

E-marketing Implementation at Mandapa, a Ritz-Carlton Reserve

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Abstract: This study aims to identify the implementation of E-Marketing in a five-star hotel in Ubud, Bali namely Mandapa, a Ritz-Carlton Reserve in the face of low demand situation in hospitality industry during the pandemic. The research method used is a qualitative method with data analysis using the approach of Interactive Model from Miles and Huberman data analysis techniques. Data were collected by using observation, interview, and documentation techniques. The study also uses the theoretical based a combination of the Four Major Components for E-Marketing Strategy by Sexton (2010) and 6i elements of e-marketing model by McDonald and Wilson (1999) which consist of internet objectives, messages, effort, interactivity, individualization, and integration. The results of this study indicate that the hotel used 6 of 7 forms of e-marketing which are e-mail marketing, websites, banner advertisement, online affiliate marketing, social media and search engine marketing, which were analyzed using the 6 elements of e-marketing used in this research. It further discovered that, some improvement still needs to be made such as for the website need to be updated the photos of the property with actual facilities, and integrate the website with official social media link.

Keywords: e-marketing, website, social media, e-mail marketing, banner advertisement, element of e-marketing.

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Introduction

The tourism sector is one of the sectors that plays an important role in increasing the official foreign exchange reserve. According to Regulation No. 10 of 2009, tourism is a variety of tourism activities supported by various facilities and services provided by the community, businessmen, government and local governments. In 2018, the tourism sector managed to donate foreign exchange of 16,426 billion USD, according to data from the Badan Pusat Statistik (Indonesia Government Statistics Bureau, 2021).

However, along with the COVID-19 pandemic, there has been a significant decline in the number of tourist visits to Indonesia. This is mainly influenced by travel restrictions for foreign tourists to enter Indonesia. The province which most affected by the closure of international border is the Bali Province which relies on the tourism sector. Based on the data of the number of tourist visits to Bali for the last 5 years, in 2020 and 2021 the number of foreign tourists visiting Bali has decreased sharply.

Source: BPS - Statistics of Bali Province, 2022
Table 1. Number of Foreign Visitor to Indonesia and Bali, 2017-2021

Year	Indonesia		Bali	
	Total	Growth (%)	Total	Growth (%)
2017	14 039 799	21.88	5 697 739	15.62
2018	15 806 191	12.58	6 070 473	6.54
2019	16 106 954	1.88	6 275 210	3.37
2020	4 052 923	-74.84	1 069 473	-82.96
2021	1 557 530	-61.57	51	-100.00

Tourism business in Bali could only rely on domestic market which has bigger number. But, this limited amount of tourist still makes tourism businesses need to compete more competitively.

Table 2. Number of Domestic Visitor to Bali, 2017-2021
Source: Survey Result by Bali Government Tourism Office, 2022

Month	2017	2018	2019	2020	2021
January	658 308	743 456	793 527	879 702	282 248
February	520 462	655 719	692 113	721 105	240 608
March	618 834	762 622	787 616	567 452	305 579
April	705 710	777 287	795 997	175 120	330 593
May	646 467	682 521	656 082	101 948	363 959
June	659 718	1 156 151	1 287 877	137 395	498 852
July	890 368	906 347	935 930	229 112	166 718
August	790 323	770 364	925 360	355 732	202 187
September	832 026	774 144	812 003	283 349	298 950
October	732 720	762 124	853 007	337 304	468 826
November	741 649	806 397	852 626	425 097	513 482
December	939 048	960 859	1 152 901	382 841	629 590
BALI	8 735 633	9 757 991	10 545 039	4 596 157	4 301 592
Growth	1.06	11.70	8.07	-56.41	-6.41

One of the tourism businesses that must try harder in attracting the attention of tourists is the tourism accommodation business such as hotel. According to Sulastiyono (2011: 15) Hotel is a company which managed by the owner by providing food, beverage and room facilities to stay for people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement. Ira Meirina Chair and Heru Pramudia (2017: 1) define Hotel as a service business or services which carried and providing accommodation and also managed commercially which is available for everyone to obtain services, both to stay and also to eat and drink, and other service facilities. With the reduced number of tourists coming to Bali, it will certainly affect the number of room occupancy and affect hotel revenues, especially from room sales.

