

Rebuilding Brand Presence Post-Hacking: A Social Media Strategy for The Seiryu Villas Seminyak

Ni Putu Widya Maheswari Karantika Putri, Titien Damayanti*,
I Putu Utama

Politeknik Pariwisata Bali, Indonesia

*Corresponding Author: titiendamayanti17@gmail.com

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Abstract

This study examines the use of social media to enhance brand awareness in the hospitality industry, focusing on The Seiryu Villas Seminyak. In the era of the Fourth Industrial Revolution, information and communication technology, particularly social media, has become a strategic tool for hotels to expand their marketing reach and build relationships with customers. This study highlights the importance of online presence and how social media can increase brand awareness, customer loyalty, and a positive image. Through qualitative research methods involving interviews, observations, and documentation studies, this research describes the social media strategies used by The Seiryu Villas before and after the hacking incident of their Instagram account at the end of 2022. The findings show that despite a drastic decline in followers, efforts to rebuild the digital presence through relevant and interactive content continued. This study provides recommendations for integrated marketing strategies to improve the situation, including account security measures and collaborations with influencers, to enhance brand awareness and business growth of The Seiryu Villas on social media platforms.

Keywords: brand awareness; post-hacking; digital recover; social media strategy.

INTRODUCTION

Background

In the fourth industrial revolution era, information and communication technology development has progressed rapidly, especially since the emergence of the internet which became the foundation for the development of social media (Chandra & Pouchous, 2017). This phenomenon not

only has a positive impact, but also catalyzes the transformation of the hospitality industry. In the midst of increasingly fierce competition, the use of social media has become one of the effective strategies for hotels to optimally utilize their existence, while expanding their marketing reach. The use of social media by hotels is not only limited to conventional forms of promotion, but also includes interactive

approaches that allow hotels to interact directly with potential guests and customers (Leung, Bai & Stahura, 2013). Through these electronic media, hotels can quickly and effectively introduce superior facilities, offer special promotions, and respond to real-time customer feedback.

Given the importance of online presence, companies now increasingly understand that social media is not only a tool to communicate, but also a means to build and increase brand awareness. Brand awareness is the key to a company's success in expanding market share, increasing customer loyalty, and forming a positive image in the eyes of consumers (Zulfikar, 2023). Social media is a very effective platform in increasing brand awareness. Amalia and Putri (2020) in their research found that Instagram can be used effectively to increase company brand awareness. In addition, social media is often used to increase sales, strengthen customer loyalty to brands, facilitate communication with customers, and build long-term relationships with each customer.

Brand is a crucial element of a product that will enter the market (Jahan et al., 2024). Brand awareness refers to the ability of individuals to recognize a product or service based on its brand. This relates to how easily the brand can be remembered and recognized in various situations. If a potential buyer can identify and remember a brand as part of a particular product category, it is referred to as brand awareness (Aaker, 1991; Rossiter, 2014; Ramadantyanti, 2019). Brand awareness is closely related to how well consumers can remember, know, and recognize the name, logo, or motto of a company (Adrian & Mulydani, 2021).

Shimp (in Yapildano, 2018) states that there are various levels of brand awareness, namely: (a) Unaware of brand: Customers are unaware that a brand even exists; (b) Brand recognition: When reminded, consumers are able to recall and identify the brand; (c) Brand recall: Without assistance, consumers are able to

recollect and bring up the brand; (d) Top of mind: When customers wish to purchase a specific product, they think of the brand first; (e) The importance of utilizing digital technology in hotel marketing lies not only in its ability to create brand awareness, but also in building long-term relationships with consumers.

The importance of utilizing digital technology in hotel marketing lies not only in its ability to create brand awareness, but also in building long-term relationships with consumers. According to Prapanetivuth (2015), digital transformation in the hospitality industry allows potential consumers to more easily book the desired room, as well as facilitate the overall booking process. In addition, digital technology also allows hotels to build closer relationships with consumers through the implementation of more personalized and focused digital marketing strategies (Murniati & Bawono, 2020). By utilizing social media platforms, hotels can create active online communities, provide added value through relevant content, and respond quickly and appropriately to consumer questions and feedback.

