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Rifa Annisa

Vocational Education Program University of Indonesia, rifaannisa01@gmail.com

Anisatul Auliya

Vocational Education Program University of Indonesia, anisatul.auliya@ui.ac.id

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THE ROLE OF SOCIAL MEDIA IN THE MARKETING STRATEGY IN THE HOTEL INDONESIA GROUP

Rifa Annisa¹, Anisatul Auliya^{2*)}

¹² Vocational Education Program University of Indonesia
Email : ¹rifaannisa01@gmail.com, ²anisatul.auliya@ui.ac.id

*) Corresponding Authors: anisatul.auliya@ui.ac.id

ABSTRACT

This research aims to find out the role of social media such as Instagram, Facebook and Website in implementing marketing strategies at Hotel Indonesia Group. Social Media is very helpful for Hotel Indonesia Group to promote their product, because with social media Hotel Indonesia Group can attract social media users to stay at hotels under the Hotel Indonesia Group. The research method was qualitative methods. All the data collection technique was carried out by interview and direct observation in the research object. This research was conducted from February 2020 to April 2020. The results of this study that the most popular social media by Hotel Indonesia Group consumers is Instagram. Hotel Indonesia Group manages social media to attract consumers' interest by providing creative and informative contents. From the results of interviews the importance of social media for the promotion of Hotel Indonesia Group is very important because it helps increase the number of potential customers.

Keywords: Social Media, Marketing Strategy, Hotel.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran – peran media sosial seperti Instagram, Facebook dan Website dalam melaksanakan strategi pemasaran di Hotel Indonesia Group. Media Sosial itu sangat membantu Hotel Indonesia Group dalam melancarkan promosinya, karena dengan media sosial Hotel Indonesia Group dapat menarik para pengguna media sosial untuk menginap di hotel – hotel dibawah naungan Hotel Indonesia Group. Metode penelitian yang dilakukan dalam penelitian adalah kualitatif, selain itu Teknik pengambilan data dilakukan dengan cara wawancara dan observasi langsung di objek penelitian. Penelitian ini dilaksanakan dari tanggal February 2020 to April 2020 . Hasil dari penelitian ini diketahui bahwa media sosial yang paling diminati oleh konsumen Hotel Indonesia Group yaitu Instagram. Hotel Indonesia Group mengelola media sosial untuk menarik minat konsumen dengan cara memberikan konten – konten kreatif, dan informatif. Dari hasil wawancara pentingnya media sosial untuk promosi Hotel Indonesia Group sangat penting karena membantu meningkatkan jumlah calon konsumen bagi hotel – hotel yang berada dibawah naungan Hotel Indonesia Group.

Kata Kunci : Media Sosial, Strategi Pemasaran, Hotel

INTRODUCTION

The development of technology is progressing very fast. The rapid development of technology turned out to make an impact in

various aspects of life. Advances in technology and forms of communication media is an absolute and can not be denied, these

developments often provide enormous changes as an individual or group receives and communicates information in communicating. The progress of communication technology is marked by the existence of computers and its rapid development which is used to disseminate information both financially and non-financially. The development of technology and communication is not always the same with each other, some have started to apply very new communication technology and some do not yet have adequate technology such as computers. Over time the development of communication technology has again created a new medium, the internet. With the existence of a new forum that is the internet makes the delivery of information indirectly very quickly and also not limited by distance and time (Bodnar dan Hopwood, 2010).

The development of an increasingly diverse world of technology in the global era. This development has had a direct impact on humans, especially for the younger generation. Social media can be accessed easily via a smartphone (smartphone) anytime and anywhere. Social media platforms are very diverse. The appearance of Friendster in 2002 became a beginning in the world of social media with almost one million users. Facebook followed in 2006 and was followed by other platforms such as Twitter, Path, Instagram and Snapchat. This proves that social media is needed in the current global era (Culandari, 2008).

Activities that must be carried out by companies to promote their products, namely advertising, this activity is one of the modern marketing activities whose activities are based on the concept of communication, advertising has a sharp focus since information aspects become an important part of business, effective advertising activities are seen to be able to influence the tendency to consume in Public. Effective advertising will change public knowledge about the availability and characteristics of several products, the elasticity of product demand will be greatly influenced by advertising activities Riyantoro, (2013). One current marketing strategy that shows very rapid development is e-marketing Kotler and Keller,

(2012: 562). E-marketing is a company's effort to convey information, promote, and sell products and services using Kotler and Keller internet, (2008: 153).

E-marketing activities one of which can use social media platforms, promotion through social media for buyers including fun, easy, privacy, buyers can compare various products from one company with other companies directly and interactively with marketers. Meanwhile, the advantages of promoting e-marketing through social media for sellers including e-marketing can be used as a tool to create relationships with consumers, reduce costs, be efficient, be fast in reaching kotler and armstrong's market share (2012: 498).

Based on the above analysis, the purpose of this study is to find out the role of social media, communication strategies on social media carried out at the Hotel Indonesia Group.

LITERATURE REVIEW

Definition of Social Media

Social Media is a tool or facility that can be used to send messages from communicators to other people. There are a number of psychologists who pay attention to the fact that in communicating between humans the very influential means of conducting communication are the five human senses, such as the eyes and ears. the message that can be obtained by the five senses will be processed in the minds of every human being to regulate and determine his decision on something, before it is stated in an action. (Hafied Cangara 2011, 125).

"Social Media is a group of internet-based applications that are built on the ideology and technology of Web 2.0, and allow the creation and exchange of content called user-generated content." (Alo Liliweri, 2015: 288)

With the existence of technology, the promotion or advertising is very helpful because they do not have to pay dearly. Now sellers can create their own interesting content and send it through social media so everyone can see it. (Zarella, 2010: 2).

Type of Social Media

Types of Social Media (Kaplan and Haenlein, 2010) are as follows:

- a) Wikis, which is a website that allows users to fill or edit information in preformance, is intended for a document or database such as Wikipedia and the Encyclopedia.
- b) Social Blog, which is a website that contains online journals, such as Blog and Wordpress.
- c) Microblog is a media that can send updates online. Like Twitter and Tumblr.
- d) Microblog is a media that can send updates online. Like Twitter and Tumblr.
- e) Social Networking Sites, namely sites provide freedom for users to create personal web pages that can connect with the general public. Like Facebook, linked, Instagram, and others.
- f) Word Virtual Game, which is a virtual world game that uses 3D, users can appear in the form of characters as they wish, and play as in the real world. Like an Online Game.

Social Media Function

According to Puntoadi, 2011: 5, Social Media has functions, namely:

1. Have the power to generate personal branding through social media that is not familiar with tactics or apparent popularity, because the audience can determine it. Various social media into a medium for communicating, discussing and even giving a popularity on social media.
2. Social media provides an opportunity that serves to communicate more closely with consumers. Social media offers a more individualized communication content. Through social media also various sellers will find out what the habits of their customers are and make a personal interaction, and can build a deep interest.
- 3.

Definition of Instagram

Instagram is an application of a Smartphone which is one of the digital media that has a function almost similar to Twitter, but

the difference lies in taking photos in the form or place to share information with users. Instagram can also provide inspiration or ideas for its users and can also increase creativity, because Instagram has features that can make photos become more beautiful, more artistic and become better (Atmoko, 2012: 10).

Definition of Facebook

Facebook is one type of website that is created to provide facilities as a network of friends through the internet. Ranging from professionals, academics, entrepreneurs, students, workers, housewives and even politicians also use Facebook. The initial purpose was none other than to increase the network of friends on the internet, however, the growing Facebook could be used for business. (Yuhefizar, 2009: 2)

Website Definition

Website is a collection of pages that are intended to display text information, still images or motion, animation, sound, or a combination of all, both static and dynamic that form a series of interrelated buildings, each of which is connected with networks. page network. (Bekti, 2015: 35).

Understanding of Marketing Strategy

Marketing is an overall system of business activities aimed at planning, pricing, promoting, distributing goods and services that can satisfy the needs of both existing and potential buyers (Swastha and Irwan, 2002: 5).

Marketing Strategy is a comprehensive, integrated and unified plan in the field of marketing which is given instructions regarding the activities to be carried out in order to achieve a marketing objective of a company. In other words, a marketing strategy is a relationship of goals or objectives, rules and regulations policies that give direction to the company's marketing efforts adri time-by-time, at each level and reference and allocation, especially in response to the company in dealing with the environment and competitive circumstances always changing. (Sofjan Assauri, 1987: 154).

RESEARCH METHODOLOGY

This research was conducted using qualitative methods. Qualitative method is research that intends to understand phenomena about what is experienced by the research subject, for example behavior, perception, motivation, action, etc., holistically and by means of description in the form of words and language, in a special context that is natural and by utilizing various natural methods.

To Support The Explanation Of The Author's Material. The Data Was Obtained Through Several Methods, Including:

1. Literature review

Literature review to collect all the informations relate to the topic or problem. We find all the valid data from internal companies that have been allowed to be accessed.

2. Interview

Interview is "the process of obtaining information for research purposes by way of question and answer by way of face to face between the interviewer and the respondent by using a tool called an interview guide. Interviews were conducted with employees of the Hotel Indonesia Group in the Corporate Communication division.

3. Observation

Observation is a data collection technique, where the researcher makes observations directly to the object of research namely the Hotel Indonesia Group (HIG) to see directly the activities carried out in accordance with the research topic.

This research was conducted at Hotel Indonesia Group (HIG) located at Graha Inna, Jl. Prof. DR. Soepomo No. 8, Tebet Barat, Tebet, South Jakarta, DKI Jakarta 1281. The research was carried out in February 2020 to April 2020.

RESULT AND DISCUSSION

The Role of Social Media in the Marketing Strategy of Hotel Indonesia Group

Hotel Indonesia Group promotes hotel sales with two ways, namely offline and online. For offline, namely doing telemarketing, the definition of telemarketing itself is to market or promote products by telephone. The second is by bringing in directly, which has the understanding of sales who come directly to the place or prospective consumer companies that might use the services of hotels under the auspices of the Hotel Indonesia Group. And the third is the Sales Blitz, which is a visit to a company that has made an agreement in advance and when making a sales blitz the sales bring gifts or commonly called a Sales Kit and directly make presentations to prospective customers. While promotion through social media is to use a website, Facebook, Instagram, YouTube and others.

Before the Hotel Indonesia Group promoted through its website, Facebook and Instagram they conducted a market research which was conducted to find out who the purpose of the Hotel Indonesia Group was in launching its promotion. That way they can determine what kind of content should be created and that can attract the interest of potential customers. Based on market research conducted by the Hotel Indonesia Group, the results of the promotion objectives are prospective consumers who have grown up with ages ranging from 18-50 years, with both male and female sexes. The intended market is Indonesia and internationally, the intended prospective consumers are fun and energetic and also those who have hobbies who like to travel and bisnis travel.

Hotel Indonesia Group has 7 digital marketing strategies to get more hotel customers, namely:

1. Easy to find online

The simple way to create a hotel website. Do SEO (Search Engine Optimazation). The website in question is not just posting a few pictures, adding, adding 2 lines of content about the hotel and finishing with it. The hotel website in question is that displays the facilities that are in all hotels owned by the Hotel Indonesia Group, the location of the hotels belonging to the Hotel Indonesia Group, the types of rooms in

each Hotel Indonesia Group and everything about Hotel Indonesia Group. Implement SEO (Search Engine Optimization) according to best practices. All of this will make the Hotel Indonesia Group website ranked in search engines, so that it can be seen by hotel searchers or potential customers.

2. Advertise on hotel search partners

Conduct hotel advertisements on hotel search partners, such as Google, Tripadvisor and Trivago hotel advertisements.

3. Present on Social Media

Displaying hotels under the auspices of the Hotel Indonesia Group on the social media platform is an effective approach to increase followers engagement on social media owned by the Hotel Indonesia Group, the higher the Hotel Indonesia Group's involvement in social media, the more people will be able to reach.

4. Include a Video to enhance the Virtual Experience

Video can be the best way to convey a hotel - hotels under the auspices of the Hotel Indonesia Group. Hotel Indonesia Group should really consider making a hotel tour and uploading it on the Hotel Indonesia Group's youtube channel. Hotel Indonesia Group can even highlight the location of the hotel, facilities in the hotel through short videos and also consider recording events that are often held in hotels under the auspices of the Hotel Indonesia Group.

5. Advertise on the right track

To be successful in advertising campaigns for hotels under the auspices of the Hotel Indonesia Group, what must be done is to have a plan and strategy that leads to the conversion phase and have measurements and metrics in each staging that can be taken into consideration from time to time in sharpening the hotel digital marketing strategy Indonesia Group.

6. Consider the Application

The application in question is not for booking hotel rooms, but applications in hotel rooms, elevators, swimming pools, restaurants and so on. This application has the aim to facilitate and pamper hotel guests who stay, such as for food

bookings, place reservations, business centers, transportation, view information-other information such as travel destinations, public services, viewing billing and others.

7. Maintain an Online Hotel Reputation

Leaving aside the reputation of hotels online can put hotel businesses at a disadvantage. And must accept the fact that the hospitality industry always revolves around guest satisfaction. Negative feedback is as valuable as positive feedback. The hotel needs to know what the guests are saying about the hotel. Online reviews are one of the key elements of a successful hotel business today. All hotel guests, current and future guests will check these reviews and ratings to decide on their stay. That is why maintaining the hotel's online reputation is an important aspect of hotel digital marketing.

The Role of the Website Against the Marketing Strategy of the Indonesia Hotels Group

Hotel Indonesia Group has been promoting through the Website since December 19, 2019 doing a soft launch with the appearance and address of the site www.HotelIndonesiaGroup.co.id. On the front page of the Hotel Indonesia Group website, potential customers can immediately order and choose the hotel where they will be chosen. Also on this website there is also info- info about hotels under the auspices of the Hotel Indonesia Group, there is information on promotions or events taking place in hotels owned by Hotel Indonesia Group.

Reasons Hotel Indonesia Group chose the website according to Laela Hajat as Digital Marketing Manager at Hotel Indonesia Group there are several reasons, namely:

1. More trusted and credibility
2. Sources of information for customers
3. Expanding the target market
4. Increase sales turnover
5. Will not be bound by distance and time

Role of Instagram Against the Marketing Strategy of Indonesia Hotels Group

Hotel Indonesia Group has been promoting through social media Instagram since September 22, 2016. The strongest reason is that in this era of technology, there are a lot of users who use Instagram social media to communicate and to see information available and Instagram users in Indonesia are fairly high. Hotel Indonesia Group also uses Instagram to do paid promoting and endorsement, besides that there are also benefits to do promotion through social media, which is wide reach and relatively low promotional costs.

Hotel Indonesia Group has Instagram Strategy, which is something that must be achieved, namely the increase of Instagram followers by 6,000 followers over a period of 6 months. What must be done is:

1. Change an ordinary account into an official business account.
2. Displays the best photos on Instagram as a portfolio.
3. Create interesting content by looking at examples of other competitors' posts, then using postable or igstats tools and modifying them. Content must vary, not only photos but also information content, endeavored with videos to make it more interesting.
4. Hold quizzes and giveaway to attract followers.
5. Boost content with Instagram ads.

Facebook's Role Towards Hotel Indonesia Group Marketing Strategy

Similar to Instagram, Hotel Indonesia Group has been promoting through social media Facebook since September 22, 2016. The reason is because Facebook users have been much in demand by social media users before Instagram, and used to communicate and to see the available information. Hotel Indonesia Group also uses Facebook just like Instagram to do paid promotion and endorsement, besides that there are also advantages to doing promotions through social media that is broad reach and fairly low promotional costs.

Account name is @hotelindonesiagroup or Hotel Indonesia group. Just like Instagram,

Facebook also uploads information about hotels under the auspices of the Hotel Indonesia Group and also information about tourist attractions in the area or city where the hotel is located and outside Indonesia.

Strategies for managing Social Media in Marketing the Hotel Indonesia Group

1. Instagram
 - a) Change account normal to be business account official.
 - b) Display the best photos on Instagram as a portfolio.
 - c) Create content that is interesting
 - d) Holding quizzes and giveaway to attract follower.
 - e) Boost content with Instagram ads.
 - f) Use tools to manage Instagram social media like postable or Amelia.
 - g) Post content according to primetime schedule, don't forget to use the right hashtag maximum of 9 hashtags so it doesn't cover the caption.
 - h) Auto likes, comments, and direct messages to increase the level of involvement.
 - i) Make one viral content
2. Facebook
 - a) Create content which varies, not only photos and articles but videos.
 - b) Enter into groups - groups that correspond to hotels under the auspices of the Hotel Indonesia Group.
 - c) Spread content in various groups such as articles and promos using pilot poster.
 - d) Using facebook ads.
3. The website
 - a) Create content which are interesting with Skyscraper Technique which is creating content from various sources of interesting and modified articles.
 - b) Uploading content on Medium, youtube, Linktree, Instagram and so on. And don't forget to include a link to the website.

- c) Create a blog article contest, with the condition that you have to link to the website.

RECOMMENDATION

The Hotel Indonesia Group is promoting through a website, Facebook and Instagram company, they are conducting market research to find out who the Hotel Indonesia Group's market share is to promote. Facebook and Instagram social media contain photo, video and other information that is shared to attract potential customers. As for the website, it contains information about hotels under the auspices of the Hotel Indonesia Group and also online room bookings. The impact of using websites, Instagram and Facebook is that many of the social media users know and are interested in hotels owned by Indonesia Group, which at first were not widely known. Of the three media the most effective is Instagram, because on Instagram its users are easily attracted to see photos and videos uploaded by the Hotel Indonesia Group.

Hotel Indonesia Group is more active in providing interesting content on corporate social media both on the Instagram and Facebook platforms, increasing interaction with followers by creating quizzes, door prizes so that followers feel entertained and making closeness with followers. For corporate websites, it must always be managed properly for the system that is owned in order to facilitate and accelerate the activities of website users when they want to make hotel rooms such as speed, ease of finding menus on the website.

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