achieving the Vicon website is in Rank 1 Google with the keywords Glamping lodging, and container Villa lodging</li> <li>4. Giving discounts for guests / Pay 2 nights Free 1 night (weekday)</li> <li>5. Creating Digital Ad Videos by cooperating with Indonesian Influencers and celebrities, to increase the Enggangement of visitors per year brings in 5 well-known celebrities / Content creators.</li> <li>6. The online reservation application reaches the target visitors by matching the target revenue stream in the second and third years</li> <li>7. In collaboration with the tourism office to invite local artists with a target of 2 artists per month.</li> </ol>	<ol style="list-style-type: none"> <li>1. Implementing the Sukabumi mountain pass ticket strategy</li> <li>2. Providing 2 Days Stay Promotion Voucher free 1 Night</li> <li>3. Advertise ADS Jabodetabek Reach with a potential of 10,200,000 – 12,000,000 Affordable People</li> <li>4. Potential Lead Accounts are affordable 54,000 to 15,600 Accounts / Day</li> <li>5. Potential who click on Ads Around 174 to 502 / day</li> <li>6. Prospective Leads who visit the vicon Web</li> <li>7. SEM and SEO Strategy for Google Search Engine Algorithm Indexed with the target of achieving a website Vicon is in Rank 1 Google with the keywords Glamping lodging, and container Villa lodging</li> <li>8. Villa Container fill range target according to revenue stream in the third and fourth years</li> <li>9. Vicon Weekday occupancy rate 50 – 60% and Weekend 70% -85%</li> </ol>
<b>Long-term</b>	<ol style="list-style-type: none"> <li>1. Doing digital branding &amp; online marketing (B to C) in accordance with the Revenue stream in the fifth year 75%, with a projected Income of &lt; 10 M, / Year, Vicon Weekday fill rate 67% and Weekend 97%</li> <li>2. Landing Page and Demographics of Jabodetabek</li> </ol>	<ol style="list-style-type: none"> <li>1. Vicon Weekday occupancy rate 67% and Weekend 97%</li> <li>2. Expanding Ad Demographics with Potential Ad reach / Ads 10,200,000 – 12,000,000 Viewers reach in the Jabodetabek area.</li> <li>3. Potential Lead Accounts are reachable 10,000 to 28,900 Accounts / Day</li> </ol>

	<p>3. Making the Tourism Environment / natural privileges of Sukabumi become a visitor attraction &amp; Vicon Landmark for branding and Brand Awareness.</p> <p>4. Creating Digital Ad Videos by cooperating with Indonesian Influencers and celebrities, to increase the Engagement of visitors per year brings in 10 well-known celebrities / Content creators.</p> <p>5. Branding in Placement media, Ministry of Tourism and Creative Industries, National tourism community, Indonesia Wonderful and collaborating with tourism offices in their respective regions. With the target of promoting Local TV and related communities as well as Socialization through related tourism offices</p>	<p>4. Potential that clicks on Ads Around 321 to 929 / day</p> <p>5. Prospective Leads who visit the vicon Web</p> <p>6. Advertise ADS on IG, FB, Google, Tiktok Platforms Jabodetabek Reach with Budgeting 500 / Year</p> <p>7. SEM and SEO Strategy Education-based articles related to Tourism, Hospitality, Glamping lodging can be published and published in national media placement such as: detik.com, Kompas, sindonews, Tribun, etc.</p> <p>8. Partnering with Influencers to Add to the Campaign Traffic Engagement Increase</p> <p>9. Target range of Villa Container occupancy according to revenue stream in the fifth year</p>
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Source : Author's Discussion

Through the formulation of long-term, medium-term, and short-term goals above, organizations can determine the strategic steps that need to be taken to be able to realize their mission and achieve the intended goals. Marketing Objectives refer to QSPM Market Penetration, Business Level Strategy and Lean Canvas in chapter IV, where V-Cont products will use Differentiation strategies.

