

UNDERGRADUATE THESIS

**THE IMPACT OF INSTAGRAM MARKETING IN BUILDING
BRAND AWARENESS OF DESA WISATA TISTA**



POLITEKNIK NEGERI BALI

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**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 the Tourism Business Management Study
Program in Politeknik Negeri Bali**



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



Writer

Dewa Gede Satrya Darmawan

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ABSTRACT

Darmawan, Dewa Gede Satrya. (2025). The Impact of Instagram Marketing in Building Brand Awareness of Desa Wisata Tista. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Prof. Dr. I Putu Astawa, SE., MM, and Supervisor II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par.

Keyword: Marketing, Social Media, Instagram, Brand Awareness, Desa Wisata

This study focuses on the impact of Instagram marketing on brand awareness. The research was conducted at Desa Wisata Tista to analyze the impact of Instagram in enhancing brand awareness at Desa Wisata Tista. This type of research is a mixed-method study with 97 respondents and involves one informant. The data collection methods used in this study include observation, distribution of questionnaires, and interviews. The sample for this study consists of "Instagram users who have seen marketing activities (watching content, commenting, or liking posts @desawisata_tista)," using a purposive sampling technique. This study employs simple linear regression as the data analysis technique and interviews with the Operator of Desa Wisata Tista. The results of the study show that social media marketing has a positive and significant effect on brand awareness. The results of the simple linear regression test are $Y = 18.450 + 0.240X$. This means that the constant score of 18.450 represents the baseline score of brand awareness, while the score for the social media marketing variable is 0.240. This indicates that for every 1-unit increase in social media marketing, brand awareness will increase by 0.240. Based on the t-score result of 6.212, which is greater than the t-table score of 1.985, H_0 is rejected. Therefore, it can be concluded that social media marketing (X) has a significant effect on brand awareness (Y) at Desa Wisata Tista. The coefficient of determination is 28.1%, which means that the implementation of social media marketing contributes to increasing brand awareness, while the remaining 71.9% is influenced by other factors not studied in this research.

ABSTRAK

Darmawan, Dewa Gede Satrya. (2025). *The Impact of Instagram Marketing in Building Brand Awareness of Desa Wisata Tista*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Prof. Dr. I Putu Astawa, SE., MM dan Pembimbing II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par

Kata kunci: Marketing, Social Media, Instagram, Brand Awareness, Desa Wisata

Penelitian ini berfokus pada dampak Instagram marketing terhadap kesadaran merek. Penelitian ini dilakukan di Desa Wisata Tista yang bertujuan untuk menganalisis dampak Instagram dalam Meningkatkan Brand Awareness di Desa Wisata Tista. Jenis penelitian ini merupakan mix method dengan 97 responden dan melibatkan satu orang narasumber. Metode pengumpulan data yang digunakan dalam penelitian ini yaitu dengan melakukan observasi, penyebaran kuesioner dan wawancara. Sampel dari penelitian ini adalah "pengguna Instagram yang telah melihat aktivitas pemasaran (menonton konten, komentar, atau menyukai postingan @desawisata_tista), dengan teknik pengambilan sampel purposive sampling. Penelitian ini menggunakan regresi linier sederhana sebagai teknik analisis data dan wawancara dengan Operator Desa Wisata Tista. Hasil penelitian menunjukkan bahwa pemasaran media sosial berpengaruh positif dan signifikan terhadap brand awareness. Hasil uji regresi linier sederhana adalah $Y = 18.450 + 0.240X$. Ini berarti bahwa nilai konstanta 18.450 menggambarkan nilai dasar dari brand awareness, sementara nilai untuk variabel pemasaran media sosial adalah 0.240. Ini menunjukkan bahwa untuk setiap peningkatan 1 unit dalam pemasaran media sosial, brand awareness akan meningkat sebesar 0.240. Berdasarkan hasil t-score sebesar 6.212, yang lebih besar dari nilai t-tabel 1.985, H_0 ditolak. Oleh karena itu, dapat disimpulkan bahwa pemasaran media sosial (X) memiliki pengaruh signifikan terhadap brand awareness (Y) di Desa Wisata Tista. Besarnya nilai koefisien determinasi adalah sebesar 28,1%, yang berarti implementasi social media marketing memberikan kontribusi dalam meningkatkan brand awareness, sedangkan sisanya sebesar 71,9% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

