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Analysis of the Correlation Between Strategic Industrial Zone Location, Menu Characteristics, and Guest Profiles at Java Palace Hotel

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Abstract

This study examines how the geographical location within a major industrial area influences the operational strategies and culinary offerings at Java Palace Hotel, Cikarang. Situated at a strategic intersection between Jababeka, EJIP, and Delta Silicon, the hotel faces the challenge of meeting the needs of a guest demographic dominated by South Korean and Japanese expatriates, as well as domestic business travelers. Employing a descriptive qualitative method grounded in industrial agglomeration theory, this research dissects the relationship between factory operational demands and hotel service adaptation. The results reveal that Java Palace Hotel successfully builds guest loyalty through a "glocal" (global-local) menu strategy. This strategy combines international dishes with authentic Korean cuisine, such as Kimchi and Jjigae, providing a comforting "home away from home" experience for foreign guests. Beyond flavor profile considerations, the hotel's proximity to toll access and industrial centers delivers added economic value. This enables the hotel to implement premium pricing due to the time efficiency it offers professionals seeking to avoid traffic congestion. The success of a hotel in an industrial area highly depends on management's capability to align locational advantages with service flexibility such as the availability of factory-area lunch packages and cross-cultural competence among staff. This synergy proves to be the ultimate key to sustaining competitiveness amidst a dynamic business ecosystem.

Keywords: Java Palace Hotel, Cikarang industrial zone, guest profile, glocal menu strategy, locational efficiency

INTRODUCTION

The growth of the industrial sector in Indonesia, particularly in areas like Cikarang, has created a dynamic business ecosystem that significantly impacts the hospitality industry. As one of the largest industrial zones in Southeast Asia with thousands of multinational companies, Cikarang demands accommodation facilities that function not merely as lodging, but also as representative hubs for business activities. Within this context, Java Palace Hotel emerges as a key player optimizing its competitive advantage through a strategic location in the midst of the Jababeka, EJIP, and Delta Silicon industrial estates. Geographically, the hotel excels due to its close accessibility to shopping centers and the East Cikarang toll gate.

In hospitality management, location selection is not simply a matter of coordinates; rather, it is a strategic decision that determines the target market, guest profiles, and the personalization of Food & Beverage (F&B) services. This analysis becomes crucial for hospitality management students to understand how industrial activities dictate consumer behavior and guest expectations, particularly given the dominance of South Korean and Chinese foreign nationals in the region. Location remains the primary foundation for determining asset value and the revenue potential of a property.

In the context of hotels within industrial areas, the theory of Industrial Agglomeration explains the locational benefits of being co-located with major factories. It illustrates that the concentration of companies in a specific region creates a derived demand—needs that arise as a byproduct of business activities for accommodation and catering services. Modern hotel management emphasizes that a strategic location must be accompanied by a sharp STP (Segmenting, Targeting, Positioning) strategy

to accurately define the target market.

According to recent studies, business hotel guest profiles tend to exhibit rational consumer behavior, with loyalty driven by convenience and the need for supporting facilities such as private meeting rooms and high connectivity. Furthermore, food acculturation theory becomes highly relevant; hotels serving expatriate communities are compelled to provide authentic menus to offer a "home away from home" experience. This aligns with the Competitive Advantage framework, where Java Palace Hotel leverages its location not just as a physical site, but as a differentiator through culinary cultural adaptation.

METHOD

This study utilizes a descriptive qualitative approach to analyze how industrial activities in Cikarang dictate consumer behavior and guest expectations at Java Palace Hotel. The analysis is built upon the industrial agglomeration theory, which explains the emergence of derived demand for accommodation services amidst a high concentration of large factories. Through the framework of STP (Segmenting, Targeting, Positioning) strategies, this research sharply identifies guest profiles, which are segmented into foreign expatriates, domestic business travelers, and the MICE segment.

