UNDERGRADUATE THESIS

DIGITAL MARKETING STRATEGIES IN SUPPORTING BRAND AWARENESS OF SHERATON BANDUNG HOTEL & TOWERS

POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
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This undergraduate thesis is submitted as one of the requirements for obtaining a Bachelor of Applied Tourism Business Management degree at Politeknik Negeri Bali

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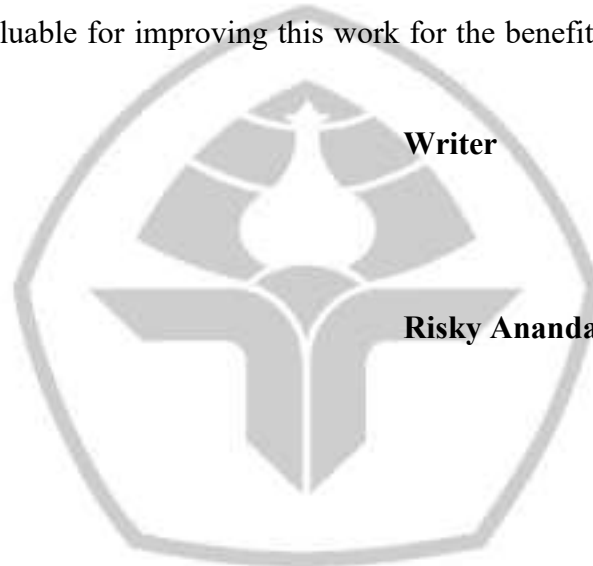
Writer

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ABSTRACT

Wijaya, Risky Ananda Putra. 2025. *DIGITAL MARKETING STRATEGIES IN SUPPORTING BRAND AWARENESS OF SHERATON BANDUNG HOTEL & TOWERS.* Undergraduate Thesis: 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: I Nyoman Rajin Aryana, S.Pd., M.Hum.

Keywords: Digital Marketing, Brand Awareness,Digital Marketing Tools, Hotel, Sheraton Bandung

This study aims to examine the digital marketing strategy implemented by Sheraton Bandung Hotel & Towers to support brand awareness. The data collection methods in this study are observation, interviews, and documentation. The researcher conducted an interview with the Assistant Director of Marketing Communications of Sheraton Bandung Hotel & Towers. The data analysis technique used is a qualitative descriptive approach. The results of the analysis show that Sheraton Bandung Hotel & Towers implements an integrated digital marketing strategy that is holistic and layered, using a marketing funnel framework to systematically support and strengthen brand awareness. This support is measured through the strength, favorability, and uniqueness of brand associations, which have successfully contributed to the achievement of business goals, namely reaching 25% of room bookings from digital channels.

ABSTRAK

Wijaya, Risky Ananda Putra. 2025. DIGITAL MARKETING STRATEGIES IN SUPPORTING BRAND AWARENESS OF SHERATON BANDUNG HOTEL & TOWERS. *Skripsi: Jurusan Pariwisata,* Politeknik Negeri Bali.

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Kata Kunci: Pemasaran Digital*, Brand Awareness, Alat pemasaran* Digital*, Hotel, Sheraton Bandung*

Penelitian ini bertujuan untuk mengkaji strategi pemasaran digital yang diterapkan oleh Sheraton Bandung Hotel & Towers *untuk mendukung* brand awareness. *Metode pengumpulan data dalam penelitian ini adalah observasi, wawancara, dan dokumentasi. Peneliti melakukan wawancara dengan* Assistant Director of Marketing Communications *dari* Sheraton Bandung Hotel & Towers. *Teknik analisis data yang digunakan adalah pendekatan deskriptif kualitatif. Hasil analisis menunjukkan bahwa* Sheraton Bandung Hotel & Towers *menerapkan strategi pemasaran digital terintegrasi yang bersifat holistik dan berlapis, menggunakan kerangka* marketing funnel *untuk secara sistematis mendukung dan memperkuat* brand awareness. *Dukungan ini diukur melalui kekuatan, keunggulan, dan keunikan asosiasi merek, yang telah berhasil berkontribusi pada pencapaian tujuan bisnis, yaitu mencapai 25% pemesanan kamar yang berasal dari saluran digital.*

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CHAPTER 1

INRODUCTION

1.1 Reseach Background

Tourism is a key industry supporting others and boosting the economy, generating $7.8 trillion (10% of global GDP) by 2016 (Barišić & Cvetkoska, 2020). International tourist arrivals reached 1,322 million in 2017, growing 7% (Rwigema, 2021). In Indonesia, tourism drives economic growth and improves quality of life (Polas et al., 2022). However, rapid growth in lodging outpaces tourist arrivals, intensifying competition among hotel, residence, and apartment managers.

