

**UNDERGRADUATE THESIS**

**THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING  
TO ENHANCE CUSTOMER ENGAGEMENT  
AT ANANTARA ULUWATU BALI RESORT**



**POLITEKNIK NEGERI BALI**

**I Gede Ardita Nicolas Putra Buana**

**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2023**

**UNDERGRADUATE THESIS**

**THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING  
TO ENHANCE CUSTOMER ENGAGEMENT  
AT ANANTARA ULUWATU BALI RESORT**



**POLITEKNIK NEGERI BALI**

**I Gede Ardita Nicolas Putra Buana  
NIM 1915834041**

**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2023**

**UNDERGRADUATE THESIS**

**THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING  
TO ENHANCE CUSTOMER ENGAGEMENT  
AT ANANTARA ULUWATU BALI RESORT**

**This undergraduate thesis is submitted as one of the requirements to earn  
Applied Bachelor's Degree in Tourism Management Study Program  
in Politeknik Negeri Bali**



**POLITEKNIK NEGERI BALI**

**I Gede Ardita Nicolas Putra Buana  
NIM 1915834041**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2023**

## UNDERGRADUATE THESIS APPROVAL SHEET

### THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING TO ENHANCE CUSTOMER ENGAGEMENT AT ANANTARA ULUWATU BALI RESORT

This Undergraduate Thesis has been approved by the Supervisors and the Head of  
Tourism Department of Politeknik Negeri Bali on August 10<sup>th</sup> 2023

Supervisor I,



**Drs. I Ketut Astawa, MM**  
**NIP 196107211988111001**

Supervisor II,



**Dr. Dra. I Gusti Made Wendri, M.Par.**  
**NIP 195809231990122001**

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

Acknowledged by  
Head of Tourism Department  
Politeknik Negeri Bali,



**Prof. Ni Made Ernawati, MATM., Ph.D**  
**NIP 196312281990102001**

## UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

**THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING TO  
ENHANCE CUSTOMER ENGAGEMENT AT ANANTARA ULUWATU  
BALI RESORT**

by **I Gede Ardita Nicolas Putra Buana (NIM 1915834041)** has been successfully  
defended in

front of the Board of Examiners and accepted as partial fulfillment of the  
requirements for the Applied Bachelor's Degree of Tourism Business

**Management in Undergraduate Thesis Examination**

on Thursday, August 14<sup>th</sup> 2023

|               | <b>Examiner Name</b>   | <b>Signature</b>  |
|---------------|--|---|
| <b>Head</b>   | Drs. I Ketut Astawa, MM<br>NIP 196107211988111001              |  |
| <b>Member</b> | Putu Tika Virginiya, S.Pd.,<br>M.Pd.<br>NIP 199009222022032010 |  |
| <b>Member</b> | Dra. Ni Nyoman Triyuni, MM<br>NIP 196212311990102001           |  |

Acknowledged by  
Head of Tourism Department  
Politeknik Negeri Bali,



**Prof. Ni Made Ernawati, MATM., Ph.D**  
NIP 196312281990102001

## STATEMENT OF ORIGINALITY

I am the undersign below:

Name : I Gede Ardita Nicolas Putra Buana  
Student Identification Number : 1915834041  
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING TO ENHANCE  
CUSTOMER ENGAGEMENT AT ANANTARA ULUWATU BALI RESORT

which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, August 14<sup>th</sup> 2023

Who made the statement,



I Gede Ardita Nicolas Putra Buana

POLITEKNIK NEGERI BALI

## ACKNOWLEDGEMENT

Foremost, the writer would like to thank God, Ida Sang Hyang Widhi Wasa for has been given His every blessing, grace, and peace for the writer to completing the Thesis entitled **“The Implementation of Social Media Marketing to Enhance Customer Engagement at Anantara Uluwatu Bali Resort”**. This thesis composed is to fulfill one of the requirements by students to achieve an applied bachelor's degree in Tourism Business Management Study Program. Tourism Department. Politeknik Negeri Bali. On this occasion, the writer would like to give a big thank to those who have provided amazing support, guidance, and suggestions to improve this undergraduate thesis, they are:

