

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF DIGITAL MARKETING IN
INCREASING ROOM OCCUPANCY RATES
AT RENAISSANCE BALI ULUWATU RESORT & SPA**



POLITEKNIK NEGERI BALI

Baharuddin Gea

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



**Baharuddin Gea
NIM 2015834041**

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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This Undergraduate Thesis has been approved by the Supervisors and
the Head of Tourism Department of Politeknik Negeri Bali on July 22nd, 2024

Supervisor I,

Supervisor II,



A
Ir. I Gusti Agung Bagus Mataram, MIT
NIP. 196007021990031001

I Nyoman Rajin Anyana
I Nyoman Rajin Anyana, S.Pd., M.Hum.
NIP 197507042002121002

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**




Acknowledged by
Head of Tourism Department
Politeknik Negeri Bali,



[Signature]
Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP 198409082008122004

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:
**THE IMPLEMENTATION OF DIGITAL MARKETING IN
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by **Baharuddin Gea (NIM 2015834041)** has been successfully defended in
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requirements for the Applied Bachelor's Degree of Tourism Business
Management in **Undergraduate Thesis Examination**
on Monday, July 28th, 2024

	Examiner Name	Signature
Head	Ir. I Gusti Agung Bagus Mataram, MIT NIP. 196007021990031001	
Member	Drs. I Ketut Astawa, MM NIP 196107211988111001	
Member	Dra. Ni Nyoman Triyuni, MM NIP. 196212311990102001	

Acknowledged by
Head of Tourism Department
Politeknik Negeri Bali,




Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP 198409082008122004

LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

Name : Baharuddin Gea
Student Identification Number : 2015834041
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

**THE IMPLEMENTATION OF DIGITAL MARKETING IN INCREASING
ROOM OCCUPANCY RATES AT RENAISSANCE BALI ULUWATU
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Badung, July 29th, 2024

Who made the statement,



Baharuddin Gea

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The writer recognizes that this thesis is not yet perfect; therefore, the writer anticipate critique and ideas in order to improve this research thesis so that it can be helpful to a large number of people.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

Writer,
Baharuddin Gea

ABSTRACT

Gea, Baharuddin. 2024. The Implementation of Digital Marketing in Increasing Room Occupancy Rates at Renaissance Bali Uluwatu Resort & Spa. Thesis: Tourism Business Management, Tourism Major, Politeknik Negeri Bali.

This thesis has been approved and checked by Supervisor I: Ir. I Gusti Agung Bagus Mataram, MIT, and Supervisor II: I Nyoman Rajin Aryana, S.Pd., M.Hum.

Key words: Digital Marketing, Website, Social Media, Room Occupancy.

This research was conducted at the Renaissance Bali Uluwatu Resort & Spa, located in Uluwatu, Badung, Bali. The objective of this study is to understand the process of implementing digital marketing and its contribution to increasing room occupancy rates at the Renaissance Bali Uluwatu Resort & Spa. Data collection methods included observation, interviews, documentation, and literature review, which were then analyzed using qualitative descriptive techniques. The findings of this research indicate that the implementation of digital marketing at the Renaissance Bali Uluwatu Resort & Spa has been effective through the use of the website and social media platforms (Facebook and Instagram), contributing to room occupancy rates. The contributions of digital marketing implementation include an increase in website visits, room reservations through the website, and a significant rise in room occupancy rates. The study also identifies challenges in the implementation of digital marketing at the Renaissance Bali Uluwatu Resort & Spa, particularly related to the performance quality of digital platforms. To address these challenges, it is recommended to utilize additional social media platforms beyond Facebook and Instagram, such as Twitter, to expand market reach by enhancing marketing activities; marketing campaign, social media writing, & content management.

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ABSTRAK

Gea, Baharuddin. 2024. *Implementasi Digital Marketing dalam Meningkatkan Tingkat Hunian Kamar di Renaissance Bali Uluwatu Resort & Spa. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Ir. I Gusti Agung Bagus Mataram, MIT, and Pembimbing II: I Nyoman Rajin Aryana, S.Pd., M.Hum.

Kata kunci: Digital Marketing, Website, Social Media, Tingkat Hunian Kamar.

