

# Implementation of Digital Promotion in Efforts to Increase Occupancy at Hotel Nandini Jungle Resort and Spa Bali

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**Abstract:** This study discusses the application of digital promotion in an effort to increase occupancy at the Nandini Jungle Resort and Spa Bali hotel. The purpose of this study was to determine the application of digital promotion at the Nandini Jungle Resort and Spa Bali hotel and to determine the efforts of Nandini Jungle Resort and Spa Bali in increasing occupancy. The method used in data collection is in the form of observation, interview, and documentation techniques. The data analysis technique used is triangulation technique, information is obtained from three informants, that is two sales and marketing staff and one sales and marketing manager. The results of the analysis obtained in the form of the application of digital promotion carried out by the Sales and Marketing Department of Nandini Jungle Resort and Spa Bali have been carried out well, this is proven from the similarity between the comparison indicators that the author uses with statements from interviewees. This is also reinforced by the results of observations that have been carried out by the author and have similarities with the results of the interview. The results regarding digital promotion development efforts, which will then be carried out by the Sales and Marketing Department of Nandini Jungle Resort and Spa Bali, are in the form of developing Digital Flyers, blast, promotional photos, video promotions, application media and electronic media. All of these development efforts are predicted to be very influential and play a major role in all digital promotion activities of the Sales and Marketing Department

**Keywords:** Digital Promotion, Occupancy, Sales and Marketing, Media Promosion

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## Introduction

Indonesia is a country that has many parts of the islands that are recognized in other countries as islands with favorite tourist destinations. One of the islands in Indonesia that is very popular is the island of Bali. With its tourism attraction, the island of Bali or often dubbed the Island of a Thousand Temples has become one of the significant foreign exchange earners in the tourism sector in Indonesia. Bali is one of the islands in Indonesia with the acquisition of a fairly rapid infrastructure development. One of the most visible infrastructure developments in Bali is the hotel

A hotel is a place in the form of a building that is specifically provided for people to be able to stay/rest, obtain services and/or other facilities for a fee, including other buildings that are integrated, managed, and owned by the same party (Udayantini et al., 2015: 1). Hotel is also a type of accommodation business that provides adequate place and room facilities to stay equipped with various other supporting facilities that are needed by tourists while enjoying their tourism activities and staying at hotels (Isdarmanto, 2018: 1). many in Bali, many tourists come to feel the sensation of staying with the typical atmosphere of the Island of the Gods. This is also supported by the existing mobility infrastructure in Bali, the mobility is in the form of travel partners, taxis, government vehicle facilities and so on that are online or offline.

In addition to the infrastructure support provided by the government, the island of Bali is also becoming increasingly popular with the implementation of environmentally friendly tourism or better known as Green Tourism. According to Arismayanti Ketut, 2015: 11) Green tourism is a form of ecotourism that focuses on sustainable tourism activities or can be said to not cause damage to tourist sites and cultural heritage being visited (environmentally friendly). With these few things, Bali is able to bring tourists easily. In bringing in tourists, there are also activities that play a major role, these activities are promotional activities. Promotional activities play a major role in the success of sales achievement, promotional activities make the publication of information widely spread which makes potential consumers get product information quickly and create interest in the product. Promotion will be very well done if these activities are carried out by meeting or face-to-face between potential customers and sales. By using brochures or flyers as media, promotional activities will be explained in detail and can be responded to directly if these activities are carried out face to face. However, on December 1, 2019, all regions in the world,

including the island of Bali, were affected by the Covid 19 pandemic which forced the implementation of promotions that could not be carried out offline and face to face.

According to (PH et al., 2020:38) Corona Virus Disease 2019 (COVID-19) is a large family of viruses that cause diseases ranging from mild to severe, such as the common cold or the common cold and serious diseases such as MERS and SARS. Transmission can occur from animals to humans (zoonosis), transmission can also occur from humans to humans. As a result of the COVID-19 pandemic, people's lifestyles have changed. Restrictions on large-scale social activities such as not meeting face to face, not in direct contact and restrictions on tourist visits have been imposed by all human beings in the world, this has resulted in tourism sector actors starting to look for ways to remain able to carry out promotional activities and be able to obtain income during the pandemic.

