

Digital marketing model on Hospitality business's social media (Study at Indoluxe Hotel Jogjakarta)

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ABSTRACT

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The increasing growth of hotels from year to year has resulted in increasingly tight competition in the hotel business in Yogyakarta. In order to win competitive business competition, Indoluxe Hotel Jogjakarta carries out digital marketing through social media in its promotional activities. Social media in the current digital era has no doubt about its existence and has an important role in building relationships between hotels and customers. The aim of this research is to find a digital marketing model on Indoluxe Hotel Jogjakarta social media. The method used in this research uses a qualitative approach by collecting data through interviews, documents and analysis on Indoluxe Hotel Jogjakarta social media. The object of this research is Indoluxe Hotel Jogjakarta's social media with the research subject being the sales & marketing department which manages Indoluxe Hotel Jogjakarta's social media. Overall, digital marketing on social media that has been carried out by Indoluxe Hotel Jogjakarta has implemented the right steps. This can be seen from the results of analysis and evaluation using Forrester's 5I model so that hotels can find out whether the social media they run has an impact on business or vice versa. The results of this research found a digital marketing model on Indoluxe Hotel Jogjakarta social media by dividing the model into three aspects, namely planning, action and involvement. Planning phase to build brand, product and service awareness. The action phase is the stage where the brand, in this case the Indoluxe Hotel Jogjakarta, can interact with customers. Lastly, namely engagement where Indoluxe Hotel Jogjakarta maintains relationships to create customer loyalty.

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1. Introduction

Digital marketing in the industrial era 4.0 in the tourism business applies e-tourism (IT enabled tourism/Electronic tourism), namely utilizing sophisticated information and communication technology to increase efficiency in the tourism sector, providing various tourism services to customers in the form of telematics and making marketing tourism is more accessible (Suprpto et al., 2020). E-tourism is a modern way of promoting and the latest information about tourism that tourists are looking for, such as tourist attractions, hotels, travel agents and events that can be



accessed 24 hours anytime, anywhere and anyone (Zowisło, 2019). E-tourism has an online interactive system that makes it easier for tourists to get information and make reservations for some of the available tourism elements, especially hotels (Aljumah, 2023).

The hotel business is one of the industries affected by changes in the use of digital media in society. One study conducted at a hotel in Subang, West Java showed that digital media had a big influence on interactions between the hotel and the public. Digital media can be used to interact with customers and potential customers, so that the hotel understands the latest trends that are of interest to the public (David, 2017).

In the hotel business, to be in a superior position to win the competition, it is necessary to think and implement strategic planning so that the company can maintain the market (Qin et al., 2021). Innovation in business is an effective thing that makes companies successful with a different innovation approach in encouraging the creation of value and competitiveness (Dogra, 2023). Companies must realize that in the current technological era, there is a shift in consumer culture. Consumers no longer only seek information through conventional media, but there has been a shift to digital media.

Based on the results of research conducted by Digital in Asia, more than 3 out of 7.5 billion people from all over the world every month use internet networks, especially social media, in their lives. Eight hundred million people are active users of Instagram with the most users in the 18-34 year age range. People from various circles and professions have used this social media platform, including professions such as doctors to interact with their patients (Odoom, 2023). Indonesia is the third highest country that uses Instagram as a platform that is popular with many groups. Instagram is not only a photo and video sharing platform, but is a great opportunity as a promotional medium with great potential. Instagram also has the ability to globalize information that was previously only known by local people (Moreno et al., 2018). In research regarding Instagram accounts that promote tourism in Malang City, this Instagram account shares photos, videos and information about local tourism in Malang City. The impact of disseminating this information via Instagram means that tourist locations that were previously only known to local residents can be widely spread to both domestic and international tourists (Belias et al., 2023).

Social media is online media where users can share, participate and create text, image, video content or create online streaming. Other popular social media used in industry 4.0 are Facebook, TikTok and Twitter. Previously, social media was used as a place to find friends, chat, share videos, and has followed the development of digital media as a promotional medium by uploading images or content that will be promoted on web and mobile platforms. Social media that is used to promote a particular company or brand is faster, real-time and can be seen by other social media users.

Indoluxe Hotel Jogjakarta is a 4 (four) star hotel which has been established for more than 7 (seven) years since 3 October 2014. As a MICE Hotel, Indoluxe Hotel has 1 ballroom with a capacity of 800 people with a Big LED Screen, 9 meeting rooms, 1 VIP Room and 200 rooms with 6 types of rooms equipped with quite complete facilities. The location of Indoluxe Hotel Jogjakarta is on Jalan Palagan Army Student, not far from Malioboro, Tugu Jogja and Yogyakarta Station. Indoluxe Hotel Jogjakarta focuses on utilizing this development to carry out its marketing activities. The large number of competitors is a consideration for Indoluxe Hotel Jogjakarta to enter the very tight competition.

