

Implementation of Digital Marketing in Developing Brand Awareness of The Trans Resort Bali

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Abstract: This research was conducted at The Trans Resort Bali, which is located on Sunset Road, Badung, Bali. This study aims to determine the effectiveness of the application of *digital marketing* in building *brand awareness* at The Trans Resort Bali. The problem in this study is how to implement *digital marketing* at The Trans Resort Bali in building *brand awareness*. Data processing was carried out with the help of interviews and also social media. This research was conducted using data analysis techniques, namely descriptive qualitative. The steps taken were to identify the most influential and least influential factors in the application of *digital marketing* in building *brand awareness* of The Trans Resort Bali, and also to present the results of direct interviews with the Director of Marketing Communication, Mrs. Melody Garcia Siagian. The results of the interview concluded that the efforts and impacts of implementing *digital marketing* by applying the 360 digital marketing method, google ads, and digital media and online media maintenance, in building *brand awareness* at The Trans Resort Bali can be said to be effective.

Keywords: *digital marketing, brand awareness, social media*

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Introduction

Digital marketing is a promotional activity and market search through digital media online by utilizing various means, such as social networks (Komalasari, 2021). The use of the internet and digital marketing support marketing to become more modern, especially with the use of media. The term internet marketing has changed to digital marketing because of the use of various media as marketing channels.

Social media is an online media, it is easy for users to participate, share and create content, including blogs, social networks are the most common forms of social media used by the public. (Yacub & Mustajab, 2020)

Hotel is also defined as a commercially managed building by providing lodging facilities for the public and food, beverage and other facilities for people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement (Sulastiyono, 2014).

Brand awareness is the first step to create brand equity, where brand awareness refers to whether consumers can remember or recognize a brand and brand awareness is related to the strength of the presence of a brand in consumers' memories. Brand awareness can be related to the cognitive aspects of consumers, where the more a brand is remembered by consumers, the higher the level of brand awareness (Buil & Chernatony, 2013).

AIDA is a model that describes the steps consumers take in responding to advertisements. These steps include: attention (attention), maintain interest (interest), stimulate the will (desire), and result in the act of purchasing a product or service (Wijaya, 2012)

AIDA is a model that is often used to determine the effect of promotion or advertising on consumer behavior. The AIDA model is a decision-making process consisting of attention, developing interest, generating desire, and moving action. Consumer behavior influences purchasing decisions which initially affect the stages of purchasing decisions and consumer responses to promotions or advertisements (Johar et al., 2015)

Based on the carrying capacity of The Trans Resort Bali in implementing digital marketing in the marketing process, it should be able to make an appreciable contribution. So, The Trans Resort Bali Sales & Marketing needs to analyse the application of digital marketing as one of the marketing strategies used to Developing Brand Awareness of The Trans Resort Bali

Method

This research was conducted for six months at The Trans Resort Bali by knowing the application of digital marketing in developing brand awareness to visitors at The Trans Resort Bali. The types and sources of data used are quantitative and qualitative data with primary and secondary data.

The data collection method is the most important step in research, because the purpose of a study is to obtain data. In this study there are several data collection methods used according to (Sugiyono, 2017)

Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be investigated, and also if the researcher wants to know things from respondents who are more in-depth and the number of respondents is small (Sugiyono, 2017).

Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory (Sugiyono, 2017).

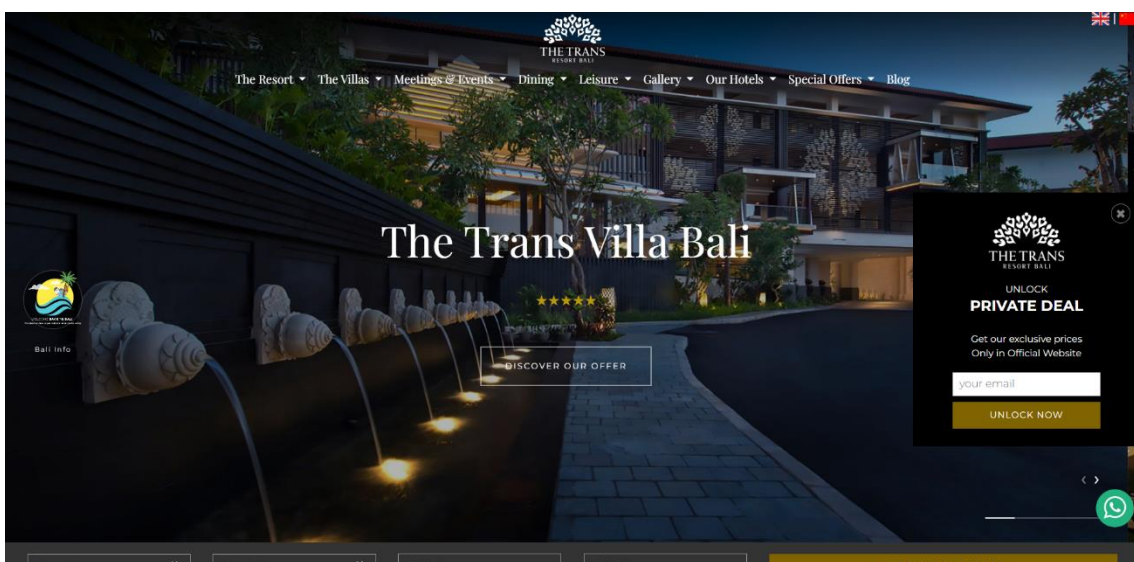
Documentation is a record of events that have passed. Documents can be in the form of pictures, writings or monumental works of someone. Documents in the form of images such as photos, live images, sketches, and others (Sugiyono, 2013).

