UNDERGRADUATE THESIS

IMPLEMENTATION OF SOCIAL MEDIA MARKETING
IN INCREASING BRAND IMAGE
AT THE RITZ-CARLTON BALI

POLITEKNIK NEGERI BALI

Ni Putu Nia Nirmayanti

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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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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UNDERGRADUATE THESIS APPROVAL SHEET

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This Undergraduate Thesis has been approved by the Supervisors and the Head of Tourism
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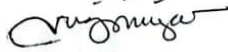**Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.**
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UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

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by **Ni Putu Nia Nirmayanti (NIM. 2015834019)** has been successfully defended in front of
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Hereby honestly state that this Undergraduate Thesis entitled:

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AT THE RITZ-CARLTON 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 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.

Badung, July 15th, 2024

Who made the statement,

Ni Putu Nia Nirmayanti

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and Ni Putu Finolia Ariesa Putri writer's beloved friends, for their endless supports and loves to the writer.

10. All parties who cannot be mentioned individually have consistently provided their support and assistance throughout the thesis process.

The writer realizes that this thesis is still not perfect, the writer expected criticism and suggestions to make this thesis better so that it can be useful for other researchers.

Writer

Ni Putu Nia Nirmayanti

ABSTRACT

Nirmayanti, Ni Putu Nia. (2024). Implementation of Social Media Marketing in Increasing Brand Image at The Ritz-Carlton Bali. Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali

This thesis has been approved and examined by Supervisor I: Ir. I Gusti Agung Bagus Mataram, MIT, and Supervisor II: Dra. Ni Nyoman Triyuni, M.M.

Keywords: Social Media Marketing, Brand Image, Hospitality Industry, Marketing Strategy, Social Media Interaction

This research aims to explore how social media marketing can be effectively applied to increase the brand image of The Ritz-Carlton Bali. The independent variable in the study was social media marketing, which was measured through five dimensions: interactive, informative, personalized, trending, and word of mouth. Meanwhile, the dependent variable is brand image, which is measured through the desire, strength, and uniqueness of brand associations. This research uses descriptive quantitative research methods with simple linear regression data analysis technique. The study sample consisted of 100 official social media followers of The Ritz-Carlton Bali. The implementation of social media marketing has been done very well by using several strategies. The results of the data analysis showed that there was a positive relationship between the implementation of social media marketing and brand image improvement, with interactive and informative dimensions having a significant influence. In conclusion, an effective social media marketing strategy can help The Ritz-Carlton Bali increasing its brand image in a competitive market. It can be done by continuously focus on creating content that showcases the uniqueness of Balinese culture with a feel that matches The Ritz-Carlton Bali's standards by collaborate with efficiency local influencers or Balinese public figures to promote the hotel it can reach local and international audiences interested in Balinese culture.

ABSTRAK

Nirmayanti, Ni Putu Nia. (2024). Implementation of Social Media Marketing in Increasing Brand Image at The Ritz-Carlton Bali. Program Studi Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Ir. I Gusti Agung Bagus Mataram, MIT, dan Pembimbing II: Dra. Ni Nyoman Triyuni, M.M.

Kata Kunci: Pemasaran Media Sosial, Citra Merek, Industri Perhotelan, Strategi Pemasaran, Interaksi Media Sosial

Penelitian ini bertujuan untuk mengeksplorasi bagaimana pemasaran media sosial dapat diterapkan secara efektif untuk meningkatkan citra merek The Ritz-Carlton Bali. Variabel independen dalam penelitian ini adalah pemasaran media sosial, yang diukur melalui lima dimensi: interaktif, informatif, personalisasi, tren, dan word of mouth. Sementara itu, variabel dependen adalah citra merek, yang diukur melalui keinginan, kekuatan, dan keunikan asosiasi merek. Penelitian ini menggunakan metode penelitian kuantitatif deskriptif dengan teknik analisis regresi sederhana. Sampel penelitian terdiri dari 100 pengikut resmi media sosial The Ritz-Carlton Bali. Implementasi pemasaran media sosial telah dilakukan dengan sangat baik dengan menggunakan beberapa strategi. Hasil analisis data menunjukkan bahwa ada hubungan positif antara implementasi pemasaran media sosial dan peningkatan citra merek, dengan dimensi interaktif dan informatif memiliki pengaruh signifikan. Kesimpulannya, strategi pemasaran media sosial yang efektif dapat membantu The Ritz-Carlton Bali memperkuat citra mereknya di pasar yang kompetitif. Hal itu dapat dilakukan dengan terus berfokus pada pembuatan konten yang menampilkan keunikan budaya Bali dengan nuansa yang sesuai dengan standar The Ritz-Carlton Bali, dengan berkolaborasi secara efisien dengan *local influencer* atau tokoh masyarakat Bali untuk mempromosikan hotel dapat menjangkau khalayak lokal maupun internasional yang tertarik dengan budaya Bali.

