

# Application Of Digital Marketing In Increasing Brand Awareness With The Concept Of Aida At Movenpick Resort & Spa Jimbaran Bali

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**Abstract:** This research was conducted with the aim of identifying the application of digital marketing and analyzing application of digital marketing in increasing brand awareness at Movenpick Resort & Spa Jimbaran Bali. The theoretical basis in this study uses relevant theories, namely digital marketing and brand awareness. The data collection was using observation, documentation, literature study and interviews which were processed using qualitative descriptive analysis techniques used to measure how well the implementation of digital marketing has been and to analyze brand awareness of application of digital marketing that has been carried out. Results of this study states that the application of the AIDA concept (attention, interest, desire, action) is very important and has been carried out well by the marketing team at Movenpick Resort & Spa Jimbaran Bali. The creation of interesting content and implementation of collaborations are carried out with parties who are well known to the public such as influencers, celebrities, media and banks. In line with this, the increase in the number of followers, engagements, reach, and impressions has developed very well where there is always an increase in the number of people who respond on Movenpick Resort & Spa Jimbaran Bali's Facebook and Instagram accounts every month.

**Keywords:** implementation, digital marketing, brand awareness, AIDA

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## Introduction

Tourism in Indonesian is advanced and superior, because Indonesia itself has many places and customs and cultures and traditions that can be used as tourist attractions (Walakula, 2020). One of the islands in Indonesia which is said to have such rapid tourism development is Bali, as evidenced by the number of foreign tourist arrivals who come to the island of Bali every year as follows:

**Table 1.** Number of Foreign Tourist Visits to Bali in 2017-2021

No	Year	Tourist Visit
1.	2017	5.697.739
2.	2018	6.070.473
3.	2019	6.275.210
4.	2020	1.069.473
5.	2021	51

Source: Badan Pusat Statistik, 2021

Table 1 above shows that from 2017-2019 the number of tourist visits increased but in 2020-2021 it decreased due to the corona virus which caused limited community activities. this also has an impact on the occupancy rate of the rooms at Movenpick to decrease so that the digital marketing manager wants to increase the room occupancy at the Movenpick Resort & Spa Jimbaran Bali in the initial way, namely by growing brand awareness among the public with the help of the internet (digital marketing). The importance of brand awareness of a brand to consumers is to invite them to buy products up to repeat purchases (repeat customers) (Manshur, 2020). This increase in brand awareness was carried out because the Digital Marketing Manager (DMM) realized that Movenpick Resort & Spa Jimbaran Bali was not widely known by the public, so it was difficult to compete during this pandemic with competing hotels that were better known by domestic and

foreign tourists. So, the efforts made by DMM are marketing products by promoting products on social media which is expected to be one of the main factors to increase brand awareness by using the AIDA concept (Attention, Interest, Desire & Action).

Digital marketing is a marketing communication activity chosen by Movenpick Resort & Spa Jimbaran Bali as one of the marketing strategies. The concept of digital marketing is to use a variety of media. Movenpick Resort & Spa Jimbaran Bali in using the concept of digital marketing which is limited to the types of digital marketing in the form of websites, search engines, online advertisements and social media, namely; Instagram, Tiktok, Facebook, Youtube. Based on the explanation above, the author wants to examine these problems by being limited to the types of digital marketing consisting of websites, search engines, social media and online advertising. So that it can be applied with the title, "The Application of Digital Marketing in Increasing Brand Awareness with the Concept of AIDA at Movenpick Resort & Spa Jimbaran Bali."

