UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF SOCIAL MEDIA CHANNEL
INSTAGRAM IN INCREASING BRAND AWARENESS
AT ALILA UBUD**

POLITEKNIK NEGERI BALI

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**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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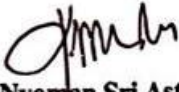# BADUNG
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UNDERGRADUATE THESIS APPROVAL SHEET

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This Undergraduate Thesis has been approved by the Supervisors and the Head of Tourism Department of Politeknik Negeri Bali on June 28,2024

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UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

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By **Ni Kadek Ari Widiani (NIM 2015834061)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfilment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination**

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LETTER OF FREE PLAGIARISM STATEMENT

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THE IMPLEMENTATION OF SOCIAL MEDIA CHANNEL INSTAGRAM IN INCREASING BRAND AWARENESS AT ALILA UBUD

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 researcher 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, 25 Juli 2024

Ni Kadek Ari Widiani

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The writer realizes that this research proposal is still not perfect, the writer welcomes criticism and suggestions to improve this research proposal, aiming for it to be beneficial for many people

Writer

Ni Kadek Ari Widiani

ABSTRACT

Widiani, Ni Kadek Ari. (2024). The Implementation of social media channel Instagram in increasing brand awareness at Alila Ubud: Tourism Business Management, Politeknik Negeri Bali

This Undergraduate Thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par, and Supervisor II: Ir. I Gusti Agung Bagus. Mataram, MIT.

Keywords: Implementation, Instagram, Brand Awareness, Top of Mind, Marketing

This research aims to find out the brand awareness position of Alila Ubud through social media channel Instagram and analyse the Implementation of Social Media Channel Instagram in increasing Brand Awareness at Alila Ubud. This type of research is a mix method with 100 respondents and involves 1 informant. The data collection method used in this research is by conducting observations, distributing questionnaires and interviews. The population of this study were followers of Alila Ubud Instagram social media account, with a purposive random sampling technique. The data analysis techniques used in this research are quantitative analysis techniques and descriptive qualitative analysis consisting of data quality tests, correlation tests, classical assumption tests, partial tests, determination coefficient tests, and brand awareness level analysis. The results of this research indicate that Alila Ubud is in the Top-of-Mind position with a score of 4.60 which is in the range of 4.21 - 5.00, the social media channel Instagram has a strong relationship with the correlation test results of 0.745, which shows a positive and significant influence on brand awareness. The value of the coefficient of determination is 0.55, which means that the implementation of Instagram social media contributes 55%, which has a high or strong influence in increasing brand awareness at Alila Ubud. While 45% is influenced by other variables outside this research.

ABSTRAK

Widiani, Ni Kadek Ari. (2024). The Implementation of social media channel Instagram in increasing brand awareness at Alila Ubud: Manajemen Bisnis Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par, dan Pembimbing II: Ir. I Gusti Agung Bagus. Mataram, MIT.

Kata Kunci: Implementation, Instagram, Brand Awareness, Top of Mind, Marketing

Penelitian ini bertujuan untuk mengetahui posisi bramd awareness melalui social media Instagram channel di Alila Ubud dan menganalisis Impelementasi Social Media Channel Instagram dalam meningkatkan Brand Awareness di Alila Ubud. Jenis penelitian ini merupakan mix method dengan 100 responden dan melibatkan 1 orang informan. Metode pengumpulan data yang digunakan pada penelitian ini dengan melakukan observasi,penyebaran kuesioner dan wawancara. Populasi dari penelitian ini adalah pengikut dari akun social media Instagram Alila Ubud, dengan Teknik pengambilan sampel purposive random sampling. Teknik analisis data yang digunakan dalam penelitian ini adalah teknis analisis kuantitatif dan analisis kualitatif deskriptif yang terdiri dari uji kualitas data, uji korelasi, uji asumsi klasik, uji partial, uji koefisien determinasi, dan analisis level brand awareness. Hasil penelitian ini menunjukkan bahwa Alila Ubud berada di posisi Top of Mind dengan skor 4.60 yang berada di rentang 4.21 - 5.00, social media channel Instagram memiliki hubungan yang kuat dengan hasil uji korelasi sebesar 0.745, yang menunjukkan adanya pengaruh positif dan significant terhadap brand awareness. Besarnya nilai koefisien determinasi yaitu sebesar 0.55, yang berarti implementasi social media Instagram memberikan kontribusi sebesar 55% yaitu memiliki pengaruh yang tinggi atau kuat dalam meningkatkan brand awareness di Alila Ubud. Sedangkan 45% dipengaruhi oleh variable lain di luar penelitian ini.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