Thus, tourism sector actors are starting to look for ways and switch to relying on and utilizing digital-based promotions called digital promotion. This digital-based promotional activity will not conflict with government regulations regarding PPKM (Enforcement of Restrictions on Community Activities) and PSBB (Large-Scale Social Restrictions), so that digital promotion activities can still be carried out. Thus, it is hoped that hotel room occupancy income or income can still be obtained and result in companies still being able to be active during the pandemic by relying on the application of digital

**Table 1.** Occupancy table

<b>BULAN</b>	<b>OCCUPANCY</b>		
	<b>2019</b>	<b>2020</b>	<b>2021</b>
JANUARI	64.87%	64.99%	6.74%
FEBRUARI	89.29%	62.98%	2.52%
MARET	90.86%	27.89%	4.08%
APRIL	88.33%	2.06%	5.29%
MEI	94.27%	0.00%	16.22%
JUNI	96.48%	0.10%	20.00%
JULI	94.09%	0.00%	7.87%
AGUSTUS	96.59%	0.69%	5.69%
SEPTEMBER	97.59%	0.49%	4.51%
OKTOBER	96.06%	4.55%	22.87%
NOVEMBER	81.60%	13.92%	18.92%
DESEMBER	68.00%	26.47%	28.94%
<b>TOTAL</b>	<b>88.17%</b>	<b>17.01%</b>	<b>11.97%</b>
<b>TARGET</b>	<b>90.00%</b>	<b>50.00%</b>	<b>50.00%</b>

Source: Data processed 2022

With the implementation of the digital promotion, Nandini Jungle Resort and Spa Bali was able to get room sales, however, the hotel still has a problem, namely a decrease in occupancy which causes hotel occupancy targets not to be met in the pandemic era. It is stated from the data above, that in 2020 and 2021 there will be a decrease in the occupancy rate and it is not in accordance with the achievement of the desired target of 50%. Therefore, the author wants to know the method of implementing digital promotion carried out in an effort to increase hotel occupancy by making a research thesis entitled "Implementation of Digital Promotion in Efforts to Increase Occupancy at Hotel Nandini Jungle Resort and Spa Bali".

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## Method

The type of data used in this research is qualitative data. Qualitative data is data that can be obtained through pictures, symbols, words and others and is not in the form of numbers (Sugiyono, 2015: 28). The quantitative data used is occupancy data obtained at the Nandini Jungle Resort and Spa Bali hotel where quantitative data is data in the form of numbers or numbers. With this type of data form, quantitative data can be processed or analyzed using mathematical and statistical calculation techniques (Siyoto, 2015:68). The data analysis tech-

nique used is descriptive qualitative data analysis technique. Sugiyono (2013:9) says that the qualitative research method is a research method based on the philosophy of Postpositivism, which is used in natural object conditions, where the researcher is the key instrument, the data collection technique is done by triangulation (combined). Qualitative descriptive analysis technique aims to describe or summarize various situations or conditions of various social reality phenomena that exist in the community that is the object of Bungin (2012:17). The types of data are observations applied at the Nandini Jungle Resort and Spa Bali hotel, interviews obtained through three sources and documentation obtained from social media used by Sales and Marketing. In this study, using three types of data collection, the types of data collection methods are observation, interviews and documentation. The observation method was carried out for a period of six months in the field of Sales and Marketing at the Nandini Jungle Resort and Spa Bali hotel. The structured interview technique is used as a data collection technique, if the researcher or data collector already knows for sure what information will be obtained and the questions will be given the same type of questions to each informant (Sugiyono, 2013: 233). Interview is a method of collecting data by the author by relying on informants. The informants are staff of Sales and Marketing Department and Manager of Sales and Marketing Department. Documentation technique according to (Siyoto, 2015: 77) is a technique of finding data about certain things in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, lenger, agendas, and so on. So this research uses documentation in the form of digital promotion activities obtained from Hotel Nandini Jungle Resort and Spa Bali

## Result and Discussion

### Result

This research was conducted with the aim of knowing the application of digital promotion in an effort to increase occupancy at the Nandini Jungle Resort and Spa Bali hotel. Nandini Jungle Resort and Spa was founded in 2005 and inaugurated in 2015. Nandini was founded by two people namely Neer Perez and Magnuz since its establishment until now. Nandini comes from Sanskrit which means "pleasing".