## Method

This research was conducted at Movenpick Resort & Spa Jimbaran Bali in the sales & marketing department, especially in the digital marketing section. Movenpick Resort & Spa Jimbaran Bali is located at Wanagiri Street No.1, Jimbaran, Kec. Kuta Sel., Kabupaten Badung, Bali. The research period was carried out for 6 months starting from July 2021 to January 2022. Variables can be used to prepare tools and methods of data collection, to prepare methods of analysis or data processing and to test hypotheses (Aditya, 2019). The variables in this study are digital marketing and brand awareness. The type of data used in this research is qualitative data. Qualitative data is needed in research to make it easier for authors to explain a phenomenon as deeply as possible by collecting the deepest data, which shows the importance of depth and detail from the data studied. According to Sidiq & Choiri (2019) research that produces findings that cannot be achieved using statistical procedures or quantitative methods. The method used in this study was determined by purposive sampling or purposive sampling. Purposive sampling is a technique for determining informants with certain considerations (Darmanah, 2019). In this study, the informants were the Director of Sales & Marketing, Digital Marketing Manager at Movenpick Resort & Spa Jimbaran Bali. They were chosen because of the responsibility to manage every part related to building brand awareness and all the information to complete this research can be obtained from them because they know the condition of the company as a whole. According to Sugiyono in Ernawati (2019) data collection techniques are an important process in obtaining data in research. In this study the data collection used in the form of observation, interviews, documentation and literature study. This study uses a qualitative descriptive analysis technique. Sugiyono (2018) defines that qualitative descriptive analysis is an analysis carried out by selecting data that is important, unique, and related to the formulation of the problem or research question. In this study, qualitative descriptive analysis was used to describe the information obtained through interviews with informants and associated with supporting theories so that they were able to find out the right efforts to increase brand awareness of Movenpick Resort & Spa Jimbaran Bali.

## Result and Discussion

The application of digital marketing is an activity carried out for internet-based product marketing. The application of digital marketing makes it much easier for business people to market their products because they can expand their marketing reach, especially during the Covid-19 pandemic. The application of digital marketing is taken from the theory of Wati et al., (2020)(Wati et al., 2020), in which the type of digital marketing used consists of 5 types, namely websites, social media marketing, search engines, email marketing and online advertising. After conducting interviews with the two informants, data was obtained that the application of digital marketing carried out by Movenpick Resort & Spa Jimbaran Bali consists of 4 types including:

**Table 2.** Implementation of Digital Marketing carried out at Movenpick Resort & Spa Jimbaran Bali

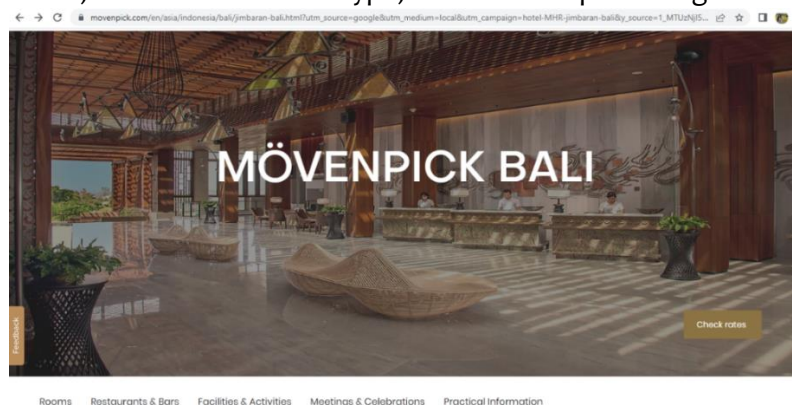
No	Digital Marketing	Implementation
1	Website	The hotel uses a website to help with digital marketing where this website contains information about the products they have, besides that on the website there is also a feature to book rooms to make it easier for potential consumers to buy products.
2	Social Media Marketing	Social media used at Movenpick Resort & Spa Jimbaran Bali includes Instagram, Facebook, Youtube and Tiktok.
3	Search Engine	Use certain keywords to rank on the first page on Google. The use of Search Engines is carried out in 2 categories, namely SEO (Search Engine Optimization) and SEM (Search Engine Marketing).
4	Online Advertise	This is also done by promoting products in the form of advertisements where this advertisement is packaged in 2 forms, namely flyers and videos.