It evaluates menu characteristics through a "Glocal" (global-local) strategy that blends authentic Korean culinary elements with international dishes as a guest retention instrument. The researchers also dissect the geographical correlation between the hotel's location, toll access, and premium-value pricing policies, which are justified by the opportunity cost savings from avoiding industrial traffic jams. Lastly, this study reviews the integration of adaptive operational management, including the development of cross-cultural competencies among staff in response to the dominance of foreign guests in the area.

RESULTS AND DISCUSSION

Analysis of Guest Profiles in the Cikarang Industrial Zone

The guest profile at Java Palace Hotel is a direct reflection of Cikarang's economic structure. Demographically, hotel guests can be classified into three primary segments as detailed in the table below.

Table 1. Hotel guests' profiles

Guest Segment	Demographic Characteristics	Key Behavioral Priorities
Foreign Expatriates	South Korean and Japanese nationals in managerial positions.	High privacy, highly personalized services, long-stay options.
Domestic Business Travelers	Corporate auditors, consultants, short-term project coordinators.	Efficiency, proximity to toll roads, traffic avoidance.
MICE Segment	Corporate groups and government institutions.	Large capacity meeting rooms, proximity to regional administrative offices.

There is a tight correlation between industrial developments, such as automotive factories, and hotel occupancy rates. Therefore, hotel management must not operate blindly without data.

They require smart guest data processing systems to forecast shifts in guest demographics, enabling them to act swiftly in tailoring services.

Menu Characteristics as a Strategic Response

The menu characteristics at Java Palace Hotel serve as a tangible manifestation of management's adaptation to the dominance of Korean guests. The hotel's ownership by a native South Korean provides an advantage in culinary authenticity. Dishes such as Kimchi, Kimbab, and Jjigae are served with authentic taste standards, functioning as retention tools for long-stay guests. However, the hotel also implements a "Glocal" (Global Local) strategy; alongside its signature Korean menu, it offers Indonesian, Oriental, and Continental cuisines to appeal to broader global palates. In an industrial environment, functionality is key. Speed of service, early breakfast availability, and innovations like

boxed lunches or lunch packages tailored for factory areas represent service flexibility that extends beyond the physical boundaries of the restaurant.

Correlation of Location to Pricing and Service Strategies

In-depth analysis indicates a significant positive correlation between the hotel's proximity to core industrial activities and its marketable value, as well as its service structure. Java Palace Hotel strategically exploits its geographical advantage to position itself not merely as an accommodation provider, but as a productivity-supporting partner for industrial stakeholders. From a managerial economics perspective, proximity to major toll access roads and primary industrial estates enables the hotel to adopt a premium-value pricing policy. Given that the target market is dominated by managerial personnel, technical consultants, and foreign experts with high purchasing power but extreme time sensitivity, the set rates reflect the opportunity costs saved by guests by cutting travel times through often unpredictable industrial traffic.

Analysis of Hotel Business Management and Strategic Correlations

Java Palace Hotel integrates its strategic location into an adaptive operational management system. Collaboration with the HR departments of surrounding corporations is conducted to secure long-term corporate contracts. Operationally, staff are required to possess cross-cultural competence, particularly regarding hospitality protocols for all guests at Java Palace Hotel.

Risk management is also deployed to counter global economic fluctuations. If industrial activity slows down, the hotel diversifies its market into local leisure segments or promotes its wellness facilities. Future market positioning will be further reinforced by leveraging digital technologies, such as app-based menu reservations and smart energy management systems. This proves that running a hotel business in an industrial zone is about building a mutually beneficial ecosystem among service providers, the international business community, and the surrounding environment.

CONCLUSION

This analysis demonstrates a significant correlation between a strategic industrial zone location and the menu characteristics and guest profiles at Java Palace Hotel. Its location at the heart of Cikarang's manufacturing hub dictates a specific professional market segment, which in turn demands precise adaptations in culinary offerings. The dominance of authentic Korean menus, combined with a diverse range of international dishes, serves as an effective differentiation strategy. The success of this hotel proves that synergy between locational advantage and sharp product management is the key to business sustainability in a competitive global market.

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