In dealing with this problem, every hotel generally has their own strategy. Including maximizing their marketing strategy. Marketing according to Kotler and Armstrong (2018: 55) is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. In a condition of the COVID-19 pandemic where all face-to-face activities are limited, an effective marketing technique is needed and in accordance with the trend. Besides be able to overcome marketing activities limitation due to COVID-19 situation, the chosen marketing techniques must also prioritize environmental sustainability. United Nations Brundtland Commission in 1987 refers sustainability as meeting the needs of the present without compromising the ability of future generations to meet their own needs. The examples of sustainability concept in industry such as using less paper or even paperless and reducing plastic use. The research which conducted by Laroche, et al., (2001: 519) reveals companies which do not follow environmental regulations or which try to exploit the green movement to increase sales are therefore exposed to consumer rejection.

According to above requirements, one of marketing techniques that could be used to overcome marketing activities limitations due to COVID-19 situation and also emphasizing environmental sustainability is E-Marketing. E-Marketing or Electronic Marketing is the use of information technology in the processes of creating communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders (Frost and Strauss, 2014: 468-469). E-Marketing according to Kotler and Armstrong, (2005: 135) consists of company efforts to communicate about, promote and sell products and services over the Internet. Because it uses internet as the media, e-marketing or electronic marketing is also often referred to "internet marketing" or "online marketing". This is in line with the statement of Wahirayasa and Kusuma (2018: 3300) which said that e-marketing or internet marketing is the process of marketing products and services to customers using internet media. For the purposes of this research, the writer will use "e-marketing" to refer for the terms of online marketing, internet marketing, and electronic marketing.

One of the hotels that implements e-marketing is Mandapa, a Ritz-Carlton Reserve. Mandapa, a Ritz-Carlton Reserve is a hotel which located at Kedewatan Street, Ubud District, Gianyar Regency, Bali. This hotel has been focusing their marketing strategy through e-marketing since COVID-19 pandemic happened. Through writer observation, with focusing their marketing through e-marketing method, Mandapa, a Ritz-Carlton Reserve could still be able to get guest although there is a decrease in hotel occupancy in this pandemic era. Therefore, the

writer wants to know how the e-marketing methods that has been implemented and maximize the implementation of e-marketing at Mandapa, a Ritz-Carlton Reserve.

Method

This research conducted at Sales and Marketing Department of Mandapa, a Ritz-Carlton Reserve, a 5-star hotel which located on Kedewatan Street, Ubud District, Gianyar Regency, Bali, from March until June 2022. The research method used is a qualitative method with data analysis using the approach of Interactive Model from Miles and Huberman data analysis techniques in Sugiyono (2014). Types and sources of data used are qualitative and quantitative data with primary and secondary data according to Sugiyono (2016). Data were collected by using observation, interview with 6 informants, and documentation techniques. The purpose of this research is to identify and define the form of e-marketing based on the theory put forward by Ahmadi, et al. (2013) in Yulianto (2015: 66) which are e-mail marketing, website, banner advertisement, online affiliate marketing, sponsorships, social media and search engine marketing. The study also uses the theoretical based a combination of the Four Major Components for E-Marketing Strategy by Sexton (2010: 239) and 6i e-marketing model by McDonald and Wilson (1999) as mentioned in Vynogradova, et al., (2020: 94) which consist of internet objectives, messages, effort, interactivity, individualization, and integration.

Result and Discussion

The Implementation of Website as E-Marketing Form

According to Grubor and Jaksa (2018: 668) website is a place in digital space which owned by a company, where all information that can be shared about the company and their products could be found. Ruliyani, et al., (2022:12) also define website as a collection of pages that contain information stored on the internet that can be accessed or viewed via the internet on devices that can access the internet itself, such as computers. The implementation of the website as one of e-marketing forms conducted with the official website address on www.mandapareserve.com which direct the visitor to www.ritzcarlton.com/en/hotels/indonesia/mandapa. The Internet Objectives element of the website are to provide better information about the hotel, attract customer to booking rooms directly through Marriott platform, and to bring awareness about the brand itself. The Messages elements of the website are to provide the audiences information regarding hotel's offers, gives a convenient way for customers check room availability and book rooms at Mandapa, a Ritz-Carlton Reserve directly via website. In the term of Effort element, the budget spent for the website is worth the result because the website already helps Mandapa, a Ritz-Carlton Reserve to achieve the internet objectives, even it needs days to apply the update of the website because the website managed by Marriott Headquarter. The Interactivity of the website using simple yet elegant appearance and could represent the brand as luxury limited collection through how the website deliver the information and the display formats of the website which use terracotta color as the main color of the website because it is Mandapa, a Ritz-Carlton Reserve identity color and several photos and video which represent the property. However, the photos displayed need to be updated because several places that shown have changed at the hotel. The Individualization of the website is more into how the website makes customer be able to get information and booking room in convenient way both through the website features and direct contact provided to assist the customer. In term of Integration element, the website already provides actual room rates and communication contact such as phone number and integrated e-mail address. However, the website has not linked the official social media of Mandapa, a Ritz-Carlton Reserve.