Source: Informant Interview, 2022

Based on Table 2, it can be seen that the application of digital marketing carried out at Movenpick Resort & Spa Jimbaran Bali, Bali is divided into 4 types, where the description of each type includes:

1. Website

The Movenpick Resort & Spa Jimbaran Bali website is equipped with various information about rooms, room types and facilities that will be obtained by guests along with photos of rooms according to the existing type so that when guests want to stay, they already know the general description of the room that will be chosen by guests. In addition to product information, the website also contains the oldest information regarding addresses, maps, contact details, room rates for each type, reviews from previous guests and room reservations.



Source: [www.google.com](http://www.google.com), 2022

**Figure 1.** Movenpick Resort & Spa Jimbaran Bali Website

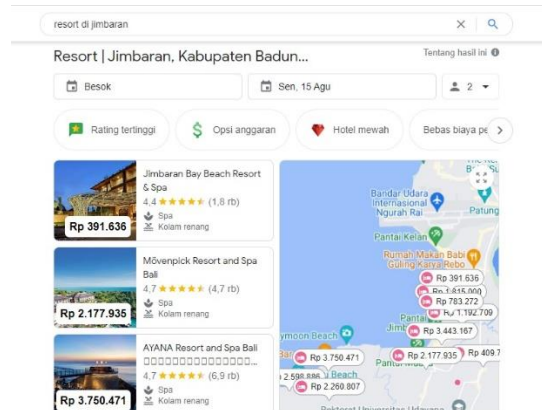
2. Social Media Marketing

Social media marketing is one of the most widely used types of digital marketing by the public. In today's era, social media is a thing that is commonly used, everyone who has a smartphone must have a social media account. Not only adults have social media accounts, but children are also not left behind to have them. The social media used by Movenpick Resort & Spa Jimbaran Bali are Facebook, Instagram, Youtube and Tiktok. Simple, attractive and beautiful content will make people interested in the products we offer. The creation of

this content must be well thought out so that people do not get bored of seeing the products we have so that there is a variety of content offered, such as in the form of photos, videos and flyers.

### 3. Search Engine

A search engine is a web-based program that is searched for information on the World Wide Web (www). Searching information through search engines can be obtained by adjusting the keywords that the user enters. In this search engine there are two categories that are applied, namely SEO (Search Engine Optimization) and SEM (Search Engine Marketing). Movenpick Resort & Spa Jimbaran Bali also applies a search engine with the second category available so that it can make it easier for users to find information about Movenpick Resort & Spa Jimbaran Bali.



Source: [www.facebook.com](http://www.facebook.com), 2022

Figure 2. Movenpick Resort & Spa Jimbaran Bali SEO

### 4. Online Advertise

These ads will usually be marketed through social media and websites. This ad is often used on social media Facebook and Instagram. The advertisements included are in the form of flyers and short videos about promotions being carried out by Movenpick Resort & Spa Jimbaran Bali. Ads are also used on websites so that when people open Google, a Movenpick promotion will appear on their search.



Source: Sales & Marketing Dept. Movenpick Resort & Spa Jimbaran Bali 2022

Figure 3. Room Promotion Flyer

Digital marketing at Movenpick Resort & Spa Jimbaran Bali has a big role in increasing brand awareness among the public. Brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain brand category (Firmansyah, 2019). From the results of interviews with informants, data is obtained that the role of digital marketing in increasing brand awareness at Movenpick Resort & Spa Jimbaran Bali is by

applying the AIDA concept in accordance with the theory of Rofiq et al., (2013), which consists of 4 indicators, including:

**Table 3.** Indicator of Brand Awareness Improvement that is use at Movenpick Resort & Spa Jimbaran Bali

No	Indicator	Application
1	Attention	In this case, Mövenpick Resort & Spa Jimbaran Bali, in the application of increasing awareness of the public by disseminating information with creative and simple ideas in marketing products to consumers using digital marketing. And do a lot of collaboration with various parties that are already known by the public such as influencers, celebrities, media and companies. As well as doing paid advertising on Instagram and Facebook so that it will appear ads that can make more opportunities known to the public.
2	Interest	Interest in this case is to build and maintain consumer interest supported by attractive facilities, as well as activities that can be done while staying. These facilities include a kids club, a large swimming pool, a restaurant, and an outdoor mall. This is in marketing content uploaded on Instagram and Facebook.
3	Desire	Desire in this case is Movenpick Resort & Spa Jimbaran Bali to provide benefits to the price or facilities so that consumers feel like trying our products.
4	Action	Action in this case fills in a command sentence that makes buyers move to do something like wanting to order the products we offer or just liking and commenting on the content that we have created in marketing. So that this can measure how many people are aware of the products at Movenpick Resort & Spa Jimbaran Bali.

Source: Informant Interview, 2022

Based on Table 3, it can be seen that the role of digital marketing in increasing brand awareness carried out at Movenpick Resort & Spa Jimbaran Bali, Bali is divided into 4 concepts, where the description of each concept includes:

#### 1. Attention

Attention is the company's ability to attract attention in order to attract potential customers. There are several things that can be done by digital marketing in attracting the attention of consumers, one of which is introducing the Movenpick Resort & Spa Jimbaran Bali brand by creating creative and simple content so that consumers who see this content can take a moment to pay attention to the contents of the content created and of course easy to understand. This content can be made in the form of flyers, photos or videos uploaded on Movenpick Resort & Spa Jimbaran Bali social media such as Instagram, Facebook, Youtube and Tiktok. However, promotions carried out through Movenpick Resort & Spa Jimbaran Bali's social media accounts alone are not enough to increase brand awareness from the public because the number of followers on Movenpick Resort & Spa Jimbaran Bali's social media is not so much that it needs help from other parties who have an audience the greater one. One of the ways done by Movenpick Resort & Spa Jimbaran Bali is collaborating with Influencers & Celebrities, Media and Banks.

#### 2. Interest

At this part the marketing team must be able to make people feel interested in seeing the content that has been created. In creating marketing content, in addition to containing hotel products, excellence also needs to be stated in order to foster public interest and interest in the promotions made. Movenpick is a hotel with a family friendly theme which is one of its advantages. Supporting facilities include a large pirate-themed Kids Club which has 2 floors, in which there are various children's facilities that can be done such as trampoline,

wall climbing, ball bath with children's slide, mini cinema, napping area, and other activities. coloring. In addition, there is a very large swimming pool that is interconnected with each other. In this swimming pool there is a playground for children and also a slide so that it can make it safe for children to play. Movenpick also has a signature dish for staying guests called Chocolate Hour.

In addition to hotel facilities that are so attractive, at Movenpick there are also various activities. Activities that can be do at Movenpick include, nanding canang activities, writing lontar, yoga, cycling, koi fish feeding, and Balinese traditional massage.

### 3. Desire

Desire is the stage where the marketing team has a challenge to generate interest from consumers for the products that have been offered by looking at the content that has been created. Efforts to generate interest are carried out by completing content with benefits that will be received if they choose the products that we provide. Movenpick Resort & Spa Jimbaran Bali provides several benefits for potential customers that can generate interest in making a purchase, namely give the member card with some benefit and give the customer discount.