1. I Nyoman Abdi, S.E., M.eCom., as a Director of Politeknik Negeri Bali, who has provided facilities during the learning process and given the writer an opportunity to gain knowledge at Politeknik Negeri Bali.
2. Prof. Ni Made Ernawati, MATM., Ph.D., as a Head of Tourism Department in Politeknik Negeri Bali, for the guidance during the writer's study period.
3. Dr. Gede Ginaya, M.Si., as a Secretary of Tourism Department in Politeknik Negeri Bali who has given direction to the writer.
4. Dra. Ni Nyoman Triyuni, M.M., as a Head of Tourism Business Management for the guidelines, time, motivation, spirit, and direction to complete this thesis.
5. Ni Luh Eka Armoni, S.E., M.Par., as a Training Coordinator who has provided suggestions and tips for the writer in the training program.

6. Drs. I Ketut Astawa, MM, as a Supervisor I have been willingly helping the writer by taking her time to guide the writer during creating this thesis until completed the thesis.
7. Dr. Dra. I Gusti Made Wendri, M.Par., as a Supervisor II who has provided motivation, suggestion, spirit, guidance, and direction to complete this thesis.
8. All lecturers of Tourism Department who have provided knowledge to the writer during the period of learning process in Tourism Department.
9. Ni Made Nita and I Gede Ardika Naya, my beloved parents, Ni Kadek Diah Febrianty Buana, my lovely sister, for their endless support, motivation, and love to the writer.
10. All parties that couldn't be mentioned one by one, who always give their support to the writer during the writing process of this Undergraduate Thesis.

Therefore, the writer expects some critics and suggestions for improvement in future, writing. The writer hopes this thesis could be beneficial for the study as well as the development of the tourism industry.

**Writer**

I Gede Ardita Nicolas Putra Buana



## ABSTRACT

Ardita Nicolas Putra Buana, I Gede. (2023). *The Implementation Of Social Media Marketing To Enhance Customer Engagement At Anantara Uluwatu Bali Resort*: Undergraduate Thesis. Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, MM, and Supervisor II: Dr. Dra. I Gusti Made Wendri, M.Par.

Keywords: Social Media, Social Media Marketing, Customer Engagement, Implementation.

In the digital age, social media is not only a platform for self-expression and social interaction but also serves as a tool for marketing campaigns to promote businesses, a strategy employed by Anantara Uluwatu Bali Resorts. This study's primary objectives are to assess the implementation of Social Media Marketing at Anantara Uluwatu Bali Resorts and to examine its impact on customer engagement. The sample comprised 97 respondents chosen through a simple random sampling technique, and data were collected through questionnaires. The research employed quantitative analysis techniques, including data quality assessment, correlation analysis, classical assumption testing, simple linear regression, T-test, coefficient of determination, and descriptive statistical analysis for Social Media Marketing Implementation. The findings indicate that Anantara Uluwatu Bali Resorts has effectively implemented social media marketing. Furthermore, social media marketing was found to have a positive and statistically significant impact on customer engagement at Anantara Uluwatu Bali Resorts. Specifically, Instagram's influence on brand awareness accounts for 51.5% of the variance, while the remaining 48.5% is influenced by external variables not examined in this study.

JURUSAN PARIWISATA

POLITEKNIK NEGERI BALI

## **ABSTRAK**

Ardita Nicolas Putra Buana, I Gede. (2023). *The Implementation Of Social Media Marketing To Enhance Customer Engagement At Anantara Uluwatu Bali Resort*: Skripsi. Manajemen Usaha Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

*Skripsi ini telah diawasi dan disetujui oleh Pembimbing I: Drs. I Ketut Astawa, MM, dan Pembimbing II: Dr. Dra. I Gusti Made Wendri, M.Par.*

*Kata Kunci: Media Sosial, Pemasaran Media Sosial, Keterlibatan Pelanggan, Implementasi.*

