

UNDERGRADUATE THESIS

**THE ROLE OF ARTIFICIAL INTELLIGENCE
IN DIGITAL MARKETING PROCESS
IN FOOD AND BEVERAGE PACKAGE SALES
AT HOLIDAY INN RESORT BARUNA BALI**



POLITEKNIK NEGERI BALI

I Putu Thomas Sujiwa

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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**This undergraduate thesis is submitted as one of the requirements to create
an undergraduate thesis in Tourism Management Study Program
in Politeknik Negeri Bali**



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UNDERGRADUATE THESIS APPROVAL SHEET

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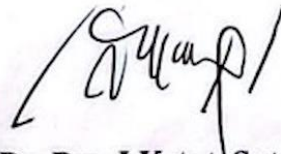
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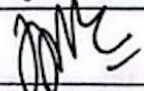
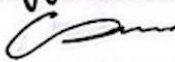

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UNDERGRADUATE THESIS VALIDITY SHEET

Undergraduate thesis entitled:

**THE ROLE OF ARTIFICIAL INTELLIGENCE
IN DIGITAL MARKETING PROCESS
IN FOOD AND BEVERAGE PACKAGE SALES
AT HOLIDAY INN RESORT BARUNA BALI**

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ACKNOWLEDGEMENT

Foremost, I would like to thank God almighty, Ida Sang Hyang Widhi Wasa, who has been given His blessing to the writer to compose a undergraduate thesis, therefore the writer can finish a thesis entitled “The Role of Artificial Intelligence In Digital Marketing Process in Food and Beverage Package Sales at Holiday Inn Resort Baruna Bali”. Writing this undergraduate thesis is one of the terms to partially fulfill the requirements for obtaining an Applied Bachelor’s degree in the D-4 Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. On this occasion, the writers would like to thank profusely those who always provide support, guidance, and assistance during the compilation and writing process:

1. I Nyoman Abdi, SE, M.eCom., as Director of Politeknik Negeri Bali, who has given the writer opportunity to gain knowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as the Head of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the period of the writer’s study.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the writer’s study.
4. Dr. Made Satria Pramanda Putra, S.H., S.E., M.M., as Coordinator of Tourism Business Management, Tourism Department, Politeknik Negeri Bali

5. Ir. I Gusti Agung Bagus Mataram, MIT., as Supervisor I who provide guidance, given direction, and supports also given advice to complete this undergraduate thesis.
6. Dr. Drs. I Ketut Sutarna, MA., as Supervisor II who have given guidance, given direction, and supports also given advice to complete this undergraduate thesis.
7. All Lecturers of Tourism Department for the knowledge and education given to the writer and all the students.
8. Mr. Aven, Mr. Yudi, Mrs Putri Wirasari, Mrs Ratih, Mrs. Andhita and Manohara wo always give me easy way to get the data in the hotel
9. Mr. I Nyoman Astawa and Mrs. Ni Luh Gede Sukma Wati my beloved parents who always give me a support during writing this undergraduate thesis
10. Ni Putu Sinta Yanti my beloved friend, for their endless supports and loves to the writer.
11. Weda Mahendra, Maharyawan, Kadek Aditia, and Gus Dendi as my friend that support me and tell me never give up when write this research.
12. Jeje, Allix, Omi and Della as a member of Kaori Hardcore who always supporting me during writing this undergraduate thesis
13. Ari Mertana, Panji, and Others as member of OTW Dueg Group wo always helping me during write this research
14. All parties that can't be mentioned one by one, who always gives their support and help during the process of this research.

