



SOCIAL MEDIA CAPACITY IN BRAND IMAGE AND DIGITAL MARKETING IN THE HOSPITALITY INDUSTRY

Inez Cara Alexander Phoek¹, Alexander Phuk Tjilen^{2}*

¹ Saint Theresa School of Economics, Merauke Papua, Indonesia,

² Administrasi publik, Universitas Musamus, Merauke Papua, Indonesia *

Abstract

The research objective is the use of social media for brand image and digital marketing to increase the content of online visitors, develop new marketing competencies, as well as increase sales in a cost-efficiency and effective. Qualitative research using data through observations, interviews and literature reviews of publications related to brand image content and digital marketing to find best practices that can be implemented in the small hotel industry. The informants consist of marketing practitioners in 3-star hotels and several additional informants in Merauke Regency.

The results show that building a brand image is done by managing the Web as a source of information and public relations. Building brand awareness must present fairness to become brand in mind, creating long-term loyalty. Management of brand image and digital marketing simultaneously can use social media such What's Up, Facebook, Twitter, blogs, Google+, LinkedIn, Instagram, and YouTube to improve the company's image and market products and up-selling. The tools in digital marketing management to increase sales can use Market Place (Search Engine Optimization) with several available options such as; traveloka.com, Agoda.com, tiket.com. pigipigi.com, Airbnb etc

Keywords: Social media, Brand image, brand awareness, Digital marketing, Search Engine Optimization

CORRESPONDING AUTHOR:	RESEARCH ARTICLE
Alexander Phuk Tjilen Administrasi publik, Universitas Musamus, Merauke Papua, Indonesia Email: alexander@unmus.ac.id	

1. Introduction

The Indonesian government is optimistic that the implementation of industry 4.0 can realize a big vision to make Indonesia part of the 10 countries that have the strongest economy in the world by 2030. This aspiration is contained in the Making Indonesia 4.0 roadmap. In the opening of the Hannover Messe 2021 Digital Edition, he conveyed Indonesia's three focuses in implementing industry 4.0. First, strengthening human resources (HR). The challenge facing Indonesia is to prepare large numbers of human resources capable of facing future digital challenges (Media Industry, Edition 1 2021).

Digital Awareness is very helpful for Micro, Small and Medium Enterprises (MSMEs) in Indonesia because it can increase sales turnover (Redjeki & Affandi, 2021). The sales process is more effective because the process is easier (Zahrah & Fawaid, 2019), lower costs with a wider reach (AzmiFadhilah & Pratiwi, 2021; Saputra & Ardani, 2020)

Efforts made to make their business known to the public and differentiate themselves from competitors can be carried out through branding images (Ananda 2022). Branding is usually displayed in the form of sentences, designs, or ideas that make it easily recognizable to the public to show potential customers who you are, what you do, what you are aware of, and why it is so important to work.

Digital branding still has to pay attention to Sidi (2018) product quality, service quality and digital marketing have a significant effect on customer loyalty. The use of digital marketing has an impact on consumer habits in choosing a product (Putri & Fithrah, 2018). Submission of information through social media Instagram is effective in increasing consumer interest up to 50.2% (Indika & Jovita, 2017).

Digital marketing has a positive impact on digital marketing on business growth and development so it needs to be understood together by business actors if they want to survive in industrial competition in this digital era (Chakravarthy, 2022). A number of micro, small and medium enterprises admit that the use of digitalization in running a business can save promotion costs, besides being useful for facilitating financial transactions and product marketing (Febriyantoro and Arisandi 2018) (Abrar, M. at all, 2016).

The rapid development of technology makes a lot of convenience in doing media for marketing. As social media networks have emerged and developed rapidly over the last decade, global interest in social media marketing among marketers and businesses has also increased dramatically (Wang and Kim 2017), causing managers to become more comfortable and active in incorporating social networks into communication. their integrated marketing, they naturally began to consider the return on investment of social media (Kushwaha, 2020). Researchers have identified many advantages of social media marketing and digital branding. They define "social media" as a set of hardware and software technological innovations (Web 2.0) that facilitate content creation, interaction, and interoperability among creative and resourceful online users (Berthon et al. 2012). The emergence of these advanced technologies, not only has the potential to have a major impact on business, but also on the company's brand (Hidayanto and Kartosapoetro 2020) giving birth to a

new perspective where consumer experience and branding are intertwined with each other through information and consumer insights that have a large impact (Motta- Philho 2021).