## 2. Segmenting, Targeting, dan Positioning

Segmenting, Targeting, and Positioning refer to QSPM market penetration, Business level strategy and lean Canvas where V-Cont products will use differentiation strategies, then PT Nahe Unggul Lestari compiles Segmenting adjusted to (QSPM and Lean Canvas) Targeting adjusted >> Lean Canvas Model and Positioning adjusted to Unique Selling Proposition Canvas.

PT Nahe Unggul Lestari has determined Segmenting, Targeting and Positioning for Villa container unit products to be marketed based on specific demographics including gender, Campaign Area, Interests, occupation, Habits and others.

### a. Segmenting

V-Cont will use the Differentiation strategy, Segmenting refers to QSPM Market penetration, Business Level Strategy and Lean Canvas, then PT Nahe Unggul Lestari compiles Segmenting according to (QSPM and Lean Canvas).

### b. Targeting

The Marketing team focuses on digital marketing that makes it easier for campaigns to be absorbed more effectively and efficiently, without time limits and can squeeze the right audience segmentation based on selected demographics (Aisyah, 2020). Thus, it is expected

that Marketing Vicon can create a V-Cont branding by prioritizing brand awareness and traffic engagement from potential visitors.

PT Nahe Unggul Lestari has determined the Targeting for Villa container unit products that will be marketed adjusted based on the Lean Canvas Model and Value Proposition Canvas, namely Young Families Age 30 to Families Age 50 Specific demographics of families 30 -50, will be described again with specifications including gender, Campaign Area, Education Level, Interests, occupation, Habits, Likes, Hobbies, Behaviors, etc.

### c. Positioning

PT Nahe Unggul Lestari has something unique and different in the eyes of consumers, so the V-CONT products offered must have a Point of Difference (POD), which is the advantage of the company's competitiveness, In summary, the Positioning statement can be seen in the following explanation:

## 3. Marketing Mix (Marketing Mix)

### a. Product

PT Nahe Unggul Lestari offers a V-Cont product with 3 sizes and design variants to the market with the intention to provide benefits, meet the needs of the traveling community, and provide practical alternative problem solving in terms of lodging.

### b. Price

Price refers to QSPM Market Penetration, Business Level Strategy and Lean Cavas in chapter IV, where V-Cont will use the Differentiation strategy . Strategic alternative is market penetration because we see this option as the most likely alternative for new companies like us.

PT Nahe Unggul Lestari Sets Prices in accordance with Chapter IV (QSPM and Lean Canvas) Positioning is adjusted to research and observations from similar competitors who approach V-Con. The pricing process is based on market research.

### c. Place

To market V-COT products, PT Neha Unggul Lestari has determined its distribution channel Lean Cavas, namely:

#### 1) Marketing Online

After conducting a Campaign / Ad Through several Online Platforms such as Google ads, FB / IG ads and Tiktok Ads then Prospective Visitors are directed to the Online ordering page Landing Page of the official V-con website.

#### 2) E –Commerce

In this case, in addition to prospective visitors can make reservations through the V-Con Website directly, we also build Direct Selling to E-Commers such as, Traveloka, Agoda Pegi-Pegi, Tiket.com, Agoda, Mister Aladin, Airy Room, etc. Strong branding from the following platforms is a value that is a confidence for potential visitors, so prospective visitors are free to determine where they will order V-con Online.

#### 3) Direct Selling

In this model, PT Nahe Unggul Lestari utilizes Online Booking Through Ads Strategy on several Social Media Platforms (Ads Ad campaigns towards will provide Brand Awareness of prospective visitors so that Prospective Prospects will click and direct to the Vicon Booking Landing Page) and can also be directed through Online Marketplaces such as Traveloka, Tiket.com, pegipegi and others.

#### 4) Indirect Selling

In the V-CONT distribution process in this model PT Nahe Unggul lestari uses intermediaries / Third-party (Sukabumi Tourism Attractions and Local Tourism Office) to forward our V-CONT products to consumers or corporations or government institutions that we cannot cover.

#### d. Promotion

The first benefit of *the Market Penetration Strategy* is to compete with competitors in the glamping industry (Saputra et al., 2022). V-con differentiates by presenting the uniqueness of V-con products, is by offering lower prices. That's the way that can push V-Con competitors out of the market.

