

**UNDERGRADUATE THESIS**

**THE EFFECTIVENESS OF INSTAGRAM ADS  
AS PROMOTIONAL PLATFORM IN SELLING PRODUCT  
USING THE EPIC MODEL METHOD  
AT STHALA UBUD BALI**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2023**

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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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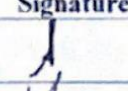
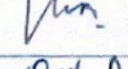
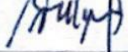
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**THE EFFECTIVENESS OF INSTAGRAM ADS AS PROMOTIONAL  
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METHOD AT STHALA UBUD BALI**

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Therefore I made this statement letter to be used as appropriate.

Badung, 31 Juli 2023

Who make the statement,

I Komang Ari Sadewa S.Tr. Par

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For that, with all humility, the author expects some critics and suggestions especially from readers and hopes that this undergraduate thesis research could be beneficial for the study as well as the development of the tourism industry.



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JURUSAN PARIWISATA  
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## ABSTRACT

Ari Sadewa, I Komang. (2023). The Effectiveness of Instagram Ads as Promotional Platform in Selling Product at Sthala Ubud Bali Using the EPIC Model Method. Undergraduate Thesis: 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: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.

Keywords: Ads Effectiveness, EPIC Model, Instagram, Selling Product.

Instagram become global marketing trends, this trends has made marketers change their marketing strategies and looking for the most effective ways to use Instagram in selling products, therefore it is necessary to test the effectiveness of advertising at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International which wants the products marketed to cover the global market. The sampling technique used for this study was purposive sampling consisting of Instagram followers of this hotels. In total, 100 respondents were collected as the sample of this study. This study uses the EPIC model as a method for calculating effectiveness which consists of four dimensions, namely empathy, persuasion, impact, and communication. The results of research and examination of Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott Internasional's Instagram is considered very effective with a score of 4.57 for the empathy dimension, a score of 4.62 for the persuasion dimension, a value of 4.70 for the impact dimension, and a value of 4, 75 for the communication dimension. Overall, these findings conclude that advertising Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International via Instagram is very effective. The effectiveness of hotel room sales growth was also tested which showed positive growth results but due to Covid-19, sales growth has decreased. This is indicated by data on room sales in 2018 of 32%, in 2019 it rose to 65.7%, in 2020 it dropped dramatically to 15.8% and experienced another increase in 2021 of 16.5% and in 2022 to 49.5%

## **ABSTRAK**

Ari Sadewa, I Komang. (2023). The Effectiveness of Instagram Ads as Promotional Platform in Selling Product at Sthala Ubud Bali Using the EPIC Model Method. Skripsi Manajemen Bisnis Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Ir. I Gusti Agung Bagus Mataram, MIT, dan Pembimbing II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.

*Kata kunci: Efektivitas Iklan, EPIC Model, Instagram, Penjualan Produk.*

*Instagram menjadi tren pemasaran global, tren ini telah membuat pemasar mengubah strategi pemasaran mereka dan mencari cara paling efektif untuk menggunakan Instagram dalam menjual produk, oleh karena itu perlu dilakukan pengujian efektivitas periklanan di Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International yang menginginkan produk yang dipasarkan dapat mencakup pasar global. Teknik pengambilan sampel yang digunakan untuk penelitian ini adalah purposive sampling yang terdiri dari pengikut Instagram dari hotel. Secara total, 100 responden dikumpulkan sebagai sampel penelitian ini. Penelitian ini menggunakan model EPIC sebagai metode perhitungan efektivitas yang terdiri dari empat dimensi yaitu empati, persuasi, dampak, dan komunikasi. Hasil penelitian dan pemeriksaan bukti Instagram Sthala, Hotel Tribute Portfolio, Ubud Bali oleh Marriott International dinilai sangat efektif dengan skor 4,57 untuk dimensi empati, skor 4,62 untuk dimensi persuasi, nilai 4,70 untuk dimensi dampak, dan nilai 4,75 untuk dimensi komunikasi. Secara keseluruhan, temuan ini menyimpulkan bahwa mengiklankan Sthala, a Tribute Portfolio Hotel, Ubud Bali oleh Marriott International melalui Instagram sangat efektif. Keefektifan pertumbuhan penjualan kamar hotel juga diuji yang menunjukkan hasil pertumbuhan positif namun akibat Covid-19, pertumbuhan penjualan mengalami penurunan. Hal ini dibuktikan dengan data penjualan kamar tahun 2018 sebesar 32%, tahun 2019 naik menjadi 65,7%, tahun 2020 turun drastis menjadi 15,8% dan mengalami peningkatan lagi di tahun 2021 sebesar 16,5% dan tahun 2022 menjadi 49,5%.*