Penelitian ini dilakukan di Renaissance Bali Uluwatu Resort & Spa yang berlokasi di Uluwatu, Badung, Bali. Tujuan dari penelitian ini adalah untuk mengetahui proses implementasi digital marketing dan kontribusinya dalam meningkatkan tingkat hunian kamar di Renaissance Bali Uluwatu Resort & Spa. Metode pengumpulan data dilakukan dengan metode observasi, wawancara, dokumentasi, dan tinjauan literatur, yang kemudian dianalisis menggunakan teknik deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa implementasi digital marketing di Renaissance Bali Uluwatu Resort & Spa telah dilakukan dengan efektif melalui penggunaan situs web dan platform media sosial (Facebook dan Instagram) sehingga memberikan kontribusi terhadap tingkat hunian kamar. Kontribusi dari implementasi digital marketing ini mencakup peningkatan jumlah kunjungan situs web, reservasi kamar melalui situs web, dan peningkatan signifikan pada tingkat hunian kamar. Penelitian ini juga mengidentifikasi kendala dalam implementasi digital marketing di Renaissance Bali Uluwatu Resort & Spa, terutama terkait kualitas performa platform digital. Untuk mengatasi kendala ini, disarankan memanfaatkan platform media sosial tambahan selain Facebook dan Instagram seperti Twitter guna memperluas jangkauan pasar dengan meningkatkan aktivitas marketing; marketing campaign, social media contents, dan content management.

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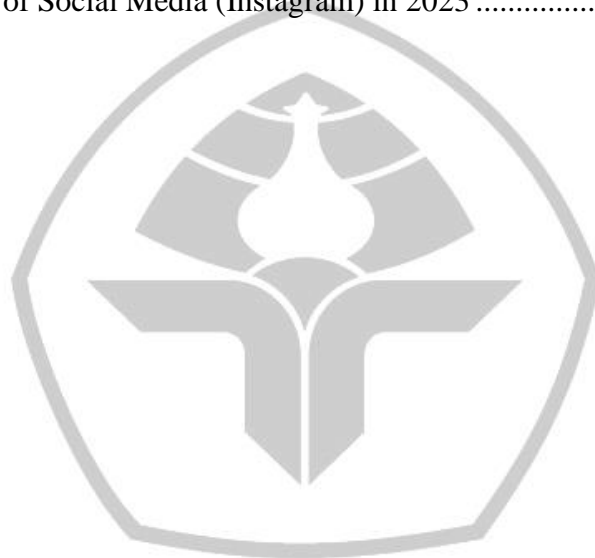


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CHAPTER I

INTRODUCTION

1.1 Background of Study

In the current era, tourism is a very important industry for Indonesia because it contributes to the country's economy. Indonesia has a variety of very interesting tourist attractions ranging from beaches, mountains and national parks. Apart from that, Indonesia is also famous for its cultural diversity which attracts foreign tourists to visit, one of which is Bali. Bali is an island which is famous for its natural beauty, culture, and tourism. Bali is famous for its beautiful beaches, such as Pandawa Beach, Melasti Beach and other beaches close to beautiful cliffs. This attracts both local and foreign tourists interested in visiting Bali as the main tourist destination. In tourism activities, tourists certainly need facilities that support them in carrying out tourist trips such as hotels, public transportation, and so on.

Hotel is one of the main facilities needed by tourists when traveling. Hotel is a temporary stopover place for tourists who have products in the form of services, including room service and food and beverage services needed by tourists while carrying out tourism activities (Perera & Pushpanathan in Yuniati, 2021). The Renaissance Bali Uluwatu Resort & Spa has been an embodiment of premium and tranquillity in the stunning settings of Bali, Indonesia.

Renaissance Bali Uluwatu Resort & Spa is a strategically located 5-star hotel in the Uluwatu area, boasting beautiful surroundings such as lush forests, breathtaking ocean views, and proximity to popular attractions including Uluwatu Temple, Padang-padang Beach, Pandawa Beach, Uluwatu Beach, and more. This

hotel adopts a lifestyle concept with 208 modern and contemporary guest rooms and comprehensive facilities. However, the resort, like many other hospitality establishments around the world, faces the ongoing difficulty of maintaining a regular level of room occupancy. Seasonal changes and unexpected events might also have an impact on the resort's ability to maintain ideal hotel bookings throughout the year. In light of these problems, Renaissance Bali Uluwatu Resort & Spa understands the importance of implementing digital marketing methods to reduce volatility in room occupancy and ensure consistent guests.

Digital marketing provides a wide range of solution to the resort's problems. The resort may improve its brand presence, communicate with potential guests directly, and change marketing plans in real-time by employing numerous internet platforms and technologies. By embracing digital marketing, Renaissance Bali Uluwatu Resort & Spa hopes, not only address current room occupancy difficulties, but also to position itself as a digitally aware and customer-centric resort poised to satisfy the increasing demands of the modern tourist. With the advent of Digital Marketing to enhance room occupancy rates and facilitate promotional activities, it can consequently reduce the utilization of paper for transactions such as invoices and personal data forms in digital formats. This measure not only facilitates transactions between parties but also minimizes the reliance on paper currency.

Considering the supportive capacity of Renaissance Bali Uluwatu Resort & Spa and its utilization of Digital Marketing strategies aimed at enhancing room occupancy rates and conducting promotional activities, the Sales & Marketing Department plays a pivotal role in determining the fluctuations in room occupancy

levels through the implementation of Digital Marketing initiatives. Presented below are the room occupancy data for the period spanning in 2023 at Renaissance Bali Uluwatu Resort & Spa.