*Di era digital, media sosial tidak hanya menjadi platform untuk ekspresi diri dan interaksi sosial tetapi juga berfungsi sebagai alat kampanye pemasaran untuk mempromosikan bisnis, sebuah strategi yang diterapkan oleh Anantara Uluwatu Bali Resorts. Tujuan utama penelitian ini adalah untuk menilai penerapan Pemasaran Media Sosial di Anantara Uluwatu Bali Resorts dan untuk menguji dampaknya terhadap keterlibatan pelanggan. Sampel berjumlah 97 responden yang dipilih melalui teknik simple random sampling dan pengumpulan data dilakukan melalui kuesioner. Penelitian ini menggunakan teknik analisis kuantitatif yang meliputi penilaian kualitas data, analisis korelasi, uji asumsi klasik, regresi linier sederhana, uji T, koefisien determinasi, dan analisis statistik deskriptif untuk Implementasi Pemasaran Media Sosial. Temuan menunjukkan bahwa Anantara Uluwatu Bali Resorts telah efektif menerapkan pemasaran media sosial. Selain itu, pemasaran media sosial ditemukan memiliki dampak positif dan signifikan secara statistik terhadap keterlibatan pelanggan di Anantara Uluwatu Bali Resorts. Secara spesifik, pengaruh Instagram terhadap kesadaran merek menyumbang 51,5% varians, sedangkan sisanya sebesar 48,5% dipengaruhi oleh variabel eksternal yang tidak diteliti dalam penelitian ini.*

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## TABLE OF CONTENTS

|   |     |
|---|-----|
| COVER.....                                  | i   |
| COVER.....                                  | ii  |
| TITLE PAGE.....                             | iii |
| APPROVAL SHEET.....                         | iv  |
| VALIDITY SHEET.....                         | v   |
| STATEMENT LETTER.....                       | vi  |
| ACKNOWLEDGEMENT.....                        | vii |
| ABSTRACT.....                               | ix  |
| ABSTRAK.....                                | x   |
| TABLE OF CONTENTS.....                      | xi  |
| LIST OF TABLES.....                         | xiv |
| LIST OF FIGURES.....                        | xv  |
| CHAPTER I INTRODUCTION.....                 | 1   |
| 1.1. Background of Study.....               | 1   |
| 1.2. Problem Statements.....                | 4   |
| 1.3. Research Objectives.....               | 4   |
| 1.4. Research Significance.....             | 4   |
| 1.5. Limitations and Scope of Problems..... | 5   |
| CHAPTER II LITERATURE REVIEW.....           | 7   |
| 2.1 Conceptual Framework.....               | 7   |
| 2.1.1 Implementation.....                   | 7   |
| 2.1.2 Marketing.....                        | 9   |
| 2.1.3 Hotel.....                            | 10  |
| 2.1.4 Social Media.....                     | 11  |
| 2.1.5 Social Media Marketing.....           | 12  |
| 2.2 Empirical Review.....                   | 16  |
| 2.3 Hypothesis.....                         | 20  |