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# CHAPTER I

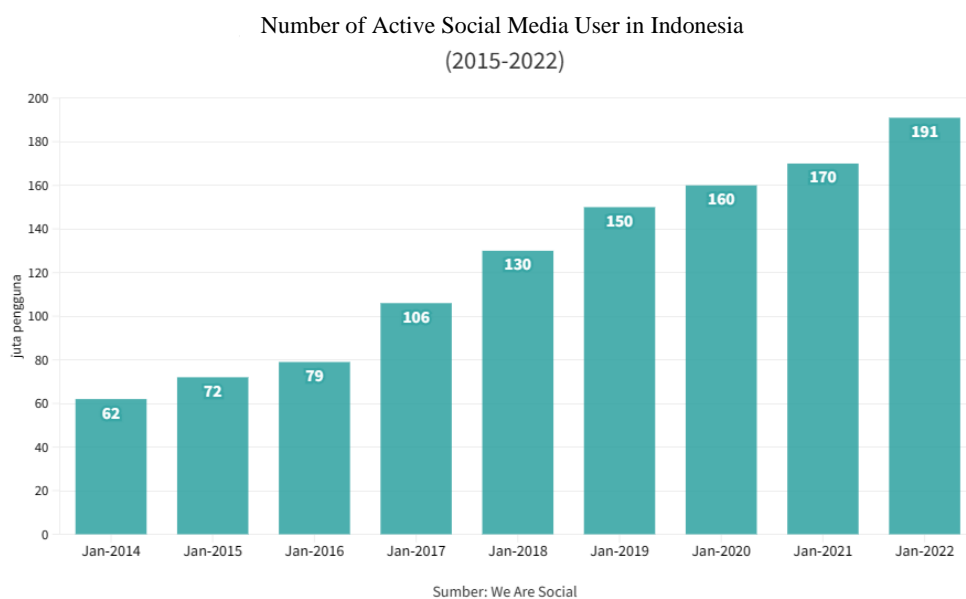
## INTRODUCTION

### 1.1 Background of Study

Tourism is developing rapidly over time. Bali is the largest contributor to tourism foreign exchange in Indonesia, this development was not spared from the progress of the internet in Indonesia, and the rapid development of the internet today has affected most of the world's economy. Along with the rapid development of technology, not a few companies are trying to be able to increase their market share, thereby motivating companies to work hard to continue to improve their business, one of which is by using the internet, this encourages the development of marketing. Which was previously still in a conventional way into a digital marketing method. The internet is identified as a very popular advertising tool with a wide range of geographic, spatial and time zones. An ad must be commensurate with its scope, frequency and impact. With the growing development of social networking sites such as Instagram, many business people, including hoteliers, are starting to switch to advertising their business on online media, especially Instagram. Various kinds of convenience in finding information via the internet, have made business people in Indonesia start to use the internet as a medium to market their business to increase sales. Compared to 2018 before the pandemic, it was recorded that from 2020 to 2022 internet and social media users grew quite rapidly which can be seen on [dataindonesia.id](http://dataindonesia.id) which states that based



on reports, wearesocial (2022), the number of active social media users in Indonesia was 191 million people in January 2022. That number has increased by 12.35% compared to the previous year of 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year. However, growth has fluctuated since 2014-2022.