Nandini Jungle Resort and Spa Bali received multiple awards awarded to the best 3% of hotels in the world based on customer satisfaction 2018, World Luxury Hotel Award Winner 2017, World Luxury Spa Award Winner 2017, Global Luxury Hotel & Spa Award, Luxury

Most Outstanding Hideaway 2018, Global Experience Award Nandini Jungle Resort and Spa 2018, National Geographic Traveler Spa & Wellness Collection 202 and Galatian Signature Hotels Awards. Hotel Nandini Jungle Resort and Spa Bali is located at Br. Shrink, Buahian Village, Payangan District, Gianyar Regency, Bali, with an altitude of about 500 degrees above sea level. There are 16 Suites & 18 traditional villas set on the hillside, built with creativity and quality craftsmanship that accentuates the beauty with a rainforest feel and stunning river gorge view

In the application of digital promotion, making attention is important as a provision in the success of the implementation of the promotion. Being able to make good promotional attention will be able to increase the results or productivity of the application of digital promotion.



(Source: [www.nandinibali.com](http://www.nandinibali.com))

**Figure 1.** Digital Flyer Nandini Resort Jimbaran

In Figure 1, shows a digital flyer by applying the copywriting done by Sales and Marketing at the Nandini Jungle Resort and Spa Bali hotel. this is the key in getting the attention of the public or target consumers. In addition to this, the application of copywriting is also applied in the inclusion of information about the products being sold.

In addition, the Digital Flyer is enhanced by the inclusion of photos owned by the Nandini Jungle Resort and Spa Bali hotel. The inclusion of the type of photo is adjusted to the type or topic of the promotion being disseminated.

Next is the stage of disseminating information. Provision of information on these stages can be directly or through intermediary media. the activity of providing information and facilitating the ordering process, this can be seen from the provision of contact information owned by the Nandini Jungle Resort and Spa Bali hotel. The contact is in the form of a Whatsapp application, telephone number and email. The inclusion of contact information is intended to direct potential consumers to get easier access to orders. the inclusion of hotel contacts is intended to facilitate consulting activities from potential customers and provide direction if the prospective customer wants to get product ordering services easily. In addition, there is also information regarding the provision of bonuses for potential customers such as obtaining daily breakfast, afternoon tea and resort activities.

The application of digital promotion is an activity carried out by Sales and Marketing with the aim of marketing, advertising and promoting a product with the aim of obtaining sales. In promotional activities, there is an activity to provide a good cover to consumers, it aims to create a good impression for consumers, one way to create or instill a positive impression to potential consumers such as providing bonus guarantees on products sold, guarantees, and also provide contact information for consumers who want to consult about the product. The application of digital promotion in a good closing indicator has been carried out well in accordance with the comparison indicators, but there are indicators that are implemented outside of the comparison indicators, namely creating the impression of being happy to serve potential consumers.

Sales and Marketing of Nandini Jungle Resort and Spa Bali hotel has implemented Digital promotion well. The proof is stated through the booking of hotel facilities and services by prospective customers through the OTA who has collaborated with the Nandini Jungle Resort and Spa Bali. In addition, the implementation of digital promotion with the aim and purpose of disseminating information about hotel facilities and services has been carried out well. This can be seen in the table below which strengthens and states that the implementation of digital promotion carried out by Sales and Marketing at Nandini Jungle Resort and Spa Bali is implemented well, the evidence is obtained from the hotel in the form of booking recaps and social media applications. The evidence will be described as follows

**Table 2.** Recap Booking July 2021

No.	Reservation date	Guest Name	Source	Remark
1	1-Jul-21	Katherine Aileen	KapanLagi Voucher	Paid Voucher
2	1-Jul-21	Lila Arsana	Individual Reservation	Paid in Full
3	1-Jul-21	Vivin Andriani	Individual Reservation	Paid in Full
4	2-Jul-21	Siti Chotijah	Traveloka	Deposit still at Traveloka
5	3-Jul-21	Ayrin Laksmi Dewi	Traveloka	Deposit still at Traveloka
6	4-Jul-21	Hendry Lesmana	Agoda	Deposit still at Agoda
7	5-Jul-21	Eddie	Individual Reservation	Paid in Full
8	5-Jul-21	Meilani	Individual Reservation	Paid in Full
9	7-Jul-21	Aep Abdul Rohman	Tiket.com	Deposit still at Tiket.com
10	7-Jul-21	Ramdhani Amirul	Trip.com	VCC charged
11	8-Jul-21	Amirul Ramdhani	Individual Reservation	Paid in Full at FO
12	9-Jul-21	Siska	Individual Reservation	Paid in full
13	14-Jul-21	Nisa Churrotun	Traveloka	Deposit still at Traveloka
14	15-Jul-21	Charles Harianto	Trip.com	VCC charged
15	16-Jul-21	Natalia Fransisca	Agoda	Deposit still at Agoda
16	17-Jul-21	Harald Tragmann	Individual Reservation	Paid in full
17	18-Jul-21	Ediy Susanto	Tiket.com	Deposit still at Tiket.com
18	20-Jul-21	Vrabac Igor	Agoda	Deposit still at Agoda