The formation of marketing and branding strategies in a digital environment has its own characteristics and dynamics that must be understood in order to be able to choose effective tactics and strategies. With the increasing development of digital media, the process of brand building has become multidirectional, interconnected and partly beyond the control of marketers, as consumers and business customers have a wide choice to participate in discussions, create and share content and talk to each other and create a sustainable brand for a long term (Kapferer J (2011).

New media have forced companies that want to communicate effectively with their various audiences to be more transparent and honest. The gap between image and identity has become a bigger risk (Karsono, Purwanto, and Salman 2021).

In the digital era, it is important to understand that marketing and branding are something that is built, but at the same time, something that is formed in the minds of stakeholders (Taneja, S., & Toombs, L, 2014).

Social media applications are also changing the role of Internet users from passive consumers of information to active creators and sharing of information. Internet users continue to grow significantly every year, especially in Indonesia, reaching approximately 73.7% of the total population, (Gunawan et al. 2021).

The nature of social media as a platform for consumers to interact and influence one another has a more direct impact on the brand community and results in higher response rates and greater customer engagement than traditional marketing methods that focus solely on the company-consumer relationship. more efficient digital marketing.

Social media allows companies to interact with users and business organizations and is very effective in marketing campaigns (Catur Bagus Wicaksono 2013). Social media brand pages can help companies achieve three strategic goals: build brand awareness, increase customer loyalty, and increase sales (Huang 2019).

Research results (Bricci, Fragata, and Antunes, 2016) show a positive relationship between brand awareness and relationship outcomes, customer satisfaction, trust, affective commitment, and customer loyalty.

Good and intensive management of social media by utilizing interactive features of social media to create a better corporate image, better customer experience, and increased sales, as a result, customer response is a significant factor affecting customer loyalty which results in organizational performance and company performance. (Hariyadi 2017).

Digital marketing has revolutionized the marketing industry and created new channels for selling products, such as social media marketing (SMM), via the internet and mobile applications and search engine optimization (SEO), competitive marketing (SEM), and online travel will have intermediaries such as marketplaces. travel agents who lead guest opinions to hotels with the help of advertising media in determining customer searches according to needs with locations and facilities based on the intensity of market competition (Putra and Riorini, 2016) (Gillpatrick, Tom, 2019). All

of these studies explain the benefits and positive relationships of brand image and digital marketing by utilizing social media to increase trust, affective commitment, and customer loyalty.

The novelty of this research presents useful results as a guide to provide an explanation of how techniques can be used in using digital media to improve brand image and digital marketing and channels that can be used for this purpose.

The purpose of this study, to present the benefits and models that can be used to increase the content for online visitors to see and read, as well as the frequency of their visits and their commitment to site growth, develop new marketing competencies, which will help increase sales.

The subject of this research is implementation and suggestions that can be used in the hospitality industry in improving brand image and digital marketing that is cost-effective and effective, in managing social media.

2. Literatur Review

Brand image is an image or impression caused by a brand in the minds of consumers which is carried out continuously so that the brand image created remains strong and can be received positively (Musay, 2013). A good and positive image will always be remembered and consumers to prefer and buy the brand in question is very large. Brand image becomes a company asset that generates added value that creates loyalty because of the belief in the guarantee of the quality of the goods and services produced (Yunaida 2018).

A positive image of a brand makes it easier for an organization performance to achieve sales targets, and digital marketing helps companies promote and market the products and services they produce. Digital Marketing can also create or open new markets that were previously closed due to limited time, communication methods, and distance

Brand image indicators can be explained (Keller, 2013) as follows;

1. Favorability of brand association that is able to generate confidence about the products offered by consumers, able to meet the needs or desires of consumers. The level of power is determined by the extent to which the brand image enters and is maintained in the minds of consumers. The uniqueness of the association lies in the memory of the information associated with the particular brand sought
2. Strength of brand association that creates personal relevance associations on products being sold is a guaranteed quality product, and the message conveyed to the public through marketing media is always consistent.
3. Uniqueness of Brand Association that is different from other brands with competing products and has innovation to be the main pioneer, being a product that first comes to the user's mind.

Strengthening based on these indicators provides added value for the company, which has its own market segment and class, can be a distinguishing feature from other businesses, allows to increase product prices according to quality, to get new consumers and provide a special attraction for consumers.

In general, a business, product or type of service gets a good brand or trade image, the level of purchase will rise and will become top of mind when customers think of goods or services. Therefore, it is very important for business people to maintain their brand image in a positive status. In short, this brand image itself is a consumer's perspective on a product based on the real quality that is presented.

Digital marketing is a marketing method that is widely used to promote products or services and to reach consumers online through the internet and other electronic media to market their products and services and share information about their new products (Gohari, 2012).

Information technology has created a new channel for selling hotel products. Through digital technology, guests can receive high-quality information about their field of interest more easily. Hotel optimization is now a major responsibility and need. Use of mobile applications compatible with websites and mobile booking engines. In recent years, there has been a significant increase in the number of orders placed via smartphones. The majority of Internet users report using search engines to find hotel-related information. If your hotel is not listed on a search engine, it can be difficult to attract potential guests unless they already know the website address.

Some factors that need to be considered in digital marketing include (Prabowo 2018):

- a. Cost efficiency from having a high level of efficiency so that it can reduce costs and transaction time.
- b. Incentive and promotion Program, which is an advantage in every promotion carried out.
- c. Site Design, an attractive appearance in Digital Marketing media that can provide positive value for the company.
- d. Interactive communication, a two-way relationship between the company and consumers who can provide information and can be received properly and clearly.

The digital branding and marketing process begins with the formulation of a business strategy and continues with the identification of market opportunities (Jaas A, 2022), formulation and implementation of marketing strategies, and an exclusive focus on the guest experience. By designing the customer interface and evaluating the overall marketing program, one can create a marketing program. It has the ability to track ads effectively, message length and delivery time depending on the flexibility of the network.

Findings Search engines play an important role in the development of the hospitality industry by optimizing hotel websites with videos and images about their facilities, locations and franchise groups, and by attracting business from airlines, tour operators and travel agents through their websites. This finding is based on the interpretation of data collected by the hotel (Serra Cantallops, Ramón Cardona, and Galbis Matarredona 2013).

3. Finding and Discussion

A good brand image is one of the important keys that can support the success of a company, because at this time it is quite difficult to find a brand from a product that has no competitors (Gupta

& Suraksha, 2020). Therefore, a good brand image needs to be owned by every product to influence people's buying interest.

Brand image is related to behavior in the form of trust and preference for a brand referring to a memory scheme for a brand that contains consumer interpretations of the attributes, advantages, usage, atmosphere, users, and characteristics of marketers and/or the characteristics of the maker of the product/brand (Sugiharto and Rahardjo 2020).

Sometimes it is difficult to distinguish between digital branding and digital marketing. But you need to know that there is a fundamental difference between the two. Digital marketing focuses on promoting or selling products, while digital branding focuses on improving the image of a brand to the audience (Xian, Gou Li, at all. 2011).

To make it easier for you, here are the differences between digital marketing and digital branding as follows:

	Digital Branding	Digital Marketing
Focus	Creating a brand image	Promotion of products or services
Objective	Maintaining customer interest	Brand awareness
	Increase customer loyalty	Increase sales
Strategy	Digital branding is used for the long term	Digital marketing depends on several factors and is periodic

Digital Marketing Utilization

There are many marketing strategies that are carried out digitally for every individual business or company. This shows the advantages of using digital marketing.

These are some of the advantages of digital branding and marketing when compared to conventional systems (Veleva, S & Tsvetanova, A. (2020):

1. Speed of information dissemination. Marketing that is done using digital media is very quickly accepted by the public. So that way you don't have to wait for a long time to find out the response from potential consumers to the products offered. In addition, in this uploaded post, you will see a clear insight on how many people visit your business account. In addition, DM can also be measured in real time.
2. Facilitate the evaluation. Every time you run a marketing strategy, it is important for business owners to evaluate products or content offerings. In terms of content, you can easily find out how

many people have seen it and how many conversions on sales have been made in one day. Knowing complete information makes it easier for you to evaluate. So that it can be improved for future steps.

3. Reaching wider consumers. The advantage of digital marketing is that it is able to reach wider consumers so that your sales are not limited to people around you. With the ease of geographical coverage, you can spread products throughout Indonesia and even abroad using the internet network.

4. Cheap and effective in use. Compared to using conventional marketing, digital marketing strategies are cheaper and more effective. The cost of the budget required is 40 percent more efficient than conventional marketing. So digital marketing does not need to make a large budget for product marketing. In addition, its effective use can make you do it yourself without having to bother many people.

5. Facilitate the thawing of a product. Building a brand for digital marketing will make it easier to search before potential consumers decide to buy a product.

6. Building consumer confidence in the company through the website as the official website for the company, has a great influence, with a website, the company will look more professional and reliable in the eyes of consumers. However, this can be done if the company already has a good management system in managing the company's web.

Branding and Digital Marketing Models

In the hospitality industry, social media has become an important marketing tool for rooms, meeting places and convention halls including hotel facilities in the form of breakfast, lunch and dinner buffets, spas, and other facilities. Social media acts as a channel between users and visitors or viewers, enabling them to share information and opinions about hotels through online interactions

The use of Whats Up, Facebook, Twitter, blogs, Google+, LinkedIn, Instagram, and YouTube as media to market products and services to various types of organizations and businesses to the public, can encourage user perceptions of hotel facilities that reflect the image of hospitality and the level of luxury that can be achieved in accordance with with the hope and increase the branding of the company not only in attracting customers but also inducing loyalty to an entity.

There are several models that can be proposed in digital marketing and branding to market products, including:

1. Search Engine Optimization (SEO) is an effort to optimize a website so that it can get top rankings from search results. In making your website rank at the top, it is very important to understand the system of search engines.

Search engine marketing (SEM) Better hotel business will result from optimizing the hotel website. It is a technique to gain a website's presence in search engine results, and the process is based on the keywords and the frequency of the website in the results. On search engine results pages, a site's ranking is determined by the number of frequent visitors to it, as well as how often a site is visited. appear in the list of search results, This will help in getting more visitors to your website, and these visitors will be converted into hotel guests. Every hotel should have a website, and become

important for hotels to be visible online. The main purpose of a hotel website is to attract traffic to a specific hotel website using online tools.

At the top website ranked the chances of being visited will be greater. Visitors will also see products that are being sold before deciding to buy them, or existing Market places such as; traveloka.com, Agoda.com, tiket.com. pigipigi.com, Airbnb, etc

2. Content marketing Strategy, marketing activities that are very important in increasing sales which have an impact on daily income turnover. Presenting marketing content can start from planning, creating to sharing it on online or social media. This will attract readers to know the contents of the business you are running and later be motivated to buy it. The content you can create can be in the form of social media uploads, blogs, articles, infographics and others.

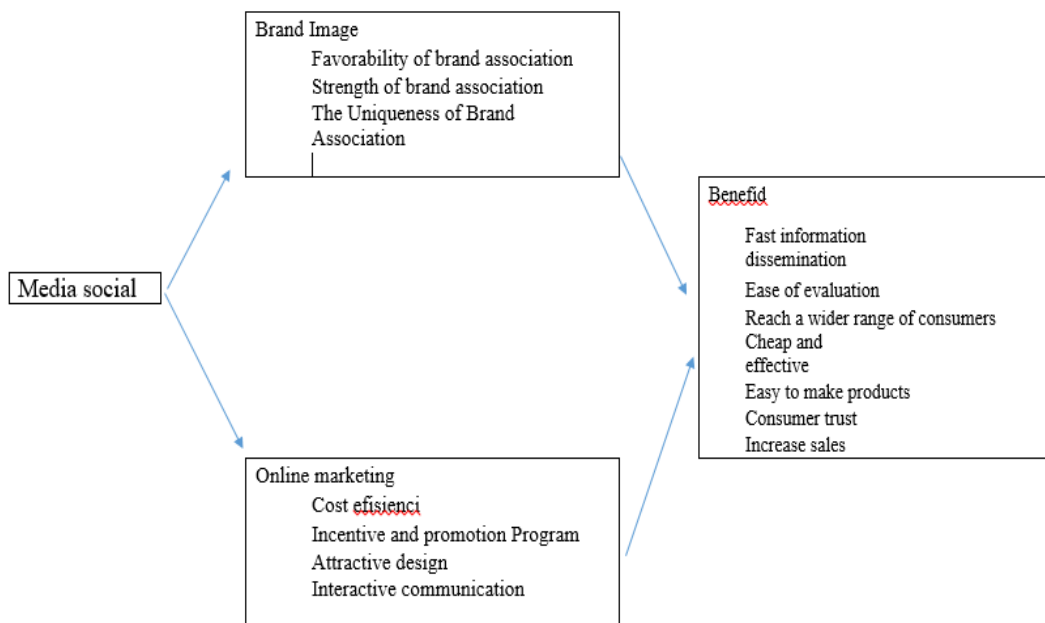
3. Marketing automation is a technique that can be used repeatedly without having to create it again. The tasks range from workflow to compiling uploads to content and generating reports in campaigns. You can do this automation on digital media such as email or social media. So that the strategy in marketing is not limited to that, but must be further developed.

4. Pay Per Click (PPC) is a way to drive traffic to your site by paying for each click. For example, like Google AdWords, you only need to pay for it then get the top slot in Google search and you will be charged for every click. Not only that, other examples such as Facebook Ads or other sponsored messages. So it will increase revenue on sales.

5. Native advertising for marketing strategy, creating paid content that can be displayed in a form that has similarities to media content and how it is placed. Content will look more functional in the media section related to one of them hosting video ads and Youtube.

6. Social media marketing, promoting products can be done by creating content on social media. Social media is one of the means in raising the name of the product.

Figure Model analysis results:



Conclusion

Based on the entire social media implementation process, the company uses Instagram, Facebook, and Whatsapp social media as its digital marketing and branding media. Four types of feeds are regularly uploaded on the company's Instagram and Facebook media, namely product feeds, testimonial feeds, educational feeds, and quotes feeds, each of which has a different purpose and function.

In the implementation of digital marketing, it is necessary to pay attention to market segmentation, to be able to overcome the lack of consistency in online management, limited admin capabilities, less than optimal management of reseller and dropshipper partners, and intense price and product quality competition.

Attention is needed in social media activities, to always pay attention to the fairness between the forms of services and products produced with real conditions that can lead to bad views and result in many complaints from subscriptions and digital marketing difficulties experienced by the company.

Proposed improvements that can be given by the company are by optimizing social media using SEO, maximizing the functions of the Facebook Business Suite, applying paid advertising (PPC), optimizing the Whatsapp Business function, improving the management of the work system of recruited reseller and dropshipper partners, building a website as a website. official company, and apply psychological pricing strategy

Reference

- 1) Abrar, M. , Safeer, A. , Baig, S. and Ghafoor, A. (2016) E-Marketing and Its Implementation on Developing Social Perceptions of Customers through Effective Marketing Mix of Organic Textile Products. *American Journal of Industrial and Business Management*, 6, 1194-1211. doi: 10.4236/ajibm.2016.612110.
- 2) Ananda, Yocky Pramudya. 2022. "BUILDING AND COMMUNICATING BRAND BY MICRO , SMALL AND MEDIUM ENTERPRISES (MSMEs)." 5(2):68–81.
- 3) Bricci, L., A. Fragata, and J. Antunes. 2016. "The Effects of Trust, Commitment and Satisfaction on Customer Loyalty in the Distribution Sector." *Journal of Economics, Business and Management* 4(2):173–77. doi: 10.7763/joebm.2016.v4.386.
- 4) Castronovo, Cristina, and Lei Huang. 2012. "Social Media in an Alternative Marketing Communication Model." *Journal of Marketing Development & Competitiveness* 6(1):117–36.
- 5) Catur Bagus Wicaksono, Kuspuji. 2013. "Mengukur Efektivitas Social Media Bagi Perusahaan." *Binus Business Review* 4(1):551–64. doi: 10.21512/bbr.v4i1.1419.
- 6) Chakravarthy, U. R. Bade Sudarshan, and ... 2022. "Impact of Digital Marketing in the Business Performance of E-Commerce Companies." *Journal of Positive ...* 6(4):6980–86.
- 7) Febriyantoro, Mohamad Trio, and Debby Arisandi. 2018. "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean." *JMD: Jurnal Riset Manajemen & Bisnis Dewantara* 1(2):61–76. doi: 10.26533/jmd.v1i2.175.
- 8) Gunawan, Rudy, Suci Aulia, Handoko Supeno, Andik Wijanarko, Jean Pierre Uwiringiyimana, and Dimitri Mahayana. 2021. "Adiksi Media Sosial Dan Gadget Bagi

- Pengguna Internet Di Indonesia.” *Techno-Socio Ekonomika* 14(1):1. doi: 10.32897/techno.2021.14.1.544.
- 9) Gupta, Suraksha & Gallear, David & Rudd, John & Foroudi, Pantea. (2020). The impact of brand value on brand competitiveness. *Journal of Business Research*. 112. 210-222. 10.1016/j.jbusres.2020.02.033.
 - 10) Hariyadi, Guruh Taufan. 2017. “Faktor-Faktor Yang Mempengaruhi Konsumen Berbelanja Di Minimarket (Studi Pada Indomaret Dan Alfamart Di Semarang).” *Jurnal Penelitian Ekonomi Dan Bisnis* 1(1):16–32. doi: 10.33633/jpeb.v1i1.1475.
 - 11) Hidayanto, Syahrul, and Ishadi Soetopo Kartosapoetro. 2020. “Strategi Digital Branding Pada Startup Social Crowdfunding (Studi Kasus Pada Kitabisa.Com).” *KOMUNIKATIF : Jurnal Ilmiah Komunikasi* 9(1):19–33.
 - 12) Huang, Lei, et al. "The communication role of social media in social marketing: a study of the community sustainability knowledge dissemination on LinkedIn and Twitter." *Journal of Marketing Analytics* 7.2 (2019): 64-75.
 - 13) Jaas, A. (2022) E-Marketing and Its Strategies: Digital Opportunities and Challenges. *Open Journal of Business and Management*, 10, 822-845. doi: 10.4236/ojbm.2022.102046.
 - 14) Karsono, Karsono, Purwanto Purwanto, and Abdul Matin Bin Salman. 2021. “Strategi Branding Dalam Meningkatkan Kepercayaan Masyarakat Terhadap Madrasah Tsanawiyah Negeri.” *Jurnal Ilmiah Ekonomi Islam* 7(2):869–80. doi: 10.29040/jiei.v7i2.2649.
 - 15) Kushwaha, Bijay & Singh, Raj Kumar & Varghese, Nikhil & Vibhuti, Narayan. (2020). Integrating Social Media And Digital Media As New Elements Of Integrated Marketing Communication For Creating Brand Equity. *Journal of Content, Community and Communication*. 11. 10.31620/JCCC.06.20/05.
 - 16) Motta-Filho, Mauricy A. 2021. *Brand Experience Manual: Bridging the Gap between Brand Strategy and Customer Experience*. Vol. 15. Springer Berlin Heidelberg.
 - 17) Musay, Fransisca Paramitasari. 2013. “Brand Image Purchase Intention.” 2,3.
 - 18) Prabowo, Willy Andrian. 2018. “Pengaruh Digital Marketing terhadap Organizational Performance Dengan Intellectual Capital Dan Perceived Quality sebagai Variabel Intervening Pada Industri Hotel Bintang Tiga Di Jawa Timur.” *Jurnal Manajemen Pemasaran* 12(2):101–112. doi: 10.9744/pemasaran.12.2.101-112.
 - 19) Putra, Surya Aditya Widya, and Sri Vandayuli Riorini. 2016. “Pengaruh Online Reviews Terhadap Online Hotel Booking Intentions Pada Online Travel Agent Lokal.” *Prosiding Seminar Nasional Cendekiawan* 0(0):27.1-27.11.
 - 20) Serra Cantallops, Antoni, José Ramón Cardona, and Marc Galbis Matarredona. 1970. “The Impact of Search Engines on the Hotel Distribution Value Chain.” *Redmarka. Revista de Marketing Aplicado* 2(010):19–54. doi: 10.17979/redma.2013.02.010.4798.
 - 21) Sugiharto, Sugiono, and Nicholas Adrian Rahardjo. 2020. “Pengaruh Brand Image Dan Digital Marketing Pt Prudential Life Assurance Terhadap Minat Beli Masyarakat Di Surabaya.” *Jurnal Strategi Pemasaran* 7(2):1–20.
 - 22) Taneja, S., & Toombs, L. (2014). Putting a face on small businesses: Visibility, viability, and sustainability the impact of social media on small business marketing. *Academy of marketing studies journal*, 18(1), 249.
 - 23) Veleva, S & Tsvetanova, A. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conference Series: Materials Science and Engineering*. 940. 012065. 10.1088/1757-899X/940/1/012065.
 - 24) Xian, Gou Li, 2011. Corporate-, Product-, and User-Image Dimensions and Purchase

- Intentions. *Journal of Computers*, (6)9: 1875-1879
- 25) Yunaida, Erni. 2018. "Pengaruh Brand Image (Citra Merek) Terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube Di Kota Langsa." *Jurnal Manajemen Dan Keuangan* 6(2):798-807. doi: 10.33059/jmk.v6i2.685.

