

UNDERGRADUATE THESIS

**THE APPLICATION OF SOCIAL MEDIA INSTAGRAM
IN INCREASING BRAND AWARENESS
AT THE WESTIN RESORT AND SPA UBUD, BALI**



POLITEKNIK NEGERI BALI

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**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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UNDERGRADUATE THESIS APPROVAL SHEET

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This Undergraduate Thesis has been approved by the Supervisors and the Head of
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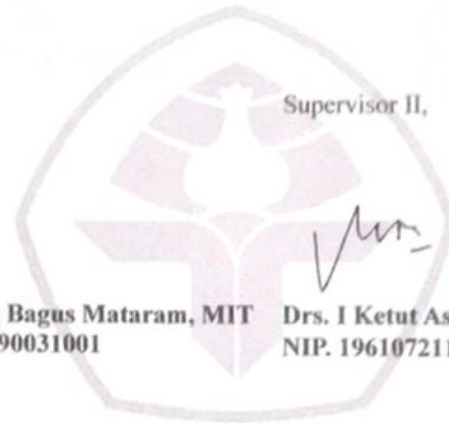


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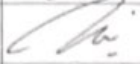

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

**THE APPLICATION OF SOCIAL MEDIA INSTAGRAM
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AT THE WESTIN RESORT AND SPA UBUD, BALI**

By **I Agus Rama Pradipta (1915834090)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in Undergraduate Thesis Examination


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IN INCREASING BRAND AWARENESS
AT THE WESTIN RESORT AND SPA UBUD, BALI

which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, July 24th 2023

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First and foremost, thank you to The Almighty God for the blessing in completing the Thesis entitled “The Application of Social Media Instagram in Increasing Brand Awareness at The Westin Resort and Spa Ubud, Bali”. The purpose of this Thesis composed is to fulfill one of the requirements by students to achieve an applied bachelor’s degree in Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali.

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Therefore, the writer expects some critics and suggestions for improvement in future writing. The writer hopes this thesis could be beneficial for the study as well as the development of the tourism industry.



Writer

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ABSTRACT

Rama Pradipta, I Agus. (2023). The application of social media Instagram in increasing brand awareness in The Westin Resort and Spa Ubud, Bali: Tourism Business Management, Politeknik Negeri Bali

This Undergraduate Thesis has been supervised and approved by Supervisor I: Ir. I Gusti Agung Bagus Mataram, MIT, and Supervisor II: Drs. I Ketut Astawa, MM.

Keywords: Instagram, Brand Awareness, Top of Mind, Level.

In the development of the digital era, Instagram social media is not only used to express themselves and socialize in cyberspace, but can also be used by some people for marketing campaigns to promote their business which is also done by The Westin Resort and Spa Ubud, Bali. This study aims to determine the position of brand awareness of The Westin Resort and Spa Ubud, Bali through Instagram social media and to analyze the application of Instagram social media in increasing brand awareness of The Westin Resort and Spa Ubud, Bali. The sample selection was 100 respondents using simple random sampling technique. Data collection used were questionnaires which distributed to respondents. The data analysis technique used in this research is quantitative analysis technique which consists of data quality test, correlation test, classical assumption test, simple linear regression test, T test, coefficient of determination test and brand awareness level analysis. The results showed that The Westin Resort and Spa Ubud, Bali is in the Top of Mind position with a score of 4.50 which is in the range of 4.21 - 5.00 in the categorization of brand awareness level and Instagram social media has a positive and significant influence on brand awareness at The Westin Resort and Spa Ubud, Bali. Which is the variance of influence from social media Instagram on brand awareness is 51.3% while 48.7% is influenced by other variables outside of this research.

ABSTRAK

Rama Pradipta, I Agus. (2023). The application of social media Instagram in increasing brand awareness in The Westin Resort and Spa Ubud, Bali: Tourism Business Management, Politeknik Negeri Bali

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Kata Kunci: Instagram, Brand Awareness, Top of Mind, Level.