**CHAPTER III RESEARCH METHODS.....21**

3.1 Research Location and Period .....21

3.2 Research Objects .....21

3.3 Variable Identification.....21

3.3.1 Independent Variable.....22

3.3.2 Dependent Variable .....22

3.4 Definition of Research Variables .....22

3.4.1 Variable Independent (X) .....22

3.4.2 Variable Dependent (Y).....25

3.5 Data Type and Source.....28

3.5.1 Data Type .....28

3.5.2 Data Source.....29

3.6 Population and Sample .....30

3.7 Data Collection Method.....31

3.7.1 Questionnaire.....31

3.7.2 Observation.....31

3.7.3 A Literature Study .....32

3.8 Data Analysis Method .....32

3.8.1 Descriptive Analysis.....32

3.8.2 Research Instrument Test .....32

3.8.3 Correlation Test .....34

3.8.4 Assumption Test .....34

3.8.5 Simple Linear Regression Analysis.....36

3.8.6 The Coefficient of Determination Test ( $R^2$ ) .....37

3.8.7 Partial Test (T-Test).....37

**CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....39**

4.1 General Description of Anantara Uluwatu Bali Resort.....39

4.1.1 The History of Anantara Uluwatu Bali Resort .....39

4.1.2 Business Field and Facilities .....41

4.1.3 Organization Structure.....45

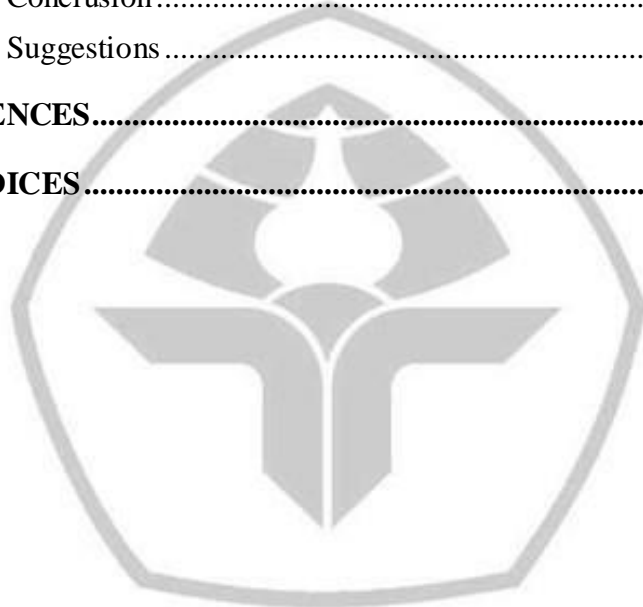
4.2 Results and Discussions.....48

4.2.1 Respondent Characteristic .....49

4.2.2 Data Quality Test.....52

4.2.3 Correlation Test .....55

|  |  |           |
|--|--|-----------|
| 4.2.4  | Classical Assumption Test.....   | 56        |
| 4.2.5  | Simple Linier Regression Test .....  | 58        |
| 4.2.6  | The Coefficient of Determination Test (R2) .....                                   | 59        |
| 4.2.7  | Partial Test (T-Test).....   | 60        |
| 4.2.8  | The Implementation of Social Media Marketing at Anantara Uluwatu Bali Resorts..... | 62        |
| 4.2.9  | The Effect of Social Media Marketing to Enhance Customer Engagement .....          | 70        |
| <b>CHAPTER V CONSLUSION AND SUGGESTION .....</b> |  | <b>73</b> |
| 5.1  | Conclusion.....  | 73        |
| 5.2  | Suggestions .....  | 73        |
| <b>REFERENCES.....</b>                           |  | <b>75</b> |
| <b>APPENDICES.....</b>                           |  | <b>79</b> |



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## LIST OF TABLES

|  |    |
|--|----|
| Table 4.2 Characteristics of Respondents by Nationality .....    | 49 |
| Table 4.3 Characteristics of Respondents by Age .....            | 51 |
| Table 4.4 Characteristics of Respondents by Gender .....         | 52 |
| Table 4.5 Validity Test Result of Variable X .....               | 52 |
| Table 4.6 Validity Test Result of Variable Y .....               | 53 |
| Table 4.7 Reliability Test Results Data of Variable X .....      | 54 |
| Table 4.8 Reliability Test Results Data of Variable Y .....      | 54 |
| Table 4.9 Correlation Test Result .....                          | 55 |
| Table 4.10 Normality Test Result .....                           | 56 |
| Table 4.11 Linearity Test Result .....                           | 57 |
| Table 4.12 Heteroscedasticity Test .....                         | 58 |
| Table 4.13 Simple Linear Regression Test Result .....            | 59 |
| Table 4.14 The Result of Coefficient of Determination Test ..... | 60 |
| Table 4.15 The Result of t-Test .....                            | 61 |