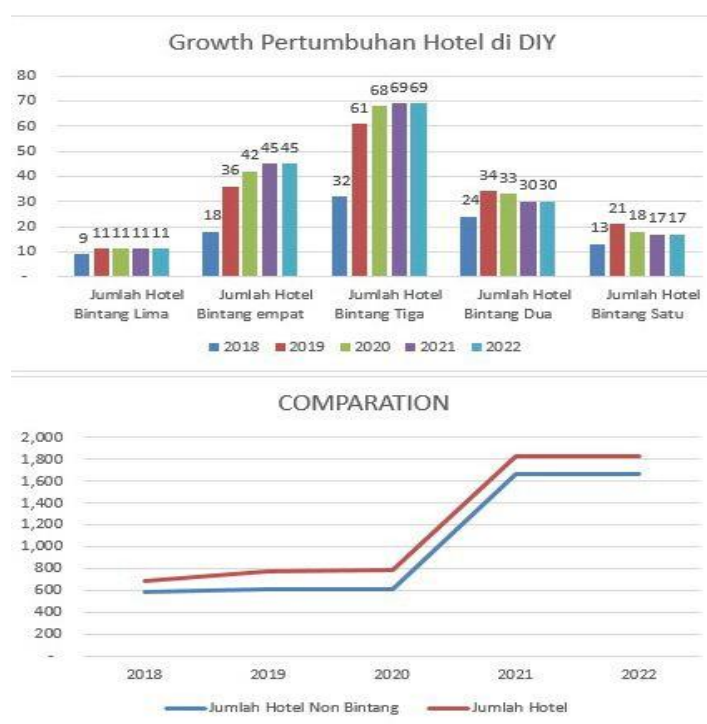


Fig. 1. Number of Star Hotels and Non-Star Hotels in DIY 2018-2022
 Source: <http://bappeda.jogjaprov.go.id/dataku/>

From year to year there are significant additions to hotels in Jogja, causing competition in the hotel business in Yogyakarta to become increasingly fierce. The Dataku Application for the Special Region of Yogyakarta via the bappeda.jogjaprov.go.id website noted that from 2018 to 2022 the number of hotels in Yogyakarta, consisting of 5 star hotels, 4 star hotels, and so on to non-star hotels, has increased by 200% from 685 hotel units to 1833 hotel units. With so many star hotels in Jogja, of course there is tight competition to get customers. To be in a superior position in winning the market, it is necessary to think and implement strategic planning so that the company can survive in business competition.

Indoluxe Hotel Jogjakarta has used social media as a promotional medium through several social media platforms such as Instagram, Facebook, Twitter and TikTok. Social media is the mainstay platform for Indoluxe Hotel Jogjakarta to promote rooms, meeting rooms, restaurants and bars,

swimming pools and food and drink promotions. In social media marketing, it is hoped that it can attract the attention of the audience through the marketing content that is shared.

Content marketing is a marketing strategy that focuses on planning, creating and distributing content that is relevant, consistent, and able to attract the attention of readers so that it makes them interested in using a product or service offered by Indoluxe Hotel Jogjakarta (Rosnberg, 2022). Through marketing content, hotels can reach more customers to get to know them and be interested in staying or coming to enjoy the promotions being offered (Taherdoost, 2023). By providing quality content on the website or social media, Indoluxe Hotel Jogjakarta will get more attention from potential customers (Shah et al., 2019).

Video marketing is a business marketing method that uses video content (Coker et al., 2021). Currently, video marketing is the marketing strategy most preferred by potential customers before using a product or service (Coker et al., 2021). The role of video as a digital marketing strategy for Indoluxe Hotel Jogjakarta is quite important (Yudha, 2022). This is because visual material in the form of video will provide a clearer and more real picture for potential customers. Through video marketing, Indoluxe Hotel Jogjakarta can show various information about the hotel facilities provided or just views around the hotel.

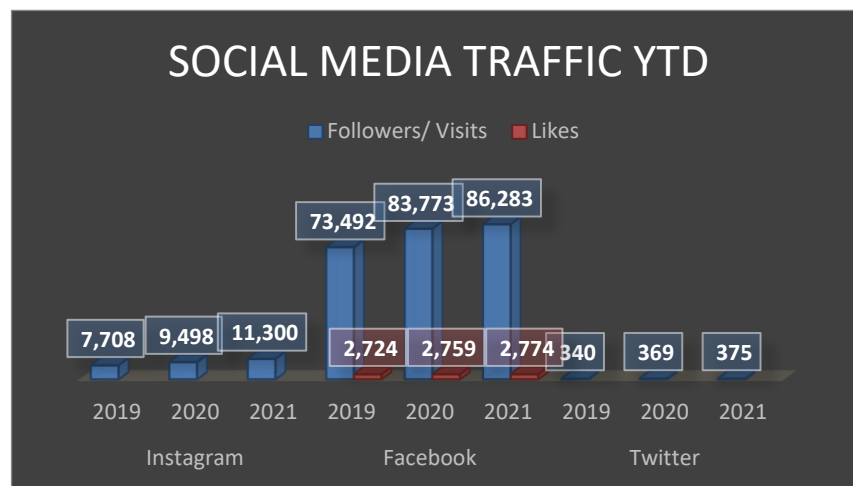


Fig. 2. Social Media Traffic YTD Indoluxe Hotel Jogjakarta
Source: Yearly Report Analysis Indoluxe Hotel Jogjakarta

The results of pre-research observations on Indoluxe Hotel Jogjakarta's Instagram, Facebook and Twitter social media conducted by researchers on March 15 2022 explained that by conducting initial analysis on Social Media Traffic Year To Date (YTD), customer engagement was found on the social media platforms used by Indoluxe Hotel's digital marketing activities are less than optimal and do not provide significant engagement figures. Facebook likes from 2019 to 2021 only increased by 50 likes, followers/visits on Instagram increased by 3,592 people and Twitter only increased by 35 followers. The numbers are not yet satisfactory for measuring the success of digital marketing activities that have been running for the last few years using social media. Jeane

Summarauw as Chief Marketing Officer of Indoluxe Hotel Jogjakarta hopes that through digital marketing strategies in creating promotional content and managing social media we can increase maximum customer engagement to maintain brand awareness as a goal or objective in organizing campaigns or ads amidst the competitive hotel business in Jogja (Ismoilova, 2022).

At the beginning of 2022, in the era of TikTok and reels video content, Indoluxe Hotel Jogjakarta began to intensively promote hotels on this platform. The video also went viral, getting lots of likes and comments from TikTok users. Some of the promotional videos that were shared were included in the FYP (for your page) recommended by TikTok so they got good engagement. Good content packaging influences the audience's interest in getting involved and seeing the promotional content.