Dalam perkembangan era digital, sosial media Instagram tidak hanya digunakan sebagai sarana untuk mengekspresikan diri dan bersosialisasi di dunia maya, tetapi juga dapat digunakan oleh sebagian orang untuk kampanye pemasaran untuk mempromosikan bisnis mereka salah satunya yang dilakukan oleh The Westin Resort and Spa Ubud, Bali. Penelitian ini bertujuan untuk mengetahui posisi brand awareness The Westin Resort and Spa Ubud, Bali melalui sosial media Instagram dan untuk menganalisis penerapan sosial media Instagram dalam meningkatkan brand awareness The Westin Resort and Spa Ubud, Bali. Pemilihan sampel sebanyak 100 responden dengan teknik simple random sampling. Pengumpulan data menggunakan kuesioner yang disebarakan kepada responden. Teknik analisis data yang digunakan dalam penelitian ini adalah teknis analisis kuantitatif yang terdiri dari uji kualitas data, uji korelasi, uji asumsi klasik, uji regresi linear sederhana, uji T, uji koefisien determinasi dan analisis level brand awareness. Hasil penelitian menunjukkan bahwa The Westin Resort and Spa Ubud, Bali berada di posisi Top of Mind dengan skor 4,50 yang berada di rentangan 4,21 – 5,00 pada posisi brand awaranness serta sosial media Instagram mempunyai pengaruh positif dan signifikan terhadap brand awareness di The Westin Resort and Spa Ubud, Bali yang dimana social media berpengaruh terhadap brand awareness sebesar 51,3% sedangkan 48,7% dipengaruhi oleh variabel lain di luar penelitian ini.

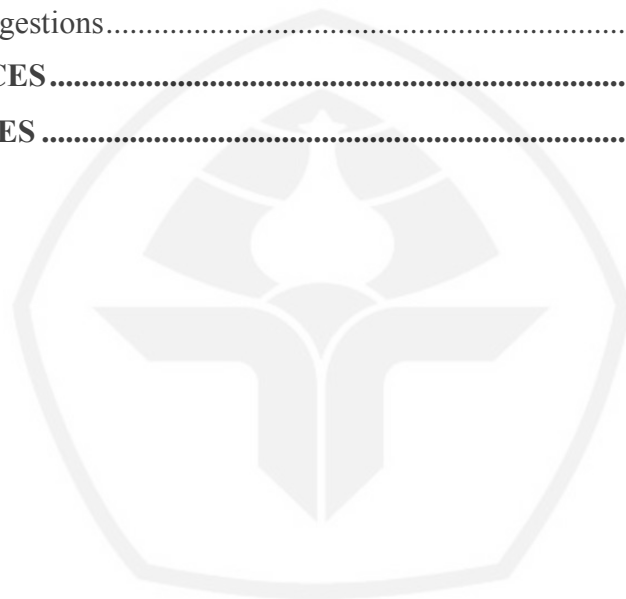
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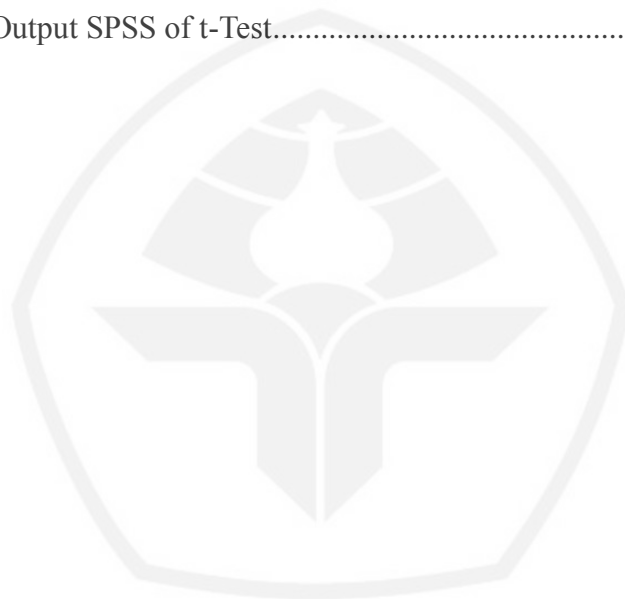
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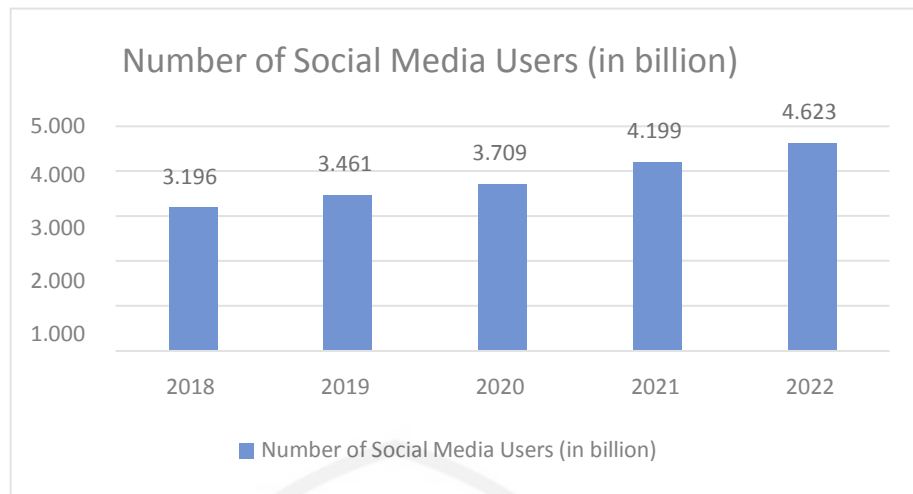
CHAPTER I