**Figure 1.1** Number of active social media users in Indonesia  
Source: We Are Social

In addition, Instagram is also an application that can be said to be mandatory for someone who actively uses the internet, this is supported by a statistical survey from, statista.com (2022), Indonesia ranks fourth as the largest Instagram user in the world after India & the US with approximately 60,000,000 users. Based on the survey results, Instagram users will become promising marketing targets, so the hotel industry needs to make marketing efforts through Instagram social media to be efficient and right on target. In addition to the rapid development of social media

users, the development of digital advertising can also be seen by the increasing cost of spending on digital advertising, a research conducted by eMarketer in 2016, the cost of spending on digital advertising was \$72.09 billion compared to spending on TV advertising of \$71.29 billion, so this indicates the change in the advertising process which was initially still conventional has now begun with new media advertising, namely by utilizing the progress of the internet and social media, Amira & Nurhayati (2019).

Instagram is the platform that is most often used as a means of hotel promotion considering the high level of Instagram users and the process of advertising can be done anywhere and anytime which is the advantage of digital marketing. In addition, the features available on Instagram also support advertising by the hospitality industry where one of these features is Instagram Ads, which is an advertising activity through paid content on the Instagram page to reach a wider target audience, Pratama Putra & Aisyiah Rachma Dewi (2020). Ads on Instagram itself tend to be frequently used by businesses to further increase website traffic, brand exposure, and also collect new leads. So that with this a marketing program can be created which is an effective and efficient solution to satisfy guests by providing quality service and also offering additional utilities to facilitate guest needs.

In addition to having excellent features in conducting promotions, the effectiveness of targeting on Instagram media needs to be considered. Base on that, the discussion process on Instagram needs to pay attention to advertisements and

the targets of these advertisements. The better that can be reached by an advertisement for a product, the more effective the advertisement will be executed. The effectiveness of an advertisement can be seen from 2 perspectives, namely the results/impact of communication where the impact includes effects on awareness, knowledge, and preferences while the second is the impact of sales where this impact is more difficult to measure because sales are influenced by many factors not just advertising, Tripiawan (2019). With this background, researchers have an interest in analyzing the effectiveness of advertisements carried out by hotels through the Instagram platform in selling product.

This observation was carried out at Sthala, a Tribute Portfolio Hotel Ubud Bali, this hotel is one of the 5-star hotels in Ubud under the management of Marriott International with 143 rooms. Specifically, this observation was carried out in sales and marketing department. Sales and marketing department is a division that will affect the life of a company whose function is to market hotels so that they are known by a lot of people and make them come to stay, Maghira Napu (2023). Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International runs advertising through social media, more precisely on the Instagram platform, but the level of efficiency and effectiveness of advertising via Instagram at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International still needs to be tested and researched.

So that researcher has an interest in this, then want to analyze the effectiveness of advertisements applied to hotels via Instagram, then this research

aims to analyze the level of effectiveness of advertising on Instagram social media by Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International, therefore this research is entitled **The Effectiveness of Instagram Ads as Promotional Platform in Selling Product Using the EPIC Model Method at Sthala Ubud Bali.**

### **1.2 Problems Statements**

Following the above background, the issues that will be discussed in this research include:

1. How effective Instagram as promotional platform at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International?
2. What is the effectiveness of Instagram ads as promotional platform in selling product at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International?

### **1.3 Research Objectives**

Referring to the problems above, the objectives of this research are as follows:

1. To analyze the level of effectiveness of using Instagram as promotional platform at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International.
2. To analyze the effectiveness of Instagram ads as promotional platform in selling product at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International.

## **1.4 Research Significance**

### **1.4.1 Theoretical Significances**

Theoretically, this research is expected to provide broader knowledge regarding the role of online platforms in the industrial world, especially the hospitality industry in the areas of booking, marketing and room occupancy.