In the month of Ramadhan where hotel room sales decline, Marcom Indoluxe Hotel Jogjakarta is ready to promote other hotel products, namely the "Kampung Langit Ramadhan" Breaking the Fast Promo via social media. Through video content to promote this package, Marcom Indoluxe Hotel Jogjakarta shows the beauty of breaking the fast at the Indoluxe Hotel Jogjakarta while enjoying a beautiful sunset with views of Mount Merapi on the north side and a beautiful city view, which will provide a better experience of breaking the fast with family, colleagues and friends. special. The promotional content of this video was shared on the Instagram, Facebook and TikTok platforms and received quite good reception from social media users, as seen from the large number of orders for bukber packages at the Indoluxe Hotel Jogjakarta.

Indoluxe Hotel Jogjakarta also carries out promotional and sales activities via the website. Websites provide information pages provided via the internet so that they can be accessed throughout the world as long as they are connected to the internet, there are dynamic and static websites. A dynamic website is a website that can be input, updated and deleted by the web admin at any time, while a static website is one that cannot be directly input, updated and deleted by the web admin. Management is carried out by the website loader. The website is created with a CMS (content management system) or framework or professionally programmed by yourself (Saxena & McDonagh, 2021). The website that has been created is then optimized through SEO (search engine optimization) to increase the ranking of the website so that it makes it easier for search engines (search engines) such as Google, Yahoo, or other search engines to find the page/website and place it on the first page. search engine with keywords specified by the user (Sun, 2022). Like searching for hotels in Jogja in figure 1.3, the website contains content information, images or videos such as tourist attractions in Jogja, hotel facilities, promos and others in figure 1.4. The link to enter the hotel website is also presented in the bio of each hotel's social media, making it easier for social media users to enter and find the Indoluxe Hotel Jogjakarta website.

In some special promos, for example for room reservations, the social media content that is shared has been programmed automatically by Marcomm to make it easier for social media users to book/reserve rooms with just one click on the link provided, the customer will be directly connected to the hotel website and make a room reservation directly, independently or can connect via WhatsApp chat to the hotel reservation number.

Fraccastoro et al., (2021) also contributed to the literature by identifying three distinct capabilities of social media for customer engagement in tourism: persistent engagement, tailored engagement and triggered engagement. Internet access and use has increased and as a result, the way consumers choose and book hotels has changed in recent years (Wu et al., 2022). Thus, Marketing communication Indoluxe Hotel Jogjakarta must actively contribute in managing the hotel's social media accounts by sharing content (location, photos, prices), where anyone can consult via the platform regardless of the location and time the customer searches (Castronovo & Huang, 2012). Marketing communication must be ready to face technological developments as an opportunity for the tourism and hospitality industry (Xiao, 2023).

Marketing Communications Indoluxe Hotel Jogjakarta has had routine daily activities to manage the hotel's social media and create content to be shared on the social media platforms Instagram, Facebook and Twitter. Every day, Marcom must share interesting promotional content so that social media seems lively and active to build interaction with consumers/social media followers. Good interaction will increase social media engagement. In the hotel business, Lee et al., (2021) and Kusuma (2021) state that hotel companies' appropriate and appropriate reactions to comments and reviews from guests enable them to discuss, listen to their opinions, and build trust in potential guests and build an online reputation in the electronic market. It is very important for companies to have a good online presence because "who is seen, is remembered". Online alone is not enough if potential guests cannot find the hotel in the digital world, or if the information provided does not match their search expectations (Popp et al., 2017).

Guest engagement behavior has led to changes in the management and marketing strategies of companies in the hospitality business, and led them to increase the use of digital marketing tools. This information, together with the study of the target audience, allows managers and marketers to plan digital marketing strategies that suit the target audience, both in form and content (Yin et al., 2022).

According to Mohamad (2022), social media can be defined as a group of internet-based applications that enable consumers to interact, communicate and share ideas, thoughts and experiences. This new form of communication is changing the way people relate because it allows them to share ideologies and opinions in a variety of formats (Cheng, 2018). The hotel's presence

on social media and encouragement of dialogue with guests is fundamental and must be done with greater frequency and intensity. Today, it is no longer a matter of what companies say about themselves, but what they say about them. This research will carry out an in-depth analysis of Indoluxe Hotel Jogjakarta's Facebook, Instagram and TikTok social media because they are considered the most relevant for the hotel sector, considering their function and the number of users.

In this research, the author conducted more specific research on Indoluxe Hotel Jogjakarta social media to find a digital marketing model on Indoluxe Hotel Jogjakarta social media that is appropriate as a form of business in order to provide new solutions and breakthroughs in effective digital marketing strategies in accordance with the objectives expected by Indoluxe Hotel Jogjakarta. The method used in this research uses a qualitative approach by collecting data through interviews, documents and observations. The object of this research is Indoluxe Hotel Jogjakarta's social media, namely Instagram, Facebook, Twitter and TikTok which is carried out by marketing communications which manages Indoluxe Hotel Jogjakarta's social media.

The theory used as the basis for this research is: (1) Communication Planning Theory (Theory of Planning). The theory of communication planning was first coined by Berger & Roloff (2019), This theory explains how communication planning is made by a company. This is because the purpose of communication itself is to achieve certain aims and objectives. Charles explained that a plan is an idea of the action plan that is carried out. Sharing information about certain topics as specific domain knowledge and about how to communicate such as influencing other people (general domain knowledge). Planning theory in digital marketing strategy is really needed, this is to know and understand the situation to obtain the right way to achieve communication goals.

Digital marketing requires very complex planning so that the messages created can be conveyed to the public. (2) Digital Marketing: Digital Marketing can also be interpreted as an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner (Kurniawati, 2023). This type of digital marketing also includes many of the techniques and practices contained in the internet marketing category. There are indicators that influence Digital Marketing, including ROI (Return on Investment), ROI is also called return on investment. Of the many costs incurred for a digital marketing activity, of course you have to know whether the activity is effective or not, provides a profit or not for the company (Florek & Gazda, 2021). Value Exchange (Value), determining the value exchange here means what value we will give to our customers in marketing the product (Martín, 2023). The aim is to create customer loyalty so that customers will become an inseparable part of digital marketing success.