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INTRODUCTION

1.1 Research Background

Bali is one of the provinces in Indonesia that contributes greatly to the Indonesian tourism sector. Since 2019 Bali has won the World Travel Award as Asia's Most Romantic Destination (World Travel Award, 2023). Bali was also ranked second in TripAdvisor's Travelers' Choice Award 2023 as the best of the best destination for 2023 (TripAdvisor, 2023). The great contribution of good promotion and marketing that makes Bali an attractive destination choice for prospective tourists to visit (Bestari et al., 2023). In this digital era, digital marketing is a popular marketing strategy used by tourism businesses to build brand image and promote their products with digital-based (Warmayana, 2018).

The increasing number of internet users makes it easier for tourism businesses, especially the hospitality industry, to reach their marketing targets, this is because the reach of digital marketing is very global (Gumilang, 2019). Social media marketing is a form of marketing using social media in marketing a product, service, and brand by utilizing users who participate in social media (Kotler & Keller, 2016). The Ritz-Carlton is one of the well-known luxury brands, a subsidiary of Marriott International, but considering the competition of hotels in the Nusa Dua area, it is very important to increase the brand image of The Ritz-Carlton Bali so that later it is not easily defeated by competitors. Social media marketing allows marketers to engage, collaborate, and interact with potential guest, it is very important to increase the brand image of The Ritz-Carlton Bali by using social

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media marketing and it is also very important to support marketing strategies with good visualization so that potential customers are more interested and can increase the image of a brand (Zulfikar, 2017). The following is data on the number of users of social media used by hotels as information media.
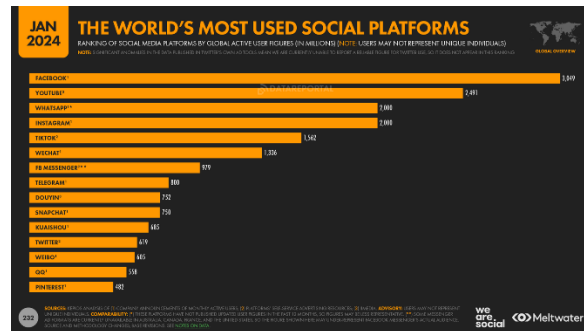
Figure 1. 1 The World's Most Used Social Media Platform
Source : Reportal, 2024

Based on Figure 1.1 above, which shows data on the world's most used social media platforms recapped in January 2024, Figure 1.1 shows that there are 15 social media platforms that are most widely used in the world, in which Facebook, YouTube, WhatsApp, and Instagram occupy the top 4 positions with the most users. With so many social media users, it is certainly the reason for hotels to start using social media marketing as a promotional tool as well as a branding tool, where we know that brand image is consumer trust in a particular brand (Taan et al., 2021). Brand image is a representation of a brand that is born from consumer memories (Sa'adah & Munir, 2020). The Ritz-Carlton Bali is one of the hotels located in the Nusa Dua area which uses social media.

Table 1.1 below is data on the number of social media followers of The Ritz-Carlton Bali with some of its competitors, which is processed based on the hotel's official social media.

Table 1. 1 Number of Hotel's Social Media Followers

Hotel's Name	Instagram	Facebook	YouTube	X
The Mulia Bali	210.000	241.000	7.018	3.267
The Apurva Kempinski Bali	136.000	20.000	262	237
Samabe Bali Suites and Villas	93.700	47.000	543	-
The St. Regis Resort	91.000	37.000	728	5.357
Mandapa, a Ritz-Carlton Reserve	76.000	17.000	890	-
The Ritz-Carlton Bali	71.600	339.000	1.030	796

Source: Instagram, Facebook, YouTube, X (Processed Data), 2024

Based on the Table 1.1 above where the data was taken on January 23, 2024, it shows that the number of Facebook followers and YouTube subscribers The Ritz-Carlton Bali managed to be higher than the competitors. However, the content available on The Ritz-Carlton Bali's official YouTube is less updated compared to The Ritz-Carlton Bali's other social media platforms, where the content has been posted for a long time. The lower of Instagram and X followers shows that the brand image of The Ritz-Carlton Bali is still less well known to Instagram and X users compared to the competitors, even still inferior to Instagram followers of other Ritz-Carlton brands, namely Mandapa, a Ritz-Carlton Reserve. In addition, the competition with The Mulia is getting tighter where in the number of Instagram, X, and YouTube followers The Ritz-Carlton Bali is still less which means that the brand image of The Ritz-Carlton Bali still needs to be increased through social media marketing so as not to lose to competitor hotels.

