

**UNDERGRADUATE THESIS**

**THE IMPLEMENTATION OF META ADS  
IN INCREASING BRAND AWARENESS  
AT RENAISSANCE BALI ULUWATU RESORT & SPA**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
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**This thesis is submitted as one of the requirements to create an undergraduate  
thesis in Tourism Management Study Program  
in Politeknik Negeri Bali**



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## ABSTRACT

Perangin-Angin, Talenta. 2025. The Implementation of Meta Ads in Increasing Brand Awareness at Renaissance Bali Uluwatu Resort & Spa. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This thesis has been approved and checked by Ni Luh Eka Armoni, SE., M.Par. as the first supervisor and Ni Kadek Herna Lastari, M.Pd. as the second supervisor.

Keywords: Meta Ads, Brand Awareness, Digital Marketing, Renaissance Bali Uluwatu Resort & Spa

This study analyzes the implementation of Meta Ads in increasing brand awareness at Renaissance Bali Uluwatu Resort & Spa. Data collection involved interviews with digital marketing staff, participatory observation, documentation, and questionnaires distributed to 100 respondents. The research applies both qualitative and quantitative analysis. Findings reveal that Meta Ads are implemented through strategic audience targeting based on hotel intelligence, flexible budget allocation, brand-aligned content creation, platform-specific ad placements, and selective use of engagement metrics. Statistical analysis shows a very strong positive correlation between Meta Ads and brand awareness ( $R = 0.920$ ), with the coefficient of determination ( $R^2$ ) at 84.6%. This indicates that Meta Ads significantly influence brand awareness, while the remaining 15.4% is attributed to other factors. The t-test results further confirm a significant and positive impact of Meta Ads on brand awareness. The study concludes that the implementation of Meta Ads plays a crucial role in reinforcing the resort's visibility and recognition among its target audience. It is recommended that the resort's digital marketing staff enhance measurement practices by adopting more advanced tools for tracking long-term brand recall. Future research may explore other influencing variables, such as cross-platform advertising, user-generated content, or comparative studies across hospitality brands.

## ABSTRAK

Perangin-Angin, Talenta. 2025. The Implementation of Meta Ads in Increasing Brand Awareness at Renaissance Bali Uluwatu Resort & Spa. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Ni Luh Eka Armoni, SE., M.Par. selaku pembimbing I dan Ni Kadek Herna Lastari, M.Pd. selaku pembimbing II.

Kata kunci: Meta Ads, kesadaran merek, pemasaran digital, Renaissance Bali Uluwatu Resort & Spa

Penelitian ini menganalisis implementasi Meta Ads dalam meningkatkan kesadaran merek di Renaissance Bali Uluwatu Resort & Spa. Pengumpulan data dilakukan melalui wawancara dengan staf pemasaran digital, observasi partisipatif, dokumentasi, serta penyebaran kuesioner kepada 100 responden. Penelitian ini menggunakan metode analisis kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa Meta Ads diimplementasikan melalui strategi penargetan audiens yang terencana berdasarkan intelijen hotel, alokasi anggaran yang fleksibel, pembuatan konten sesuai standar merek, penempatan iklan yang disesuaikan dengan platform, serta pemilihan metrik interaksi tertentu. Analisis statistik menunjukkan adanya korelasi positif yang sangat kuat antara Meta Ads dan brand awareness ( $R = 0,920$ ), dengan nilai koefisien determinasi ( $R^2$ ) sebesar 84,6%. Hal ini menunjukkan bahwa Meta Ads berperan signifikan dalam membentuk kesadaran merek, sementara 15,4% sisanya dipengaruhi oleh faktor lain. Hasil uji t juga mengonfirmasi adanya pengaruh yang signifikan dan positif. Penelitian ini menyimpulkan bahwa implementasi Meta Ads berperan penting dalam memperkuat visibilitas dan pengenalan merek resort di kalangan target audiens. Disarankan agar staf pemasaran digital resort meningkatkan praktik pengukuran dengan mengadopsi alat analitik lanjutan untuk menilai daya ingat merek jangka panjang. Penelitian selanjutnya dapat mengeksplorasi variabel lain seperti iklan lintas platform, konten buatan pengguna, atau studi komparatif antar merek perhotelan.

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Indonesia's tourism industry has experienced remarkable growth recently, with digital technology playing a central role in reaching a global audience. Bali, a leading Indonesian destination, exemplifies how effectively social media can promote a place as a top choice for travellers. Platforms like Instagram and Facebook have allowed Bali's tourism sector to showcase its stunning landscapes, culture, and unique hospitality (Silaban et al., 2022). This digital approach not only broadens Bali's global visibility but also provides an alternative to traditional marketing, which often relies on resource-intensive printed materials and is less flexible for targeting specific audiences.

Digital marketing has brought additional advantages to Indonesia's tourism sector, aligning with modern consumer values of accessibility. Many tourism businesses are increasingly moving away from resource-intensive printed materials and instead choosing digital media, which is both visually engaging and easy to share (Navío-Marco et al., 2018). Digital platforms, such as social media and websites, allow businesses to market their offerings more cost-effectively, reaching large audiences with highly engaging content that can be quickly adapted to meet current trends and audience interests. This shift enables brands to engage meaningfully with potential visitors.