### 4. Action

At this stage the marketing team creates content with commands or invitations to buy the products that we offer. In increasing brand awareness, the implementation of this action can be seen from the results of the content that we create, whether it is widely seen by the public. We can see this from consumers' reactions to the content we have by liking and commenting on content that has been uploaded on social media. Movenpick Resort & Spa Jimbaran Bali measures the results of content to see public awareness through Instagram and Facebook because these two media are considered the most effective compared to other types of digital marketing. The total people who are aware of the Movenpick brand can be seen in the following table:

**Table 4.** Movenpick Resort & Spa Jimbaran Bali Facebook

Month	Total Fan Base (Followers)	Total Reach	Total Engagements	Total Number of Posts	Total Impression
20-Jan-21	8.189	698.273	21.478	28	759.602
20-Feb-21	8.329	701.427	23.676	28	769.739
20-Mar-21	8.409	703.822	24.678	30	773.003
20-Apr-21	8.500	705.988	25.100	30	789.000
20-May-21	8.509	706.066	25.989	32	789.453
20-Jun-21	8.592	793.039	26.675	35	817.937
20-Jul-21	8.650	545.972	30.056	37	655.166
20-Aug-21	8.661	580.743	30.008	40	696.892
20-Sep-21	8.676	583.934	31.755	34	700.721
20-Oct-21	8.703	613.400	31.809	36	736.080
20-Nov-21	8.755	642.367	33.785	37	770.840
31-Dec-21	8.803	693.112	79.746	37	831.734
Rata-Rata	8.565	664.012	32.063	34	757.514

Source: Sales & Marketing Dept. Movenpick Resort & Spa Jimbaran Bali, 2022

Based on Table 4, average of total followers, reach, engagement, number of posts and impressions, increased because Movenpick uploads content almost every day so that people can remember the products on Movenpick Resort & Spa Jimbaran Bali better.

**Tabel 5.** Movenpick Resort & Spa Jimbaran Bali Instagram

Month	Total Followers	Total Reach	Total Engagements	Total Number of Posts	Total Impressions
20-Jan-21	27.698	832.524	227.893	20	1.198.763
20-Feb-21	29.843	850.195	247.322	20	1.243.567
20-Mar-21	30.586	865.755	258.363	22	1.422.987
20-Apr-21	30.879	887.568	276.859	23	1.487.654
20-May-21	31.070	909.332	280.319	23	1.506.135
20-Jun-21	32.780	1.521.912	304.324	32	1.521.912
20-Jul-21	33.105	1.598.834	319.272	33	1.554.234
20-Aug-21	33.273	1.800.955	320.833	41	1.652.928
20-Sep-21	33.654	1.894.214	322.986	33	1.678.233
20-Oct-21	34.619	2.086.182	342.456	33	1.763.728
20-Nov-21	35.840	2.097.258	365.281	34	1.796.823
31-Dec-21	37.628	2.106.184	377.854	35	1.887.922
Rata-Rata	32.581	1.454.243	303.647	29	1.559.574

Source: Sales & Marketing Dept. Movenpick Resort & Spa Jimbaran Bali, 2022

The results of creating content uploaded on Instagram by calculating the number of followers, reach, engagement, number of posts and impressions, from the data obtained on table 5 that visit to social media Movenpick has increased every month which indicates that the level of public awareness of the brand Movenpick increased.

## Conclusion

The application of digital marketing carried out at Movenpick Resort & Spa Jimbaran Bali has been carried out well and optimally because it uses various digital platforms to market products. The types of platforms used include websites, social media marketing, search engines and online advertising. Where in various applications carried out according to the need to increase brand awareness. The role of digital marketing in increasing brand awareness is by recapping the AIDA concept consisting of Attention, Interest, Desire and Action. This concept plays a very good role in increasing brand awareness, this is done by increasing public awareness of the products owned through content that is made in such a way as to attract a lot of public attention. Not only doing marketing on Movenpick Resort & Spa Jimbaran Bali's social media accounts, collaboration is also carried out as a way to increase brand awareness. This collaboration is carried out with parties who are widely known by the public such as influencers, celebrities, media and social media bank. This brand awareness is also measured by the increase in the number of public responses to the content uploaded by Movenpick Resort & Spa Jimbaran Bali on social media accounts, especially Facebook and Instagram, where the average number of responses per month is always increasing.

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