PT Nahe Unggul Lestari Sets Promotions in accordance with Chapter IV *Market Penetration* (QSPM and Lean Canvas) Positioning is adjusted to research and observations from similar competitors who approach V-Con.

Promotional activities are an important part of marketing, so the promotion chosen must be in accordance with the sales model, for that we will carry out several promotional activities to bring customers who will be adjusted from short, medium and long term goals, marketing goals, targeting and positioning (Huda et al., 2017). The promotional activities that we will use are as follows:

- 1) Ads Ads (Meta, Coop, Fb, and IG)
- 2) Influencers (Content Creators)
- 3) Website (SEO and SEM)
- 4) Lodging Room Prices are relatively affordable under competitors
- 5) Presenting unique container Product Villa that is easy to reserve
- 6) Social Media Accounts V – Con branding Posts with Consistency)
- 7) Cooperation with Sukabumi Tourism and Tourism Office (by Holding Offline Events and Sponsorship)
- 8) Consumer promo (Discount, etc.)

#### 4. Sales

To market V-COT products, PT Nahe Unggul Lestari has determined its distribution channel Lean Cavas in chapter IV (Channel) where V-Cont will use the Differentiation strategy. Strategic alternatives, namely market penetration, in the V-Con Sales Segmentage in this case take a persuasive approach through Sukabumi Tourism Places and Tourism Office by holding offline events and sponsorships and containing well-known influencers to make promotional videos with the concept of Vlog Traveling,

Sales is part of PT Nahe Unggul Lestari whose activities are renting, offering products / services so that they can be sold at prices that are in accordance with the company's planning and targets but also those that can be accepted by customers

##### a. Aktivitas Sales

Sales activities by building a sales force structure within PT. Nahe Unggul Lestari is based on the type of consumers served, namely B2C

##### b. Sales Team

In order to be able to carry out sales activities, PT Neha Unggul Lestari formed a sales team (Sales Force) which is discussed in more detail in Chapter VIII of human resource management and detailed job descriptions are discussed in the appendix.



5. **Proyeksi Revenue Stream**

a. **Scenarios and Assumptions**

Revenue stream scenarios and assumptions of PT. Neha excels sustainably from year 1 to year 5 is assumed with the scenario as shown in the following table:

**Table 2. Proyeksi revenue stream**

Number of villas	50 Vicon	Weekend prices	Number of rooms	Year 1	Year 2	Year 3	Year 4	Year 5
Type 1		499,500	15	733,845,420	994,846,658	1,112,201,685	1,190,872,935	1,330,608,060
Type 2		830,000	30	2,438,805,600	3,306,197,100	3,696,205,800	3,957,655,800	4,422,040,800
Type 3		950,000	5	465,234,000	630,700,250	705,099,500	754,974,500	843,562,000
Total revenue			Sub Total	3,637,885,020	4,931,744,008	5,513,506,985	5,903,503,235	6,596,210,860
Number of villas	50 vicon	Weekend prices	Number of rooms	Year 1	Year 2	Year 3	Year 4	Year 5
				70%	79.7%	86%	92%	97.5%
Type 1		650,000	15	729,378,000	777,211,500	837,814,250	897,487,500	949,962,000
Type 2		1,050,000	30	2,633,904,000	2,820,195,000	3,035,266,500	3,254,517,000	3,447,108,000
Type 3		1,650,000	5	689,832,000	738,622,500	794,950,750	852,373,500	902,814,000
Total revenue			Sub Total	4,053,114,000	4,336,029,000	4,668,031,500	5,004,378,000	5,299,884,000
			Total	7,690,999,020	9,267,773,008	10,181,538,485	10,907,881,235	11,896,094,860

**B. Operational Planning**

**1. Stages of Business Establishment**

V-CONT Village's business planning will begin with our efforts to establish a limited liability company (PT) named after "PT. Nahe Unggul Lestari" whose establishment will refer to the Law of the Republic of Indonesia Number 40 of 2007 concerning Limited Liability Companies.