Social media has become a vital part of Indonesia's digital marketing landscape, with extensive usage by both businesses and consumers. According to Kemp (2024), Indonesia had approximately 139 million social media users, ranking among the top global users of Meta platforms like Facebook, Instagram, WhatsApp, and Messenger. The widespread presence on social media offers businesses unique opportunities to connect with their target audiences more effectively, which is especially valuable in the tourism industry. As digital marketing evolves, platforms like Meta have introduced advanced advertising tools that allow businesses to target specific audiences with precision. Meta provides a comprehensive set of tools to enhance brand visibility and boost customer engagement through highly targeted campaigns (Iankovets & Nikolaiev, 2024).

Meta, previously known as Facebook, is a global technology company that operates some of the world's most widely used social media platforms, including Facebook, Instagram, and WhatsApp. In 2021, the company rebranded as Meta to reflect its expanded mission of building the "metaverse" a digital environment where users can interact, work, and socialize in virtual spaces.

Beyond social networking, Meta offers a suite of tools that allow businesses to effectively connect with audiences across its platforms. One of these tools by Meta, offers various features that enable brands to effectively target audiences based on demographic factors such as location, interests, and behaviour, which is particularly advantageous in competitive industries like hospitality. According to Anwar et al. (2024), by focusing on key audience segments, businesses in the hospitality sector can

optimize marketing budgets and strengthen brand positioning. With advertising formats such as boosted posts, video ads, and carousel ads, Meta Ads allows brands to reach potential customers who align with their target demographic, even if these individuals have not yet engaged with the brand. For instance, boosted posts can promote seasonal offers or exclusive events, aiming to create "Top of Mind" awareness and move beyond basic brand recognition.

Brand awareness refers to the extent to which consumers can recognize or recall a brand within a competitive market. It encompasses four levels: Top of Mind, where the brand is the first to come to a consumer's mind when thinking of a specific product or service category; Brand Recall, which signifies the ability of consumers to remember a brand after being prompted; Brand Recognition, indicating the consumer's ability to identify a brand when exposed to visual or auditory cues, and Unaware of Brand, which reflects a lack of recognition or familiarity (Utama et al., 2023). For businesses, especially in saturated markets, achieving higher levels of brand awareness is critical for influencing consumer behaviour and driving purchase decisions.

As of October 8, 2024, Renaissance Bali Uluwatu Resort & Spa has established a significant presence on social media, with 50,858 followers on Instagram (Social Blade, 2024b) and 24,000 followers on Facebook (Social Blade, 2024a). By leveraging the digital advertising tools of Facebook, the resort has implemented campaigns that are designed to showcase the hotel's amenities, unique experiences, and scenic location to existing followers and potential guests. The growing follower base indicates the

potential for expanding the resort's reach and enhancing brand awareness through effective digital advertising efforts.

However, achieving higher levels of brand awareness does not solely depend on increased spending on digital advertising. Alkestarihi et al. (2024) highlight that while financial investment in digital ads is important, it does not always correlate with better engagement or improved brand awareness. The effectiveness of digital advertising depends on multiple factors, including the quality of the content, the accuracy of audience targeting, and the structure of the advertising campaigns. For instance, poorly crafted ads with inadequate targeting may fail to deliver to the intended audience, regardless of the budget allocated to the campaign.

This creates a significant gap in digital marketing strategies, particularly for businesses like Renaissance Bali Uluwatu Resort & Spa, which aim to position themselves as a top-of-mind choice for travellers. While the resort leverages tools like Meta Ads to enhance its presence on platforms like Facebook and Instagram, the success of such initiatives hinges not on the volume of advertising expenditure but on the strategic use of visually appealing, culturally relevant, and well-targeted content. This gap highlights the need for further research into how businesses can optimize their digital advertising strategies to achieve better engagement and elevate brand awareness without solely relying on higher ad budgets.

Therefore, the writer is interested in the analyzing implementation of Meta Ads as social media marketing tool used by Renaissance Bali Uluwatu Resort & Spa in increasing brand awareness. While higher advertising budgets are often associated with

improved engagement, this study focuses on how strategic factors such as content quality, audience targeting, and campaign design can influence the effectiveness of social media advertisement. By exploring these elements, the research aims to provide insights into optimizing social media marketing strategies to enhance brand awareness without solely relying on increased advertising expenditures.

## **1.2 Research Questions**

Considering the background discussed above, the primary issues addressed in this research are:

1. How is the implementation of Meta Ads of Renaissance Bali Uluwatu Resort & Spa?
2. What is the impact of Meta Ads implementation on brand awareness for Renaissance Bali Uluwatu Resort & Spa?

## **1.3 Research Objectives**

Based on the research problems, the objectives of this research are as follows:

1. To analyze the implementation of Meta Ads of Renaissance Bali Uluwatu Resort & Spa
2. To examine the impact of Meta Ads on brand awareness at Renaissance Bali Uluwatu Resort & Spa.