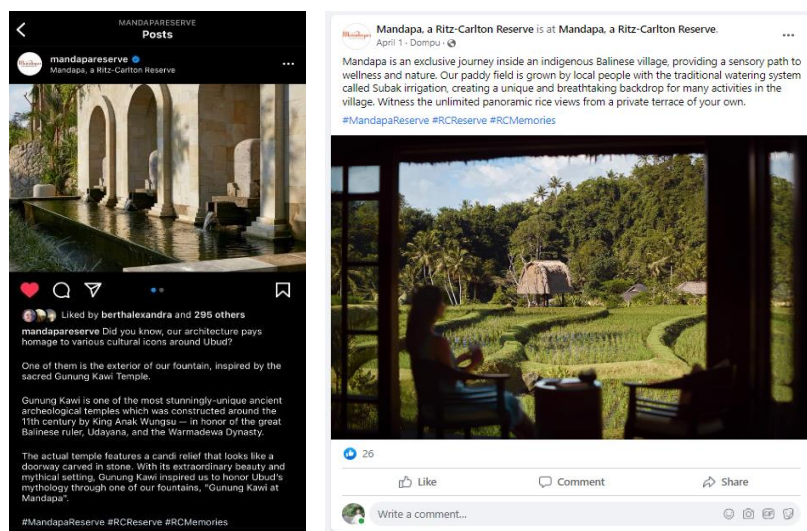


Source: mandapareserve.com (2022)

Figure 1. The website of Mandapa, a Ritz-Carlton Reserve.

The Implementation of Social Media as E-Marketing Form

According to Ansari, et al (2019: 5) social media is all about online communication, sharing of information and ideas through an electronic mode. It is the integration of technology, socialization and sharing of thoughts through words or visual aids. The implementation of the social media as one of e-marketing forms conducted using Instagram, Facebook Page, and LinkedIn platforms. However, the platform that used as main marketing platform is Instagram, through an account with username @mandapareserve. The Internet Objectives of the social media are to increase brand awareness and promote various offers and events at Mandapa, a Ritz-Carlton Reserve. The Message element of the social media is providing the audiences to interact directly with Mandapa, a Ritz-Carlton Reserve through Direct Message, Like, Comments and Share features in social media platforms. The Effort element indicates that social media worth the money and energy spent, in order to increase brand awareness in term of gaining new followers, and as a media to promote offers, in term of reaching numbers of audiences. The Individualization element carried out by maximizing Three Steps of Services on their social media platform, especially on direct message feature, and maintain the quality of the content supported with specific hashtags to reach audiences with certain interest with hotel's profile. Mandapa, a Ritz-Carlton Reserve also used Instagram Ads to promote events which will be held at hotel or promote latest package to increase the visibility of the offers to audiences which has similar criteria with their target market. In term of Integration element, Mandapa, a Ritz-Carlton Reserve has integrated their social media with conventional marketing tools like phone number and e-mail. However, website link section for the integration with the official website sometimes changed according to the focus of what the hotel trying to convey to the audiences.

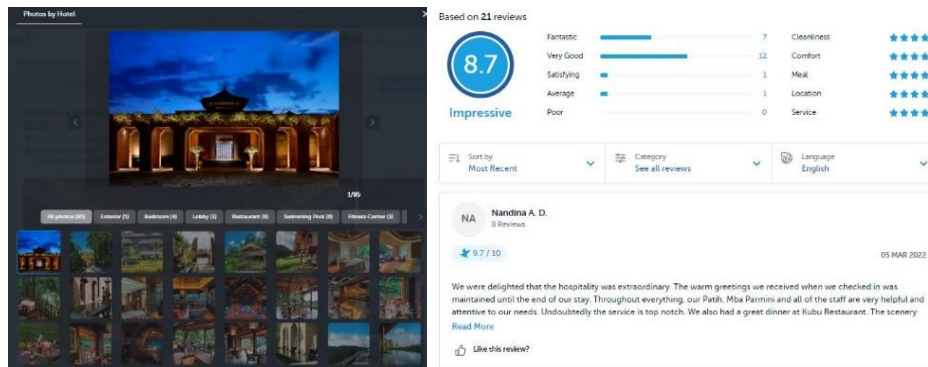


Source: www.instagram.com/mandapareserve (2022)

Figure 2. Mandapa, a Ritz-Carlton Reserve social media post.