The writer realizes that this undergraduate thesis is still not perfect, the authors expect criticism and suggestions to make this undergraduate thesis better so that it can be useful for others

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ABSTRACT

Sujiwa, Thomas (2024). The Role of Artificial Intelligence in Digital Marketing Process in Food and Beverage Package Sales at Holiday Inn Resort Baruna 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: Dr. Drs. I Ketut Sutarna, MA

Keywords: Product Sales, Artificial Intelligence, Digital Marketing, Strategy

This research explores the role of Artificial Intelligence (AI) in the digital marketing process of selling food and beverage packages at Holiday Inn Resort Baruna Bali. That background highlights the increasing focus of hotels on food and beverage offerings to attract guests and increase revenue, utilizing digital marketing strategies to reach a wider audience. AI has revolutionized marketing by improving customer interaction and ad management, offering benefits such as faster decision-making, increased personalization, improved efficiency, and increased customer engagement. In 2023, Holiday Inn Resort Baruna Bali launched several food and beverage packages with a total sale of 2,290 packages and there are still very low sales of food and beverage packages. Despite the initial challenges, the resort's digital marketing strategy, which utilized AI, played a significant role in this success. Given the increasing number of internet users, a digital marketing strategy that incorporates AI is essential to achieve targeted results. This study aims to analyze the role of AI in digital marketing of food and beverage package sales and the specific strategies used to increase sales. Using interviews and semi-structured analysis based on Miles and Huberman and SWOT analysis, the results show that AI significantly helps in the process of idea, creating, distribution, and evaluation using tools such as Google Analytics, Chat-GPT, and AI Adobe Photoshop. However, some AI tools such as HubSpot and Phrasee are still underutilized and Holiday Inn Resort Baruna Bali should adopt a growth-oriented strategy, leveraging strengths and opportunities to maximize growth potential and maintain a competitive advantage.

ABSTRAK

Sujiwa, Thomas (2024). The Role of Artificial Intelligence in Digital Marketing Process in Food and Beverage Package Sales at Holiday Inn Resort Baruna Bali. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali*

Tugas Akhir ini telah dibimbing dan disetujui oleh Dosen Pembimbing I Ir. I Gusti Agung Bagus Mataram, MIT, dan Dosen Pembimbing II: Dr.Drs I Ketut Sutarna, M.A.

Kata kunci: Penjualan Produk, Kecerdasan Buatan, Pemasaran Digital, Strategi

Penelitian ini mengeksplorasi peran Artificial Intelligence (AI) dalam proses pemasaran digital penjualan paket makanan dan minuman di Holiday Inn Resort Baruna Bali. Latar belakang tersebut menyoroti meningkatnya fokus hotel pada penawaran makanan dan minuman untuk menarik tamu dan meningkatkan pendapatan, memanfaatkan strategi pemasaran digital untuk menjangkau khalayak yang lebih luas. AI telah merevolusi pemasaran dengan meningkatkan interaksi pelanggan dan manajemen iklan, menawarkan manfaat seperti pengambilan keputusan lebih cepat, peningkatan personalisasi, peningkatan efisiensi, dan peningkatan keterlibatan pelanggan. Pada tahun 2023, Holiday Inn Resort Baruna Bali meluncurkan beberapa paket makanan dan minuman dengan jumlah penjualan sebanyak 2.290 pake dan masih terdapat paket makanan minuman yang penjualannya sangat rendah. Terlepas dari tantangan awal yang ada, strategi pemasaran digital resort, yang memanfaatkan AI, memainkan peran penting dalam keberhasilan ini. Mengingat meningkatnya jumlah pengguna internet, strategi pemasaran digital yang menggabungkan AI sangat penting untuk mencapai hasil yang ditargetkan. Penelitian ini bertujuan untuk menganalisis peran AI dalam pemasaran digital penjualan paket makanan dan minuman serta strategi khusus yang digunakan untuk meningkatkan penjualan. Dengan menggunakan wawancara dan analisis semi-terstruktur berdasarkan Miles dan Hubberman serta analisis SWOT, hasilnya menunjukkan bahwa AI secara signifikan membantu dalam proses penentuan ide, pembuatan, distribusi, dan evaluasi menggunakan alat seperti Google Analytics, Chat-GPT, dan AI Adobe Photoshop. Namun, beberapa alat AI seperti HubSpot dan Phrasee masih kurang dimanfaatkan selain itu Holiday Inn Resort Baruna Bali harus mengadopsi strategi yang berorientasi pada pertumbuhan, memanfaatkan kekuatan dan peluang untuk memaksimalkan potensi pertumbuhan dan mempertahankan keunggulan kompetitif.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Hotel is a form of lodging that is commercially and professionally managed, offered to all individuals for accommodation, dining, drinking, and various other services (Bagyono, 2014). Many hotels are focusing more on their food and drinks to attract guests and increase the revenue. They are trying to improve the taste and quality of the food, enhance the service from the waitstaff, and use promotions to let potential guests know about the different food and drink options available.