## LIST OF FIGURES

|   |    |
|---|----|
| Figure 4.1 Logo of Anantara Uluwatu Bali Resort Source: anantara.com ..                       | 39 |
| Figure 4.2 The Organizational Structure .....   | 46 |
| Figure 4.1 The Official Facebook page of Anantara Uluwatu Bali Resort...                      | 63 |
| Figure 4.2 The Official Instagram of Anantara Uluwatu Bali Resort .....                       | 64 |
| Figure 4.3 Anantara Uluwatu Bali Resort respond customer questions in resort's Instagram..... | 65 |
| Figure 4.4 The image content from Instagram of Anantara Uluwatu Bali Resort .....             | 66 |
| Figure 4.5 The video content from Facebook page of Anantara Uluwatu Bali Resort .....         | 66 |
| Figure 4.6 The follower post that tag Instagram of Anantara Uluwatu Bali Resort .....         | 67 |
| Figure 4.7 The customer review of Anantara Uluwatu Bali Resorts in TripAdvisor.....           | 69 |
| Figure 4.8 The customer review of Anantara Uluwatu Bali Resort on google review .....         | 69 |
| Figure 4.9 The customer review of Anantara Uluwatu Bali Resort on Facebook page.....          | 70 |

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## LIST OF APPENDICES

|   |    |
|---|----|
| Appendix 1 Research Permit .....                          | 79 |
| Appendix 2 Respondent Identity .....                      | 84 |
| Appendix 3 Tabulation Data of Social Media Marketing..... | 88 |
| Appendix 4 Tabulation Data of Customer Engagement.....    | 91 |



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI



# CHAPTER I

## INTRODUCTION

### 1.1. Background of Study

Marketing is a highly dynamic and responsive business activity that is profoundly influenced by the social and economic conditions of the world. Numerous external factors, including the advent of the internet and the subsequent digitalization era, have significantly impacted the evolution of marketing practices (Bala & Verma, 2018). The era of digitalization has led to the emergence of internet-centric marketing strategies that utilizing social media platforms to establish more personalized connections between brands and consumers (Dissanayake et al., 2019). In addition to being more personalized, the shift from traditional marketing to digital marketing (specifically social media marketing) has also been affected by the efficiency and effectiveness of social media marketing itself. This is because Social media platforms allow businesses to target their ads, track their results, and measure their ROI more accurately than traditional marketing methods. Businesses can often get started with social media marketing for free, and even paid advertising can be very affordable, and also create real-time, two-way dialogues with their customers and provide them with a personalized experience (Scheidt & Chung, 2019). This trend can be explained by the remarkable growth of social media platforms worldwide, including Indonesia, where Hootsuite (We Are Social), a provider of online media and content management services, regularly issues annual reports on internet, social media, and e-commerce behavior,

reported the number of active social media users in Indonesia per January 2022 was 191 million, representing a 12.35 percent increase from the previous year, when the number was 170 million. The massive usage of social media platforms has changed the way a brand connects and communicate with their consumers (Urban & Maphathe, 2021). Businesses use social media to connect with potential customers, enhance their brand image, and create a loyal customer base. In contrast, customers are now more influential due to their access to social media, which has given them the power to control the marketing process and become creators, collaborators, and commentators of marketing messages. This has led to the emergence of intricate, diverse, and intense interactions between companies and customers (Febrianto, 2021). The advent of Social Media Marketing, which utilizes social media platforms as a medium of promotion, has facilitated innovative avenues of engagement between companies and customers. One of these novel modes is the establishment of virtual brand communities, which offer a space for customers and companies to share product information and feedback via social media. Since customers utilize this space to obtain relevant insights, their opinions can influence others, highlighting the significance of companies creating appealing content that enhances customer engagement (Febrianto, 2021). Customer engagement can be defined as the active participation of customers through the provision of feedback, suggestions, and ideas. This engagement can serve as a valuable source of information for companies to identify customer needs, evaluate market opportunities and augment their value proposition (Harmeling et al., 2017). This phenomenon can be attributed to the evolving nature of marketing practices,

as the past few decades have witnessed a paradigm shift from transactional to relationship-based marketing. Customers now expect brands to move beyond merely selling their products and instead engage with them on a more meaningful level, forming deeper connections and fostering more substantial relationships with the brand (Lim & Rasul, 2022).

