UNDERGRADUATE THESIS
THE IMPLEMENTATION OF META BUSINESS SUITE IN INCREASING BRAND AWARENESS AT HILTON BALI RESORT

POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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This 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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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 consequences of my academic title withdrawal and other sanctions as postulated by Indonesian National Law. Badung, 29 July 2024, who made the statement, I Gede Juni Nadyasa Putra.

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

Writer

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ABSTRACT

Juni Nadyasa Putra, I Gede (2024). The Implementation of Meta Business Suite in Increasing Brand Awareness of Hilton Bali Resort. Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This Thesis has been approved by Ir. I Gusti Agung Bagus. Mataram, MIT as the first supervisor and Elvira Septevany, S.S., M.Li as the second supervisor.

Keywords: Increasing brand awareness, Meta Business Suite, top of mind, Instagram, Facebook, Meta

This research aims to explore the effectiveness of Meta Business Suite in boosting brand awareness for Hilton Bali Resort in Bali, amidst the massive use of technology in the hotel sector's marketing. Meta, as a digital advertising platform, is expected to generate higher engagement compared to organic efforts. The study addresses two main questions: first, how Meta Business Suite implementation increases brand awareness; second, what the brand awareness level of Hilton Bali Resort is. Using simple linear regression analysis, the study finds that Meta Business Suite significantly enhance brand awareness, with each unit increase in Meta Business Suite boosting brand awareness by 0.355. Additionally, interval scale analysis reveals that the Implementation of MBS at Hilton Bali Resort ranks at the "Highly Implemented" level, with an average score of 88% from respondents. This study involved 100 respondents, including 69 followers from Instagram and 31 followers from Facebook. The conclusion is that Meta Business Suite are proven to be an effective tool in digital marketing strategies to enhance the brand awareness of Hilton Bali Resort.

ABSTRAK

Juni Nadyasa Putra, I Gede (2024). *The Implementation of Meta Business Suite in Increasing Brand Awareness of Hilton Bali Resort*. Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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Kata Kunci: menaikkan *brand awareness*, Meta Business Suite, top of mind, Instagram ads, Facebook Ads, Meta

Penelitian ini berjudul " *The Implementation of Meta Business Suite in Increasing Brand Awareness of Hilton Bali Resort* " yang bertujuan mengeksplorasi efektivitas iklan Meta dalam meningkatkan *Brand Awareness* di Hilton Bali Resor, di tengah penggunaan teknologi yang masif dalam pemasaran sektor hotel. Meta, sebagai platform iklan digital, diharapkan mampu menghasilkan keterlibatan yang lebih tinggi dibandingkan keterlibatan organik. Penelitian ini menjawab dua pertanyaan utama: pertama, bagaimana implementasi iklan Meta dalam meningkatkan *brand awareness*; kedua, bagaimana tingkat *brand awareness* Hilton Bali Resort. Dengan menggunakan analisis regresi linier sederhana, ditemukan bahwa iklan Meta secara signifikan meningkatkan *brand awareness*, di mana setiap peningkatan satu unit iklan Meta meningkatkan *brand awareness* sebesar 0,355. Selain itu, hasil analisis skala interval menunjukkan implementasi MBS di Hilton Bali Resort berada pada level "*Highly Implemented"* dalam *meta business suite*, dengan skor rata-rata 88% dari responden. Penelitian ini melibatkan 100 responden, terdiri dari 69 followers dari Instagram dan 31 followers dari Facebook. Kesimpulannya, iklan Meta terbukti menjadi alat yang efektif dalam strategi pemasaran digital untuk meningkatkan *brand awareness* Hilton Bali Resort.

TABLE OF CONTENT

COVER **1**

COVER **2**

TITLE ..... **iii**

APPROVAL SHEET ..... **iv**

Under Graduate Thesis Validity Test ..... **v**

STATEMENT OF ORIGINALITY ..... **vi**

ACKOWLEDGEMENT ..... **vii**

ABSTRACT ..... **ix**

ABSTRAK ..... **x**

TABLE OF CONTENT ..... **xi**

LIST OF TABLES ..... **xiii**

LIST OF FIGURES ..... **xiv**

LIST OF APPENDICES ..... **xv**

CHAPTER I INTRODUCTION **1**

1.1 Background of Study 1
1.2 Research Questions 4
1.3 Research Objectives 4
1.4 Research Significance 4
1.5 Limitation and Sope of Problems 5

CHAPTER II LITERATURE REVIEW **6**

2.1 Theoretical Basis 6
2.1.1 Hotel 6
2.1.2 Marketing and Communication 7
2.1.3 Digital Marketing 8
2.1.4 Social Media 9
2.1.5 Social Media Marketing 10
2.1.6 Meta advertising by Meta Business Suite 11
2.1.7 Brand Awareness 12
2.2 Previous Research 14
2.3 Hypothesis 16

CHAPTER III RESEARCH METHOD **18**

3.1 Location and Research Period 18
3.2 Research Object 18

3.3 Definition of Operational Variable 19
3.4 Data Type and Source 22
3.4.1 Types of Data 22
3.4.2 Source of Data 22
3.5 Population and Sample 23
3.5.1 Population 23
3.5.2 Sample 23
3.6 Data Collection Method 26
3.6.1 Observation 26
3.6.2 Interview 26
3.6.3 Documentation 27
3.6.4 Questionnaire 27
3.7 Qualitative Data Analysis 29
3.8 Quantitative Data Analysis 29
3.8.1 Data Quality Test 30
3.8.2 Correlation Test 32
3.8.3 Classical Assumption Test 32
3.8.4 Simple Linear Regression Test 34
3.8.5 Partial Test (t-test) 35
3.8.6 Coefficient of Determination Test 35
3.8.7 Descriptive Statistic 36

CHAPTER IV RESULT AND DISCUSSION 38
4.1 General Description of Hilton Bali Resort 38
4.1.1 The History of Hilton Bali Resort 38
4.1.2 Business Field and Facilities 39
4.1.3 Organizational Structure 43
4.2 Result and Discussion 45
4.2.1 Respondents Characteristics 46
4.2.2 The Implementation of Meta Business Suite in Increasing Brand Awareness at Hilton Bali Resort 55
6.2.1 The Impact of Meta Business Suite on Brand Awareness at Hilton Bali Resort 61

CHAPTER V CONCLUSIONS AND SUGGESTIONS 67
5.1 Conclusions 67
5.2 Suggestions 68

REFERENCES 69

APPENDICES 73

LIST OF TABLES

Table 3.1 : Definition Operational Variable Table----------19
Table 3.2 : Likert Scale of Questionnaire ----------27
Table 3.3 : Interval Scale of Answer----------28
Table 3.4 Pearson Correlation Table----------32
Table 3. 5 Score Classification----------37
Table 4.1 Characteristics of Respondent based on Nationality ----------47
Table 4.2 Data Apps based on Usage ----------48
Table 4.3 Validity Test Result X Variable ----------49
Table 4. 4 Validity Test Result Y Variable ----------49
Table 4.5 Reliability Data Result X Variable----------50
Table 4.6 Reliability Data Result Y variable ----------50
Table 4.7 Correlation Test Result ----------51
Table 4.8 Pearson Correlation Table----------52
Table 4.9 Normality Test Result----------53
Table 4.10 Heteroscedasticity Test Result ----------54
Table 4.11 Linearity Test Result ----------55
Table 4. 12 The Implementation of Meta Business Suite in Increasing Brand Awareness at Hilton Bali Resort----------57
Table 4.13 Simple Linear Regression Test Result ----------61
Table 4.14 T-count Test Result ----------63
Table 4.15 Coefficient Determination Test Result----------64

LIST OF FIGURES

Figure 4 1 Logo of Hilton Bali Resort ----------38
Figure 4 2 Terrace Suite Ocean View Room ----------40

LIST OF APPENDICES

Appendix 1 Questionnaire----------73
Appendix 2 Answer of Questionnaire ----------74
Appendix 3 Hilton Bali Resort's Social Media Data ----------75
Appendix 4 Interview Guideline ----------76
Appendix 5 Interview Result----------77

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Background of Study

Tourism in Indonesia has seen rapid post-pandemic growth, with visitor numbers steadily increasing since the first quarter of 2023 and projected to continue rising. This growth is driven by technological advancements that are propelling the tourism sector forward, particularly through the enhanced reach of Bali on a global scale with the aid of social media technology. Today's digital advancements streamline complex concepts into concise media formats, fostering environmentally friendly marketing practices that resonate positively with society. The shift from traditional poster-based marketing to digital platforms not only conserves resources but also promotes sustainability, extending beyond websites to encompass robust social media strategies.

Social media has become one of the technologies increasingly used by the community. According to Dataindonesia.id (2023), there are approximately 167 million active social media users in Indonesia as of January 2023, and data from Katadata.com (2023) shows that Indonesia become the high rank global with the massive Meta users in the world. With this, numerous opportunities arise to bring marketing into digital forms to reach the digital user target.

Meta is a business company that oversees well-known applications such as Facebook, Instagram, WhatsApp, and Messenger. Facebook and Messenger are two popular applications used in social media for the present. With millions of registered users, these two applications have great potential for the success of

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

modern/digital marketing. Digital marketing is an effort to market a product or service on the internet, targeting internet users, especially those on social media (Ii et al., 2016). Social media for market products at a very high level due to the high demand for the use of social media applications.

In a similar context, social media is also used as material to offer products or services owned by a brand and offered to consumers directly so that consumers can be detected by consumers. offered to consumers directly so that consumers can be detected by the product directly through social media. products directly through social media. According to Putu et al. (2020), Instagram and Facebook has a positive impact on current marketing practices. Instagram provides opportunities for enthusiasts to become more creative in promoting their products to reach a larger target audience.

Meta advertising (Business Suite) is a feature option for users to boost engagement with the content they publish, garnering more attention than usual. This feature allows reaching specific target audiences based on the amount paid to Meta (Pratama & Yunina, 2021). Businesses often utilize Instagram and Facebook Business Suite to enhance website traffic, increase brand exposure, and generate new Business Suite. This approach contributes to the creation of an effective and efficient marketing program, the application of Instagram and Facebook Business Suite must be covered and planned with creativity. Meta Business Suite is increasing the engagement of the brand besides the organic result from the common post. In this case, Meta business Suite will lead the entire campaign to be seen by the demographic we are aiming for. Where the audience will suddenly see our post

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

with the condition that they do not follow the Hilton Bali Resort social media account increasing brand awareness. According to Sari et al. (2021), there are four levels of Brand Awareness for a product: Top of Mind, Brand Recall, Brand Recognition, and Unaware of Brand. Hilton Bali Resort is one of resorts that uses Business Suite to increase its Brand Awareness.

Hilton Bali Resort is a five-star hotel with 401 rooms and attractive facilities. The writer conducted a 6-month observation in the Marketing and Communication department, where marketing was conducted massively through digital channels with Meta. In this case Hilton Bali Resort is running a campaign with the hope that their engagement will increase significantly compared to their organic engagement, the engagement to be achieved is realized by using the Meta Business Suite feature to achieve the highest level of brand awareness, campaigns were created to be widely promoted with boosted posts to achieve significant reach and engagement. In this regard, Meta-Business Suite itself should have a significant influence on the brand awareness of Hilton Bali Resort. Through Meta business Suite, the relationship between Meta-Business Suite and Brand Awareness is examined to determine whether it has a positive impact by creating engaging campaigns and achieving the highest level of brand awareness according to Brand Awareness theory, where the highest level is top of mind, where consumers recognize the brand without any assistance. However, some opportunities arise from the Meta business Suite data of Hilton Bali Resort, indicating discrepancies in the level of engagement relative to the amount paid. This suggests that Meta may not necessarily influence the Brand Awareness of Hilton Bali Resort.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

Therefore, the writer is interested in analyzing brand awareness through Meta business Suite and hence this research aim to analyze the brand level of Hilton Bali Resort classification for Brand awareness. The title of this study is "The Application of Meta business Suite in Increasing Brand Awareness at Hilton Bali Resort."