INTRODUCTION

1.1 Background of Study

Tourism is one of the leading sectors in contributing to foreign exchange. Although it had been down during the covid-19 pandemic, currently the tourism sector is starting to grow again rapidly, especially in the hotel industry (Ayu Devi Arini et al., 2020). In this tourism recovery period, certainly the hospitality industry must be able to compete by having more value that makes the hotel different from other hotels. The more values offered will increase tourist visits to the hotel.

On the other hand, the development of the tourism sector is accompanied by the development of the digital era. In the development of the digital era, social media has an important role as a communication tool where every people can share information, knowledge and connect with each other (Fadhila & Mustikasari, 2020). The role of social media also supports various aspects, one of which is the development of the service industry, especially those engaged in hospitality. Currently, the use of social media has developed into a way for hotel entrepreneurs to promote hotels to guests through digital platform (Walid, 2018). The use of social media itself is allegedly easier to reach consumers who are far away outside the island and even abroad (Karim & Priansa, 2020). Now the digital era has changed the way hotels communicate and promote.



*Figure 1. 1 Number of Social Media Users in The World
Resource : (We are Social, 2022)*

Chart of the number of social media users in the world above shows that social media users increase every year, until in 2022 social media users reach 4.623 billion users. This proves that social media is something that has been attached to the activities of every human being, especially for internet users.

Currently, one of the most widely used social media is Instagram. Instagram is a social media application for sharing personal photos and videos that can be used to establish relationships between other users anytime and anywhere (Alfaruq, 2021). Instagram is a social media that is becoming increasingly popular nowadays has been used in almost all circles ranging from children, teenagers and adults. The existence of Instagram is almost very accepted by all circles due to the availability of various interesting features and then features that continue to innovate so that users are not bored in using it (Prasetyo et al., 2020). Now, Instagram as a social media, is not only used as a means to express themselves and socialize in cyber space, but can also be used by some people for marketing campaigns to promote

their business (Sofiani, 2020). The presence of Instagram makes business owners, especially hotels, compete to attract guests through the features offered by Instagram, ranging from feeds to Instagram Stories (Walid, 2018).

The Westin Resort & Spa, Ubud, Bali is one of the hotels that uses Instagram as a means to promote its hotel. The Westin Resort and Spa Ubud, Bali is one of five-star hotels that under The Marriott International management. Currently, The Westin Resort & Spa Ubud, Bali's target market segment is mostly families and couple travelers from Europe, Australia and USA (United States of America) who are enjoying the beauty of Bali Island. As of 2019, The Westin Resort and Spa Ubud, Bali has only been established for 3 years so this hotel is trying to build relationships with its followers through the Instagram features such as Instagram Feed, Reels, and Stories to interact with followers totaling around 13 thousand followers.

Through Instagram, The Westin Resort and Spa Ubud, Bali can provide information related to hotel facilities, the scenery that the hotel presents, and other uniqueness that only exists at The Westin Resort and Spa Ubud, Bali. By actively interacting through Instagram, it is possible to form brand awareness for the followers of The Westin Resort and Spa Ubud, Bali. Frequently uploading content online through Instagram is one of the things that The Westin Resort and Spa Ubud, Bali does to provide knowledge and understanding of The Westin Resort and Spa Ubud, Bali hotel to guests so that later it will create a brand awareness.

The knowledge and understanding gained by guests of the hotel will be able to build a brand awareness in guest. Brand awareness is the ability of a potential

consumer to be able to recognize or recall a brand that is one of a certain product category (Sofiani, 2020). The higher the guest's awareness of a brand, the more the potential for guests to stay at the hotel. Of course, it is very important to cultivate and create a memory of a brand in the guest's mind so that it can increase the effort to stay at the hotel because of the brand (Pitanatri et al., 2020). Moreover, The Westin Resort and Spa Ubud, Bali is a hotel that has only been established for 3 years, so this hotel is still in the stage of forming Brand Awareness where Brand Awareness is very necessary for a hotel so that people and tourists can get to know what The Westin Resort and Spa Ubud, Bali is about.