This research will discuss the utilization of social media through designing and implementing strategies to increase brand awareness at The Seiryu Villas Seminyak. The Seiryu Villas understands that online presence is not just a trend, but a strategic necessity to compete and stay relevant in a competitive market. At first, before experiencing a hacking incident in late 2022, The Seiryu Villas' Instagram account had established a fairly good digital presence by reaching around 3,502 followers. This significant number of followers reflected the success of their digital marketing and social media management strategies in attracting audience attention and building an active online community. However, unfortunately, The Seiryu Villas' Instagram account fell victim to a hack in late 2022. This incident not only resulted in the loss of control of the account, but also undermined the trust that followers had

worked so hard to build. The impact was felt directly on the number of followers, which saw a drastic drop over a year after the incident.

Table 1. Growth of followers of The Seiryu Villas Seminyak Instagram account in 2023

2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Total Followers	138	153	159	168	176	179	195	199	198	203	254	254
New Followers	18	15	9	11	11	6	12	4	5	6	54	6
Engagement Rate (%)	13,29	6,97	6,76	30,65	21,02	14,20	3,59	3,35	2,45	3,15	3,31	73
Unfollowers	-	0	5	2	3	3	2	0	6	1	4	6

Source: Sales & Marketing Department The Seiryu Villas Seminyak (2023)

Table 1. shows data on the development of the number of followers on The Seiryu Villas Instagram account during 2023, which illustrates variations in user engagement levels and follower growth. This highlights the need to conduct in-depth analysis to detail and improve social media marketing strategies. The data reflects significant fluctuations in the level of user interaction on The Seiryu Villas Instagram account in Seminyak. These fluctuations may reflect instability in the appeal of the content presented, a lack of responsiveness to the audience, or perhaps a lack of an effective interaction strategy. Additionally, the fluctuations in follower growth and the number of unfollows suggest that there are obstacles in the way of expanding the reach of the target audience. Further analysis is required to understand the causes behind these variations and to identify the necessary corrective measures.

A year after the hacking incident, The Seiryu Villas' Instagram account was only able to reach 254 followers, showing the difficulty in rebuilding their online presence after the hacking incident. This drop in followers reflects the challenges faced in restoring trust and interest from the audience. Hence, the need to rebuild social media and increase brand awareness became even more urgent. In an attempt to rectify this situation, a strong marketing strategy that integrates with other social media is a must. Through careful efforts,

The Seiryu Villas is expected to restore the trust of lost followers, attract interest from new audiences, and effectively re-establish their digital presence as part of measures to increase brand awareness online.

In addition to discussing the concepts and strategies used by The Seiryu Villas Seminyak, this research will also evaluate the performance of social media strategy implementation in increasing brand awareness. This research will also identify challenges and obstacles encountered during the research process as well as provide recommendations for further improvement and development. It is hoped that this research can provide an in-depth insight into the strategic role of social media in increasing brand awareness, as well as the author's contribution in developing social media utilization strategies to increase brand awareness at The Seiryu Villas Seminyak.

LITERATURE REVIEW

Marketing

Kotler and Armstrong (2012) define marketing as a process by which businesses provide value to clients and cultivate enduring bonds in order to obtain favorable terms from them. The American Marketing Association (AMA) in marketing is defined by Kotler and Keller (2012) as an activity, a collection of organizations, and a procedure for developing,

promoting, providing, and trading offers of value to partners, customers, clients, and the general public. In addition, Stokes (2013) emphasizes that marketing initially aims to create demand for a product or service, which is expected to then turn into sales and revenue.

Promotion

Promotion is a technique used in marketing communications that tries to inform, persuade, and remind the target market about the business and its goods, in order to encourage acceptance, purchase, and loyalty (Tjiptono in Prasetio, 2017). According to Buchari (2016), promotion aims to explain and persuade potential customers to accept and buy goods and services. Tjiptono in Prasetio (2017) states that the objectives of promotion include: (a) Providing information: Conveys information about the brand or product, both new and lesser known; (b) Persuading: Encouraging consumers to buy the product by creating a positive impression; (c) Reminding: Maintaining the product brand in people's memory and ensuring continued purchase.

Kotler in Latief (2018) mentions several promotional tools, namely: (a) Advertising: Non-personal promotion carried out by a known sponsor; (b) Individual Sales: Direct selling by a salesperson to induce a purchase; (c) Sales Promotion: Activities to entice consumers to buy products or services; (d) Publicity: The indirect dissemination of information about a product or service through communication media.

Digital Marketing

The practice of promoting goods or services through the use of digital technology, including the internet, mobile devices, ads, and other digital media, is known as digital marketing (Desai, 2019). Digital marketing allows companies to promote and market products and services, as well as open new markets that were previously difficult to reach due to limitations in time, communication methods, or distance.

