UNDERGRADUATE THESIS

THE EFFECTIVENESS OF CONTENTS
ON INSTAGRAM AND FACEBOOK
TO DRIVE BRAND AWARENESS AT STHALA UBUD BALI

POLITEKNIK NEGERI BALI

Ni Kadek Rahmika Sari

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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TOURISM DEPARTMENT
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AT STHALA UBUD BALI

This Undergraduate Thesis has been approved by the Supervisors and the Head of Tourism Department of Politeknik Negeri Bali on Wednesday, 26 June 2024

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UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

**THE EFFECTIVENESS OF CONTENTS
ON INSTAGRAM AND FACEBOOK TO DRIVE BRAND AWARENESS
AT STHALA UBUD BALI**

By **Ni Kadek Rahmika Sari (2015834023)** has been successfully defended in front of the Board on Examiners and accepted as partial fulfilment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination**

On Tuesday, 16th July 2024

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LETTER OF FREE PLAGIARISM STATEMENT

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Hereby honestly state that this Undergraduate Thesis entitled:

THE EFFECTIVENESS OF CONTENTS

ON INSTAGRAM AND FACEBOOK TO DRIVE BRAND AWARENESS AT

STHALA UBUD BALI

that is written as 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 is 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 origin 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 Indonesia National 888 Law.

Badung, 16th July 2024
Who made the statement

Ni Kadek Rahmika Sari

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Writer

Ni Kadek Rahmika Sari

ABSTRACT

Rahmika Sari, Ni Kadek. (2024). *The Effectiveness of Contents on Instagram and Facebook to Drive Brand Awareness at Sthala Ubud Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Ir. I Gusti Agung Bagus Mataram, MIT and Supervisor II: Drs. I Ketut Astawa, MM.

Keywords: effectiveness, content, instagram, facebook, brand awareness

This study goals to analyze the effectiveness of contents and the impact of the use of Instagram and Facebook to increase brand awareness at Sthala Ubud Bali. The object of this study is contents that uploaded on Instagram and Facebook accounts Sthala Ubud Bali. Simple random sampling is used in this study as a sampling method with Slovin formula and obtained the results of 200 respondents who were followers of Instagram and Facebook Sthala Ubud Bali. The data was analyzed using multiple linear regression in the SPSS program version 24 which showed that contents on Instagram and Facebook had a positive effect simultaneously on increasing brand awareness in Sthala Ubud Bali by 36,604 greater than the F-table 3,090 with a significance value of 0.000 less than 0.10. In the results of the t-test that has been carried out, contents on Instagram has a positive and significant effect on brand awareness at Sthala Ubud Bali by 7,822 greater than the t table of 1,661 with a significance value of 0.000. Contents on Facebook has a significant effect on brand awareness at Sthala Ubud Bali by 1,880 greater than t table 1,661 with a significant value of 0.063 less than 0.10. Which means that contents on Instagram and Facebook has a positive and significant effect to increase brand awareness at Sthala Ubud Bali.

ABSTRAK

Rahmika Sari, Ni Kadek. (2024). *The Effectiveness of Contents on Instagram and Facebook to Drive Brand Awareness at Sthala Ubud Bali.* Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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Kata Kunci: efektifitas, konten, instagram, facebook, *brand awareness*

Penelitian ini bertujuan untuk menganalisis efektifitas konten dan dampak dari penggunaan Instagram dan Facebook untuk meningkatkan *brand awareness* di Sthala Ubud Bali. Objek dari penelitian ini merupakan konten yang diunggah pada akun Instagram dan Facebook Sthala Ubud Bali. *Simple random sampling* digunakan sebagai metode pengambilan sampel pada penelitian ini dengan rumus Slovin dan didapatkan hasil sebanyak 200 responden yang merupakan followers Instagram dan Facebook Sthala Ubud Bali. Data dianalisis menggunakan regresi linear berganda pada Program SPSS versi 24 yang menunjukkan bahwa konten pada Instagram dan Facebook berpengaruh positif secara simultan terhadap peningkatan *brand awareness* di Sthala Ubud Bali sebesar 36.604 lebih besar dari F-tabel 3.090 dengan nilai signifikansi sebesar 0.000 lebih kecil dari 0.10. Pada hasil uji t yang telah dilakukan, konten di Instagram berpengaruh positif dan signifikan terhadap *brand awareness* di Sthala Ubud Bali sebesar 7.822 lebih besar dari t tabel 1.661 dengan nilai signifikansi sebesar 0.000. Konten di Facebook berpengaruh signifikan terhadap *brand awareness* di Sthala Ubud Bali sebesar 1.880 lebih besar dari t tabel 1.661 dengan nilai signifikan sebesar 0.063 lebih kecil dari 0.10. Yang berarti konten di Instagram dan Facebook berpengaruh positif dan signifikan terhadap brand awareness di Sthala Ubud Bali.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Tourism is one of the main businesses that contributes to foreign exchange. The tourist sector was down during the COVID-19 epidemic, but it is now beginning to grow quickly, especially in the hotel aspect (Ayu Devi Arini et al., 2020). Bali become the most popular tourist destination in the world can attract and bring many a large number of foreign tourists every year. Accommodation is one of the needs of tourists when visiting tourist destinations one of them is hotel.