The growth of the tourism industry is not limited to the physical world, but in this era of information transparency, it is very important to grow in cyberspace as well (Aziz, 2022). Social media is one method of marketing strategy made possible by advances in information technology that is both practical and financially efficient. One method that is both practical and efficient is social media use. Employing social media for marketing purposes is a strategy that provides entrepreneurs, small, medium, and large businesses with a wealth of opportunities to develop their brands and businesses (Walandouw et al., 2022). Social media users will be able to quickly identify a brand due to the quick dissemination of product information, one of the outcomes that marketers aim for is increased brand awareness (Febriyan, 2018).

Alila Ubud originally branded as Alila Hotels, the five-star Alila Ubud has been a part of the Hyatt Hotel Corporation since 2018 and started implementation in 2019. The market segment at Alila Ubud is mostly focused on Europeans and couples. Alila Ubud uses Facebook, Instagram, LinkedIn and WhatsApp as Alila Ubud for marketing platform. Here the researcher examines one of Alila Ubud marketing platforms Instagram, because among the marketing platforms that have the most followers is Instagram for Alila Ubud, Alila Ubud market segment is

mostly in generation Y and X which mostly use gadgets as a means of communication and seeking information, especially the Instagram application, in addition, Alila Ubud frequently disseminates promotional information on Instagram compared to other platforms. There are special ads on Instagram, making it the primary application for most of the resort's promotions, therefore the researcher chose the Instagram application for this research. One of the most well-known social media platforms is Instagram, which is particularly well-known for photo-sharing apps. With an Instagram account, users may share a variety of photographs as well as upload, edit, and caption photos (Atmoko, 2012). The rapid development of various platforms, especially Instagram, has made many people use Instagram social media, but in fact the comparison of followers with competitors which in the year of creation is not much different, can be seen in the following table:

Table 1. 1 Data on the number of Instagram followers

Name of Hotel	Follower	Since Join Instagram
Padma Resort Ubud Bali	111.000	November 2014
Maya Ubud Resort & Spa Bali	67.400	March 2013
Alila Ubud	43.400	April 2013

Source: Instagram Account

Based on the table 1.1, the number of followers of Alila Ubud is in the bottom of its competitor hotels, but if based on the year of Instagram account creation, the difference in followers is quite large in the range of 2013 and 2014. At Alila Ubud Instagram was first used in 2013, which means that Alila Ubud has been actively cultivating relationships with its followers for ten years. But with the emergence of

hotels in the Ubud area which makes it difficult to maintain Alila Ubud brand awareness. We can see the comparison of the number of likes in 2023 between Alila Ubud Instagram account and other competitors who joined Instagram from 2013 to 2014.

Table 1. 2 Average Feed Like on 2023

Name of Hotel	Average Feed Like on 2023
Maya Ubud Resort & Spa Bali	378
Padma Resort Ubud Bali	241
Alila Ubud	229

Source: Autor's Procced

From the table 1.2, Alila Ubud has the lowest average number of likes in 2023 compared to other competitors who joined in 2013 and 2014. According to Cluster Digital Marketing Executive at Alila Ubud said the factor that makes Alila Ubud like & follower Instagram in 2023 is because Instagram at that time was intensively aggressively increasing reels rather than static images which was one of the reasons why performance decreased. In addition, Alila Ubud Marketing activities are also very focused on the niece audience where other hotels do massive marketing to all demographic audiences thus, it appears diminished compared to other competitors.

Based on the explanation of the background above, the researchers interested in taking the title "The Implementation of Social Media Channel Instagram in Increasing Brand Awareness at Alila Ubud" to see Alila Ubud is still a recognized brand with the phenomenon of a tight competitor in the Ubud area.