According to Weber (2007), digital marketing through social media can achieve various marketing goals, such as: (a) Improving customer relationships; (b) Improve relationships with distribution channels; (c) Building market share; (d) Increase brand awareness; (e) Encourage product trials; (f) Increase sales revenue in both goods and services; (g) Increase return on investment; (h) Build awareness & involvement in charitable activities; (i) Raise awareness of certain issues.

Social Media Marketing Activities

Kim and Ko (2012) state that the audience's perception of the material posted on social media is the basis for measuring the effectiveness of marketing initiatives on these platforms. Bilgin (2018) identified five main aspects of social media marketing activities: (a) Entertainment: Fun experiences that marketers create on social media platforms. Entertainment is important to drive the audience's positive emotions towards the brand (Kang in Bilgin, 2018); (b) Interaction: Discussion and exchange of ideas between consumers and companies through social media, which motivates the development of user-generated content (Kaplan & Haenlein, 2010); (c) Trends: The latest information and current topics of discussion on social media. Social media is often considered a more trusted source of information than conventional promotional communications (Godey, et al. 2016); (d) Advertising: Social media campaigns by businesses are meant to boost sales and broaden their portfolios (Bilgin, 2018); (e) Customization: Customizing services, marketing efforts, and messages to suit consumers' personal preferences. Customization refers to content tailored to the target audience on social media (Godey, et al. 2016).

Brand

Brand is one of the main elements in product strategy that can increase prices if it is recognized (Ni'mah, 2012). Building a brand for a product or service requires a

long-term process and investment, especially in terms of advertising, promotion, and packaging. According to Kotler (2012), a brand is a term, logo, sign, symbol, design, or a mix of these that uniquely identifies the seller's goods and sets them apart from those of their competitors. Lamb et al. (2001) and Rangkuti (2004) also state that brands are elements that identify and differentiate products from competitors.

Brand Awareness

The degree to which a brand comes to mind for customers when they think about a specific product category and how easily they can recall it is known as brand awareness (Shimp in Yapilando, 2018). Brand awareness not only includes brand recognition by consumers but can also reduce the time and risk experienced by consumers when looking for products (Verbeke in Bilgin, 2018). Brand awareness helps create positive perceptions of products or services, differentiate brands from competitors, and facilitate the purchasing decision process.

METHODS

This study is qualitative in nature, describing and interpreting the conditions and events that took place throughout the investigation to shed light on and analyze issues. The results of the research are analyzed without the aim of making broad conclusions. The purpose of this study is to present a methodical, factual, and precise account of the details, traits, and connections of the phenomena under investigation. In addition to describing existing phenomena, this study also identifies the significance of the problem that has to be solved and clarifies the relationship between the factors.

The research was conducted from January to April 2024. Qualitative data collection techniques used included interviews, observations, and documentation studies. Data analysis followed four steps

according to data gathering, data reduction, data presentation, and conclusion verification and validation, per Moleong (2017). Due to the interconnection of these four analysis tasks, which are ongoing throughout the study, the data acquired is balanced and balanced.

Data were analyzed descriptively qualitatively by reviewing, explaining, analyzing, and describing data obtained from the field. This data provides an overview of social media management, obstacles faced, activities carried out, and efforts made by The Seiryu Villas to increase the number of followers on its Instagram account. In addition, this research also evaluates the effectiveness of previous work programs and develops recommendations for further improvement or development in social media management.

RESULTS AND DISCUSSION

General Description of The Seiryu Villas

The Seiryu Villas are run by local villa operator Bali Villa Properties and are located on Jalan Drupadi No. 8 in Seminyak, Bali. The villa consists of 8 units with private pools and international standard facilities, offering a tranquil and romantic atmosphere, especially for honeymooners. The name "Seiryu" comes from Japanese Kanji, where "Sei" means unity and "Ryu" means mystical dragon, a creature revered in Japanese legends. This concept translates into the design of the villa, which includes symbolic dragon-themed elements.