The Ritz-Carlton which is known as a luxury brand with magnificent architecture, elegant decoration and high-end facilities where with the brand's fame the followers on social media should be higher than some of its competitors but in reality the followers on several social media used by The Ritz-Carlton Bali are still lower than its competitors (Sandor & Quek, 2012). Therefore, the writer is

interested in analyzing this problem into a research entitled "Implementation of Social Media Marketing in Increasing Brand Image at The Ritz-Carlton Bali".

1.2 Research Questions

Based on the description of the background, the problem in this research, as follows:

1. How is the implementation of social media marketing in increasing brand image at The Ritz-Carlton Bali?

2. What is the impact of implementing social media marketing in increasing brand image at The Ritz-Carlton Bali?

1.3 Research Objectives

Based on the research problems the purpose of this research are:

1. To analyze the implementation of social media marketing in increasing brand image at The Ritz-Carlton Bali.

2. To analyze the impact of social media marketing implementation in increasing brand image at The Ritz-Carlton Bali.

1.4 Research Significance

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

1. Theoretical Benefit

Theoretically, this research is expected to provide benefits to increasing insight and knowledge about the importance of implementing social media marketing in increasing brand image, so that the results of this research can be used as a reference in further research.

2. Practical Benefit

a. Benefits for the Writer

This research is expected to increase knowledge and deepen insight into the importance of social media marketing to increase brand image with a wide range.

b. Benefits for Politeknik Negeri Bali

This research is expected to create a good relationship between Politeknik Negeri Bali and hotels, and can get input to be able to compare current learning materials with activities in hotels.

c. Benefits for Hotel

This research is expected to help hotels to provide input regarding the advantages and disadvantages of social media marketing, so it can help hotels in increase their brand image and can provide the most update information to guests.

1.5 Limitations and Scope of Research

Based on the research topic about implementation of social media marketing in increasing brand image. The variables in this study are social media marketing as the independent variable, and brand image as the dependent variable. Social media marketing has several dimensions, namely: interactivity, personalization, informativeness, trendiness and word of mouth. While brand image has several dimension including: favorability of brand association, strength of brand association, uniqueness of brand associations, and this research uses descriptive quantitative research methods with simple linear regression data analysis technique.

BAB V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of data analysis and discussion outlined in the previous chapter regarding the analysis of the implementation of social media marketing in increasing brand image at The Ritz-Carlton Bali, the following conclusions can be drawn:

The implementation of social media marketing has been done very well by using several strategies that include. Active use of social media platforms Facebook, Instagram, to reach and interact with diverse audiences. The Ritz-Carlton Bali's social media has also facilitated interesting and informative content related to facilities, promotions, culinary and also provided access to interaction through links, likes, comments, and direct messages, which reflects the high interest in the hotel experience and facilities.

This research also findings the powerful impact and significant correlation of social media marketing in increasing the brand image of The Ritz-Carlton Bali. Correlation analysis showed a strong relationship between social media marketing and brand image, with a Pearson Correlation value of 0.599 and a significance level of less than 0.05. The demographic data of respondents, who are mostly women and aged between 26-34, highlights the effectiveness of platforms like Instagram, which are favored by 62% of respondents. Further regression analysis revealed that a 1% increase in social media marketing efforts resulted in a 40.4% increase in brand image. The F test and t test confirm the significant influence of social media marketing on brand image, with the coefficient of determination (R^2) showing that 35.9% variation in brand image can be explained by

social media marketing. This confirms the important role of social media strategy in reaching and interacting with a wide audience, ultimately leading to increased brand image and a positive perception of The Ritz-Carlton Bali. The hotel's effective use of interactivity, personalization, informative, trends, and word-of-mouth marketing through social media platforms has proven to be a powerful tool in strengthening its brand image and maintaining its competitive edge in the hospitality industry.

5.2 Suggestions

Based on the discussion and conclusions outlined, the following suggestion can be proposed:

Increasing the effectiveness of social media marketing and increasing the brand image of The Ritz-Carlton Bali can be done by continuously focus on creating Youtube content that showcases the uniqueness of Balinese culture with a feel that matches The Ritz-Carlton Bali's standards. For example, short videos on traditional ceremonies, Balinese culinary specialties or local crafts. This will help differentiate The Ritz-Carlton Bali from other properties and attract travelers looking for an authentic experience. Collaborate with efficient local influencers or Balinese public figures to promote the hotel to increase credibility and reach local and international audiences interested in Balinese culture. May try to launch a special hashtag campaign that encourages guests to share their experience at The Ritz-Carlton Bali. Host live streaming sessions for special events at the hotel more often, such as cooking classes, yoga sessions, or cultural performances, this can increase real-time interaction with followers. By implementing these suggestions, it is hoped that The Ritz-Carlton Bali can strengthen its presence on social media, increase interaction with followers, and strengthen its brand image as a desirable luxury hospitality destination.

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