Next are Objectives, which can be said to be the goals or objectives that a digital marketing practitioner will pursue in carrying out their activities. The digital marketing strategy itself cannot be separated from the objectives created, so there needs to be a long discussion regarding the objectives before implementing digital marketing. Tactics and Evaluation are several digital techniques and tools available to realize targets in digital marketing. Each tactic has its strengths for example, acquisition (getting new customers) is probably best driven by disbursement advertising, while email is one of the most effective tools for selling more products to existing customers.

Therefore, after determining the objectives, adjustments to tactics are based on the objectives and values to be achieved. The last one is Ongoing Optimization, namely the most interesting thing about digital marketing is its dynamic, flexible and agile nature. This means that a digital marketer must be required to be up to date with developments over time. 3) Social Media Marketing; marketing activity strategy using social media sites such as Facebook, Twitter, Instagram, Pinterest, YouTube, and so on. The social media platforms commonly used by business people include Facebook Marketing, Instagram Marketing, Twitter marketing, YouTube marketing (Gupta, 2023).

According to Rachmawati & Afifi (2022), in order to be successful in carrying out marketing strategies via social media, companies must be able to master several things, namely interaction, in communicating on social media, companies must be able to interact with their consumers and create two-way communication. direction. Immediacy (closeness), with the existence of a two-way interaction, which can later help create closeness between the company and its customers. Responsiveness (quick response), social media is a place where all users can express opinions. So companies must be able to respond quickly to all comments or responses given by their customers.

Entering the beginning of 2021, the hotel business is starting to try to bounce back after going through the worst period in 2020 and is ready to take off in the following years. When a business starts to recover, it would be better if it starts to adapt to the current developing market. After all, to stand the test of time and thrive in the competitive space, hotel businesses need to equip themselves with the right skills and knowledge. Arming companies with a valuable strategy-based framework will help businesses plan for the long term. 4) Digital Marketing Model 5I's, leading market research and marketing organization Forrester developed a new model 5I's several years ago, which hotel businesses can utilize to benefit their ongoing digital marketing efforts (Soedarsono et al., 2020). Forrester's 5Is framework is a marketing strategy framework that focuses on building strong customer relationships. The framework outlines five key components that marketers must consider to create a comprehensive and effective marketing plan. The five components are Involvement, Interaction, Intimacy, Influence, and Individual.

2. Method

The research entitled digital marketing models on social media in the hotel business, this study at the Indoluxe Hotel Jogjakarta, uses qualitative research (Daymon & Holloway, 2010). This research explains in depth the social media activities carried out by Indoluxe Hotel Jogjakarta to find the right digital marketing model on Indoluxe Hotel Jogjakarta social media as a form of business in order to provide new solutions and breakthroughs in effective digital marketing strategies in accordance with the expected objectives (Manning & Kunkel, 2014).

The subject of this research is the Marketing Communications Department of Indoluxe Hotel Jogjakarta which is responsible for digital marketing and managing social media. The research object in this research is the activity of the Indoluxe Hotel Jogjakarta social media accounts, namely Instagram, Facebook, Twitter and TikTok, documents in the form of monthly, yearly reports and the results of interviews with internal parties who are closely related to the research object. This research was carried out by Indoluxe Hotel Jogjakarta, Jalan Palagan Army Student No. 106, Sumberan, Sariharjo, District. Ngaglik, Kab. Sleman, Yogyakarta Special Region 55581. The research will be carried out in April 2023.

Research data sources are divided into two, namely primary data and secondary data. Primary data obtained in this research used in-depth interviews conducted with research subjects. Researchers conducted in-depth interviews with several informants, namely Mrs. Jeane Summarauw as Chief Marketing Office (CMO) who is responsible for making policy for the sales and marketing department, Marketing communications and Graphic Designers who are responsible for creating content and carrying out digital marketing activities, and Mr. Ubbo Agra as Front Office Manager who collaborates with the sales team in running the OTA (Online Travel Agent) Indoluxe Hotel Jogjakarta. Then, researchers also observed the implementation of digital marketing on several Indoluxe Hotel Jogjakarta social media accounts, carried out an in-depth analysis of the marketing activities carried out by Indoluxe Hotel Jogjakarta. Secondary data in this research was obtained through literature and media, including the website <https://indoluxegroup.com>, hotel social media accounts, weekly and monthly Public Relations reports which contain promotional activities and monitoring of hotel social media.

3. Result and Discussion

Digital marketing is one of the modern and important methods to support innovation and achieve sustainability principles for the services provided, especially by tourism and hospitality (Al Alfy et al., 2022). Researchers Moreno et al., (2018) added that the use of social media plays an important role in creating value in a hotel. This also happens at Indoluxe Hotel Jogjakarta, where digital marketing has provided several benefits such as the availability of various creative

advertising formats that can reach a wide audience. Additionally, analytical data from platforms like Instagram, Facebook, Twitter and TikTok helps in tracking the performance of campaigns or advertisements. However, even though we have implemented marketing efforts via social media, the results obtained have not met expectations, with the main problem being the lack of binding engagement and it is only seasonal, or it can be concluded that it is not sustainable.