Digital technology has revolutionized hospitality marketing. As of January 2024, social media penetration in Indonesia is high, with Instagram (85.3%), Facebook (81.6%), and TikTok (73.5%) leading among users aged 16-64. Instagram, the second most-used platform, serves as an effective tool for boosting brand awareness through visual content and direct engagement (Annur, 2024).
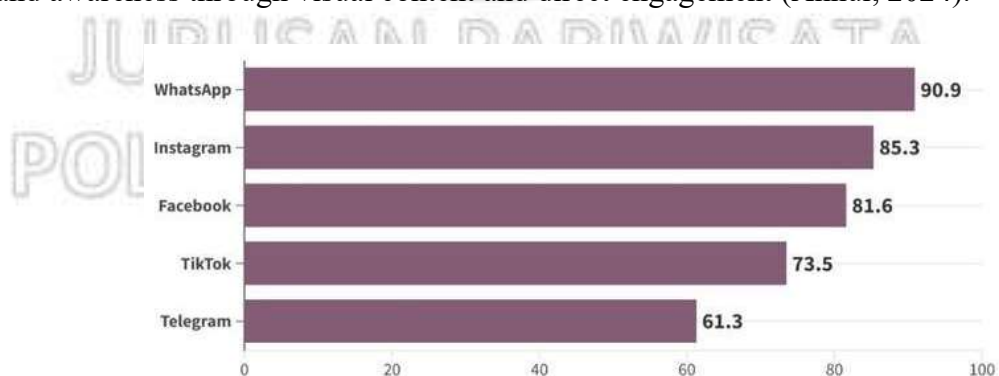

Figure 1. 1 The Most Used Social Media in Indonesia per January 2024 (%)

Source: Goodstats;We Are Social (January 2024)

Sheraton Bandung Hotel & Towers in Dago, Bandung, can leverage Instagram's 85.3% user penetration to boost brand awareness, supported by 27.7K followers and 1,386 posts.

In the era of globalization and rapid digitalization, information technology has become essential in daily life. The internet and digital devices significantly impact various sectors, especially business. One key innovation is digital marketing, which utilizes platforms like social media, search engines, and email to promote products or services to a broader and more targeted audience. Digital marketing provides cost efficiency, broader reach, and deeper consumer behavior analysis, making it increasingly favored by companies to promote their brands

The rapid development of the world has given rise to digital marketing channels that are basically similar to traditional marketing in general, the only difference is that digital marketing uses technology media in the form of e-commerce, marketplaces, and so on. The development of digital marketing must be considered by policy makers or company owners in order to be faster in making their business transitions, from what was previously traditional to changing it to digital in order to be able to follow the development of the market which is so dynamic. Therefore, the right digital marketing strategy is needed.

The title was chosen due to the intense competition in Bandung's hotel industry, where Sheraton Bandung must compete with local and international hotels. As consumers increasingly rely on digital platforms to choose hotels, Sheraton Bandung needs a trendier strategy to attract customers. Digital marketing is essential for boosting brand awareness, which strengthens corporate image and

increases consumer choice. Despite many companies adopting digital marketing, its impact on brand awareness is often misunderstood. Therefore, research on this support is crucial for maximizing success in the competitive market.

Digital marketing helps hotels like Sheraton Bandung Hotel & Towers expand reach, increase brand awareness, and engage potential customers through social media, websites, and SEO. Brand awareness is key to success, shaping consumer perception, trust, and booking decisions, making it essential for the hotel to maintain a relevant and memorable brand in a competitive market.

Figure 1. 2 Instragram Profile

Source: Instagram

Social media is an effective tool in hotel digital marketing. (Chen et al., 2023) highlight that engagement on platforms like Instagram and Facebook boosts brand awareness. Hotels actively interacting with followers can strengthen consumer relationships. For example, some hotels in Bandung use Instagram to promote unique experiences, attracting potential guests. Phlanx data compares engagement rates of several 5-star hotels in Bandung.

Figure 1. 3 Engangement Rate Competitor

Source Phlanx.com

The table shows that similar follower counts don't guarantee higher engagement. International chain hotels need to support their engagement strategy to optimize social media presence.

According to (Chaffey, D., & Smith, 2019), digital marketing includes several key components such as SEO, social media marketing, content marketing, and supportr marketing. These strategies allow companies to support their brand visibility and engagement with customers. (Keller, 2019) emphasize that digital marketing not only increases market reach but a

This study aims to examine the digital marketing strategy implemented by Sheraton Bandung Hotel & Towers to support brand awareness. The findings are expected to help the hotel optimize its digital marketing strategy and contribute to the development of digital marketing and brand awareness knowledge in the hospitality industry.

1.2 Research Question

1. How is the digital marketing implementation at Sheraton Bandung Hotel & Towers?

2. How can digital marketing implementation support brand awareness at Sheraton Bandung Hotel & Towers?

1.3 Research Objectives

The purpose of this research is based on Problem Formulation, As follows:

1. To analyze the digital marketing implementation at Sheraton Bandung Hotel & Towers.

2. To Analyze How can digital marketing implementation support brand awareness at Sheraton Bandung Hotel & Towers?

1.4 Research Significance

The benefits of this research can be divided into two categories, namely theoretical and practical benefits.

1.4.1 Theoretical Benefits

This research explores brand awareness in the digital age, focusing on how consumers form perceptions through online interactions. Using grounded theory, it aims to create a new model for brand awareness in digital marketing within the hospitality industry.

1.4.2 Practical Benefit

The competitive hotel industry in Bandung requires Sheraton Bandung Hotel & Towers to improve marketing and brand awareness through digital strategies to boost occupancy and market position.

1. Analyze digital marketing strategies to boost Sheraton Bandung's brand awareness and support its marketing performance and competitiveness.

2. Serve as a Digital Marketing Reference, offering examples and guidance to other hotels in Bandung to support brand awareness.

3. Offer valuable insights and analysis for marketing professionals in hospitality and academics in digital marketing and branding.

This study aims to explore how digital marketing can support brand awareness, marketing performance, and competitiveness for Sheraton Bandung in the hospitality industry. It also seeks to serve as a reference for other hotels and contribute to the advancement of marketing science in Indonesia.

1.4.3 Limitations and Scope of Search

The limitations of this research problem are:

1. The strategies implemented by Sheraton Bandung Hotel in supporting brand awareness are the focus of this research.

2. The challenges faced by Sheraton Bandung Hotel in supporting brand awareness are the focus of this research

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 CONCLUSION

Based on the analysis and discussion of the role of digital marketing in increasing brand awareness as explained in Chapter IV, the following conclusions can be drawn :

Sheraton Bandung Hotel & Towers actively uses an integrated digital marketing approach to build brand awareness. This involves using various channels strategically, such as official websites, search engines optimization, search engines marketing, email marketing, social media marketing, content marketing, & mobile marketing, all of which aim to strengthen the brand's position in the minds of consumers.

Support for brand awareness for Sheraton Bandung Hotel & Towers is measured through a brand equity framework consisting of: Strength, Favorability, and Uniqueness of Brand Association.

1. Strength of Brand Association : The strength of association is built by making the brand memorable and recognizable. This is achieved by consistently engaging the audience's attention through effective platforms such as Meta and Google. The content presented focuses on the most visually appealing formats, namely Photos and Videos , as well as through collaboration with influencers to expand their reach.

2. Favorability of Brand Association : An association's advantage is created by ensuring the audience has a positive perception of the brand. Sheraton Bandung Hotel & Towers achieves this by presenting content that is relevant and in line with what the market needs (what market needs). In addition, by setting KPIs to achieve with a minimum engagement rate of 5%, the hotel actively ensures that the interactions that occur are positive and liked by the audience.

3. Uniqueness of Brand Association: Uniqueness is what sets a brand apart from competitors. Sheraton Bandung Hotel & Towers builds its uniqueness by consistently following the brand guidelines in every marketing activity. This ensures that the image built is a distinctive, international standard premium brand image, which is the main differentiator from other hotels.

In the application of digital marketing in supporting brand awareness that has been carried out, of course, there are impacts and obstacles. The impacts seen include maintaining a high level of audience involvement on social media and increasing public awareness which has a direct impact on achieving business targets.

The contribution of 25% of room bookings comes from digital channels. Regarding the obstacles encountered, based on the available information, the hotel stated that

So far it has not faced any significant challenges in the implementation of their strategy.

5.2 SUGGESTIONS

Consider by the given that the current digital marketing strategy does not face significant obstacles, it is recommended that the management continue to provide full support to the existing strategy. To accelerate the achievement of long-term vision, namely 50% of the room booking mix from digital channels, can be considered to increase investment allocation on the channels that have proven to be the most effective in building brand awareness, Meta and Google. Suggest to continue to maintain the quality and consistency of visual content (Photos and Videos) that prove to be most appealing to the audience. To maintain and even exceed KPI targets With a minimum engagement rate of 5%, the team can proactively continue its adaptive approach focused on market needs. This can be done by continuing to explore more innovative content formats, in line with the hotel's commitment to always be adaptive to the adoption of new technologies in the future.

Marketing Budget also may rise up, for better tools and improvement strategy

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