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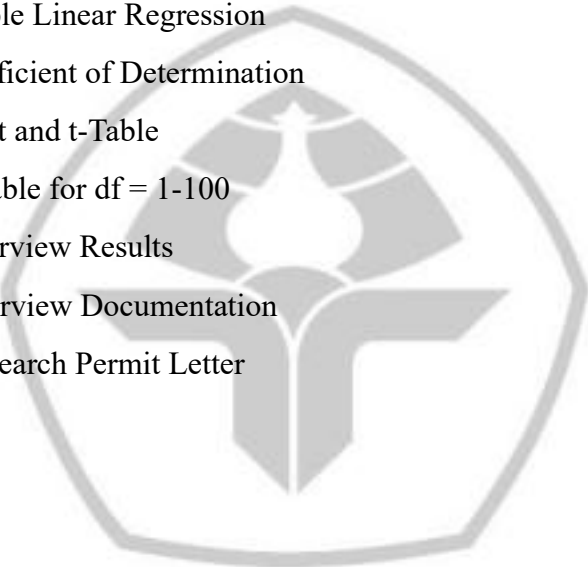
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CHAPTER I

INTRODUCTION

1.1 Research Background

Social media has emerged as an essential element of marketing in the digital era, reshaping how companies communicate with consumers. A wide range of businesses now use these platforms to sell and distribute their products or services (Agustinus & Junaidi, 2020). Marketing through social media platforms is not exclusively about direct commercial transactions, but it involves the strategic dissemination of content through various forms of media, such as visual imagery and video posts. Building consumer trust in a business through social media does not necessarily require a large following, but it involves connecting a business with the right audience by building brand awareness (Saputra,2020).

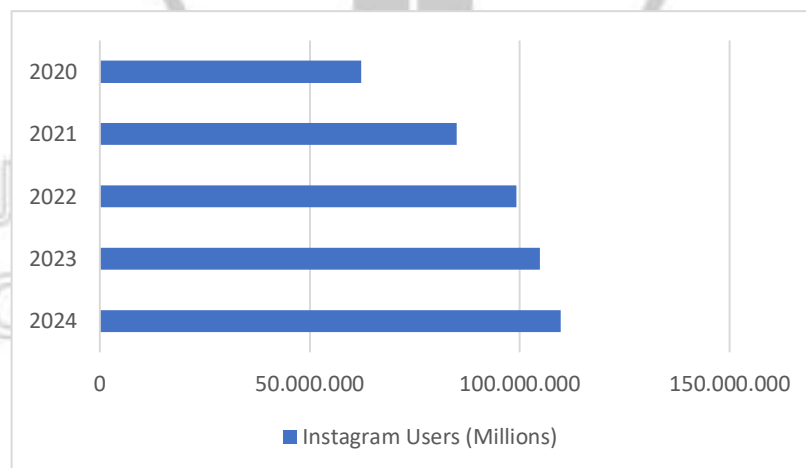


Figure 1. 1 The Instagram user data in Indonesia
Source: We Are Social And Hootsuite (2024)

According to the survey results from We Are Social and Hootsuite (2024) regarding Instagram user data in Indonesia, Instagram has consistently seen an increase in users over the past five years, which has kept it relevant today. The

findings from the survey revealed that Instagram has great potential as a platform for business owners to promote their products or services effectively.