Limitations in the use of Facebook Ads and Instagram Ads need to be taken into consideration (Pandjaitan et al., 2022). Intense competition with competing brands on social media platforms and algorithm fluctuations are factors that can influence the organic reach of an advertisement (Munandiyal & Junaedi, 2022). Apart from that, targeting the right audience is also a challenge in itself. Therefore, it is necessary to have experts in the digital marketing field who can face and overcome these challenges to develop more effective marketing strategies. Furthermore, the lack of in-depth analysis of campaign or advertising results data is also one of the ineffectiveness of the marketing strategies that have been implemented (Shareef et al., 2018). Even though there has been quite a large reach and number of likes, the impact on conversion or increasing the number of hotel bookings has not been seen significantly. Therefore, more careful data analysis is needed to understand consumer behavior and find out the reasons for the failure of advertisements or campaigns that have been run (Yang et al., 2017).

In facing the complexity of the world of marketing via social media, the Indoluxe Hotel Jogjakarta marketing team needs to further improve its expertise in the field of marketing, especially digital marketing. This can be done by creating interactive and lively content because this is an important factor in getting high interaction with followers on social media (Aydin, 2020). Apart from that, the digital marketing team needs to be able to design advertisements or campaigns that contain the right message and are able to arouse the interest of potential guests more effectively. By providing appropriate content, it can have a high positive impact on potential customers (Khandelwal et al., 2018).

As a result of implementing the digital marketing strategy that has been implemented by Indoluxe Hotel Jogjakarta, it is necessary to see the results of the social media insights that have been implemented so far, namely Facebook, Twitter, Instagram and TikTok. From the data results that have been presented, it can be seen that there is an average development of each element in certain months, with some decreases in other elements, however, in general it shows an increasing trend. There are several interesting trends that can be identified from the results of the report. One of them is the decline in the number of followers on Twitter accounts, especially in September and November 2022. However, Facebook, Instagram and TikTok accounts show an increase in the number of followers every month without any decline. Apart from that, the "high season" months, such as December 2022, show the most significant increase in Indoluxe Hotel Jogjakarta's social

media performance. This can mean that this month attracts many tourists or guests looking for accommodation at Indoluxe Hotel Jogjakarta, thus causing increased engagement on social media platforms. However, this can also be caused by more intensive marketing or advertising campaigns, interesting content, or special offers provided by Indoluxe Hotel Jogjakarta during this period. Previous research also states that marketing, especially providing offers on Instagram, has a positive correlation with customers' purchasing decisions (Skawanti, 2021).

Tahun 2020													
Media Sosial	Keterangan	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus	September	Oktober	November	Desember
Facebook	Likers	1168	1235	1280	1332	1396	1442	1504	1588	1625	1679	1758	1817
	Visit	86631	86682	86716	86786	86840	86920	86962	87044	87103	87149	87185	87230
Twitter	Followers	257	259	266	269	272	277	282	288	290	295	301	302
	Post	1017	1027	1061	1090	1116	1126	1146	1178	1195	1215	1225	1262
Instagram	Followers	10565	10648	10706	10739	10776	10848	10886	10931	11009	11054	11130	11188
	Likers	166916	166988	167050	167085	167141	167215	167256	167305	167351	167387	167468	167515
Tiktok	Likers	1208	1265	1341	1397	1472	1533	1581	1635	1703	1765	1843	1912
	Followers	1208	1265	1341	1397	1472	1533	1581	1635	1703	1765	1843	1912
Tahun 2019													
Media Sosial	Keterangan	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus	September	Oktober	November	Desember
Facebook	Likers	1168	1168	1168	1168	1168	1168	1168	1168	1168	1168	1168	1168
	Visit	86631	86631	86631	86631	86631	86631	86631	86631	86631	86631	86631	86631
Twitter	Followers	257	257	257	257	257	257	257	257	257	257	257	257
	Post	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Instagram	Followers	10565	10565	10565	10565	10565	10565	10565	10565	10565	10565	10565	10565
	Likers	166916	166916	166916	166916	166916	166916	166916	166916	166916	166916	166916	166916
Tiktok	Likers	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208
	Followers	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208
Tahun 2022													
Media Sosial	Keterangan	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus	September	Oktober	November	Desember
Facebook	Likers	2548	2615	2660	2712	2776	2822	2.884	2.888	2.902	2.900	2.943	2.951
	Visit	87901	87952	87986	88056	88110	88190	88.232	88.476	88.480	88.481	88.502	88.538
Twitter	Followers	361	363	370	373	376	381	386	388	387	388	384	390
	Post	1655	1665	1699	1728	1754	1764	1.784	1.797	1.802	1.808	1.813	1.815
Instagram	Followers	11879	11962	12020	12053	12090	12162	12.2 rb	12.3 rb	12.3 rb	12.4 rb	12.4 rb	12.5 rb
	Likers	168192	168264	168326	168361	168417	168491	168.5 rb	169.2 rb	169.5 rb	169.9 rb	170.3 rb	170.6 rb
Tiktok	Likers	2748	2805	2881	2937	3012	3073	3121	3157	3178	3189	3195	3204
	Followers	2748	2805	2881	2937	3012	3073	3121	3157	3178	3189	3195	3204
Tahun 2021													
Media Sosial	Keterangan	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus	September	Oktober	November	Desember
Facebook	Likers	1858	1925	1970	2022	2086	2132	2194	2278	2315	2369	2448	2507
	Visit	87266	87317	87351	87421	87475	87555	87597	87679	87738	87784	87820	87865
Twitter	Followers	309	311	318	321	324	329	334	340	342	347	353	354
	Post	1336	1346	1380	1409	1435	1445	1465	1497	1514	1534	1544	1581
Instagram	Followers	11222	11305	11363	11396	11433	11505	11543	11588	11666	11711	11787	11845
	Likers	167554	167626	167688	167723	167779	167853	167894	167943	167989	168025	168106	168153
Tiktok	Likers	1978	2035	2111	2167	2242	2303	2351	2405	2473	2535	2613	2682
	Followers	1978	2035	2111	2167	2242	2303	2351	2405	2473	2535	2613	2682

Fig. 3. Indoluxe Hotel Jogjakarta's Social Media Engagement 2019-2022

Source: Research Process, 2023

Even though there is an increase in engagement in certain months, especially "high season", it is important to remember that ineffectiveness in other months and a decrease in the number of followers on Twitter accounts shows that there is still potential that can be done to improve marketing strategies. Therefore, it is necessary to carry out further data analysis so that it can assist the Indoluxe Hotel Jogjakarta marketing team in identifying the reasons behind this ineffectiveness and taking appropriate corrective steps.