**a. Licensing**

To manage glamping business licensing in Sukabumi from PT. Nahe Unggul Lestari we need to take care of several business licenses and administrative procedures needed.

**b. Timeline Pendirian**

In the first pre-operational year of PT. Nahe Unggul Lestari focuses on freeing up land that will be used as a villa rental location. For the initial stage of PT. Nahe Unggul Lestari will acquire +/- 5 ha (50,000 M2) of land by means of long-term leases to landowners. Furthermore, land clearing will be carried out in stages according to the short-term plan, where the initial stage of land clearing is carried out to meet the needs of office buildings, villas, multipurpose rooms, tenants, roads and parks, and other vehicles, covering an area of

+/- 3 ha. This activity is targeted to be completed for 2 years, so it is expected that in the third year villa rental activities can begin. In the fourth year onwards it is targeted at PT. Nahe Unggul Lestari has been able to increase the number of villas and other facilities.

## 2. Goals and Objectives

### a. Operational Objectives

V-CONT Village has a vision "to be the best mountain container villa rental service provider in Indonesia that provides comfort for customers and is environmentally friendly for the preservation of the earth" and in chapter 4 of QSPM we chose to use a B2C market penetration strategy and our strategy choice is Differentiation. To achieve the vision and be able to implement the strategy that has been chosen, we will carry out activities that support this such as: collaborating with third parties as container villa construction contractor vendors, providing various villa facilities and providing services that support customer satisfaction.

## 3. Operation Design

### a. Product Design

V-CONT Village is a product brand owned by PT. Nahe Superior Sustainable. This company is engaged in lodging services, especially villa rental. In the strategy that has been formulated in chapter 4 (four) of QSPM, the main strategy for our company is *market penetration* with the choice of strategy in the generic porter strategy as differentiation so that we design villas that are different from other villa designs.

### b. Process Design

#### 1) Villa Construction Process Design

The construction of the villa is divided into 3 stages, the first stage is land acquisition. Land acquisition is carried out by leasing land in the Sukabumi area of 5 hectares with a price per hectare per year of 40 million. The payment process with the landowner is carried out every 5 years. So it will cost 1 billion per 5 years. The fee will be corrected every 5 years and the cooperation agreement will be renewed every extension of the lease period.

The second stage is the process of booking villas through vendors. PT V-CONT appointed <https://www.rumahkontainers.com/> as a container house work vendor for the initial construction of 50 units with a price per unit of 45 million for a 1-room unit, 60 million for a 2-room unit and 75 million for a 3-room unit. PT V-CONT will book 15 units of 1 room, 30 units of 2 rooms and 5 units with 3 rooms.

The third stage is the process of building landscaping and supporting facilities in the villa. In this case, PT V-CONT will appoint a villa construction contractor who usually conducts the construction of natural tourism villas. The appointment process uses a bidding process and is selected by contractors with competitive costs and good results.



Figure 4. Villa Construction Flow

Source: Author Discussion, 2022

#### 2) Villa Booking Process Design

The villa booking process that will be done is as shown below:

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- a. Customers make reservations via online booking applications such as Traveloka, tiket.com, Pegi-peggi and others.
- b. Customers will be directed to fill out the booking in detail on the web V-CONT.com. Such as choosing a room, filling in the estimated arrival hours, filling in the desired tour package, then given the choice whether you want to wash yourself or want to participate in kilos.
- c. Customers will be given a barcode scan that can also function for room keys, so customers no longer need to register when they arrive.
- d. The registration process can be done through the website online.

### 3) Operational Process Design

In an effort to support the marketing strategy in the form of market penetration, the operational team will strive to present excellent operations that support customer satisfaction (Ramadhani & Lestari, 2019). For this reason, the Operational Team will be divided into 6 sections, headed by an operational Manager who leads 2 Supervisors who oversee staff in their respective sections. The V-Cont Operational Team will consist of Outsourced employees, permanent employees and daily wholesale workers (partners).

