

UNDERGRADUATE THESIS
IMPLEMENTATION OF INSTAGRAM MARKETING
IN INCREASING BRAND IMAGE
AT RADISSON BLU BALI ULUWATU



POLITEKNIK NEGERI BALI

Putu Ayu Putri Pradnyawati

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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**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**



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AT RADISSON BLU BALI ULUWATU**

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by **Putu Ayu Putri Pradnyawati (NIM. 2015834062)** 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

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IN INCREASING BRAND IMAGE

AT RADISSON BLU BALI ULUWATU

that is written as a partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism. I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

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Badung, 16 July 2024

Who made the statement,

The image shows a handwritten signature in black ink over a yellow official stamp. The stamp features the Garuda Pancasila emblem, the text 'METERAI DEWAPEL', and the identification number '709FDALX231131085'. The stamp is partially obscured by the signature.

Putu Ayu Putri Pradnyawati

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The writer expects some critics and suggestions especially from readers and hopes that this thesis could be beneficial for the study as well as the development of the tourism industry.

Writer

Putu Ayu Putri Pradnyawati



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ABSTRACT

Pradnyawati, Putu Ayu Putri. (2024). Implementation of Instagram Marketing in Increasing Brand Image at Radisson Blu Bali Uluwatu. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduated thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: Drs. I Ketut Astawa, MM.

Keywords: Implementation, Instagram Marketing, Instagram, Brand Image

Instagram marketing is a marketing approach that uses the Instagram platform to promote products, services, or brands with the goal of increasing brand image, audience engagement, and sales. This research aims to analyze how the implementation of Instagram marketing and the impact of Instagram marketing on brand image at Radisson Blu Bali Uluwatu. Data collection was carried out by observation, interviews, questionnaires and documentation with the data analysis techniques used qualitative and quantitative. The data was analyzed using simple linear regression. The population used in this research was 14,400 who were followers of Instagram @radissonblubaliuluwatu and the number of respondents was 100 followers using the Slovin technique. The research results show that the implementation of Instagram marketing has a significant correlation on brand image with the results of correlation test of 0.769 show a strong positive influence. The results of the simple linear regression analysis show a regression coefficient of 0.427, which shows a positive relationship between Instagram marketing and brand image. The T test shows the calculated t-count of 11.909 with a significance of 0.000 (t-table value =1.66055). With t-count > t-table and significance < 0.01, H0 is rejected and H1 is accepted, show that there is a significant positive influence of Instagram marketing on brand image.

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ABSTRAK

Pradnyawati, Putu Ayu Putri. (2024). Implementasi Instagram Marketing Untuk Meningkatkan Brand Image di Radisson Blu Bali Uluwatu. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: Drs. I Ketut Astawa, MM.

Kata kunci: Implementasi, Instagram Marketing, Instagram, Brand Image.

Instagram marketing adalah pendekatan pemasaran yang menggunakan platform Instagram untuk mempromosikan produk, layanan, atau merek dengan tujuan meningkatkan citra merek, keterlibatan audiens, dan penjualan. Penelitian ini bertujuan untuk menganalisis bagaimana implementasi Instagram marketing dan pengaruh Instagram marketing terhadap brand image di Hotel Radisson Blu Bali Uluwatu. Pengumpulan data dilakukan dengan observasi, wawancara, kuisioner dan dokumentasi dengan teknik analisis data yang digunakan yaitu kualitatif dan kuantitatif. Adapun data dianalisis menggunakan regresi linear sederhana. Jumlah populasi yang digunakan dalam penelitian ini berjumlah 14.400 yang merupakan follower instagram @radissonblubaliuluwatu dan didapatkan jumlah responden sebanyak 100 follower dengan menggunakan teknik slovin. Hasil penelitian menunjukkan bahwa implementasi Instagram marketing memiliki korelasi yang signifikan terhadap brand image dengan hasil uji korelasi sebesar 0.769 menunjukkan pengaruh positif yang kuat. Analisis regresi linier sederhana menunjukkan koefisien regresi sebesar 0.427, yang menunjukkan hubungan positif antara Instagram marketing dan brand image. Uji T menunjukkan nilai t-hitung 11.909 dengan signifikansi 0.000 (nilai t-tabel = 1.66055). Dengan t-hitung > t-tabel dan signifikansi < 0.1, H₀ ditolak dan H₁ diterima, menunjukkan adanya pengaruh positif yang signifikan dari Instagram marketing terhadap brand image.