1.2 Problem Statements

Based on the background of the problem sub chapter 1.1, the researcher can formulate the problem, namely:

1. Where is the brand awareness position of Alila Ubud through social media channel Instagram?

2. How is the implementation of social media channel Instagram in increasing brand awareness at Alila Ubud?

1.3 Research Objectives

Based on the problem formulation sub chapter 1.2, the objectives of the researcher, namely:

1. To find out the brand awareness position of Alila Ubud through social media channel Instagram.

2. To analyze the implementation of social media channel Instagram in increasing brand awareness of Alila Ubud.

1.4 Research Significance

1. Theoretical Benefit

Theoretically, researcher aims to contribute to the field of marketing theory, concentrating on Instagram social media, which continually evolves due to the growth of the digital world.

2. Practical Benefit

The following advantages are anticipated to result out of this research:

1. Advantages for Alila Ubud:

It is projected that the study's practical outcomes will provide the company with recommendations and guidance regarding the use of The Implementation of Social Media Channel in Increasing Brand Awareness at Alila Ubud.

2. Benefits for Bali State Polytechnic:

   It is hoped that this research will be useful for future studies on "The Implementation of Social Media Channel Instagram in Increasing Brand Awareness at Alila Ubud" and additional information related to similar problems, with the aim of improving and perfecting the shortcomings of this research.

3. Advantages for Students:

   It is believed that this course will be able to give learners a more thorough knowledge of how Social Media Channel Instagram is applied in businesses and in daily life.

1.5 Limitations and Scope of Problems

Based on the research topic on the social media channel Instagram, the material is very broad. Therefore, it is necessary to limit the problem to focus the research and have a specific scope, including:

1. The variable in this study is social media Instagram and brand awareness,

2. This research takes samples from Alila Ubud's account followers gathered by Sales and Marketing Department at Alila Ubud.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results chapter and the previous discussion, there are several conclusions obtained from this research which are described as follows:

1. Brand awareness position of Alila Ubud is in the Top-of-Mind position. This is evidenced by the tests that have been carried out on the brand awareness variable from the Y variable questionnaire data (brand awareness). The total average score is 4.60 with the highest indicator, namely consumption, with a score of 4.64, where they remember the Alila Ubud brand well and how far consumers still remember a brand when they are using a competitor's product. With the efforts given by Alila Ubud to always increase interaction and information through social media even though there are many competitors, Alila Ubud strives to distinguish itself from others, creating its own unique attraction.

2. The social media channel Instagram is highly implemented at Alila Ubud and also the test results shown in the previous chapter there is a partial positive influence of Instagram as a social media channel in increasing brand awareness at Alila Ubud, with a correlation test between variable X (social media Instagram) and variable Y (brand awareness), a result of 0.745 falls within the range of 0.61 to 0.80, indicating a strong correlation between social media Instagram and brand awareness , and it can also

be seen that the influence of the implementation of social media Instagram on brand awareness is 55%, which means it has a strong influence to increasing brand awareness at Alila Ubud.

5.2 Suggestion

In this research, the researcher makes the following recommendations in light of the findings and discussion from the preceding chapter:

1. For Alila Ubud

    Based on the results of observations and interviews at Alila Ubud, based on the results of the questionnaire test, it is found that communication is the lowest average indicator compared to the others in this statement in the communication indicator, there is the smallest value among other statements the content of the message given by Alila Ubud on the @alilaubud Instagram account can be easily understood, which means that respondents not easily understand the meaning of the content provided, based on the results of the interview, excessive storytelling will make the audience misunderstand, so it is better to check again so as to minimize misunderstanding. Therefore, Alila Ubud can improve by adding a team to ensure everything runs optimally and maintains interaction with customers, besides that it can maximize the features on Instagram social media. Based on the results of the level of brand awareness test, Alila Ubud is in the Top-of-Mind position where the customer remembers and the Alila Ubud brand is in the memory of the customer or audience with that, maintaining this with fresh content,

interaction and information provided. The obstacles faced based on the results of the interview are content, suggestions from the researcher can look for references from other social media such as Tik Tok, where there are several trends that can be applied.

2. For Further Research

This research is only limited to variables X and Y, namely Instagram social media (X) and brand awareness (Y). Therefore, the researchers propose that future studies could include fresh factors and extra markers for the Instagram social media variable in order to expand its scope. It is also advisable to include new references to obtain a picture and results that are closer to actual conditions. It is also hoped that further research will consider other applications not examined by the researcher in this research such as Facebook, website, meta business suite and other applications from Alila Ubud hotel, which will be used as a comparison between research conducted by the and fur researcher their research.

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