Indonesia is an archipelagic country with many potential natural resources that can be valuable assets. Indonesia offers an alternative destination for tourists who want to experience life in the countryside and interact directly with the local community. One remarkable example of a tourism village is Desa Wisata Tista in Kerambitan District, Tabanan Regency, Bali, which was officially designated as a tourism village on October 26, 2016, by the Regent of Tabanan. In the development of the Desa Wisata Tista, its management is carried out by an institution originating from the local community, namely the tourism awareness group or *Kelompok Sadar Wisata (Pokdarwis)*, which has an important role as a center for tourist reservations, information, and as marketing on a digital platform.

Table 1. 1 Tourist Visit Data Desa Wisata Tista For The Year 2024

Activities Of Local And Foreign Guests Desa Wisata Tista 2024						
Month	Cycling/ Pax	Trekking/ Pax	Event Package/ Pax	Study/ Research/Pax	Other Activities/ Pax	Total Pax
January	0	2	0	0	0	2
February	0	0	32	5	0	37
March	0	0	33	0	0	33
April	0	0	0	0	0	0
May	0	2	0	0	0	2
June	0	0	0	0	0	0
July	3	0	80	0	0	83
August	0	0	8	0	0	8
September	0	0	0	0	0	0
October	0	0	15	0	0	15
November	0	0	300	0	0	300
December	0	0	70	0	0	70

Source: *Kelompok Sadar Wisata* Desa Wisata Tista, 2025

Based on Table 1.1, it shows instability of tourist visits that occurred at Desa Wisata Tista in 2024, With this happening, the *Pokdarwis* began to be more active

in promoting the products they have on social media to grow their brand awareness in the global market. Desa Wisata Tista has adopted Instagram as a platform for promotion, with the username @desawisata_tista on May 31, 2025, the account had 208 followers. The following is the interaction data that occurred on the @desawisata_tista account, which was observed on May 31, 2025.

Table 1. 2 Instagram Activity Data Official Account @desawisata_tista

Post Date	Post Types	Number of Likes	Number of Comments	Number of Viewers
January	Feeds & Reels	91	12	1.309
February	Feeds & Reels	22	3	296
March	Feeds & Reels	26	3	621
April	Feeds & Reels	9	0	208
May	Feeds & Reels	2	0	151

Source: Preliminary observation by the writer (2025)

Based on Table 1.2, the Instagram account @desawisata_tista still does not get much interaction from its followers, including likes, viewers, and comments, which are still low. Several studies have shown that social media significantly influences brand awareness, a finding that is supported and aligned with previous research results conducted by Fadhilah (2024), Agustinus & Junaidi (2020), and Andata (2022) it was found that social media plays a significant role in enhancing brand awareness. Based on the data above, it can be concluded that the level of interaction with the audience is still relatively low, and there is an instability in the number of tourists visiting. To find out whether Instagram marketing efforts contribute to building brand awareness, the writer decided to conduct research at Desa Wisata Tista. This research is entitled "The Impact of Instagram Marketing in Building Brand Awareness of Desa Wisata Tista".

1.2 Research Problem

Drawing from the previous background discussion, the problem statement to be addressed is as follows:

1. How is the implementation of Instagram marketing at Desa Wisata Tista?
2. How does the Instagram marketing implementation impact the brand awareness of Desa Wisata Tista?

1.3 Research Objectives

Based on the formulated problem statement, the study aims to achieve the following objectives at Desa Wisata Tista as follows:

1. To describe the implementation of Instagram marketing at Desa Wisata Tista.
2. To analyze the impact of Instagram marketing on the development of brand awareness at Desa Wisata Tista.

1.4 Research Significance

1. Theoretical Benefits

The purpose of this undergraduate thesis is to investigate the impact of Instagram marketing in building brand awareness at Desa Wisata Tista, as well as being a learning resource for students who want to know more data and understand this undergraduate thesis.