19	21-Jul-21	Debby Onggara	Agoda	Deposit still at Agoda
20	24-Jul-21	Daria Melnik	Individual Reservation	Paid in full at FO
21	24-Jul-21	Ni Putu Devi Rusniawati	Individual Reservation	Paid in full
22	25-Jul-21	Jane Margaretha Ekel	Walk-in Guest	Paid in Full at FO
23	29-Jul-21	Ketut Arya Wiguna	Individual Reservation	Paid in full

Source: Data Processed 2022

Apart from booking recap data obtained by the author at the Nandini Jungle Resort and Spa Bali hotel, the author also obtained strengthening evidence in the application of digital promotion, the evidence is promotional activities through social media. The writer will explain the social media as follows:



Source: Instagram Nandini Jungle Resort and Spa Bali  
**Figure 2.** Implementation digital marketing in instagram

From the evidence obtained by the author as above, a conclusion can be drawn which states that the application of digital promotion applied by the Sales and Marketing of Nandini Jungle Resort and Spa Bali has been carried out well. This is evidenced by the application of copywriting which is used as an effort to attract public attention, establish relationships by responding to comments submitted by the public. Apart from that, there is evidence that the promotional activities have been delivered

**Discussion**

Digital promotion is very important to support the success of entrepreneurs in marketing their products. Digital promotion is the use of data and electronic applications for planning and implementing concepts, distribution, promotion, and pricing to hold exchanges that satisfy individual and organizational goals (Tresnawati, 2018: 111). By implementing an effective digital promotion, it will have an impact on the predetermined sales target in other words, it will increase the room occupancy of the hotel. Hotel room occupancy is the percentage of the number of rooms occupied or rented out to guests compared to the total number of rooms for rent, which can be calculated on a daily, monthly, or annual basis (Atikasari, 2016:77).

The Covid-19 pandemic has had a very bad impact on the process of attracting potential customers for the Nandini Jungle Resort and Spa Bali hotel. This pandemic has greatly impacted the individual desires of prospective tourists so that promotional and sales activities do not produce a good and significant impact. This creates considerable obstacles, so that promotion through digital media has begun to be developed. The results of interviews with informants indicate that there are further efforts in implementing digital promotion that will be carried out by the Sales and Marketing Department of Nandini Jungle Resort and Spa Bali. The development focuses on the use of Digital Flyers, photos and videos, in addition, efforts in digital promotion activities, namely the reach of information and product publications. The reach of information and publications will be carried out by adding the use of digital media applications. This development effort has been predicted to increase the quality and productivity of promotional activities, especially in digital media.

## Conclusion

The application of digital promotion carried out by the Sales and Marketing Department of Nandini Jungle Resort and Spa Bali has been carried out well, this is evident from the similarities between the comparison indicators that the author uses with statements from interviewees. This is also reinforced by the results of observations that have been carried out by the author and have similarities with the results of the interview.

There are efforts to develop digital promotion which will then be carried out by the Sales and Marketing Department of Nandini Jungle Resort and Spa Bali, namely the development of Digital Flyers, basts, promotional photos, video promotions, application media and electronic media. All of these development efforts are predicted to be very influential and play a major role in all digital promotion activities of the Sales and Marketing Department

for the better, some areas of digital promotion activities need to be improved, such as the use of photos or videos that can be taken with experienced photographers or videographers so that the quality of photos or videos is further improved. In addition, the distribution of digital-based promotions can be disseminated by including animations that attract attention and the inclusion of trending songs, so that promotional publications can be reached or conveyed more widely. and it is also expected that the company will be able to develop its territory such as procurement activities for parties, events, games, playing zones or so on. This will increase guest visits as well as updating the provision of promotional media for Sales and Marketing. In addition to the development of activities, the company is also expected to be able to develop facilities that are prioritized and are intended for groups of parties such as for people with disabilities, for extended family members, for a group of yoga communities or so on.

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