Based on the background that has been described, the researcher is interested in taking the title "The application of social media Instagram in increasing brand awareness in The Westin Resort and Spa Ubud, Bali".

1.2 Problem Statements

Based on the background that has been described, the main issues that used as a problem are as follows:

1. What is the brand awareness position of The Westin Resort and Spa Ubud, Bali through Instagram social media?
2. Could the application of social media Instagram increase brand awareness at The Westin Resort and Spa Ubud, Bali?

1.3 Research Objectives

Based on the problem identification above, the purpose of this thesis are as follows:

1. To find out the brand awareness position of The Westin Resort and Spa Ubud, Bali through Instagram social media
2. To analyze the application of social media Instagram in increasing brand awareness of The Westin Resort and Spa Ubud, Bali.

1.4 Research Significance

This research will hopefully bring some benefits both theoretically and practically. The benefits to be obtained in this study are:

1. Theoretical Benefits

Theoretically, this research is expected to provide additional information in supporting marketing theories especially related to the application of social media Instagram in increasing brand awareness in the hotel.

2. Practical Benefits

As for the practical benefits of this research are as follows:

- a. To Hotel

Practically, the result of this research is expected to be useful inputs and guidelines to the company in terms of an appropriate the application of social media Instagram in increasing brand awareness in The Westin Resort and Spa Ubud, Bali

b. To State Polytechnic of Bali

This research is expected to be used as additional material, especially in teaching about marketing material.

c. To writers

This research is expected to be used by the authors in analysing and formulating the application of social media Instagram in the future if they are involved in the same industry, namely the hotel industry.

1.5 Limitation and Scope of Problems

The scope and limitations of the research contain the assumptions used in the research and the limitations of the problems mentioned previously. This research will be limited in the sales and marketing department. The limits and scope will only focus on social media in the form of Instagram because The Westin Resort and Spa Ubud, Bali in promoting its product more often uses Instagram which reaches a wider range of people. This research specifically discusses the application of Instagram in increasing brand awareness and the level of brand awareness itself at The Westin Resort and Spa Ubud Bali. Where Instagram social media has five indicators, namely online communities, interaction, sharing of content, accessibility, and credibility. Meanwhile, brand awareness has four indicators that are in line with the level of brand awareness itself, namely recall, recognition, purchase, and consumption.

BAB V

CONSLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the analysis and discussion described in the previous chapter related to the application of social media Instagram in increasing brand awareness at The Westin Resort and Spa Ubud, Bali. the following are the conclusions obtained

1. In classifying the level of brand awareness of the hotel, The Westin Resort Ubud and Spa, Bali is in the Top of Mind position, therefore the intensifying application of Instagram social media as a promotion tool at The Westin Resort and Spa, Bali makes The Westin Resort and Spa Ubud, Bali as a hotel that first appears in the minds of consumers among hotels of its class in Ubud area.
2. Based on the test results in the previous chapter, it shows that Instagram social media has a positive and significant effect on brand awareness at The Westin Resort and Spa Ubud, Bali, meaning that Instagram social media can increase brand awareness of The Westin Resort and Spa Ubud, Bali.

5.2 Suggestions

1. For The Westin Resort and Spa Ubud Bali

According to the research results, although The Westin Resort and Spa Ubud, Bali has reached the highest level of brand awareness, namely Top of Mind, The Westin Resort and Spa Ubud Bali must continue to intensify promotions through Instagram social media by creating content that certainly attracts the attention of

followers or non-followers of @thewestinubud because in today's times there will certainly be many new competitors who have their own uniqueness and value. In addition, as we know social media platforms are one of the most influential platforms in the digital world as now so therefore it's expected that in the future in addition to using Instagram as a platform to promote, The Westin Resort and Spa Ubud, Bali will have a lot of new competitors who have their own uniqueness and value, besides that, as we know, the social media platform is one of the most influential platforms in a digital world like now, it is hoped that in the future, apart from using Instagram as a platform to promote, The Westin Resort and Spa Ubud, Bali can also maximize the spread of promotions to various other social media platforms such as Facebook, Tiktok, or others, so that The Westin Resort and Spa Ubud, Bali remains to be the hotel that first comes to mind in the minds of customers.

2. For further researchers

This research is only limited to examining that affects brand awareness on one factor, namely Instagram social media. So, it is hoped that further researchers can look for other factors from social media platforms or other platforms such as Facebook, Tiktok, or others, apart from the Instagram Social Media variable that can affect Brand Awareness at Westin Resort and Spa Ubud, Bali.

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