## **1.4 Research Significance**

This research holds both theoretical and practical significance for the academic



study of marketing in the hospitality sector, as well as for industry professionals seeking to enhance their marketing strategies.

#### 1. Theoretical Benefits

The research will contribute to the existing literature by analyzing the implementation and examining the impact of Meta Ads in increasing brand awareness. It will provide empirical data that helps refine theoretical models of marketing in the hospitality industry, especially regarding digital and social media advertisement.

#### 2. Practical Benefits

This research aims to provide strategic recommendations for Renaissance Bali Uluwatu Resort & Spa to enhance its marketing strategies and brand awareness in a competitive market. It also offers insights for hospitality professionals on effectively using Meta Ads to boost brand recognition. Additionally, the study enhances the writer's expertise by applying theoretical concepts to practical digital marketing strategies.

### **1.5 Limitation and Scope of Research**

This research has certain limitations and a specific scope, focusing on the impact of Meta Ads on brand awareness at Renaissance Bali Uluwatu Resort & Spa. It examines the Marketing Communication Department's use of Instagram and Facebook to reach target audiences, with brand awareness measured through recall, recognition, perception metrics, and online interactions. The study includes a limited sample size

and focuses exclusively on Meta, excluding other platforms or external factors. These limitations aim to provide focused insights into the implementation of Meta Ads in increasing brand awareness.



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## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

#### **5.1 Conclusions**

Based on the results of data analysis, participatory observation, interview, documentation, and questionnaires conducted at Renaissance Bali Uluwatu Resort & Spa, several conclusions can be drawn regarding the implementation and impact of Meta Ads on increasing brand awareness.

The implementation of Meta Ads at Renaissance Bali Uluwatu Resort & Spa reflects a structured, data-driven approach to digital advertising that aligns with the 5Ms of Advertising framework by Kotler & Keller (2016b). Through a clearly defined mission, the resort focuses on both brand awareness and promotional objectives tailored to segmented audiences. The money aspect is addressed through flexible budgeting based on campaign goals and guided by performance metrics. The message is crafted in accordance with Renaissance's brand guidelines, using culturally adaptive and visually engaging content to connect with diverse markets. In terms of media, strategic platform and placement selection, particularly on Instagram and Facebook Stories and Feeds, ensures high visibility and user engagement. Lastly, measurement is conducted using key engagement metrics such as shares, reach, and cost-per-result to assess communication effectiveness, although there remains room for deeper analytics using analytical tools such as Meta's Ad Recall Lift.

Meta Ads have a proven impact in driving brand awareness by increasing visibility, engagement, and resonance with targeted audiences. According to the regression analysis conducted, the implementation of Meta Ads has a very strong positive correlation with brand awareness. The correlation coefficient ( $R$ ) is 0.920, and the coefficient of determination ( $R^2$ ) is 0.846, indicating that 84.6% of the variation in brand awareness is influenced by Meta Ads, while the remaining 15.4% may be attributed to other factors not included in this study. This confirms Meta Ads substantial role in shaping public recognition and brand positioning. Furthermore, the results of the partial test (t-test) reinforce this conclusion, showing a statistically significant positive effect of Meta Ads on brand awareness. The significance value ( $p < 0.001$ ) and high t-value demonstrate that the increase in Meta Ads implementation is strongly associated with an increase in brand awareness. This affirms that consistent and strategic use of Meta Ads has a measurable and meaningful impact on how the brand is perceived by its audience.

Overall, Meta Ads have proven to be an effective tool for elevating brand awareness, enhancing digital engagement, and expanding the online presence of Renaissance Bali Uluwatu Resort & Spa across both domestic and international markets.

## **5.2 Suggestions**

Based on the findings of this study, several suggestions are proposed for practical and academic purposes:

1. For the marketing team at Renaissance Bali Uluwatu Resort & Spa, it is recommended that the digital marketing staff at Renaissance Bali Uluwatu Resort & Spa adopt a more systematic approach to performance evaluation. While current practices rely on basic engagement metrics such as shares, impressions, and cost-per-result, incorporating more advanced tools such as Meta's Ad Recall Lift could provide deeper insights into long-term brand impact and consumer behavior. Additionally, implementing A/B testing across different creatives and audience segments may help refine targeting precision and optimize content effectiveness. Regular monitoring of placement performance, especially between Instagram Stories and Facebook Feeds, is also recommended to ensure optimal ad engagement and cost-efficiency. Additionally, the marketing team is advised to explore the remaining 15.4% of brand awareness factors beyond Meta Ads to further strengthen their marketing strategy.

2. For future researchers, this study serves as a reference point for conducting further investigations on the effectiveness of Meta Ads. Comparative studies involving other advertising platforms such as Google Ads or TikTok Ads may provide a broader understanding of digital marketing dynamics. Longitudinal studies could also be conducted to evaluate the long-term impact of Meta Ads on customer retention, brand loyalty, and purchase conversion.

3. For the academic community, this research contributes to the growing body of knowledge in the field of digital marketing and hospitality. It offers practical insights into how global brand standards can be integrated with localized advertising strategies using data-driven approaches. This case study may serve as a valuable reference in

academic discussions and curricula related to tourism marketing, digital advertising, and strategic brand management.



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