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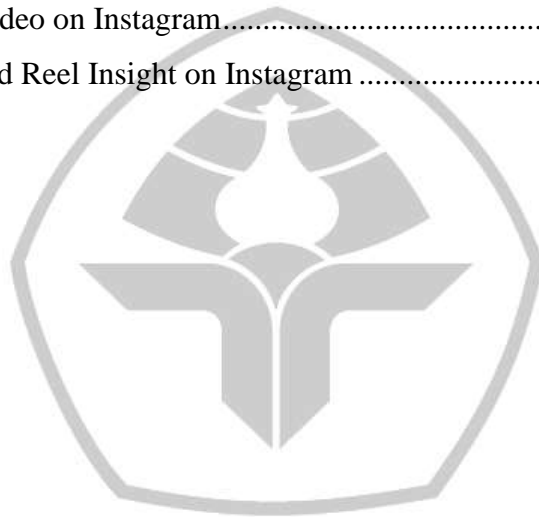
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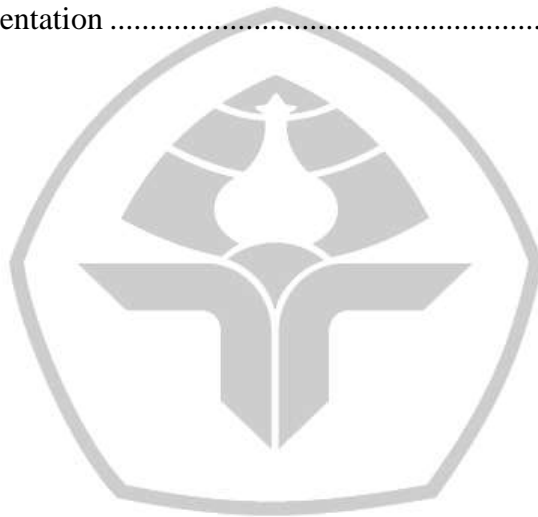
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CHAPTER I

INTRODUCTION

1.1 Background of Study

Nowadays, technology is rapidly advancing. Various small to large businesses use this technology to manage their operations. The huge amount of competitors is an important factor for businesses entering this highly competitive market. The appropriate marketing and media tactics are used to reach the target market, resulting in consistent increases in sales volume and profit. Digital marketing is one of the marketing tools that the general public is currently using to support a variety of activities. Social media marketing is one of the various digital marketing applications (Gumilang, 2019).

Social media marketing is the process of generating and promoting online marketing activities using social media platforms. Social media marketing is a type of marketing that uses social media to reach out to potential customers (Pham & Gammoh, 2015). Using social media marketing, it is also critical to support marketing plans with strong visuals so that potential customers are more attracted and a brand's image can be improved (Zulfikar, 2017). One of the social media marketing used as a promotional media is Instagram marketing. Instagram marketing is a marketing approach that uses the Instagram platform to promote products, services, or brands with the goal of increasing brand image, audience engagement, and sales. This technique includes generating and distributing engaging visual content, utilizing Instagram features like stories, reels, and

engaging with followers via comments, direct messages, and other interactive features (Salunke et al, 2022).

The hotel industry can take use of this situation into an opportunity to enhance brand image and share information, making the brand easily and widely recognized. Additionally, social media marketing allows the hotel business to improve the perception of their brand that can help improve the brand's image. By showcasing their presence, hotels can effectively compete with their competitors.

Build a hotel brand image is one strategy to get a competitive advantage in maintaining customer loyalty. Brand image is a impression or perception of a brand that is represented in a collection of associations that people associate with the brand in their memory. Build a strong brand image, will have a positive assumption from customer of the brand and strive to be loyal to the brand. (Kotler & Keller, 2016). The Sales and Marketing department at the hotel is responsible in that case. The Sales and Marketing department is responsible for managing and improving the company's social media marketing efforts on Instagram in order to increase brand image and support marketing operations. (Maliluan et al., 2014). Several hotels in Bali have implemented the use of Instagram marketing to demonstrate their existence to the public. One hotel in Bali that uses Instagram marketing to increase brand image is the Radisson Blu Bali Uluwatu. Radisson Blu Bali Uluwatu is one five stars hotels in Bali that uses Instagram marketing to increase brand image of the hotel.

Based on the number of followers on Instagram account of Radisson Blu Bali Uluwatu and according to the data was taken on January 23, 2024. Radisson Blu

Bali Uluwatu has a much smaller number of followers compared to the number of followers of its competitors. Radisson Blu Bali Uluwatu has 14,400 Instagram followers. Meanwhile, Alila Uluwatu has 151,000 followers, Anantara Uluwatu has 70,400 followers and Renaissance Uluwatu has 45,200 followers. The competitor is determined by the location of the hotel, the star of the hotel and also the market share of the hotel. The implementation of Instagram marketing is still not optimal to make the name of Radisson Blu Bali Uluwatu better known and remembered than its competitor, which means that the brand image of Radisson Blu Bali Uluwatu still needs to be improved through Instagram marketing. There was not much research conducted in this place, especially regarding the implementation of Instagram marketing. Based on the background above, the writer wants to conduct research related to implementation of Instagram marketing at Radisson Blu Bali Uluwatu with the entitled “Implementation of Instagram Marketing in Increasing Brand Image at Radisson Blu Bali Uluwatu”.