Marketing practice's adaptation has become ubiquitous in various industries, including the hospitality sector. Anantara Uluwatu Bali Resorts is a 5-star hotel in Bali, provides an example of such adaptation through the utilization of social media marketing to engage with its target market. The hotel relies on Facebook and Instagram as the primary social media platforms for marketing activities and consumer interactions. This approach involves the utilization of social media content to communicate brand messages to customers, while also creating visually-appealing social media catalogs to attract customers and encourage active interactions, otherwise feedback provided by customers through social media is carefully monitored and addressed to enhance the consumer experience in engaging with the hotel representatives. These efforts are undertaken with the objective of establishing a personal connection with consumers, which will enable brands to build a robust relationship with them, thereby leading to a rise in customer engagement. The implementation of Social Media Marketing as the primary marketing communication strategy by Anantara Uluwatu Bali Resorts is anticipated to enhance customer engagement as a means of fostering a more personalized and meaningful interaction between the brand and its customers.

Based on the explained statement, the researcher has expressed an interest in conducting a study entitled "The Implementation of Social Media Marketing to Enhance Customer Engagement at Anantara Uluwatu Bali Resort"

## **1.2. Problem Statements**

Referring to the aforementioned background information, the problem statements that can be derived are as follows.

1. How is the social media marketing implemented at Anantara Uluwatu Bali Resorts?
2. How does the implementation of social media marketing affect the customer engagement at Anantara Uluwatu Bali Resorts?

## **1.3. Research Objectives**

Referring to the aforementioned background information, the research objectives that can be derived is as follows.

1. To analyze how the Social Media Marketing is implemented at Anantara Uluwatu Bali Resorts.
2. To analyze how the implementation of social media marketing affects customer engagement at Anantara Uluwatu Bali Resorts.

## **1.4. Research Significance**

### **1. Theoretical Significance**

This research aims to contribute to the field of marketing communication by generating new insights and expanding current knowledge on the implementation of social media marketing to increase customer engagement at the hotel. The study is expected to advance the

understanding of social media marketing and its impact on customer engagement, and to provide valuable information for future research and practical applications in the hospitality industry

## 2. Practical Significance

### a. For the Researcher

To enhance the understanding of social media marketing, particularly in the context of Anantara Uluwatu Bali Resorts, this study will serve as a reference for improving knowledge. Furthermore, the author will critically reflect on the practical application of the theoretical knowledge gained from lectures in the real-world industry.

### b. For Politeknik Negeri Bali

This study can serve as a reference for future researchers studying similar problems and can provide additional resources to the Tourism Department of Politeknik Negeri Bali.

### c. For the Company

This research is expected to provide a useful reference for optimizing social media as a marketing tool, particularly at Anantara Uluwatu Bali Resorts, and to identify strategies for enhance customer engagement through social media marketing.

## 1.5. Limitations and Scope of Problems

In this study, the researcher selected Anantara Uluwatu Bali Resort as the specific research site in order to focus the investigation on a particular context. The study analyzes variables that are directly related to the object of research, including

the implementation of social media marketing at the resort. Specifically, the research examines the use of social media platforms by Anantara Uluwatu Bali Resort in their marketing communication activities and assesses the impact of social media marketing on customer engagement.



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## **CHAPTER V**

### **CONSLUSION AND SUGGESTION**

#### **5.1 Conclusion**

The analysis and discussion of the implementation of social media marketing in enhance customer engagement at Anantara Uluwatu Bali Resort showed that social media marketing has a positive and significant effect on customer engagement at the resort. Social media marketing can increase customer engagement in a number of ways, such as building relationships with customers, providing value to customers, and creating a sense of urgency. Overall, the study found that social media marketing is an effective way to increase customer engagement at Anantara Uluwatu Bali Resort.

#### **5.2 Suggestions**

##### **1. For Anantara Uluwatu Bali Resort**

Anantara Uluwatu Bali Resort has proven that social media marketing can be an effective way to increase customer engagement. However, it is important to remember that customer engagement is not a one-time thing. It is an ongoing process that requires constant effort. In a way to maintain the customer engagement, Anantara Uluwatu Bali Resort can create more interactive content, respond to customer feedback, and stay active on social media. This could include photos and videos that encourage users to comment, like, and share, as well as polls and quizzes that allow users to interact with the brand in a more personal way. The resort should also respond

to customer feedback in a timely manner and use social media to promote special offers and events.