From the results of the observations that have been made, it can be seen that on the four social media, namely Instagram, TikTok, Facebook and Twitter Indoluxe Hotel Jogjakarta, most of the content shared or uploaded is mirroring content. This could be due to making it easier for the social media team, which is an internal team from the marketing and PR department of Indoluxe Hotel Jogjakarta itself. However, in Twitter content, there is a slight difference, namely that there is not too much mirroring content, but there is also some promotional content that displays the prices of the offers that are being held. Meanwhile, the schedule or intensity of uploads each month also

seems inconsistent on all social media. There are only 10-15 posts per month, even on Twitter, there are several months where you only upload one post for a month. In the future, Indoluxe Hotel Jogjakarta can design content in the previous month. Apart from that, it also makes better scheduling for content creation and uploading to each social media.

If we look at the engagement results, such as likes and comments, on content that has been uploaded via Instagram, TikTok, Facebook and Twitter, Indoluxe Hotel Jogjakarta gets more leads or potential customers through Instagram social media (Pelsmacker et al., 2018). This can be seen from the number of comments and the content of the comments, namely asking about prices and whether there are promotions at certain times. These potential customers already appear to be interested in staying, especially at the Indoluxe Hotel Jogjakarta. Apart from that, if you look at the observation results on the Indoluxe Hotel Jogjakarta TikTok account, it can also be seen that there are good engagement results, namely from the presence of several contents that have received a number of saves and shares (Ali & Alqudah, 2022). This content includes informational and promotional content that displays the uniqueness and comfort offered by Indoluxe Hotel Jogjakarta (Ahmed et al., 2022).

Apart from that, this research also conducted an evaluation analysis of digital marketing on Indoluxe Hotel Jogjakarta social media using the 5I model developed by Forrester (Silva & Morais, 2020). The 5I model involves five variables that can measure the level of involvement, interaction, intimacy, influence and individuality of digital marketing carried out by a business, in this case the hotel business (Simpson & Ayeh, 2017). namely by Indoluxe Hotel Jogjakarta. In the face of globalization and high competition, social media evaluation has become important in marketing a business, including in the hospitality sector. This evaluation allows business people to find out whether the social media they run has a positive impact on business or vice versa (Chandrakar, 2023).

In the involvement model 5I variable, there are several important findings related to customer involvement with Indoluxe Hotel Jogjakarta's social media accounts, namely the neatly arranged profile design which can be seen through the highlights on Instagram (Palla, 2023). Having these highlights can make it easier for customers and potential customers to search for content. That way, the information you need will be easily found. Lin et al., (2020) said in their research that through highlights other Instagram users can always see important information that has been selected and prepared. Apart from that, the colors chosen in making the Indoluxe Hotel highlights icon are also in accordance with its distinctive characteristics (Nurcahyo, 2023).

The Indoluxe Hotel Jogjakarta TikTok account also has informative and interesting content. Ramadhan et al., (2019) said that information shared by an account regularly can attract TikTok

users to view it. From the results of the analysis that has been carried out, it shows that the content presented is able to attract users. The content shared on the Indoluxe Hotel Jogjakarta TikTok account is about hotel rooms, facilities and also activities that can be done at the hotel. Apart from that, there is also knowledge that can increase the insight of account users and potential customers (Flores, 2023). With this content, users and potential customers can get a complete overview of the facilities, services and uniqueness offered by Indoluxe Hotel Jogjakarta. Moreover, Indoluxe Hotel Jogjakarta also tries to follow the latest content trends on TikTok to stay connected with users and provide relevant content (Rimadias et al., 2021).

User and potential customer engagement can be measured from several elements, one of which is the number of profile visits on Instagram and Facebook, as well as views on TikTok. From this measurement, it can be seen to what extent users are involved with content that has been created by a business, in this case especially the Indoluxe Hotel Jogjakarta. From the data results for 2022, it can be seen that the number of visits has always increased from July-December, with the highest number of visits being in December 2022 with 88,528 visits.

Apart from that, on TikTok there is also some content that is quite viral, with more than 500,000 viewers in one video. Of the three viral contents, all three are informative contents, which are about things that can result in hotel guests being fined, various types of towels in hotel rooms, and also items in hotel rooms that are not allowed. brought home. The third content is content that contains interesting information but is also entertaining. The second variable is interaction. It can be seen that the use of relevant and interesting keywords in social media captions can influence customer interactions with Indoluxe Hotel Jogjakarta. Using the right keywords can attract customers who are looking for experiences that match their preferences (Swarna M et al., 2023).

Examples of keywords used by Indoluxe Hotel Jogjakarta include the words "love" and "healing". The keyword "love" is used to target customers who are looking for romantic experiences such as honeymoon packages or wedding packages. Apart from that, the keyword "healing" is used to target customers who are looking for relaxation, where Indoluxe Hotel Jogjakarta can use the swimming pool facilities and room options that have views of Mount Merapi. Indoluxe Hotel Jogjakarta also uses other keywords such as "discounts" and "promos" to attract customer attraction through offers. These two keywords can provide more appeal to customers who are price sensitive or looking for added value in their stay experience. With special offers offered through its content, Indoluxe Hotel Jogjakarta can encourage customers to choose it as the hotel of choice for their stay.

To invite customers to interact, another method that has been used by Indoluxe Hotel Jogjakarta is by using keywords such as "success". By using these keywords, Indoluxe Hotel Jogjakarta wants to target customers who are looking for facilities and services that can support professional needs.