To increase product sales, every hotel has a marketing strategy that implemented. Marketing strategy is a driving factor for a company's success (Israwati et al., 2023). One of the strategies used is to market products through digital media. Digital marketing is the process of advertising a company's product or services using digital technology available on the internet, including mobile phones, display ads, and other digital media (Desai & Vidyapeeth, 2019).

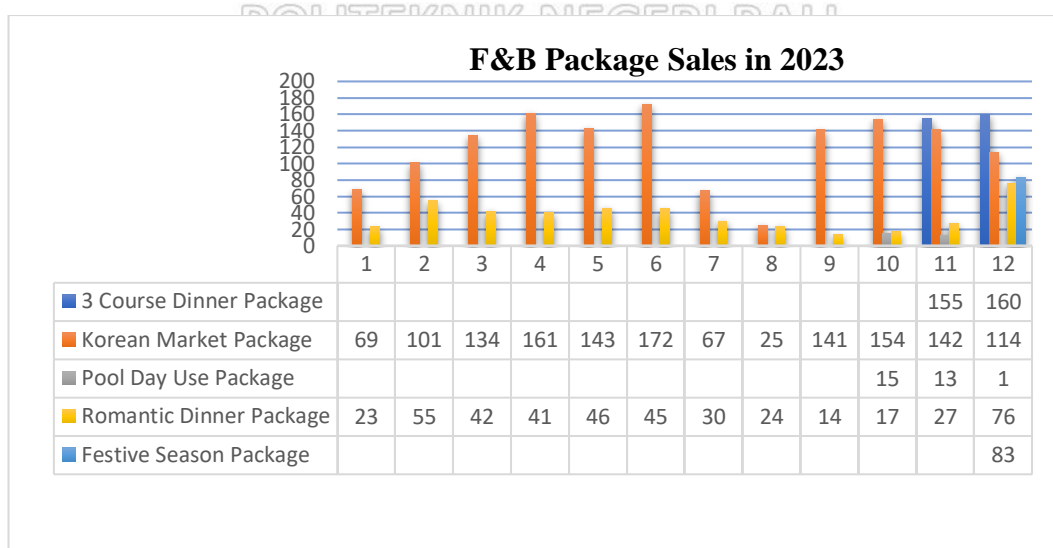
Artificial intelligence plays a significant role in the field of marketing innovation. AI has changed the way companies interact with their customers and manage marketing ads. The benefits of implementing AI in digital marketing include speeding up decision-making, increasing personalization such as helping with data analysis, creating content tailored to people's preferences, increasing efficiency such as helping with email sending and advertising tasks, and improving customer engagement (Wardhana, 2023).

Table 1. 1 Total Sales of F&B Package at Holiday Inn Resort Baruna Bali in 2023

No	Package	Amount	Units
1	3 Course Dinner Package	315	pax
2	Korean Market Package	1423	pax
3	Pool Day Use Package	29	pax
4	Romantic Dinner Package	440	pax
5	Festive Season Package	83	pax
Total		2290	pax

Source: Holiday Inn Resort Baruna Bali

In 2023, food and beverage package sales at the Holiday Inn Resort Baruna Bali sold 2,290 pax which came from five food and beverage packages they are: 3 Course Dinner Package, Korean Market Package, Pool Day Use Package, Romantic Dinner Package, and Festive Season Package. based on information provided by the Marcomm Manager of Holiday Inn Resort Baruna Bali, because there were several obstacles before 2023 the food and beverage package were not launched and only became a support for other packages so that the new food and beverage package was launched in early 2023, there was even a new package launched in October 2023.