## 2. For further researchers

This study only examined the factors that influence customer engagement, focusing on one factor, namely social media marketing. Future researchers may want to explore other factors that could influence customer engagement, such as product quality, customer service, and pricing. The findings of this study suggest that social media marketing can be an effective way to increase customer engagement, but it is important to consider other factors as well. By exploring the other factors, future researchers can gain a better understanding of what drives customer engagement and how businesses can use this knowledge to improve their marketing strategies.



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI



## REFERENCES

- Angelmar, R., & Pinson, C. (1975). The Meaning of “Marketing.” *Philosophy of Science*, 42(2), 208–214. <http://www.jstor.org/stable/187370>
- Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing Paper Type: - Review and Viewpoint. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Bengtsson, S., & Johansson, S. (2022). The Meanings of Social Media Use in Everyday Life: Filling Empty Slots, Everyday Transformations, and Mood Management. *Social Media and Society*, 8(4). <https://doi.org/10.1177/20563051221130292>
- Bening, B., & Kurniawati, L. (2019). The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta. *International Conference on Technology, Education and Sciences*, 138–148. <http://jurnal.ustjogja.ac.id/index.php/incotes/index>
- Bororing, S., & Dwianto, A. S. (2023). *Pengaruh Social Media Marketing Terhadap Customer Engagement Pada Skincare Merek Somethinc Survey Pada Followers Instagram Somethinc*. 5(1), 46–57.
- Cooke, E. F. (2015). An Update on the Definition of Marketing. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 249–252. [https://doi.org/10.1007/978-3-319-17055-8\\_51](https://doi.org/10.1007/978-3-319-17055-8_51)
- Dissanayake, D. M. R., Siriwardana, A., & Ismail, N. (2019). Social Media Marketing and Customer Engagement: A Review on Concepts and Empirical Contributions. *Kelaniya Journal of Management*, 8(1), 71. <https://doi.org/10.4038/kjm.v8i1.7592>
- ElAydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *OALib*, 05(10), 1–5. <https://doi.org/10.4236/oalib.1104977>
- Febrianto, J. (2021). *Pengaruh Social Media Marketing terhadap Consumer-Brand Engagement dan Brand Knowledge Starbucks*. 8(Mei), 9–17.
- Ghozali, I. (2013). Ghozali, Imam (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>

- Hidayat, K. A., & Martini, E. (2020). PENGARUH SOCIAL MEDIA MARKETING PADA CUSTOMER ENGAGEMENT DAN DAMPAKNYA TERHADAP BRAND LOYALTY DI BUTTONSCARVES Jurnal Mitra Manajemen (JMM Online). *Kanya Azalea Hidayat*, 1(5), 679–691.
- Hwang, S., Birken, S. A., Melvin, C. L., Rohweder, C. L., & Smith, J. D. (2020). Designs and methods for implementation research: Advancing the mission of the CTSA program. *Journal of Clinical and Translational Science*, 4(3), 159–167. <https://doi.org/10.1017/cts.2020.16>
- Krainer, K. (2021). Implementation as interaction of research, practice, and policy. Considerations from the Austrian initiative IMST. *ZDM - Mathematics Education*, 53(5), 1175–1187. <https://doi.org/10.1007/s11858-021-01300-y>
- Laksana, T. N., & Waluyo, M. (2021). Analisis Strategi Pemasaran Dengan Metode Swot Dan Bcg Di Pt. Xyz. *Juminten*, 2(2), 96–107. <https://doi.org/10.33005/juminten.v2i2.135>
- Lane, J.-E. (1979). The concept of implementation. *Statsvetenskaplig Tidskrift*, 86(1), 18–40. <file:///C:/Users/admin/AppData/Local/Temp/badersten,+Tidskriftsansvarig,+3298-7940-1-CE.pdf>
- Lim, W. M., & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. *Journal of Business Research*, 148(April), 325–342. <https://doi.org/10.1016/j.jbusres.2022.04.068>
- Limandono, J. A. D. D. (2018). Pengaruh Content Marketing Dan Event Marketing Terhadap Customer Engagement Dengan Sosial Media Marketing Sebagai Variabel Moderasi Di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11.
- Lutkevich, B. (2010). Social Media Ερευνητικο Προγραμμα Social Media. *Media*, 58(10), 415–417. <https://doi.org/10.1002/9781118541555.wbiepc004>
- Mahandy, S. R. (2018). ( *Survei Pada Followers Social Media Instagram @strudelmalang* ). 57(2), 57–65.
- Noviastuti, N., & Cahyadi, D. A. (2020). Peran Reservasi Dalam Meningkatkan Pelayanan Terhadap Tamu Di Hotel Novotel Lampung. *Jurnal Nusantara (Jurnal Ilmiah Pariwisata Dan Perhotelan)*, 3(1), 31–37. <https://jurnal.akparda.ac.id/index.php/jurnalnusantara/article/view/32>
- Proctor, E. K., Powell, B. J., & McMillen, J. C. (2013). Implementation strategies: Recommendations for specifying and reporting. *Implementation Science*, 8(1), 1–11. <https://doi.org/10.1186/1748-5908-8-139>
- Putri Santoso, A. (2017). *Pengaruh Konten Post Instagram Terhadap Online Engagement*. 6.