1.2 Research Questions

Based on the description of the background above, the main problems in this research are:

1. how is the implementation of meta business suite in increasing brand awareness of Hilton Bali Resort?
2. How is the impact of meta business suite on brand awareness at Hilton Bali Resort?

1.3 Research Objectives

Based on the research problems, the purpose of this research, as follows:

1. To analyse the implementation of Meta business Suite in increasing brand awareness of Hilton Bali Resort.
2. To find out the impact of Meta Business Suite on Brand Awareness at Hilton Bali Resort.

1.4 Research Significance

1. Theoretical Benefit

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POLITEKNIK NEGERI BALI

Theoretically, this research should help expand understanding and information about the implementation of Meta to increase the brand awareness and to give an innovative solution to achieve the best output.

2. Practical Benefits

a. For Politeknik Negeri Bali

This research is anticipated to serve as a guide for related studies in the future.

b. For Company

This research is expected to help Marketing to find out the strategy to Increase brand awareness by Meta platform.

c. For Writer

Expand the knowledge and expertise of the writer in implementing the theories learned through the education created for this research project.

1.5 Limitation and Sope of Problems

The study focused on the sales and marketing department, with a specific emphasis on the Marketing department. Its scope is exclusively aimed at the utilization of Meta business Suite by Hilton Bali Resort, given that the resort channels its product marketing endeavors primarily through Instagram and Facebook to reach a wider audience. The research is centered on examining how Meta Business Suite function to increase brand awareness at Hilton Bali Resort. Brand awareness, in this context, is gauged through indicators such as recall, recognition, purchase, and consumption.

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CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the discussion described in Chapter IV regarding how the implementation of Meta Business Suite on brand awareness at Hilton Bali Resort. Based on the loading of the problems that have been drawn in Chapter 1 to find two problems that can be done using simple regression linier to solve the first problem and interval formula used to solve the second research question, The study focuses on the impact of Meta Business Suite on brand awareness at Hilton Bali Resort, using data from 100 respondents (69 Instagram followers and 31 Facebook followers). The research addresses two problems:

1. Meta Business Suite (MBS) is categorized as highly implemented in enhancing brand awareness at Hilton Bali Resort. The descriptive analysis shows an average score of 89% for MBS implementation, which aligns with its role in increasing brand awareness for the resort. This high score reflects the effective use of MBS in achieving the resort's marketing objectives and reinforcing its brand presence.
2. The impact of Meta Business Suite on brand awareness at Hilton Bali Resort has had a substantial positive impact on brand awareness. The strategic use of interactive photos and videos, along with targeted demographic advertising, has broadened the resort's audience beyond its organic social media followers. Quantitative analysis supports this, showing that MBS contributes 94% to the brand awareness increase.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

5.2 Suggestions

Based on the research that has been conducted and the conclusions that have been drawn, the researchers propose suggestions:

1. For Hilton Bali Resort

   Improving social media administration to boost engagement rates is crucial. Based on data indicating that traffic from Business Suite is the lowest score among the variables related to Meta Business Suite, administrators should focus on engaging with followers by replying to comments and initiating direct messages to enhance audience interaction. According to (Arslani, 2018) the effort of managing social media activity could increase the brand awareness.

2. For the Future researcher

   For future researchers, they can use the variable "Meta Business Suite" in their comparative studies to examine its impact on room occupancy rates at other properties. This study can serve as a comparative benchmark for future academic writings focusing on the same variables.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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