A hotel is a business that is run by its proprietor and offers lodging, food, and beverages to tourists who can afford to pay a fair price for the services they get without the need for a specific agreement. A hotel is accommodation intended for people who travel and is managed commercially (Sulastiyono, 2011). Hotels carry out marketing strategies so that their hotel brand becomes better known and becomes a choice for guests and potential guests.

Marketing is an organizational function that creates, communicates, and provides value to customers in order to manage client relationships in a way that benefits the business and its stakeholders. From that explanation it can conclude that promoting the product by content must go to series of processes and in every process should apply the different strategy from the other hotel so that the marketing process can achieve the target by direct marketing or digital marketing

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Digital marketing is an activities including branding using a variety of media for examples blog, websites, email, Google Adwords, and several different social networks (Aryani, 2021). A number of crises, such as terrorism and war, shortages of energy and materials, inflation, economic downturns, high unemployment, dying industries and companies, and the effects of rapid technological advancements in certain industries, have caused the role of marketing to undergo significant transformation. Digital marketing is also a dynamic and ever-evolving activity. Changes, especially the internet, have prompted today's marketing executives to become more market driven in their strategic decision making, necessitating the development of a systematic technique of obtaining accurate information on customers, goods, the marketplace, and the general environment (Bala & Deepak Verma, 2018).

These promotions can be in the form of advertising, sales promotions, direct sales, or public relations (Kusumawardani, 2013). Promotion by social media is expected to be able in increasing brand awareness. The types of social media are very diverse, according to research results by 'We Are Social' including YouTube, Facebook, Instagram and Twitter (Puspitarini & Nuraeni, 2019)
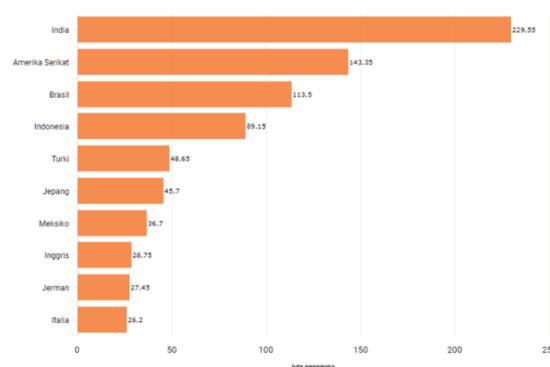
Figure 1.1 Top 10 Instagram Users by Countries
Source: www.statista.com

The image above displays that Indonesia is in 4th position as the country with the most Instagram users in the world, with 89.15 million Instagram users. This shows that there are a lot of Instagram users, so through Instagram a business can introduce its brand.
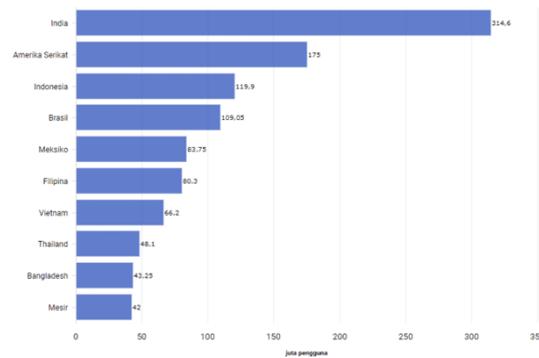
Figure 1.2 Top 10 Facebook Users by Countries
Source: www.statista.com

The picture above shows that Indonesia is in 3rd position as the country with the most Facebook users in the world, with 119.9 million Facebook users. This shows that there are more Facebook users than Instagram users.

The efforts made by Sthala Ubud Bali are increase brand awareness through its Instagram and Facebook social media accounts by knowing the factors that influence interest, such as pictures and videos regarding facilities, complete information, promotions, hotel activities, services and influencer experiences displayed through feeds, and the story of the Instagram account @sthalaubudbali and Facebook account Sthala Ubud Bali.

Instagram and Facebook are widely used as a promotional medium, such as to display the existence of one's passion, gain profits from online business or as a means of information and communication used by entrepreneurs and business

people. Issues related to social media marketing at Sthala Ubud Bali, especially in the application of Instagram and Facebook as promotional tools, are the reach of followers who are interested in contents uploaded is not in accordance with the average number of followers on Instagram and Facebook. However, there are still problems faced by management in carrying out online marketing activities, one of which are contents on Instagram and Facebook social media (Mafulla et al., 2021).

Based on explanation of the background above, the writer is interested in conducting research on contents on Instagram and Facebook impact to brand awareness at Sthala Ubud with entitled: "The Effectiveness of Contents on Instagram and Facebook to Drive Brand Awareness at Sthala Ubud Bali".

