

Analysis of The Effect of The Commodification Sotis Woven Fabric on Hotel Occupancy Rates (Case Study on Local Hotel Brand - Hotels Sotis Kupang)

Yolanda Patricia Thei

Management, Faculty of Economic and Bussiness
Nusa Cendana University
Kupang, Indonesia
yolandapatriciathai08@gmail.com

Apriana H.J. Fanggidae

Management, Faculty of Economic and Bussiness
Nusa Cendana University
Kupang, Indonesia
aprianafanggidae@yahoo.co.id

Rolland E. Fanggidae

Management, Faculty of Economic and Bussiness
Nusa Cendana University
Kupang, Indonesia
rolland_fanggidae@staf.undana.ac.id

Abstract—Commodification of Sotis woven fabric is a transformation of function (X1) from sacred to secular and private has become public. Woven cloth that used to be only owned by certain groups and only used in traditional ceremonial / ritual activities, changes so that it can be owned by everyone and can be enjoyed by anyone. This transformation process (X2) is also supported by media and technology which are very important in the commodification of Sotis woven fabrics. Furthermore, there are commercial activities, this is because Sotis woven has been commodified into something that has regional artistic significance plus economic significance. This study looks at the relationship of commodification of Sotis woven fabric to tourist occupancy at the Sotis Hotel in Kupang. The method used is a quantitative method with the type of causal associative research.

Keywords—*commodification, Sotis woven fabric, hotel occupancy rate, hotel*

I. INTRODUCTION

Tourism is a series of travel activities out of their original place with various destinations. Tourist destinations are recreation, personal development, or study of the tourist attractions that are visited. With the differences in the world community, the diversity of local wisdom of a region is so interesting to be enjoyed that the revival of local cultural identity in various parts of the world begins to occur. As stated by [1], local wisdom is very important in tourism development and has a variety of forms, namely local knowledge, belief systems, cultural and artistic rituals. This is reinforced by law (Law) Number 10 of 2009 Article 5 Paragraph 2 Regarding the Principles of Tourism Management must uphold human rights, cultural diversity, and local wisdom and Law Number

25 of 2000 concerning the National Development Program (PPN) at the regional level, tourism policy based on local wisdom. Thus, it can be said that local wisdom is regional dances, traditional ceremonies, traditional clothing, regional cuisine, woven cloth motifs, traditional teaching values, written culture, buildings / artifacts, and regional songs. The forms of cultural heritage in some regions began to be packaged into more attractive with modern styles.

East Nusa Tenggara has diverse local wisdom and is spread in each district. One district that has a unique local wisdom of ikat weaving and is in demand by tourists is the district of North Central Timor. TTU woven fabric is very sacred in ancient times, where its use was especially used as an instrument of traditional events in the village. But with the development of technology, telecommunications, transportation, trade and the development of regional tourism, the sacred ikat cloth has become secular and private has become public. Woven cloth that used to be only owned by certain groups and only used in traditional ceremonial / ritual activities, changes so that it can be owned by everyone and can be enjoyed by anyone. This transformation process is also supported by media and technology which are very important in the commodification of woven fabrics. Furthermore, there are commercial activities, this is because ikat weaving has been commodified into something that has regional artistic significance plus economic significance. As stated by [2] that the commodification of culture is the process of seeing culture as a character and an asset for increasing income and national development.

The development of local wisdom has become a trend when weaving is published and promoted to tourists in the local hotel brand Sotis, one of which is located in the city of Kupang. Sotis Hotel which is a four-star hotel uses a modern

lifestyle concept design, as well as a tropical panoramic view of Pasir Panjang Beach. Hotel Sotis Kupang offers 81 guest rooms, 5 suites and 1 penthouse. From restaurants, bars, lounges and swimming pools facing the beach, traditional woven cloths and handicrafts boutiques, to salons and spas for relaxing. The hotel owner presents a beautiful sotis weave as an interior design and hotel maid uniform so that the atmosphere of local wisdom is enjoyed by tourists. The local hotel brand Sotis Kupang not only displays and presents but starts to enter the realm of commodification that is making sotis woven cloth as a commodity in hotels and implementing the philosophy of sotis woven fabric as a work culture in managing hotels and service differentiation. The beauty of the Sotis fabric made with high-level skills, enthusiasm, and work ethic is an inspiration to become a work culture and service at the hotel, so that the local culture that is implemented will satisfy the needs of tourists and increase occupancy rates. Hotel Sotis has a uniqueness that is very proud of tourists.

Over the past 3 years there has been an increase in occupancy at Sotis Hotel (2016: 68.52, 2017: 97.50, and 2018: 98.78). As a local hotel brand, the uniqueness of this hotel lies in the local wisdom that is accommodated in the hotel, but in addition to local wisdom that is implemented as a work culture and differentiation there are several factors: price, location, advice, finding out, chance, physical form of the building, and have relatives in it which can also affect occupancy rates in hotels. Tourists have different motives, interests, expectations, social, economic and cultural characteristics so it will be difficult to see the reason all tourists choose this hotel. Commodification of local wisdom in this case woven cloth whether partially and simultaneously affect the level of occupancy at the hotel in the decision to purchase tourists at the hotel. From the above gap, it is necessary to do a study with the title "Analysis of the Influence of Sotis Weaving Fabric Commodification on Hotel Occupancy Rate (Case Study at Local Sotis Hotel Kupang Hotel)".

II. LITERATURE REVIEW

A. Local Cultural Tourism (Cultural Tourism)

Quoting the term Yun et.al, cultural tourism and cultural tourist are complex because they refer to different cultural experiences (different sights, sounds, tastes, and smells of an unfamiliar culture). Cultural tourism is not only limited to enjoying cultural heritage (cultural heritage) so that the UNWTO divides the divisions of the definition of cultural tourism include, experiential / conceptual (meaning), motivational (demand), tourism derived / resource based (supply) and operational (management). The unity of elements in the presentation of local cultural tourism (cultural tourism) touches the economic, social, cultural, and environmental aspects of the world and is even able to create tangible (tangible / tangible) and intangible (intangible) products [2].

B. Commodification of Local Culture

Reference [3] gave description about commodification is the process whereby social domains and institutions, whose concern is not producing commodities in the narrower economic sense of goods for sale, come nevertheless to be organized and conceptualized in terms of commodity production, distribution and consumption.

Reference [4] gives an understanding of culture as something that is learned from generation to generation. It (culture) concerns aspects of knowledge, beliefs, art, morals, law, customs, and all the habits of the community which are no longer transmitted orally or directly but have been carried out through technology networks and mass media. Furthermore according to [2] said commodification includes a commercial relationship where there are buying, selling activities also as well as exchanges that occur in cultural products that were previously only used for their own circles with special meanings and functions.

C. NTT Woven Fabrics

The geographical and physical location of an area creates a variety of sub-cultural creativity as outlined in the work of woven fabrics. NTT is unique in the culture that local people depict in their woven fabrics as their cultural wealth. NTT woven cloth tells the customs / habits, beliefs / spiritual, the history of the formation of local communities, flowers, animals, local specialties and other unique symbols. Materials, colors, processes and tools used are also an attractive attraction for creating 'high prices' from woven fabrics [5]. In NTT there are no less than 16 ethnic groups and languages, including:

- Timor Island: Dawan (Meto), Helong, Tetun, Kemak, Marae, Rote, and Sabu
- Sumba Island: Sumba tribe
- Flores Island; Manggarai, Ngada, Ende, sikka, Lamahalot, Kedang and Labala tribes
- Alor Island –Pantar: Lemma, Manta, Belegar, Apui, Kolana, Kramang, etc.

D. Timor Tengah Utara Weaving Fabric

Variety and type of weaving in TTU district, one of which is sotis woven [5]. Sotis woven has a blanket size is 250 cm x 40 cm. The size of the sheath is 250 cm x 100 cm. The size of the shawl is 150 cm x 25 cm. The manufacturing sites are the insana tribe (Bana, Ato, Sanak, lake, Uskono, Us Olis, Thaal, Sakunab and East Nak), Letmafo villages - Letno villages - Nunmafo villages - Maubesi subdistricts, Insana sub-district. The basic color of this waving cloth is brown with dark blue, green, brown, and yellow color combinations. The basic color of brown symbolizes unity. Sotis Weaving is used by the Insana tribe (nobility and ordinary people) both women and men. Used on traditional occasions such as during traditional rituals, engagements, weddings, honor welcome for guests, and at the time of the death of the king when the corpse passed by the door to be escorted out. Sotis Weaving is also used as everyday clothing.

E. Hotel

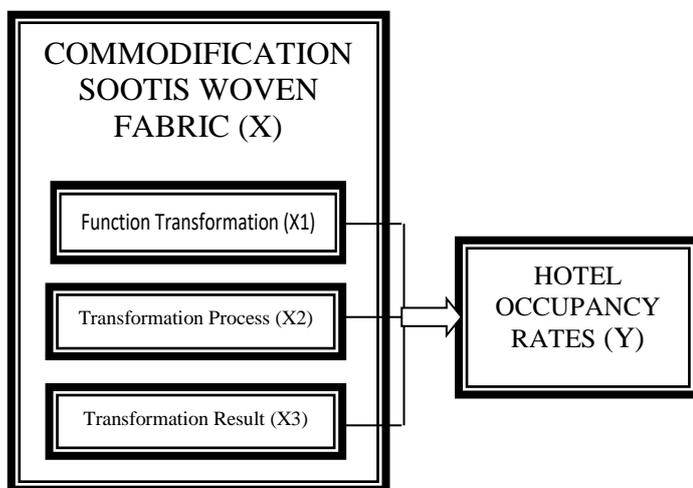
The accommodation business initially in the second decade of the 20th century was limited and located only in large areas near the port. Accommodation in the form of new inns or lodgings began to develop in the third decade of the 20th century, especially in the interior. Since then the function of the hotel as an inn began to be felt by many people. Later developments became known as large lodgings (hotels) and small lodgings (inns). The hotel is one of the facilities that plays a very important role in tourism that is needed by tourists when leaving their homes. According to [4] developing good accommodation facilities, facilities, services, tariffs, and location must be met.

F. Hotel Occupancy Rate

Paying attention to the consistency of providing the best services and facilities is a very important factor for raising occupancy rates. This is the focus for managers and employees hotels to increase revenue, according to [6]. More specifically [7], the hotel occupancy rate is the number of rooms occupied by the rooms provided multiplied by one hundred percent. The level of occupancy is an element of hotel revenue calculation. The number of tourists who are followed by the length of stay in a tourist destination will certainly have a positive impact on hotel room occupancy rates. The more hotel rooms that are sold, the greater the income that will be obtained.

Based on the opinions above, the writer can give an understanding of hotel occupancy rate is the opportunity to stay made by a person or group (tourists) in the hotel by using the rooms and facilities within a certain period of time and the frequency of the stay to measure the income received. The accommodation facilities are so important for tourists because tourists need a place because they have left their place of residence. Good development planning on accommodation will make tourists stay longer and increase occupancy rates.

Figure 1. Framework of Thinking



III. RESEARCH METHODS

A. Research Approach

The research method used is quantitative with causal associative research. The variables are the commodification of sotis woven (X) and the hotel occupancy rate (Y), while the commodification variable in question has subvariables are function -usability and ownership- (X1), transformation processes -media and technology- (X2) and the results of transformation -meaning and commercial- (X3).

B. Populatoin and Sample

According to [8], population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are all tourists who inhabit the rooms provided at Sotis Hotel Kupang.

The sample is part of a population that has characteristics that represent that population. The sampling technique used in this study is to use a simple random sampling technique. Large sample collection in this study is determined based on the Lameshow formula [9], namely:

information :

$$n = \frac{Z\alpha^2 \times P \times Q}{L^2}$$

n = Minimum number of samples needed

Zα = Standard value of the distribution according to the value α = 5% = 1,96

P = Prevalence of outcome, because data has not been obtained, than use 50%

Q = 1-P

L = Accuracy level of 10%

Based on the formula, then $n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96.04$

Then obtained the minimum number of samples needed in this study was 96 respondents.

C. Sampling Resources and Techniques

Data collection was carried out through a number of methods / techniques namely questionnaire interview and document study. Research instruments questionnaire in that use a Likert scale can be made in the form of a checklist or multiple choice. In the questionnaire there are validity and reliability tests which are tested using SPSS.

Interview, in addition to the author's questionnaire, also conducted interviews with key parties in the Sotis Kupang Hotel and with guests (more than two visits and enjoyed all facilities) to get an overview of guests' responses to the commodification of local culture carried out by the hotel based on interview guidelines prepared first.

The author examines a variety of relevant hotel documents, such as the history of the hotel establishment, reports describing hotel activity and development.

D. Data Analysis Techniques

For research purposes, the authors use quantitative data analysis. Quantitative analysis in this research is descriptive statistical analysis and interval statistical analysis.

IV. RESULT AND DISCUSSION

The results of analysis the effect of the commodification of sosis woven fabric on hotel occupancy rates (case study on local hotel brand – hotel sosis Kupang) are as follows:

1. Based on the results of the regression test obtained, the constant value is 7.584 meaning that if the value of the transformation of the function, the transformation process, and the results of the transformation of 0 (no), the hotel occupancy rate is 7,584.
2. The regression coefficient of the function transformation variable is 0.184 meaning that if the value of the function transformation has increased by 1 unit, then the hotel occupancy rate will increase by 0.184 units, assuming the other independent variables have a fixed value.
3. The regression coefficient of the transformation process variable is 0.061, meaning that if the value of the transformation process has increased by 1 unit, the hotel occupancy rate will increase by 0.061 units, assuming the other independent variables have a fixed value.
4. The regression coefficient of the transformed variable is 0.570 meaning that if the value of the transformation has increased by 1 unit, the hotel occupancy rate will increase by 0.570 units, assuming the other independent variables have a fixed value.

Table 1. T-Test Tabel Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	7,584	,928		8,170	,000		
Transformasi Fungsi	-,184	,181	-,197	-1,018	,311	,220	4,544
Proses Transformasi	,061	,178	,066	,344	,732	,224	4,467
Hasil Transformasi	,570	,106	,506	5,380	,000	,935	1,069

a. Dependent Variable: Tingkat Hunian Hotel

A. Effect of function transformation (X1) on hotel occupancy rate (Y)

The results of the hypothesis t test are known that the function transformation variable has no positive and significant effect on hotel occupancy rates. This can be seen from the t-count (-1,018) < t table (1.987) so that H0 is accepted and Ha is rejected. In the function transformation variable (X1) there are 2 indicators namely changing the local cultural heritage of the function of use and ownership. Nurdiansah (2014) Woven cloth that was only used only in traditional / traditional activities in the village (sacred), can now be used in secular activities such as graduation events, weddings at hotels, and other formal events. Changes in the ownership function are only a few people who can have woven cloth, now it can be owned by anyone (public) with their respective needs. to be public according to).

The results of the study are similar to the title 'Commodification of Religious Ceremonies in Tourism Marketing' which involves the commodification of functions in particular the transformation of functions where packaging a sacred and private religious ceremony into a tourist attraction as a tourism development policy program with one of the economic goals of increasing income and expanding employment [7]. The study contradicts the results of this study because tourists who stay at the Sosis Kupang Hotel do not pay much attention to changes in the function of the sosis woven cloth applied at the hotel. The function change in question is the hotel employee uniforms with sosis woven fabrics and woven fabrics available at boutique hotels.

B. Effect of transformation process (X2) on hotel occupancy rate (Y)

The results of the hypothesis t test are known that the function transformation variable has no positive and significant effect on hotel occupancy rates. This can be seen from the t-count (-1,018) < t table (1.987) so that H0 is accepted and Ha is rejected. In the function transformation variable (X1) there are 2 indicators namely changing the local cultural heritage of the function of use and ownership. According to reference [2], woven cloth that was only used only in traditional / traditional activities in the village (sacred), can now be used in secular activities such as graduation events, weddings at hotels, and other formal events. Changes in the ownership function are only a few people who can have woven cloth, now it can be owned by anyone (public) with their respective needs. to be public according to).

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C. *Effect of transformation result (X3) on hotel occupancy rate (Y)*

Partial testing using the SPSS application in this study produced a positive and significant impact on the results of the transformation of the hotel occupancy rate. With the result of $t_{count} (5,380) > t_{table} (1,987)$ then H_0 is rejected and H_a is accepted. The indicators tested in this study are meaningful and commercial. The intended meaning indicator is commodification being the main tool to change social relations into economic relations. Commercial indicators are changes in objects and services into a commodity so as to create commercial activities that involve the production process.

The results of this study are in line with previous research conducted by [7] celebrating the Saraswati feast in Karanganyar Regency, Dyah agreed that commodification resulted in changes in meaning and commercial activities that led to an increase in tourist visits. The author assumes that tourists who stay at the Sotis Kupang Hotel enjoy the output of the commodification of sotis woven fabric so that they intend to stay again at this hotel, while the intended output is a change in meaning and commercial activity. The philosophy of woven fabric as an art meaning that is high-level skills, enthusiasm, and work ethic, is used as economic value while maintaining its philosophy. Travelers who inhabit carry out sotis woven fabric transactions and enjoy the uniqueness of the hotel as a local brand hotel.

Table 2. F-Test ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	23,904	3	7,968	9,681	,000 ^b
Residual	75,721	92	,823		
Total	99,625	95			

^a. Dependent Variable: Hotel occupancy rate

^b. Predictors: (Constant), Transformation result, Transformation process, Function transformation

D. *Effect of function transformation (X1), Transformation process (X2), and transformation result (X3) on hotel occupancy rate (Y)*

The analysis result of the F hypothesis test, it can be seen The results of the analysis of the F hypothesis test, it can be seen that the variables X1, X2, and X3 have a positive and significant effect on hotel occupancy rates. This can be seen $F_{count} (9,681) > F_{table} (2,70)$ then H_0 is rejected and H_a is accepted. The results of the study are in the same direction or in line with the research of [10], [11], [12], and [7], which are more detailed in Table 2.1 regarding empirical studies.

The author's explanation is that the overall transformation function, transformation process, and transformation results have a significant effect on hotel occupancy rates, because to see the effect of commodification we must not look separately. As a whole this variable gives differentiation to the hotel which makes it increase in occupancy over the last 3 years (can be seen in Figure 1.1). As a local hotel brand, Hotel Sotis Kupang develops the commodification of sotis woven fabric to increase the room occupancy rate provided.

V. CONCLUSION

A. *Conclusion*

Based on the research and discussion that has been done, the following conclusions can be drawn:

1. The results of simultaneous testing conducted on the hypothesis, it can be concluded that the variables of function transformation, transformation process, and transformation results together have a positive and significant effect on hotel occupancy rates at the Sotis Kupang Hotel.
2. Partial test results can be seen that the function transformation variable has no positive and significant effect, the transformation process variable has no significant effect, and the transformation results have a positive and significant effect on hotel occupancy rates.
3. The results of the coefficient of determination of 21.5% means that after doing research, it is known that 21.5% of the function transformation, transformation process, and the results of the transformation affect the hotel occupancy rate, while 78.5% is influenced by other variables not covered in this study
4. Of the three independent variables in this study, the most dominant influence on hotel occupancy rates is the transformed outcome variable.

B. *Suggestion*

Based on the results of the study and the conclusions previously stated, the following suggestions are used:

1. It is hoped that the managers and employees of the Sotis Kupang Hotel will be able to maintain and improve the results of the transformation of the commodification of sotis weaving, which is the sotis hotel culture which is

used as a differentiation in service, employee uniforms and the atmosphere in the hotel. The goal is to increase occupancy rates and come back to inhabit hotel rooms.

2. Considering the commodification of local culture is becoming a trend and can increase visits or occupancy, the results of this study can be used as a reference for further research to conduct other research in Indonesia, especially in beloved NTT.

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