Table 1.1 Percentage of Room Occupancy 2023 at Renaissance Bali Uluwatu Resort & Spa

Month	Occupancy Rates 2023
January	56%
February	35%
March	25%
April	13%
May	18%
June	12%
July	44%
August	57%
September	54%
October	59%
November	60%
December	71%
Average	42%

Source: Renaissance Bali Uluwatu Resort & Spa, 2024

Based on the data presented in Table 1.1, the percentage of room occupancy at Renaissance Bali Uluwatu Resort & Spa varies from month to month. The lowest room occupancy percentage was recorded in July 2023, at 4 percent. Conversely, the highest percentage occurred in December 2023, reaching 71 percent. These findings indicate that the room occupancy rate at Renaissance Bali Uluwatu Resort & Spa is not constant.

Research has never been conducted on digital marketing and room occupancy rates and this is the the first topic to research at Renaissance Bali Uluwatu Resort & Spa. It is important to note that rooms are the hotel product with the greatest contribution to the hotel's revenue. This fact motivated the author to conduct

research on digital marketing at Renaissance Bali Uluwatu Resort & Spa, particularly in the Sales & Marketing Department. Based on the above description, the writer is interested in conducting research with the title: "**The Implementation of Digital Marketing in Increasing Room Occupancy Rates at Renaissance Bali Uluwatu Resort & Spa**".

1.2 Problem Statements

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

1. How is digital marketing implemented at Renaissance Bali Uluwatu Resort & Spa?
2. How is the implementation of digital marketing in increasing room occupancy rates at Renaissance Bali Uluwatu Resort & Spa?

1.3 Research Objectives

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

1. To analyze the process of implementation digital marketing at Renaissance Bali Uluwatu Resort & Spa.
2. To analyze the implementation of digital marketing in increasing room occupancy rates at Renaissance Bali Uluwatu Resort & Spa.

1.4 Benefit of Research

1.4.1 Theoretical Benefit

Theoretically, this research expected to describe and support theories related to the correct digital marketing implementation process so that it has a good impact on room occupancy rates and is expected to increase insight and references.

1.4.2 Practical Benefit

Practically, the findings of this research are expected to be helpful for the hotel; specifically, this research is expected to provide management with ideas and input or corrective actions to increase attention of the concept of adopting digital marketing. In the current era of tourism growth, implementing the concept of utilizing digital marketing has a large positive impact on increasing hotel occupancy and tourism sustainability.

1.5 Limitations and Scope of Problems

Based on the research topic on the implementation digital marketing, the material is very broad, therefore it is necessary to limit the problem to the research focus so that it has a specific scope, including:

1. The variable in this study is digital marketing (website id.renaissancebali.com and social media) & room occupancy rates (hotel location, hotel services, room prices, and promotion).
2. This research discusses and collects sample data from June to December 2023 from the Sales & Marketing Department at Renaissance Bali Uluwatu Resort & Spa.

CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

Based on the observations and discussions regarding the implementation of digital marketing to increase room occupancy at Renaissance Bali Uluwatu Resort & Spa, as outlined in Section IV, the author concludes the following key points:

The implementation of digital marketing at Renaissance Bali Uluwatu Resort & Spa has been carried out effectively and optimally through the use of digital platforms such as the website and social media for hotel product promotion. Examples of these implementations include marketing campaigns through content marketing on social media platforms like Instagram and using the website as a reservation medium to attract potential customers. This approach aims to increase room occupancy at Renaissance Bali Uluwatu Resort & Spa.

The implementation of digital marketing to increase room occupancy rates at Renaissance Bali Uluwatu Resort & Spa has been executed effectively, contributing to the number of website visits, bookings, and room occupancy rates from July to December 2023. It is evident that digital marketing plays a significant and consistent role in enhancing room occupancy rates. This indicates that digital marketing, in addition to promoting the hotel's brand, is also highly effective in boosting room occupancy through the use of the website and social media. Consequently, this has positively impacted both revenue and room occupancy rates at Renaissance Bali Uluwatu Resort & Spa.

5.2 Suggestion

Based on the overall discussion in this study, the author intends to provide recommendations to maximize room occupancy rates through digital marketing.

Renaissance Bali Uluwatu Resort & Spa should leverage additional social media platforms that are currently underutilized to promote its hotel products. Platforms such as Twitter, which is highly popular and cost-effective for promotional activities, are not being maximized. By expanding its reach through various digital platforms, Renaissance Bali Uluwatu Resort & Spa can attract a broader audience of potential customers. Engaging in promotional activities, such as content marketing and marketing campaigns on these social media platforms, will enhance the visibility of the hotel's offerings. This approach will extend the reach to prospective guests who may choose to stay at Renaissance Bali Uluwatu Resort & Spa, thereby contributing to higher room occupancy rates and increased hotel revenue.



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