1.2 Research Questions

Based on explanation about research background above, the main problems on this research, such as:

1. How effective is contents on social media to drive brand awareness at Sthala Ubud Bali?

2. What is the impact of Instagram and Facebook to drive brand awareness at Sthala Ubud Bali?

1.3 Research Objectives

Based on research problem, the purpose of this research, such as:

1. To analyze the effectiveness of contents on social media at Sthala Ubud Bali to drive brand awareness.

2. To analyze the impact of Instagram and Facebook to drive brand awareness at Sthala Ubud Bali.

1.4 Research Significance

The research significance related to this research such as theorical benefit and practical benefit for company, Politeknik Negeri Bali, and for writer. The detail explanation, such as:

1.4.1 Theorical Benefit

Theoretically, this research should provide new knowledge and understanding about the application of sustainability contents and expected to increase contribute to the literature, especially related to social media contents and brand awareness, so that the results of this research can be used as a reference in further research.

1.4.2 Practical Benefit

1. For the Company

The result of this research can be used as input and source of information for company to make decisions regarding the effectiveness of contents to drive brand awareness at Sthala Ubud Bali.

2. For Politeknik Negeri Bali

The results of this research are expected to be a reference material for further research regarding the effectiveness of contents to drive brand awareness and add to the literature at the Politeknik Negeri Bali.

3. For Writer

The benefit that the writer gets from this study is to expand insight and knowledge about contents and apply the knowledge and theory gained during lectures and On-the Job Training.

1.5 Limitation and Scope of Problems

Based on the research topic about the effectiveness of contents on Instagram and Facebook to drive brand awareness, the range of topics is enormous, therefore it is necessary to limit the problem to focus the research so it has a specific scope, including:

1. Social media use in this research are Instagram and Facebook.

2. This research use data from Media Social Insight, Social Media Content Plan, Meta Business Suite, and Newsfeed.

3. This research is concern to drive brand awareness at Sthala Ubud Bali.
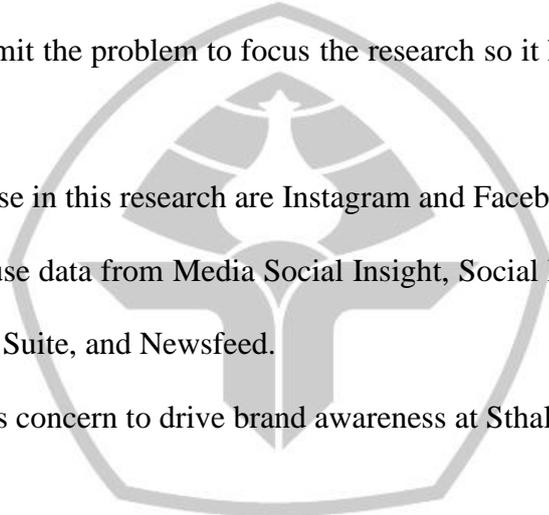
CHAPTER V

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on analysis that already explained on Chapter IV about the effectiveness on social media and the impact of Instagram and Facebook to drive brand awareness at Sthala Ubud Bali, it can be concluded that:

The effectiveness of social media at Sthala Ubud Bali to drive brand awareness is ineffective with the percentage is 0.10%. But in reality, some followers often interact through direct messages, either asking for information or making reservations after seeing contents that uploaded on Sthala Ubud Bali's Instagram and Facebook feeds. The effectiveness of contents to increase brand awareness at Sthala Ubud Bali is maximally implemented as evidenced by the implementation of content creation every month, where content uploaded on social media Instagram and Facebook consists of guest experience, hotel facilities, hotel products, and events at Sthala Ubud Bali. Content sharing is that every uploaded content is easily accessible by followers or users who are consistently shared every 2 or 3 days using a social media content plan. Connecting is an interaction of followers by giving likes to each post so that it increases social media exposure and engagement. Community building is the interaction between followers and administrator on Instagram and Facebook Sthala Ubud Bali. However, interaction in the comment section is still rare and some of the followers only comment with emoticons.

The impact of Instagram and Facebook to drive brand awareness at Sthala Ubud Bali shows that the value of the constant (a) is 8.668. This means that if the

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variable contents on Instagram and variable contents on Facebook are not change then the brand awareness value at Sthala Ubud Bali is 8.668. The regression value of the coefficient (b) variable contents on Instagram is 0.613 it means that variable contents on Instagram has a positive and significant influence on brand awareness at Sthala Ubud Bali. And the regression value of the coefficient (b) variable contents on Facebook is 0.144 it means that variable contents on Facebook has a positive and significant influence on brand awareness at Sthala Ubud Bali.

4.2 Suggestion

Based on the results of the discussion and the conclusions that have been drawn, the following suggestions can be submitted, such as marketing team give relevant response to maximize two ways communication both in direct message and feed's comment column. Maintain engagement on Instagram insights and increase engagement on Facebook insights by identifying the types of contents that get high engagement for the next content plan strategy. To increase engagement and make it more interactive marketing team may be use live video, polling, or Q&A sessions. Marketing team give open ended questions more activelly to followers by asking relevant questions to encourage continuos discussion so that followers who are given feedback feel appreciated and can increase guest awareness of the products and services at Sthala Ubud Bali hotel.

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