This includes facilities for business meetings, conference rooms with modern technology, as well as special business packages. Focusing on the hotel's ability to meet these more specialized needs, Indoluxe Hotel Jogjakarta can attract customers who are looking for a stay experience in a professional context (Astrika et al., 2021).

The use of various keywords that are relevant, interesting and varied can increase interaction with potential customers on social media. There are several elements that can be used to measure interaction from social media users, potential customers, and Indoluxe Hotel Jogjakarta customers, including the number of customers who make hotel reservations and also the number of comments written on posts. It can also be seen that social media respondents contributed a positive impact by increasing bookings for rooms, swimming packages, gyms, romantic dinners and birthdays after feeling interested in social media content posted by Indoluxe Hotel Jogjakarta.

Customers also know social event packages and promotional prices via social media from Indoluxe Hotel Jogjakarta. Although, if you look at the number of comments on Instagram posts in particular, there are not too many, but consistently on each post there are always comments given by users. However, there is an unfortunate thing, namely that not all comments are answered by Indoluxe Hotel Jogjakarta, so the expected interaction is not sustainable. Putra & Darma (2021) added that responding to every comment given by a user can affect a person's psychology, especially if the response is quick and friendly. This can arouse user interest and interest in carrying out transactions.

This research also evaluates the intimacy or closeness variable. Attachment refers to the emotions a person shows through words or actions. From this closeness, it can be reflected the level of emotional or affective relationship between the brand or company, in this case the Indoluxe Hotel Jogjakarta, with individuals or customers. To gain closeness to social media users and customers, Indoluxe Hotel Jogjakarta takes advantage of the popularity of TikTok social media, creates attractive visual messages, and uses paid advertising features such as Facebook Ads, Instagram Ads and TikTok Ads with careful targeting.

TikTok has been a popular application in Indonesia since 2020, Indoluxe Hotel Jogjakarta is taking advantage of this moment to share creative and entertaining short videos (Puspitasari, 2021). Moreover, some of the TikTok content on the Indoluxe Hotel Jogjakarta account ended up going viral, so it became known to a wide audience. The videos created also provide interesting and unique visual messages, so they can attract the attention of application users. From this attention, users will be encouraged to conduct further exploration about Indoluxe Hotel Jogjakarta, thereby creating a deeper closeness. Indoluxe Hotel Jogjakarta makes efforts to get closer to social media application users and potential customers, using paid advertising features such as Facebook Ads

and Instagram Ads. This aims to get a wider and more relevant audience. With its existence through advertisements, Indoluxe Hotel Jogjakarta can reach potential customers who are active in these three applications.

Therefore, Indoluxe Hotel Jogjakarta also uses the targeting features provided in each application, namely by selecting the right demographics, interests and also the location of the advertising target. That way, advertisements that have been arranged by Indoluxe Hotel Jogjakarta can be delivered to relevant audiences who are potentially interested in the offers that have been provided. This will help create a sense of closeness and connection with potential customers who see the ad. With the approach taken by Indoluxe Hotel Jogjakarta to increase closeness with its potential customers, it appears that this has been quite successful. Because it can be seen from the comments given on the Indoluxe Hotel Jogjakarta post that there are many positive comments, such as the experiences experienced by customers when staying or carrying out activities at the Indoluxe Hotel Jogjakarta. This closeness is also marked by a positive response from application users with advertisements and content that have been created, marked by a large number of likes and shares, especially on TikTok accounts.

The next variable that is evaluated is the influence variable. Indoluxe Hotel Jogjakarta creates content that can arouse the emotions of users and potential customers which is uploaded on social media such as Facebook, Instagram, TikTok and Twitter. Where these applications can reach a wider and more diverse audience. With this strategy, the hotel's visibility and the message it wants to convey can reach potential customers. The content is designed to provide an experience that can be felt by customers who see it. Examples of emotional content include Indoluxe Hotel Jogjakarta which shares inspirational stories, moments of happiness, or fun moments that occurred at the hotel. By using emotional content, customer attention and emotional ties will be higher.

Apart from that, Indoluxe Hotel Jogjakarta also collaborates with trusted influencers who have experience staying in hotels or are usually called travel influencers. These influencers share their experiences as hotel guests honestly and provide convincing recommendations regarding the quality of service, comfort, facilities and uniqueness of the hotel. Collaborating with influencers can help hotels expand the reach of marketing messages and build trust through recommendations from trusted sources.

Antaufhan & Isnaini (2023) added that collaborating (collabs) or endorsements with influencers can increase brand awareness, especially as more people are active online, especially on the Instagram and TikTok applications. However, from the results of observations and analysis that have been carried out, it appears that the influencers invited to collaborate are less varied and relatively few. If you want to collaborate with influencers, it is best to brainstorm first about what

packages Indoluxe Hotel Jogjakarta can provide, for example romantic dinner packages, staycation packages, family trip packages, or swimming packages. From the packages provided, after that start looking for the right KOL (Key Opinion Leader) or influencer. These influencers can also come from several regions, not just Yogyakarta.

Evaluation of individual variables shows that Indoluxe Hotel Jogjakarta uses a personal approach in providing promotions to customers who have given permission to receive emails from the hotel. Hotels only send promos and special offers to these customers (Asih et al., 2021). With this personalization, the hotel shows that Indoluxe Hotel Jogjakarta respects customer privacy and provides offers that are relevant to individual interests and preferences. Apart from that, from the results of the analysis carried out, Indoluxe Hotel Jogjakarta also highly values responsive customer service.