The operational process that we will run has several stages, the first stage begins when the customer has finished booking the villa through the application. 1 hour before the customer's expected arrival, the room service team has cleaned up and prepared the room. This will be given an alert by the system and displayed on the dashboard in the office as a reminder. After this process is complete, it is continued with welcoming the arrival of customers, giving welcome meals, room appointments and brief briefings about what facilities can be used throughout the villa complex.

### 4) Technology

To support operations to run smoothly, the V-CONT village team is committed to using the latest technology. In the first 5 years we will purchase an integrated system made in the country that can integrate between villa management system with HR, Finance, Marketing etc.

The existing system serves as a reminder and monitoring both in terms of marketing, operations, employee assignment, workload distribution, warehouse inventory arrangements, laundry schedule arrangements, daily worker payment arrangements, wholesale etc. The system we bought and built is quite complete for managing employee payroll, taxation and all parts of the company, especially to 5 important parts of the company such as Marketing, Operations, Human Capital, Finance, and Risk Management.

The system usually has a monthly fee as an account, but the system we have does not have a monthly fee for the account because the buying system is a whole purchase, and maintenance is carried out every month by the IT team of PT. Nahe Superior Sustainable.

### 5) Blue print service

The following is an overview of the blue print service from PT. Nahe Unggul Lestari :

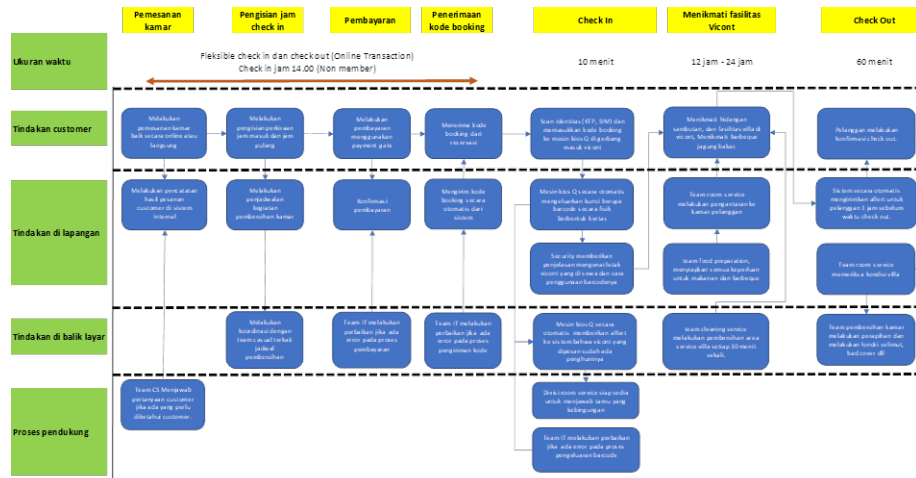


Figure 5. Blue print service V-Cont  
 Sumber : Diskusi penulis, 2022

#### 4. Operational Delivery

##### a. Supply Chain Management

In conducting supply chain management, PT. Nahe Unggul Lestari only applies 2 types of systems in supply chain management, namely upstream supply chain, and downstream supply chain. The following is an overview of supply chain management for PT. Nahe Unggul Lestari :