### **1.4.2 Practical Significances**

#### **1. Benefit for Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International**

This research is expected to be a material for the management at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International, especially the sales and marketing department to evaluate promotion strategies, especially on Instagram, and become a reference to increase sales and determine marketing strategies by maximizing the performance of potential promotional platform so that the marketing strategy through online platform is effective.

#### **2. Benefit for Bali State Polytechnic**

This research is expected to be additional information regarding the digital marketing in the era of globalization as a reference material in the digital marketing subject.

#### **3. Benefit for Student**

This research is expected to broaden student's insights and knowledge regarding digital marketing, especially in marketing strategies through online platform in modern era.



### **1.5 Limitation and Scope of Problem**

The scope and limitations of the research include the use of Instagram social media and testing the effectiveness of Instagram social media advertising. This research will be limited to the Instagram social media advertising section and hotel product sales. Limitations and scope will only focus on social media in the form of Instagram because Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International, in promoting its products, uses Instagram more often to reach a wider audience. This study specifically discusses the effectiveness of Instagram advertising in selling products at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. Where this study uses the EPIC (Empathy, Persuasion, Impact, Communication) model in its testing with three indicators on each dimension including, Empathy (Affect, Cognition and Relating to consumer thoughts), Persuasion (Change of belief, Attitude and Desire to behave), Impact (Product knowledge, Engagement and the relationship between advertising on Instagram personalizes consumers) and Communication (Ability to remember messages, Customer understanding and The strength of the messages).

## CHAPTER V

### CONCLUSION & SUGGESTION

#### 5.1 Conclusion

According to the previous chapter of Result and Discussion, there are some conclusions obtained on this research as described as follows:

1. The results of measuring the effectiveness of online platform advertising Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International using the EPIC Model approach, show that the effectiveness of Instagram online advertising is considered very effective. The results of measuring the effectiveness of online platform advertising Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International in calculating the EPIC is 4.66 which indicates that the advertising carried out by Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International is very effective, and this is also proven by all dimensions of the EPIC Model approach is in a very effective criteria. From the four dimensions of the EPIC Model method studied, all dimensions demonstrate very effective results therefore Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International needs to maintain these standards and maximize the opportunities that appear in every advertisement through the Instagram platform.
2. Referring to sales of room products over the last 5 years at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International, in general, the trend of

increasing sales figures can be seen every year, but the impact of the spread of Covid-19 which has affected the tourism sector makes this necessary. The increase in room sales figures in 2018 towards 2019 was very significant it's from 32% to 65,7% but beginning on 2020 the sales figures dropped sharply to 15,8% due to the impact of Covid-19. The increase in room sales figures can be seen again from 2020 to 2021 from 16,5 % to 49,5%. Although this increase is not significant, a significant increase can actually be seen when entering 2022 where this period is a transitional period from the Covid-19 pandemic so that the increase in sales of room products was so drastic.

## 5.2 Suggestion

Referring to the result and discussion on previous chapter, author have some suggestions in this research, as follows:

### 1. For the Company

In accordance with the results of this study, even though the four dimensions of the EPIC Model approach used by the author to test the effectiveness of Instagram social media advertising stated that Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International was very effective, the hotel must continue to maintain it by continuing to pay attention to the target market of the advertisement so that the results of these advertisements are always positive and able to reach more people.

To execute this, the author advise companies to create advertisements that always follow market trends on the intended target, such as using animated advertisements that are in line with current technological developments in order

to be able to attract customer attention to advertisements.

Besides that, sales of room products must also be maintained so it doesn't cause a significant decline considering other unpredictable factors can come at any time, therefore management must have an alternative plan for this.

## 2. For the Future Research

This research is only limited to one approach used to test the effectiveness of advertising, namely the EPIC Model, it needs to be underlined that customer attitudes towards advertising will continue to change along with how the advertisement is packaged and presented by the hospitality industry, therefore in the future it is encouraged to do a research with different method such as Customer Respons Indeks (CRI) and Key Performance Indeks (KPI), therefore the most appropriate approach is found to test the effectiveness of an advertisement.



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