The guest experience begins at the villa's entrance, "Dai Niji Nyorai," which welcomes guests with a Buddha statue, a symbol of tranquility. Guests will then encounter dragon symbols in the lobby, reception, and corridor areas, such as the "Byanko" dragon of cherry blossoms symbolizing the meeting of two teenage souls, the "Sujoyaku" dragon of lamp shadows symbolizing the happiness of youthful love, the "Seiryuu" dragon of glass in the receptionist area symbolizing the strength

of love through trials, and the "Gembu" dragon of fossilized wood and crystals in the "Kare San Sui" garden symbolizing eternal love. All these dragons are united by the symbol "Kiryuu," which symbolizes the unity and strength of love.

Each villa features design elements such as a protective dragon shadow at the entrance, 36 glass swords symbolizing unbreakable bonds, and a piano melody that plays on the essence of The Seiryu Villas, creating an experience focused on love, harmony, and tranquility. The Seiryu Villas offers two types of villas: One Bedroom Deluxe Pool Villa and One Bedroom Royal Pool Villa, with facilities such as private pool, living room with TV, kitchenette, outdoor gazebo, sun bed, bathtub, outdoor shower, air conditioner, mini bar, wifi, and hair dryer. One Bedroom Royal Pool Villa offers a larger space with the same facilities as the Deluxe type. The combination of Japanese concept and philosophy with modern facilities makes The Seiryu Villas an ideal choice for couples looking for a romantic getaway in Bali.

Hacking Prevention Measures and Socialization of Social Media Account Security

During this research period, the main focus was on implementing effective preventive measures to protect The Seiryu Villas' social media accounts from potential hacking. The first stage was to set up social media security protocols, which included giving each account a strong, one-of-a-kind password that was made up of a mix of letters, numbers, and symbols. In order to further security, the two-step authentication function is also enabled, which requires a second verification code in addition to the password in order to access the account.

Training was provided to The Seiryu Villas' social media managers on the importance of avoiding opening suspicious links and the importance of regularly checking account log-in history to detect unrecognized activity. The habit of always

logging out of accounts on unused devices and maintaining the security of devices used to manage social media accounts was also emphasized. Socialization of these security measures was carried out to all relevant teams through the creation of informative and attractive posters on hacking prevention measures. These posters were posted in strategic places in the work area to serve as an effective reminder for The Seiryu Villas' social media managers to keep their accounts secure.

Development of Social Media Management Work Program

This research planned The Seiryu Villas' social media work program to increase exposure and reputation on social media platforms. First, a monthly content mood board was developed, which serves as a visual guide to plan content that is consistent with the brand identity. Then, a regular posting schedule was implemented, with a minimum frequency of once every two days or three times a week, to maintain consistent follower engagement. Next, emphasis was placed on the Application of Video Content through Post Reels and Video Content to attract attention and increase interaction. In addition, a regular Customer Review Strategy was implemented to strengthen trust and brand image.

Utilization of the Instagram highlight feature is also done to highlight specific activities and services at The Seiryu Villas and make it easier for followers to access the information. Collaboration with Influencers was also conducted to expand audience reach through their influence. Finally, an Influencer Performance Report was created that included an analysis of the impact and results of their visits, to evaluate the effectiveness of the strategy and determine next steps. With the consistent implementation of these strategies, it is expected that The Seiryu Villas' exposure and brand image will be enhanced in the social media sphere, positively impacting brand awareness and business growth.

The Seriyu Villa Social Media Content Creation

This research discusses The Seriyu Villa's social media content creation strategy, which involves several important stages. The first stage was a photo & video shooting activity carried out in collaboration with a specialist hospitality photographer. The aim of this activity was to produce high-quality visual content covering all areas of the villa, such as the lobby, rooms, living room, kitchen, swimming pool, courtyard, and surrounding scenery. This process aims to communicate an authentic and engaging stay experience to potential guests. By utilizing the expertise of experienced photographers, it is hoped that the results of this activity can provide an accurate and inviting representation of the experience of staying at The Seriyu Villa. In addition, the resulting visual content is also expected to increase traction and exposure on various social media platforms.

Furthermore, the creation of content to be uploaded on The Seiryu Villas' social media involved a strategic and systematic approach to increase audience appeal and engagement. The content produced covers several main categories. Local attraction content highlights local attractions around the villa, such as tourist destinations, cultural activities, and recommended places. The decoration package content features various decoration packages for events such as honeymoon décor and birthday décor, with aesthetic photos and videos as well as detailed information about the packages and customer testimonials. Content about the experiences offered, such as tour packages, spa, seafood BBQ dinner, and melukad, is created through collaboration with influencers to ensure the content is more engaging.

Customer reviews content features reviews and testimonials from customers, collected through online review sites such as TripAdvisor or Google and compiled to showcase positive experiences. Content on The Seiryu Villas' philosophy explains Japanese design and concepts through

authentic and inspiring narratives. Other content includes special promotions, educational content about local culture, behind-the-scenes of villa operations, and activities or events organized at the villa. Overall, the content creation aims to promote products and services, and build an emotional connection with the audience through engaging and authentic storytelling. Various digital marketing techniques and data analytics are used to ensure the content produced is effective and delivers optimal results.

Collaboration with influencers through a free stay barter system is a marketing strategy used by The Seiryu Villas to increase brand visibility and attract new audiences. This collaboration process begins with the selection of influencers who have a follower base according to the criteria, namely influencers with traveling content or hotel reviewers. The selected influencers typically have significant credibility and influence on their social media platforms, such as Instagram or TikTok. Influencers are given a complimentary stay in exchange for promotion on their social media channels. During the stay, influencers are expected to create content that highlights the various positive aspects of The Seiryu Villas, including the facilities, services and experiences offered.

The resulting content can be in the form of authentic and engaging photos, video reels or reviews, which are then shared with their followers. This barter system benefits both parties. The Seiryu Villas gains wider and authentic exposure through the influencer's network of followers, which can increase brand awareness and potential visits. On the other hand, influencers get the opportunity to experience a luxurious stay at no cost, which also enriches their content. The effectiveness of this collaboration is measured through social media analytics, such as the number of impressions, engagement (likes, comments, and shares), and increase in followers after the content is published.

To ensure the results of the collaboration are properly evaluated, a collaboration report with the influencers is also created at least two weeks after the collaboration is completed. This report includes an in-depth analysis of the performance of the content produced, covering engagement metrics, reach, and impact on followers on Instagram. This strategy is supported by research conducted by Brown & Hayes (2008) which shows that recommendations from individuals who have significant influence can be more effective in influencing consumer decisions compared to traditional advertising. The credibility and personal connection that influencers have with their followers creates a high level of trust, so that promotions can result in better conversions.

The research also includes a report on influencer performance from January to April 2024. The report covers the performance of content produced by local influencers such as @ibgdsd, @rixwoe, and @ristaanggarini, as well as international influencers such as @jamiegems (Singapore), @uktravelfamily (United Kingdom), and @rachelbernabeu (Barcelona). The report includes an in-depth analysis of the performance of the content generated, including engagement metrics, reach and impact on followers on Instagram. This analysis provides insights into the effectiveness of the collaboration and helps determine better marketing strategies in the future.

Preparation of Monthly Work Report for Social Media Specialist

This research discusses the process of creating monthly work reports for Social Media Specialists at The Seiryu Villas. This report must be completed and reported before the 5th of each month, and the report is sent to the Director of Development and Marketing Manager at Alpha Hotel Management, as well as the Operational Manager and Sales Staff at The Seiryu Villas Seminyak. The purpose of this report is to ensure that all relevant

parties are updated on the performance and progress of the social media strategy that has been implemented during the month. The report includes an analysis of engagement metrics (likes, comments, shares), content reach, increase in followers, as well as campaign effectiveness and collaboration with influencers. With this complete information, management can conduct a comprehensive evaluation, identify areas that require improvement, and plan more effective strategic measures. This enables strategy adjustments to increase visibility and engagement with audiences, and ensures better achievement of marketing and development goals in the future.

CONCLUSION

This research discusses the importance of using social media in the hospitality industry, specifically to increase brand awareness as well as build long-term relationships with customers. The case study used was The Seiryu Villas in Seminyak, Bali, which experienced an Instagram account hack in late 2022, causing a significant drop in the number of followers. This research evaluates the social media strategy used by The Seiryu Villas, including content creation, collaboration with influencers, and account security measures to prevent future hacks.

Through analyzing data on the growth and engagement of The Seiryu Villas' Instagram account followers throughout 2023, this research identifies challenges in restoring online presence and rebuilding follower trust. This research applied a qualitative approach using data collection techniques such as interviews, observations, and documentation studies. The results show the need for a more integrated and personalized marketing strategy, as well as the importance of collaboration with influencers to expand audience reach.

Overall, this research concludes that social media is an effective tool in increasing brand awareness, provided it is managed with the right strategy and adequate

security measures. This research provides practical insights into the role of social media in the hospitality industry and offers recommendations for better social media management in the future.

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