**Figure 1. 1** F&B Package Sales at Holiday Inn Resort Baruna Bali in 2023

Source: Holiday Inn Resort Baruna Bali

When viewed in this data, there are still packages whose sales are still very low, especially in the Pool Day Use Package. therefore, it requires a brilliant strategy especially digital marketing strategy to increase sales so that it can increase hotel revenue.

The food and beverage package at Holiday Inn Resort Baruna Bali is not the most important package, but because this package is newly launched, it is very important to determine the right strategy. According to a recent report by We Are Social and Hootsuite, the number of internet users worldwide reached up to 5.16 billion people in January 2023. This figure represents 64.4 percent of the total global population of 8.01 billion people (Annur 2023). Therefore, a digital marketing strategy is very appropriate to be implemented. One of the focuses of digital marketing is conveying ideas through marketing concepts. Hence, creative human resources are needed to generate ideas and translate them into products or services (Sari, 2018). Therefore, the assistance of technology itself is very needed, that is the presence of artificial intelligence in designing the digital marketing process to achieve desired and targeted results.

Based on the explanation above, the role of artificial intelligence is important in the digital marketing process. Recognizing the limitations of human capabilities, artificial intelligence significantly aids humans in problem-solving. Artificial intelligence is said to be capable of making quick decisions, assisting in accurate data analysis, aiding in the creation of appropriate content, facilitating advertising management, and contributing to the enhancement of customer engagement. Given this background, the author is interested in adopting the title

"The Role of Artificial Intelligence in the Digital Marketing Process in Food and Beverage Package Sales at Holiday Inn Resort Baruna Bali."

1.2 Problem Statements

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

1. What is the role of Artificial Intelligence (AI) in the digital marketing process in food and beverage package sales at the Holiday Inn Resort Baruna Bali.
2. What are the strategies of digital marketing are used in increasing food and beverage package sales at Holiday Inn Resort Baruna Bali.

1.3 Research Objectives

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

1. To analyse the role of Artificial Intelligence (AI) in the digital marketing process in food and beverage package sales at the Holiday Inn Resort Baruna Bali.
2. To analyse the digital marketing strategies are used in increasing food and beverage package sales at Holiday Inn Resort Baruna Bali.

1.4 Research Significance

There are two benefits obtained from this research, including:

1. Theoretical Benefits

The theoretical benefit of this research is that it can be useful in understanding the application of artificial intelligence in digital marketing and how strategies are used to increase sales.

2. Practical Benefits

a. For student

As a comparison between the theories that have been studied with real problems that occur in the industry, so that students are able to provide solutions with the knowledge that has been obtained.

b. For Bali State Polytechnic

The results of this study are expected to be used as a contribution of thought for the alma mater to complement existing research and as material for consideration for students in further research.

c. For Holiday Inn Resort Baruna Bali

The results of this study are expected to contribute to hotels in formulating, determining, and implementing Artificial Intelligence itself, especially in the process of digital marketing and the strategy of digital marketing in increasing food and beverage package sales at Holiday Inn Resort Baruna Bali.

1.5 Limitations and Scope of Problems

Based on the research topic about the role of Artificial Intelligence in digital marketing, the material is very broad, therefore it is necessary to limit the problem to focus research so that it has a specific scope, including:

1. The variables in this research is about Artificial Intelligence (AI) in digital marketing process
2. The sub dimensions of variable in this study is about the component of digital marketing process they are ideating, creating, distributing, evaluating.