The Implementation of Online Affiliate Marketing as E-Marketing Form

Affiliate marketing is a marketing approach which carried other people to promote the products and services of a particular company and in return they receive payment for each sale made as a direct result of their efforts (McPheat, 2011) in Yulianto (2015: 73). The implementation of online affiliate marketing as one of e-marketing forms conducted through Online Travel Agent (OTA) platforms such as Traveloka.com, Agoda.com, Booking.com, Expedia.com, and others. The Internet Objectives element are to increase room occupancy and to ease the clients who want to booking room at Mandapa, a Ritz-Carlton Reserve. The Message element of the online affiliate marketing is to give the audiences opportunity to easily find the hotel and indirectly giving review according to their experience at the hotel through OTA platforms. The Effort element indicates that online affiliate marketing is beneficial because the amount of the money spent is according to the room sales through OTA platforms. The Interactivity element conducted by providing hotel pictures to OTA for hotel display, and indirectly giving a space for the audiences to share their stay experience at Mandapa, a Ritz-Carlton Reserve to be references for other audiences. The Individualization of online affiliate marketing through OTA platform entrusted to the OTA itself because Mandapa, a Ritz-Carlton Reserve believe OTA could maximize the marketing of the property in the OTA own platform. The integration between online affiliates platform is not integrated to any Mandapa, a Ritz-Carlton Reserve official platform because online affiliates need to make the transaction conducted in their platform so they could get commission.



Source: Traveloka.com (2022)

Figure 3. Property photo gallery and review section in Traveloka Platform.

The Implementation of Banner Advertisement as E-Marketing Form

Online banner advertisement according to Peker, et al (2021: 2) is displayed on a website accessed via desktop PCs, on a mobile-enabled website, or in an app, consists of a combination of graphics and textual content, and usually redirects the user to a landing page of the advertiser when they are clicked. The implementation of banner advertisement as one of e-marketing forms at Mandapa, a Ritz-Carlton Reserve conducted by put a banner advertisement on the Bali.com page which is a page that specifically provides information about Bali tourism. The Internet Objectives element is to attract the audience of the platform to click the banner advertisement and direct them to Mandapa, a Ritz-Carlton Reserve website. The Message element is to give the opportunity to audience to easily find the hotel through visual promotion and easily direct them to the website by single click on banner advertisement. The Effort element indicates that banner advertisement is worth to try because this campaign spends less money compared to the profit that hotel could gain. The Interactivity element maintained by create the banner using simple words which could represent the brand of the hotel and also a hero picture which could make people curious and attracted to know more about the hotel. The Individualization element conducted by maximizing the database of the website which put the banner advertisement right on the section which inform about Ubud. The Integration element has an issue which sometimes the banner advertisement still promoted expired offers so the embedded link in the banner advertisement could not direct the audiences to Mandapa, a Ritz-Carlton Reserve website page.



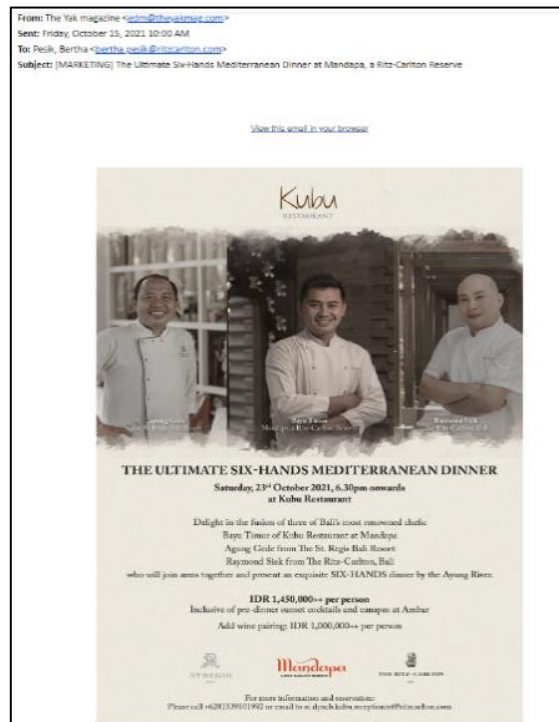
Source: Bali.com (2022)

Figure 4. The Example of Banner Advertisement of Mandapa, a Ritz-Carlton Reserve.