2. Practical Benefits

- a. For the State Polytechnic of Bali

Through this undergraduate thesis, the State Polytechnic of Bali will have more references for future students who will make the undergraduate thesis, especially those who want to research social media marketing.

b. For Desa Wisata Tista

This undergraduate thesis will provide an in depth analysis of Desa Wisata Tista and a report on the performance of Instagram marketing.

c. For the Researchers

This undergraduate thesis serves as the final project to meet the requirements for completing the applied bachelor's program at the State Polytechnic of Bali.

1.5 Scope and Limitations of the Problem

This research is to investigate how marketing via Instagram influences brand awareness development at Desa Wisata Tista. There are 2 variables used, the first is Social Media (X) with dimensions of context, communication, collaboration, and connection (Solis, 2010). The second variable is Brand Awareness (Y), with dimensions of brand recall and brand recognition (Keller, 2020). This study was conducted using mixed research methods. The first problem statement will be answered by the qualitative method, and the second one will be answered by the quantitative method.

CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

Based on the results of the research and discussion on "The Impact of Instagram Marketing in Building Brand Awareness of Desa Wisata Tista," as follows:

1. Desa Wisata Tista has implemented social media marketing, which has been measured using the 4C social media indicators: Context, Communication, Collaboration, and Connection. This is evidenced by the results of a questionnaire distributed online to 97 respondents, where all four indicators received an average total score of 88.32%, meaning it has been effectively implemented. The social media marketing implementation is carried out through these four indicators: Context is implemented through content planning, content creation, and uploading on Instagram with a structured plan. Communication considers the language used to make it easier for the audience to understand the message conveyed through the content. Collaboration is implemented through partnerships with social influencers and media to enhance the brand awareness of Desa Wisata Tista. Media coverage on social media has also helped, Desa Wisata Tista earn multiple awards from the Ministry of Tourism and Creative Economy as one of the best tourism villages in Indonesia. Connection is fostered through consistent interactions on social media, which strengthens the relationship between Desa Wisata Tista and its audience on Instagram. Furthermore, the indication of low engagement clearly highlights an ongoing challenge in reach and overall effectiveness. It points to a need for deeper

analysis into our communication strategies, delivery channels, and the relevance of our content to ensure we're genuinely connecting with our target audience. Addressing this will be key to transforming perception into tangible, measurable success.

2. The results of the simple linear regression test indicate that social media $Y = 30.692 + 0.240X$, where the constant score of the brand awareness variable is 30.692, and the social media marketing variable has a score of 0.240. This means that if the social media marketing variable increases by 1 unit, the brand awareness variable will increase by 0.240. The result of the coefficient of determination test shows an adjusted R Square score of 0.189. This indicates that the independent variable in this research model, social media marketing, contributes less than optimally to brand awareness, with a contribution of 28.1% at Desa Wisata Tista.

5.2 Suggestion

Based on the result and discussion, suggestions are given to improve the implementation of Instagram marketing in building the brand awareness of Desa Wisata Tista as follows:

1. Desa Wisata Tista can use the results of this research to improve marketing on social media. However, several aspects, such as content planning, editing, and scheduling posts, need to be improved for better effectiveness. The content posted should be creative, relevant, and aligned with the identity of the Desa Wisata Tista to attract the audience's attention. In addition, regularly updating content will keep the account active and engaging for followers. By paying attention to these aspects,

social media can become an effective tool to increase visits and awareness of Desa Wisata Tista

2. Future researchers are expected to identify other factors that could influence brand awareness. Based on the analysis conducted by the writer using simple correlation tests, a correlation was found between Instagram marketing and brand awareness. in the determination test, the influence of Instagram marketing was only 28.1%. This indicates that there are other factors that contribute to brand awareness that have not been explored yet. Therefore, further investigation is encouraged in future research for other factors that may also affect brand awareness at Desa Wisata Tista. For future researchers can use triangulation data using insights from Instagram or through long-term observation. This approach will give us a much more valid and reliable understanding of what's really going on. A deeper understanding of these factors can help improve marketing strategies and strengthen brand awareness.

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