Results

Digital marketing used by The Trans Bali Resort in carrying out promotional activities to develop brand awareness is as follows.

1) Website

The website domain used by The Trans Resort Bali hotel is transvillabali.com. In managing the website, the management of The Trans Resort Bali coordinates with the head office so that the website settings are regulated by the head office standards. The content on the website is prepared by the marketing communications team. Meanwhile, the reservation team is in charge of the reservation service.



(Source: The Trans Resort Bali Website, 2022)
Figure 1. Official Website of The Trans Resort Bali

2) SEO (Search Engine Optimization)

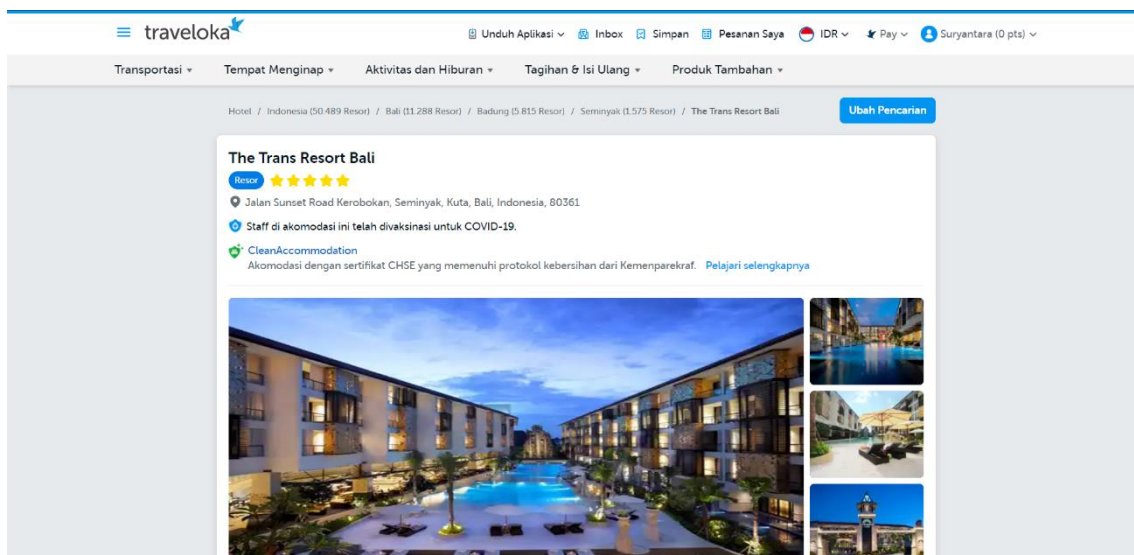
The Trans Resort Bali coordinates with regional parties in operating search engine optimization optimally. Hotel management will coordinate and provide budget according to the amount set by each property. The regional office is responsible for managing the search engine optimization of each property owned by The Trans Resort Bali. The arrangement will be based on the budget amount set aside by a property, Soemanagara. (2012)

3) SEM (Search Engine Marketing)

Search Engine Marketing which is a digital marketing strategy to occupy the first page of Google with certain keywords in a paid way. So, we use the paid google ads advertising platform so that our website can appear on the first page of google quickly, the term SEM or Search Engine Marketing is very familiar to hear. Because the SEM method itself is still quite related to the SEO method, Soemanagara. (2012)

4) Affiliate Marketing

The form of affiliate marketing cooperation between The Trans Resort Bali hotel management and online travel agents is the provision of wholesaler rates and commissions. Interaction with online travel agents (OTA) regarding price negotiations, commissions, and others is carried out by revenue analysts who are coordinated with the marketing communications team in preparing the require content, Subroto. (2011).



(Source: traveloka.com, 2022)
Figure 2. Profile Extra Net of traveloka.com

5) Social Networks

The types of social media that are actively used in gaining market share, to be precise, include Facebook, Instagram. Hotels also use WhatsApp to process room and F&B reservations. Marketing Communication regularly uploads all products, facilities, and events held at the Bali Resort Hotel, and estimates the budgeted costs for social media advertising per month that will be allocated according to the Google Analytics report managed by the team, Subroto. (2011).

Conclusion

Based on the results of the discussion in chapter 4, it can be concluded that the application of digital marketing in developing brand awareness at The Trans Resort Bali carried out by the Director of Marketing Communication has been maximized, because the application in developing Brand Awareness uses 360 digital marketing, google ads and is in accordance with the need to develop brand awareness at The Trans Resort Bali.

The marketing communications department has been consistent and has had a very good impact in developing brand awareness at The Trans Resort Bali by implementing 360 digital marketing, google ads and promoting their unique selling such as; White shandy pool, a hotel area located in the Life style area and also has the largest Grand Ballroom in Seminyak so that it gets a strong positioning in digital marketing and is known and makes consumers interested in The Trans Resort Bali.

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