1.2 Research Questions

Based on the background description above, the research questions or problems that are the main topic of discussion in this research are as follows:

1. How is the implementation of Instagram marketing at Radisson Blu Bali Uluwatu?
2. How is the impact of implementing Instagram marketing in increasing brand image at Radisson Blu Bali Uluwatu?

1.3 Research Objectives

Based on the research questions above, the research objective of this research are as follows:

1. To analyze the implementation of Instagram marketing at Radisson Blu Bali Uluwatu.
2. To analyze the impact of implementing Instagram marketing in increasing brand image at Radisson Blu Bali Uluwatu.

1.4 Research Significance

The benefits of the research consist of theoretical benefits and practical benefits with the following description:

1. Theoretical Benefits

The theoretical benefits that the writer expected from this research is to provide benefits to increase knowledge and insight about the importance of implementing Instagram marketing in increasing brand image, so that the results of this study can be used as a reference in the further research.

2. Practical Benefit

a. For Politeknik Negeri Bali

The results of this research are expected to serve as a reference for future research regarding the impact of Instagram marketing in increasing brand image and added to the Politeknik Negeri Bali library.

b. For the Company

The writer hopes this research to be useful as a source of information for companies in terms of what needs to be improved and to provide suggestions

and corrective measures in the implementation of Instagram marketing in increasing brand image at Radisson Blu Bali Uluwatu.

c. For Researchers

The benefits that the writer gets from this research is increasing knowledge and insight regarding the Instagram marketing and brand image and applying the knowledge and theory gained during lectures.

1.5 Limitation and Scope of Problems

Considering that the material related to this research topic is very broad, namely the implementation of Instagram marketing to increase brand image, the problem must be narrowed in order to focus the research on specific topic, such as:

1. The research variables are Instagram marketing and brand image.
2. The sub-dimension of variables in this research includes: Instagram marketing with indicators of entertainment, interaction, customization, trendiness, and word of mouth (WOM) and brand image with indicators of strength of brand association, favorability of brand association, and uniqueness of brand associations.
3. This research was taken samples from followers Instagram of Radisson Blu Bali Uluwatu.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the data analysis and the description of the discussion in the previous chapter, the researcher obtained several conclusions as follows:

The implementation of Instagram marketing in Radisson Blu Bali Uluwatu has been very well implemented based on the analysis results obtained with an average value of each indicator with a total average value of 4.23. These indicators include: Entertainment is implemented through interesting content by using guest experience and collaboration with influencers. Interaction is implemented through consistent interaction with followers on Instagram. Customization is implemented through contents that have been arranged using schedules. Trendiness is implemented through following social media trends, and providing the latest information. Word of Mouth (WOM) is implemented through content that allows the interest of the audience to share the information about hotels on Instagram account. The effort made by hotels to achieve their goals by showing the image of the hotel on Instagram account in increasing brand image.

The result of this research shows that there is strong correlation between Instagram marketing and brand image variable. The data processing results shows that Instagram marketing variable contributes 58.7% to the brand image. While, 41.3% is influenced by other factors outside this research. Then, there is a significant positive effect of Instagram marketing variable on brand image variable.

5.2 Suggestion

Based on the results and discussions in the previous chapter, there are several suggestions, as follows:

For Radisson Blu Bali Uluwatu, from the questionnaire test results it was found that the trendiness dimension indicator had a lower average compared to other indicators. This can be an evaluation reference for Radisson Blu Bali Uluwatu in implementing the use of Instagram marketing, especially focusing on trendiness dimension. Hotels can make efforts to improve the trendiness dimension through maximizing the use of features available on Instagram, such as maximizing the use of the video reels feature, optimizing the use of popular and specific hashtags to reach a wider audience and providing the latest information using the highlight feature to archive important information such as events future, customer reviews, and hotel facilities. These efforts aim to keep the audience informed and enhance the hotel's brand image on Instagram.

For future researchers, this research is only limited on the variable Instagram marketing (X) and brand image (Y). The writer suggests that future research consider developing the study by comparing the effectiveness of Instagram marketing through various platforms such as Facebook, Twitter, and TikTok. This can provide greater insight into which platforms are most effective in enhancing brand image, and also suggested to add other reference source so that the results can be obtained that are close to the actual conditions.

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