- Rafiq, A. (2020). Dampak Media Sosial Terhadap Perubahan Sosial Suatu Masyarakat. *Global Komunika*, 1(1), 18–29.
- Roberts, M., & Zahay, D. (2011). *Internet Marketing: Integrating Online and Offline Strategies, Third Edition*.
- Scheidt, S., & Chung, Q. B. (2019). Making a case for speech analytics to improve customer service quality: Vision, implementation, and evaluation. *International Journal of Information Management*, 45, 223–232. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2018.01.002>
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif dan R&D / Sugiyono*.
- Sugiyono. (2018). BAB III Objek dan Metode Penelitian. *Journal of Chemical Information and Modeling*, 53(147), 1689–1699.
- Sugiyono. (2021). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D* (Sutopo (ed.); Kedua). Alfabeta.
- Tsitsi Chikandiwa, S., Contogiannis, E., & Jembere, E. (2013). The adoption of social media marketing in South African banks. *European Business Review*, 25(4), 365–381. <https://doi.org/10.1108/EBR-02-2013-0013>
- Urban, B., & Maphathe, T. (2021). Social media marketing and customer engagement: a focus on small and medium enterprises (SMEs) in South Africa. *Journal of Contemporary Management*, 18(1), 48–69. <https://doi.org/10.35683/jcm20065.96>
- Usman, N. (2019). Konteks Implementasi Berbasis Kurikulum. Jakarta: PT Raja Grafindo Persada. *Journal of Chemical Information and Modeling*, 53(9), 16–36.
- Wachyuni, S. S., Wiweka, K., & Liman, M. (2018). Pengaruh Online Distribution Channels (Ods) Terhadap Hotel Revenue. *Journal of Tourism and Economic*, 1(2), 64–72. <https://doi.org/10.36594/jtec.v1i2.29>
- Wilkie, W. L., & Moore, E. S. (2007). What does the Definition of Marketing Tell us about Ourselves? *Journal of Public Policy & Marketing*, 26(2), 269–276. <https://doi.org/10.1509/jppm.26.2.269>
- Yepeng, W., Jiao, Y., Hui, X., & Lyu, C. (2022). The more engagement, the better? The influence of supplier engagement on new product design in the social media context. *International Journal of Information Management*, 64, 102475. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2022.102475>
- Zhou, J., & Charoensukmongkol, P. (2022). Cultural intelligence and adaptive selling behaviors in cross-cultural selling: The cognitive resource theory and social role theory perspective. *Journal of Business Research*, 146, 477–488.

<https://doi.org/https://doi.org/10.1016/j.jbusres.2022.03.079>



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI