

**UNDERGRADUATE THESIS**

**UTILIZATION OF SOCIAL MEDIA PLATFORM IN  
INCREASING BRAND AWARENESS  
AT MELIÁ PUROSANI HOTEL YOGYAKARTA**



**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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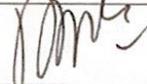
This undergraduate thesis entitled:

### UTILIZATION OF SOCIAL MEDIA PLATFORM IN INCREASING BRAND AWARENESS AT MELIÁ PUROSANI HOTEL YOGYAKARTA

By **Nabila Zahra Putri Rinarta (NIM. 1915834008)** 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

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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.

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## PREFACE

Foremost, I would like to thank God almighty, who has been given the blessing to the writer to compose a research proposal, therefore the writer can finish a thesis entitled “Utilization of Social Media Platforms in Increasing Brand Awareness at Meliá Purosani Hotel Yogyakarta”. Thesis is one of the terms to compose a bachelor thesis of D4 Tourism Business Management, Tourism Department in Politeknik Negeri Bali. On this occasion, the writers would like to thank profusely those who always provide support, guidance, and assistance during the compilation and writing process:

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

Badung, July 2023

The Writer

## ABSTRACT

Rinarta, Nabila Zahra Putri. (2023). Utilization of Social Media Platform in Increasing Brand Awareness at Meliá Purosani Hotel Yogyakarta. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM., and Supervisor II: Made Sudiarta, SS., M.Par.

Keywords: Hotel, Utilization, Social Media, Instagram, Brand Awareness

This study focuses on utilization of the use of social media in increasing brand awareness which is implemented at the Meliá Purosani Hotel, Yogyakarta. In utilizing social media platforms, Hotel Meliá Purosani Yogyakarta aims to increase brand awareness of the hotel itself in wider circles by showing the hotel's existence on social media through uploading interesting content, collaborating with Key Opinion Leaders or Influencers, following social media trends present time. This study aims to analyze how the utilization of social media platforms in increasing brand awareness and analyze how the use of social media can increase brand awareness. In this study there are two analyzes to answer the two research objectives, namely qualitative and quantitative. The data were analyzed using simple linear regression in the SPSS version 20 program. The data analyzed were obtained from 100 respondents. The results showed that the two research variables had a positive and perfect relationship with a significance value of 0.846. On the results of the regression test, the coefficient or regression value is 1.246, meaning that the Social Media variable has a positive relationship to Brand Awareness because there is no negative sign in front of the regression coefficient value. This means that if the social media variable increases, brand awareness will increase by 1,246 units. The results of the T-test show that the calculated t value is 15.739 with a significance of 0.000, while the t table value is 1.98447. Based on the results of the T-test, it was obtained t-count 15.739 > t-table 1.98447 and a significance of 0.000 < 0.05, then H0 was rejected and H1 was accepted. Then there is a significant positive influence of the Social Media variable on the Brand Awareness variable. To be able to increase the influence of social media on brand awareness, hotels need to evaluate the efforts that have been made, one of which is on the interaction indicator because the results of the respondent's data, this indicator has a lower average compared to other social media indicators.

## ABSTRAK

Rinarta, Nabila Zahra Putri. (2023). *Utilization of Social Media Platform in Increasing Brand Awareness at Meliá Purosani Hotel Yogyakarta*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

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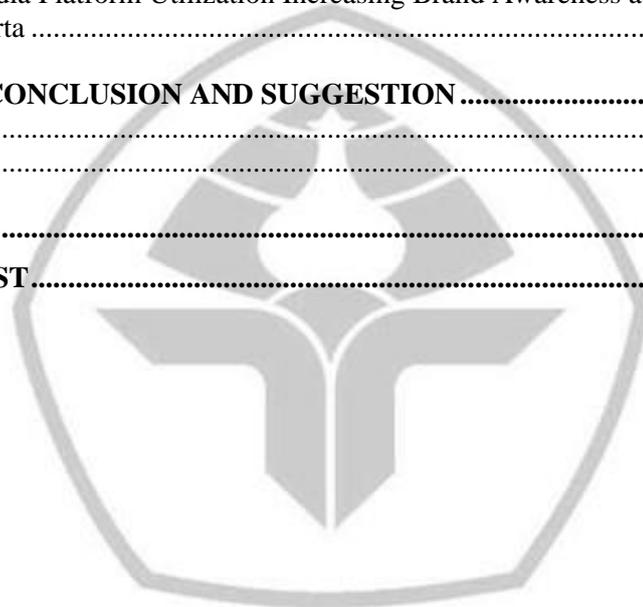
**Kata Kunci:** Hotel, Utilization, Social Media, Instagram, Brand Awareness

*Studi ini berfokus pada implementasi pemanfaatan media social dalam meningkatkan brand awareness yang diterapkan di Hotel Meliá Purosani Yogyakarta. Dalam memanfaatkan platform media sosial, Hotel Meliá Purosani Yogyakarta bertujuan untuk meningkatkan brand awareness daripada hotel itu sendiri di kalangan yang lebih luas dengan cara menunjukkan eksistensi hotel di media sosial yakni Instagram melalui unggahan konten yang menarik, kolaborasi dengan Key Opinion Leader atau Influencer, mengikuti trend media social masa kini. Penelitian ini bertujuan untuk menganalisis bagaimana implementasi pemanfaatan platform media social dalam meningkatkan brand awareness dan menganalisis bagaimana pemanfaatan media social tersebut dapat meningkatkan brand awareness. Dalam penelitian ini terdapat dua analisis untuk menjawab kedua tujuan penelitian yaitu kualitatif dan kuantitatif. Adapun data dianalisis menggunakan regresi linear sederhana pada program SPSS versi 20. Data yang dianalisis didapatkan dari 100 responden. Hasil penelitian menunjukkan kedua variabel penelitian memiliki hubungan yang positif dan sempurna dengan nilai signifikansi 0,846. Pada hasil uji regresi, nilai koefisien atau regresi sebesar 1,246 artinya variabel Social Media memiliki hubungan positif terhadap Brand Awareness karena tidak ada tanda negatif di depan nilai koefisien regresi. Artinya jika variabel social media meningkat maka brand awareness akan meningkat sebesar 1.246 satuan. Pada hasil uji T, menunjukkan nilai t hitung sebesar 15,739 dengan signifikansi 0,000, sedangkan nilai t tabel sebesar 1,98447. Berdasarkan hasil uji t diperoleh  $t_{hitung} 15,739 > t_{tabel} 1,98447$  dan signifikansi  $0,000 < 0,05$  maka  $H_0$  ditolak dan  $H_1$  diterima. Kemudian terdapat pengaruh positif yang signifikan variabel Social Media terhadap variabel Brand Awareness. Untuk dapat meningkatkan pengaruh social media terhadap brand awareness, hotel perlu untuk evaluasi dari upaya yang telah dilakukan salah satunya adalah pada indicator interaksi karena hasil dari data responden, indicator tersebut memiliki rata rata lebih rendah dibandingkan dengan indicator social media lainnya.*

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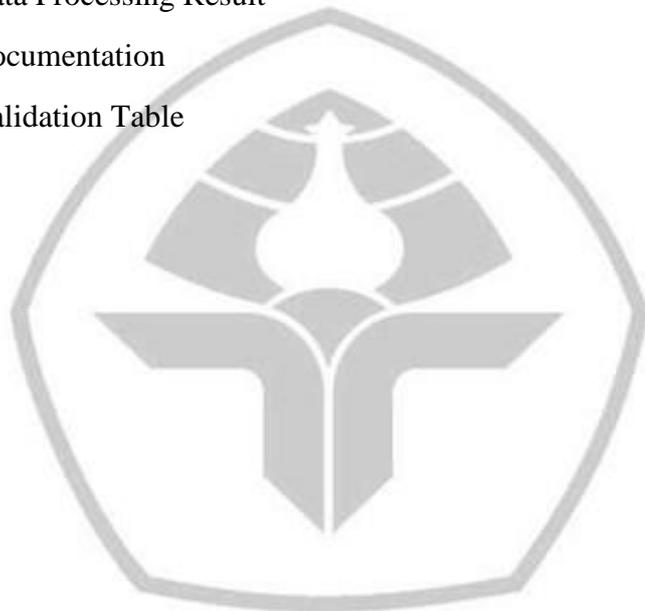
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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Nowadays, technology is rapidly growing. Activities which are carried out by utilizing technological advances are increasing. Due to industry revolution 4.0, many things turned into digital technology. New digital technologies have introduced important innovations in factories, hospitals, hotels, cities, and territories (Pancarelli, 2020). The technological advancement certainly makes it easier to do various things such as internet and social media.



**Figure 1.1 Internet and Social Media Users Data 2022**  
Source: We Are Social

Based on figure 1.1, shows that internet users have reached to 204.7 million and there are 191.4 million social media users. Some of the reasons for using the internet are to find information, to search products and brands, education and study, also search places, vacations and travel. While, the reasons for using social media are to find content, to find product to purchase, to see content from favorite brands, and many others. Therefore, it can be concluded that those reasons can support the operational of the tourism industry.

Tourism industry such as restaurant, transportation, travel agent, including hotel industry can respond this condition become an opportunity to show the existence the brand and share the information about the brand to make the brand is easy and widely recognized. In the other hand, hotel industry can increase brand awareness of their brand through social media. Brand awareness is important to make the public can different the brand with its competitor. The efforts in increasing brand awareness are needed by tourism industry including hotel industry, especially the hotel which located in tourist destination areas because the competition will be even tighter such as in Bali, Lombok, Bandung, including Yogyakarta Province.

**Table 1.1 Table of Hotel Data in Yogyakarta**

**APLIKASI DATAKU  
DAERAH ISTIMEWA YOGYAKARTA**

Elemen : Jumlah Hotel

| No  | Bidang Urusan | Elemen                     | Tahun  |        |          |          |      | Satuan | Sifat Data | Sumber Data      |
|-----|---------------|----------------------------|--------|--------|----------|----------|------|--------|------------|------------------|
|     |               |                            | 2019   | 2020   | 2021     | 2022     | 2023 |        |            |                  |
| 1   | 2             | 3                          | 4      | 5      | 6        | 7        | 8    | 9      | 10         | 11               |
| 1   | Pariwisata    | Jumlah Hotel               | 773,00 | 790,00 | 1.833,00 | 1.696,00 | 0,00 | Unit   | Tahunan    | -                |
| 1.1 | Pariwisata    | Jumlah Hotel Bintang Lima  | 11,00  | 11,00  | 11,00    | 15,00    | -    | Unit   | Tahunan    | Dinas Pariwisata |
| 1.2 | Pariwisata    | Jumlah Hotel Bintang empat | 36,00  | 42,00  | 45,00    | 31,00    | -    | Unit   | Tahunan    | Dinas Pariwisata |
| 1.3 | Pariwisata    | Jumlah Hotel Bintang Tiga  | 61,00  | 68,00  | 69,00    | 67,00    | -    | Unit   | Tahunan    | Dinas Pariwisata |
| 1.4 | Pariwisata    | Jumlah Hotel Bintang Dua   | 34,00  | 33,00  | 30,00    | 44,00    | -    | Unit   | Tahunan    | Dinas Pariwisata |
| 1.5 | Pariwisata    | Jumlah Hotel Bintang Satu  | 21,00  | 18,00  | 17,00    | 11,00    | -    | Unit   | Tahunan    | Dinas Pariwisata |
| 1.6 | Pariwisata    | Jumlah Hotel Non Bintang   | 610,00 | 618,00 | 1.661,00 | 1.528,00 | -    | Unit   | Tahunan    | Dinas Pariwisata |

● Tetap ● \*) Sementara ● Sangat Sementara n/a Tidak ada

Source: Dataku DIY

Based on table 1.1, there are more than 1500 hotels in Yogyakarta, including 15 five-stars hotels among them. The hotels of course show their existence to be able to compete with competitors. Department in the hotel that has responsibility in this case is Sales and Marketing department. As for marketing communication and public relations marketing, they play an important role in manage and develop the company's social media to increase brand awareness in order to support marketing activities. One of the ways to increase brand awareness is through social media

platforms because social media is able to spread information quickly and widely. Several hotels in Yogyakarta have implemented social media utilization to show their existence in a public. One of the hotels in Yogyakarta that utilize social media to increase brand awareness is Meliá Purosani Hotel Yogyakarta.

Meliá Purosani Hotel Yogyakarta is one of five stars hotels in Yogyakarta that utilize social media to increase brand awareness through social media platform, media partner, and third party such as Key Opinion Leader or influencer. The strategy aims to increase brand awareness then the brand will be easily recognized and widely reached by society. However, the utilize of social media platforms is still not optimal to make the name of Meliá Purosani Hotel Yogyakarta to be better known and remembered compared to its competitors. There was not much research has been conducted in this place, especially regarding the utilization of social media platform.

Based on the background above, the writer interested to conduct research about the utilization of social media platform at Meliá Purosani Hotel Yogyakarta entitled “Utilization of Social Media Platform in Increasing Brand Awareness at Meliá Purosani Hotel Yogyakarta”

## **1.2 Problem Identification**

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

1. How is social media platform utilized at Meliá Purosani Hotel Yogyakarta?
2. How can the utilization of social media platform at Meliá Purosani Hotel Yogyakarta increase brand awareness?

### **1.3 Purpose of the Research**

Based on the problem identification above, the purpose of this research proposal as follows:

1. To analyze the utilization of social media platform at Meliá Purosani Hotel Yogyakarta.
2. To analyze how can the utilization of social media platform at Meliá Purosani Hotel Yogyakarta increase brand awareness.

### **1.4 Significances of the Research**

This research is expected to bring some benefits, both theoretically and practically. The benefits of this research are as follows:

#### **1. Theoretical Benefits**

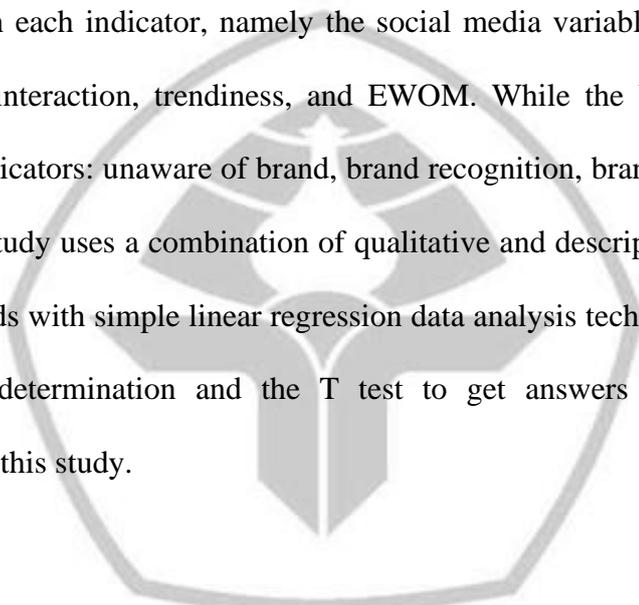
This research is expected to provide additional knowledge and insight about the utilization of social media platforms in the hotel industry and this research is expected to be used as a reference and material for consideration for those who will conduct further research.

#### **2. Practical Benefits**

Practically, the results of this research are expected to be useful for companies regarding what needs to be improved and expected to provide suggestions and corrective actions in the utilization of social media platform at Melia Purosani Hotel Yogyakarta.

### **1.5 Limitations and Scope of Research**

Based on the above background, the scope and limitations of this problem are mix method research. The author limits the problems in this study only related to the proposed title, namely how social media platform utilized in increasing brand awareness at Meliá Purosani Hotel Yogyakarta. This study uses one independent variable, namely social media and one dependent variable, namely brand awareness, with each indicator, namely the social media variable has indicators: entertainment, interaction, trendiness, and EWOM. While the brand awareness variable has indicators: unaware of brand, brand recognition, brand recall, and top of mind. This study uses a combination of qualitative and descriptive quantitative research methods with simple linear regression data analysis techniques, using the coefficient of determination and the T test to get answers to the problem formulations in this study.



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## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the description of the discussion related to the utilization of social media platform in increasing brand awareness as discussed in chapter IV, the researcher obtained several conclusions as follows,

Meliá Purosani Hotel Yogyakarta has utilized social media platform Instagram as media for increasing brand awareness properly. The social media utilization includes make the use of the hotel's social media is fun and enjoyable, create interesting content, keep the audience informed with recent information about the hotel, conducting collaboration with Key Opinion Leader or Influencer, followed social media trends, and create content that enables the interests of audiences to share the information about the hotel on their social media. The efforts that have been carried out by hotels to achieve their goals, to show the hotel's existence on social media to increase brand awareness. The utilization of social media activities has been very well implemented as proven by the results of the analysis which obtained an average value for each indicator.

The result of this study shows that there is perfect correlation between social media and brand awareness variables. The relationship is positive based on  $r$  value of correlation test. The data processing result shows that social media variable contributes 71.7% to the brand awareness variable. While, 28.3% is influenced by other factors outside this research. Then, there is a significant positive effect of Social Media variable on Brand Awareness variable. The result shows that the

utilization of social media platform by Meliá Purosani Hotel Yogyakarta has an impact the society in the range age 18-24 and also society with working status.

## **5.2 Suggestion**

Based on the research's result and conclusion above, there are several suggestions to be more useful for Meliá Purosani Hotel Yogyakarta, that from the data respondent, indicator of interactions dimension has a lower average compared to other social media indicators. This can be a reference for evaluation for Meliá Purosani Hotel Yogyakarta in utilizing social media platform, especially focusing on this dimension. Hotels can make efforts to increase the dimension of interaction by maximizing the use of existing interaction features on social media platforms such as Question and Answer boxes, responding to questions from the audience or followers as soon as possible either through direct messages or in the comment column. Besides that, it is also hoped that the Meliá Purosani Hotel Yogyakarta will remain consistent and maximize the efforts in utilizing social media platforms to increase brand awareness.

This research only focusing the utilization of one social media platform. It is hoped that further researchers can look for other platform on social media and research other factors which can affects brand awareness from social media.

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