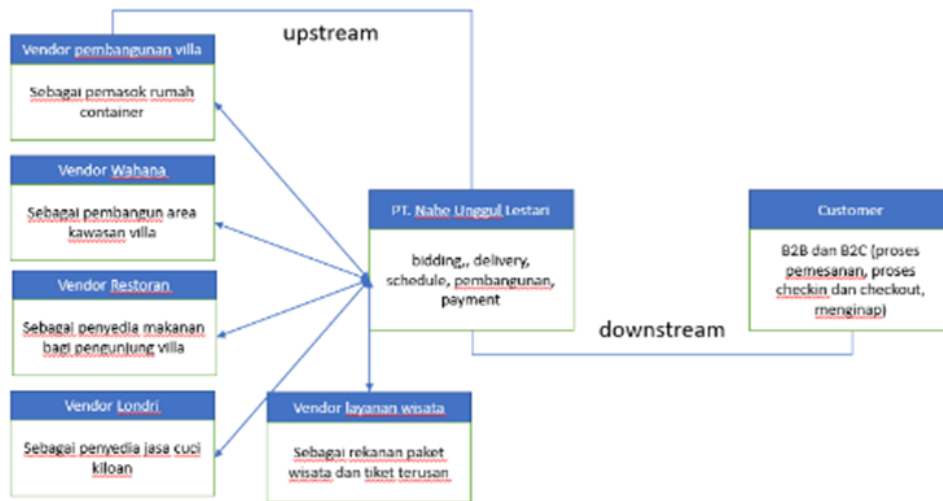


Figure 6. Supply chain management  
 Source: Author Discussion, 2022

##### b. Planning and control

In planning its operational process, PT. Nahe unggul lestari has 2 stages, namely the pre-operational stage for 2 years, and the operational stage. Things that are planned to be done in the pre-operational stage are:

- 1) Order and build 50 villas consisting of 15 1-bedroom villas, 30 2-bedroom villas and 5 3-room villas.

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- 2) Ordering and building rides and facilities starts from the process of leveling land, building pipelines and building supporting facilities which will all be entrusted to vendors.
- 3) Construction of tenant huts for rent a total of 5 pieces. Using local vendors sukabumi.
- 4) Conduct a contract search with restaurant vendors
- 5) Contract agreements with londri kiloan vendors
- 6) Conduct employee recruitment and training preparation
- 7) Creation of written SOPs and standardization of procedures.

After the pre-operational stage is completed, PT Nahe Unggul Lestari starts its operational activities with targets in accordance with the operational objectives of customer satisfaction. The controls that will be used to evaluate are divided into 3 types, the shortest duration is the 2nd weekly meeting every Monday. Then the evaluation meeting per 3 months with the Director, the last is the year-end performance evaluation.

### c. Quality management

Quality management is carried out in several ways. There are 3 things that are counted as quality in the delivery of villa rental services, room quality / villa quality, quality of infrastructure and facilities, quality of customer service measured using surveys at the end of stay.

## 5. Projected operating costs

### a. Operational cost scenarios and assumptions

In making this operational cost projection, PT. Nahe excels sustainably between operational costs and employee salary costs, so what is listed here is only costs outside employee costs.

### b. Projected operating costs

Here are the estimated operational costs owned for 5 years from V-CONT village:

**Table 3. Projected operational costs & Cost of services**

No	Major Assets	Harga/unit	Qty	TAHUN 1	Rate Depresiasi	Residual Value	Depresiasi	TAHUN 2	Depresiasi	TAHUN 3	Depresiasi	TAHUN 4	Depresiasi	TAHUN 5	Depresiasi
<b>Aset Utama</b>															
1	Kontainer 1 Kamar	50.000.000	15	750.000.000	25%	5%	178.125.000	-	-	-	-	-	-	-	-
2	Kontainer 2 Kamar	65.000.000	30	1.950.000.000	25%	5%	463.125.000	-	-	-	-	-	-	-	-
3	Kontainer 3 Kamar	80.000.000	5	400.000.000	25%	5%	95.000.000	-	-	-	-	-	-	-	-
<b>Kendaraan</b>															
4	Sepeda Motor	32.000.000	2	64.000.000	25%	5%	15.200.000	-	-	-	-	-	-	-	-
<b>Elektronik</b>															
5	Air Conditioner 1 PK	7.000.000	3	21.000.000	25%	5%	4.987.500	-	-	-	-	-	-	-	-
6	TV 50 Inch (front office)	15.000.000	1	15.000.000	25%	5%	3.562.500	-	-	-	-	-	-	-	-
7	TV 32 Inch	2.100.000	50	105.000.000	25%	5%	24.937.500	-	-	-	-	-	-	-	-
8	CCTV (1 set 16 Camera)	16.000.000	2	32.000.000	25%	5%	7.600.000	-	-	-	-	-	-	-	-
9	Genset 75 kva (+instalasi)	100.000.000	1	100.000.000	25%	5%	23.750.000	-	-	-	-	-	-	-	-
10	Pemanas Air	3.500.000	51	178.500.000	25%	5%	42.393.750	-	-	-	-	-	-	-	-
11	Laptop & PC	10.000.000	10	100.000.000	25%	5%	23.750.000	-	-	-	-	-	-	-	-
12	Printer	3.000.000	3	9.000.000	25%	5%	2.137.500	-	-	-	-	-	-	-	-
<b>Furniture</b>															
13	Kasur / Ranjang	2.100.000	90	189.000.000	25%	5%	44.887.500	-	-	-	-	-	-	-	-
14	Kursi	300.000	30	9.000.000	25%	5%	2.137.500	-	-	-	-	-	-	-	-
15	Sofa (villa 2)	1.000.000	30	30.000.000	25%	5%	7.125.000	-	-	-	-	-	-	-	-
16	Sofa (villa 3 dan kantor)	3.000.000	6	18.000.000	25%	5%	4.275.000	-	-	-	-	-	-	-	-
17	Meja	500.000	50	25.000.000	25%	5%	5.937.500	-	-	-	-	-	-	-	-
18	Meja	2.000.000	60	120.000.000	25%	5%	28.500.000	-	-	-	-	-	-	-	-
19	Lemari	2.000.000	90	180.000.000	25%	5%	42.750.000	-	-	-	-	-	-	-	-
<b>SUB Total pembelian per tahun</b>				<b>4.295.500.000</b>											
<b>Total Penyusutan per tahun / bulan</b>							<b>1.020.181.250</b>		<b>1.020.181.250</b>		<b>1.020.181.250</b>		<b>1.020.181.250</b>		<b>2</b>
<b>Total nilai Assets setelah Penyusutan</b>				<b>4.295.500.000</b>			<b>3.275.318.750</b>								
<b>Aset Utama</b>															
20	Sewa Lahan	1.000.000.000	1	1.000.000.000	20%	0%	200.000.000	-	-	-	-	-	-	-	-
21	Pembangunan Pondok Tenant	50.000.000	5	250.000.000	20%	0%	50.000.000	-	-	-	-	-	-	-	-
22	Pembangunan Villa (Persiapan, Fasilitas & Prasarana)	1.803.471.000	1	1.803.471.000	20%	0%	360.694.200	-	-	-	-	-	-	-	-
<b>Peralatan IT</b>															
23	Website Vicon	25.000.000	1	25.000.000	50%	0%	12.500.000	-	-	-	-	-	-	-	-
24	Program ERP	125.000.000	1	125.000.000	50%	0%	62.500.000	-	-	-	-	-	-	-	-
<b>SUB Total pembelian per tahun</b>				<b>3.203.471.000</b>											
<b>Total Amortisasi per tahun / bulan</b>							<b>685.694.200</b>		<b>685.694.200</b>		<b>610.694.200</b>		<b>610.694.200</b>		<b>610.694.200</b>
<b>Total nilai assets setelah Amortisasi</b>				<b>3.203.471.000</b>			<b>2.517.776.800</b>								
<b>GRAND Total pembelian per tahun</b>				<b>7.498.971.000</b>											
<b>Total Susut &amp; Amortisasi per tahun / bulan</b>							<b>1.705.875.450</b>		<b>1.705.875.450</b>		<b>1.630.875.450</b>		<b>1.630.875.450</b>		<b>610.694.200</b>
<b>Total nilai Assets setelah Susut &amp; Amortisasi</b>				<b>7.498.971.000</b>			<b>5.793.095.550</b>								

## CONCLUSION

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The results also show that the marketing strategy of container villa rental companies focuses on creating strong brand awareness, expanding marketing networks, and providing special offers to attract new customers. In addition, companies also utilize social media and other digital platforms as a means to introduce their products and services to potential customers. Meanwhile, in terms of operations, container villa rental companies emphasize efficiency and quality of service. They ensure that the reservation, check-in, and check-out process runs smoothly, thus providing a pleasant experience for customers. The company also focuses on the maintenance and maintenance of container villas, so that they remain in good condition and comfortable for the tenants.

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