3. This research took samples from Sales and Marketing Department at Holiday Inn Resort Baruna Bali



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After undergoing an in-depth interview session regarding how artificial intelligence plays a role in the digital marketing process on the sale of food and beverage packages, as well as filling out questionnaires related to digital marketing strategies by conducting SWOT analysis at Holiday Inn Resort Baruna Bali, the author managed to identify several crucial conclusions that provide deep insights into this matter, the conclusions obtained are described as below.

1. The Role of Artificial Intelligence (AI) in The Digital Marketing Process in Food and Beverage Package Sales at Holiday Inn Resort Baruna Bali.

Based on the results of interviews conducted by the author with the Director of Sales and Marketing and Marketing Communication Manager regarding the role of Artificial Intelligence in the digital marketing process for the sale of food and beverage packages at Holiday Inn Resort Baruna Bali, there are four main indicators that become the foundation, namely Ideating, Creating, Distributing, and Evaluating. The results from the interviews show that Artificial Intelligence plays an important role in all four aspects. This technology is able to provide assistance in providing references, creating marketing materials, analysis assistance and making temporary decisions in carrying out the digital marketing process.

The role of Artificial Intelligence is different in each aspect of the digital marketing process. For example, for the Ideating, Distributing, and Evaluating

aspects, the management of Holiday Inn Resort Baruna Bali uses Google Analytics and Insights from social media as analytical tools. Meanwhile, in the Creating process, they rely on Chat-GPT, Caption Generation, Image Creator, and AI Adobe Photoshop especially in conceptualizing and creating verbal and visual content.

However, compared to previous research, there are several Artificial Intelligence tools that have not been utilized by the management of Holiday Inn Resort Baruna Bali such as HubSpot, Phrasee, and Campaign Budget Optimization.

2. Digital Marketing Strategies Used in Increasing Food and Beverage Package Sales at Holiday Inn Resort Baruna Bali.

Based on the results of the analysis through observations, interviews, and filling out questionnaires by three respondents, namely the Director of Sales and Marketing, Marcomm Manager, and F&B Manager of Holiday Inn Resort Baruna Bali, related to the Digital Marketing Strategy in Increasing Sales of Food and Beverage Packages at Holiday Inn Resort Baruna Bali using SWOT analysis, the conclusion obtained is that the sales of food and beverage packages at this hotel are in a favourable situation.

Holiday Inn Resort Baruna Bali it can be realized that there are strengths and opportunities that can be capitalized, therefore the advisable strategy to foster is the SO strategy and this should be complemented by a growth-oriented aggressive strategic management approach. Growth Oriented Strategy is therefore a strategic management that is aimed at the achievement and

enhancement of the organization's growth. It is all about the concept of seeking to expand profit-making opportunities and establish more control by activities for market expansion, new product or service line development, acquisition, or vertical integration. In other words, the main objective is to enhance the total value for all the players in the company by the overall growth rates and the profitability coefficients of the invested funds. This strategy comes in handy in the context of a free economy enabling organizations to pre adjudge areas of growth for action.

5.2 Suggestion

Based on the conclusions obtained from the results of the analysis conducted, there are suggestions that can be given by the author to Holiday Inn Resort Baruna Bali regarding the research conducted. The suggestions are as follows.

Regarding the rapid development of technology, especially through digital marketing, Holiday Inn Resort Baruna Bali is expected to increase the use of artificial intelligence technology in carrying out the digital marketing process starting from determining ideas, creation process, distribution process to evaluation process. This can be done by learning widely and further about artificial intelligence in digital marketing and also increase the artificial intelligence-based applications. Therefore, it can further assist and maximize the digital marketing process itself.

Holiday Inn Resort Baruna Bali is expected to implement a digital marketing strategy that supports Growth Oriented Strategy in increasing food and beverage sales optimally so as to increase the turnover of the hotel. Some actions

that can be taken by Holiday Inn Resort Baruna Bali in supporting this strategy are utilizing brand image in marketing food and beverage products, advertising in countries frequented by guests, maintaining product and service quality, displaying good reviews on social media, utilizing location advantages as a special attraction both by marketing it yourself and cooperating with third parties, being more active in marketing via email



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