When there are complaints or problems complained about and reported by customers, the hotel management immediately contacts the customers personally via email. Through this approach, Indoluxe Hotel Jogjakarta ensures that any problems that arise can be resolved quickly and efficiently, and provide satisfactory solutions for customers (Pencarelli, 2020). With direct communication via email, it can also show the special attention that the hotel gives to its customers. Therefore, it can be concluded that the individual approach taken by Indoluxe Hotel Jogjakarta is quite good, where there are personalized promos, as well as responsive service, especially customer complaints, so that every customer who comes feels satisfied and has a special experience (Skawanti, 2021).

The overall results of the evaluation that has been carried out show that the digital marketing strategy by Indoluxe Hotel Jogjakarta has shown the right steps, as can be seen from the evaluation results using the 5I model. However, there is one variable, namely influence, which can be improved and designed more deeply. Based on the results of the analysis of the application and evaluation of digital marketing on Indoluxe Hotel Jogjakarta social media, the author formulates a digital marketing model that is in accordance with the marketing strategy plan owned by Indoluxe Hotel Jogjakarta.

It should be noted that the majority of social media users are users who just browse without actively contributing, so it is important for hotels to increase their desire to contribute through creating a sense of community on their social media with interesting and memorable content strategies. Hotels also need to understand consumers' motivations for using social media in addition to expressing their branding. Other elements such as brand advocates which are currently popular can be factors that can be considered in maximizing the social media model for hotels to increase their exposure and value in the eyes of the public.

The model formulated by the author has been adapted to the digital marketing strategy plan for Indoluxe Hotel Jogjakarta's social media. There are 3 phases, namely planning, action and engagement. The planning phase is the stage where brand, product or service awareness is built. Meanwhile, action is the stage at which the brand, in this case Indoluxe Hotel Jogjakarta, can interact with customers. The final stage is engagement, where Indoluxe Hotel Jogjakarta maintains relationships with customers to create customer loyalty.

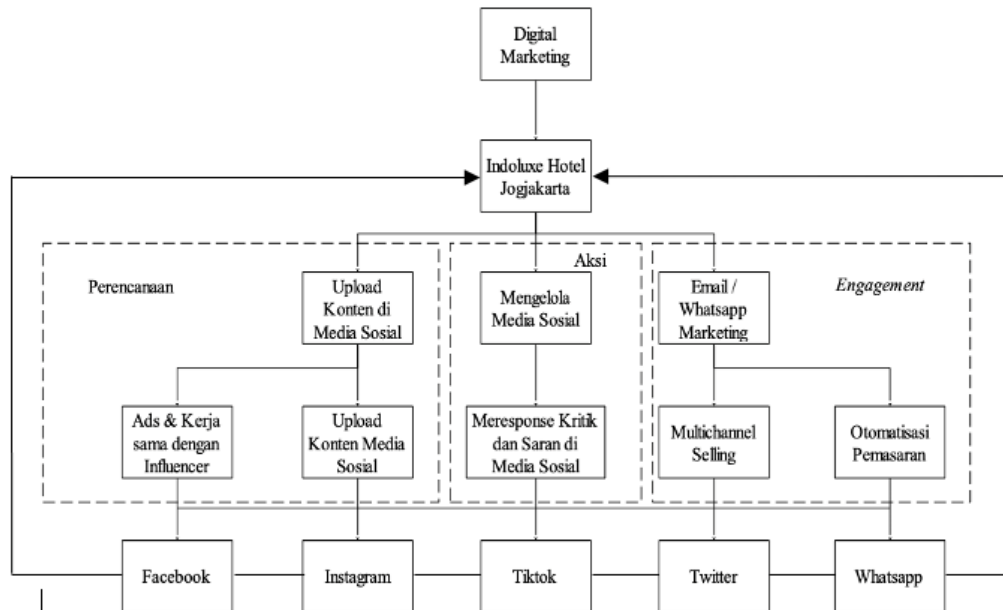


Fig. 4. Digital Marketing Model on Indoluxe Jogjakarta's Social Media

Source: Research Process, 2023

4. Conclusion

Based on the results of digital marketing research on social media conducted by Indoluxe Hotel Jogjakarta, the researchers can conclude as follows:

1. Digital marketing on social media as an important modern approach to support innovation and sustainability principles in hotel business services.
2. Researchers propose a digital marketing model on Indoluxe Hotel Jogjakarta social media with 3 phases, namely planning, action and engagement. The planning phase is the stage where brand, product or service awareness is built. Meanwhile, action is the stage at which the brand, in this case Indoluxe Hotel Jogjakarta, can interact with customers. The final stage is engagement, where Indoluxe Hotel Jogjakarta maintains relationships to create loyalty from customers.
3. Researchers added a WhatsApp channel which is more personal when used as a hotel promotion channel to complement existing social media channels.

The suggestions relate to the results of research conducted by researchers on Indoluxe Hotel Jogjakarta social media, that Indoluxe Hotel Jogjakarta has made significant efforts in digital marketing. However, there is still a lot of room to improve the effectiveness of this marketing strategy. Some of the things that Indoluxe Hotel Jogjakarta's social media can do are:

1. Future researchers can consider other social media channels such as WhatsApp, which is more personal when used as a hotel promotion channel to complement existing social media channels. Apart from that, future researchers can also analyze the data in more detail, for example, comparing the number of ads issued with sales conversions, so that effective digital marketing designs can be formulated in more detail.
2. In connection with the research results obtained by researchers, it can be seen that Indoluxe Hotel Jogjakarta has made significant efforts in digital marketing. However, there is still room to increase the effectiveness of these marketing techniques, several things that Indoluxe Hotel Jogakarta can do, namely improving the quality of content, such as more educational, entertaining, inspiring and convincing types of content to convince consumers more about the products and facilities that Indoluxe has. Jogjakarta Hotels. Furthermore, consistent content uploads are more scheduled, not only mirroring one platform's content with another but also making concessions that are in line with the characteristics of the social media platform used as a digital marketing tool so that social media engagement is more effective and actively collaborates with influencers or content creator who currently has high exposure.

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