The Implementation of E-mail marketing as E-Marketing Form

Email marketing is sending a commercial message through email to a list of potential customers (Bala and Verma, 2018: 331). The implementation of e-mail marketing as one of e-marketing form conducted with the help of third-party media platform which has similar database with Mandapa, a Ritz-Carlton Reserve target market and conducted based on event that will be held at the hotel. The Internet Objectives of the campaign is to promote certain hotel's offers through wider database which has similarity with Mandapa, a Ritz-Carlton Reserve target market. The Message element of e-mail marketing is giving audiences opportunity to get the latest offers information. The Effort element indicates that the budget spent for e-mail marketing is worth with the result of the campaign, because it always covered by the total profit that Mandapa, a Ritz-Carlton Reserve gain from the event or offer that have been promoted. The Interactivity element conducted by creating the e-mail in a form of e-flyer to increase the attractiveness of the offer's promotion with short explanation and attractive picture. The Individualization element conducted by choosing the certain classification of database that provided by third-party media platform, and the e-mail marketing will be sent to selected database. The Integration element

shows that the integration between e-mail marketing and the main e-marketing tools which are social media and website is not yet constantly established.

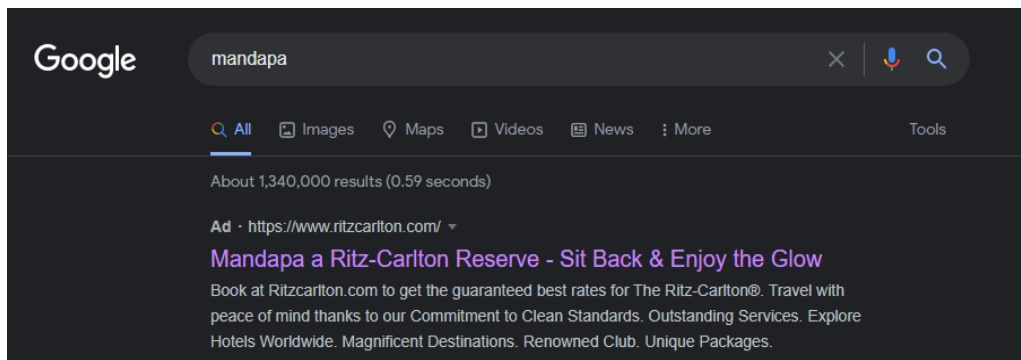


Source: Mandapa, a Ritz-Carlton Reserve (2022)

Figure 5. The example of E-mail Marketing of Mandapa, a Ritz-Carlton Reserve.

The Implementation of Search Engine Marketing as E-Marketing Form

According to Grubor and Jaksa (2018: 268) Search Engine Marketing (SEM) is a tool for increasing visibility of a company's website and making online promotion of a company more effective. It uses paid advertisements links or pay per click platforms and Search Engine Optimization for website traffic acceleration. The implementation of search engine marketing as one of e-marketing form conducted with the help of Marriott Development Services. The Internet Objectives of Search Engine Marketing are to increase the visibility of Mandapa, a Ritz-Carlton Reserve official website and attract the audiences to visit the website from the result of search engine platforms. The Message element is to provide the audiences opportunity to find Mandapa, a Ritz-Carlton Reserve website much easier on search engine platforms. The Effort element indicates that the budget spent for search engine marketing is worth with the result, because within the help of the search engine marketing, Mandapa, a Ritz-Carlton Reserve website always in the first page and top five list of the search engine results. The Interactivity element conducted by choosing some keywords which people often use and relate to Mandapa, a Ritz-Carlton Reserve. The Individualization conducted organically through search engine optimization and through paid search engine marketing. The Integration element of search engine marketing and official website of Mandapa, a Ritz-Carlton Reserve have been integrated.



Source: www.google.com (2022)

Figure 6. Search engine result of "Mandapa" keyword on google.com.

Conclusion

Based on the results of the implementation of e-marketing forms within the approach of the e-marketing elements that have been used, it can be concluded as that Mandapa, a Ritz-Carlton Reserve has implemented 6 of 7 forms of e-marketing, which are Website, Social Media, Online Affiliate Marketing, Banner Advertisement, E-mail Marketing and Search Engine Marketing, with e-marketing elements approach which are Internet Objectives, Message, Effort, Interactivity, Individualization, and Integration. But some improvement still needs to be taken such as for the website need to update the photos of the property with actual facilities, and integrate the website with official social media link. Vice versa, the official social media of the hotel also need to manage the use of website link section in the social media mainly to put the website address of Mandapa, a Ritz-Carlton Reserve. For banner advertisement, marketing team could consider to put the banner advertisement on more websites and regularly maintain the integration between banner advertisement with the link embedded. For e-mail marketing, need to put the website and social media on the e-flyer and in the future could consider to use Marriott Bonvoy platform to promote offers to its database.

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