

KIDS CLUB: CHILD-FRIENDLY HOTEL MARKETING STRATEGY

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Abstract: Child-friendly hotels are one of the choices of family tourists in choosing accommodation while on vacation to Bali with a span of more than one night. The choice of child-friendly hotels is inseparable from the desire of parents to provide facilities and activities that can provide new experiences and exciting ways to take advantage of vacation time. The facilities offered are integral to the world of children such as outdoor activities related to physical and indoor activities related to children's concentration abilities. The activities offered by the hotel are painting, coloring, storytelling, drawing, watching movies, and outdoor activities, namely parks made with the concept of adventure. Hard Rock Hotel Bali is one of the hotels that provides a kids club with full activities divided by age and supporting facilities provided. Kids Club is an activity for child tourists offered by the hotel to provide children with activities to fill their free time while at the hotel. Kids Club is the initial consideration for family travelers before deciding which hotel to stay at. Kids Club by Hotel is considered a product that can be sold to increase the interest of family tourists accompanied by hotel room facilities such as family rooms, connecting rooms to rooms decorated with ornaments that children like. Kids Club: This child-friendly hotel marketing strategy (a HardRock Bali Hotel case study) will be: 1) Becoming a child-friendly hotel pilot. 2) Promote child-friendly kids clubs in every hotel. 3) The change in travelers' perspectives is related to the benefits of Kids Club in Child-Friendly Hotels. The formulation of the problem to be raised is 1) Kids Club as a marketing strategy for child-friendly hotels and 2) The concept of a Child-Friendly hotel with supporting facilities. Data were collected by observation, in-depth interviews, questionnaire dissemination, literature studies, and documentation techniques. Data analysis techniques use qualitative description. The results of this study are expected to provide new knowledge in the tourism industry about child-friendly hotels with the right definition according to the predetermined appeal.

Abstrak: Hotel ramah anak menjadi salah satu pilihan wisatawan keluarga dalam memilih akomodasi saat berlibur ke Bali dengan rentang waktu lebih dari satu malam. Pilihan hotel ramah anak tidak terlepas dari keinginan orang tua untuk menyediakan fasilitas dan aktivitas yang dapat memberikan pengalaman baru dan cara seru untuk memanfaatkan waktu liburan. Fasilitas yang ditawarkan merupakan bagian integral dari dunia anak seperti kegiatan outdoor yang berhubungan dengan aktivitas fisik dan dalam ruangan yang berkaitan dengan kemampuan konsentrasi anak. Kegiatan yang ditawarkan oleh hotel adalah melukis, mewarnai, mendongeng, menggambar, menonton film, dan kegiatan luar ruangan, yaitu taman yang dibuat dengan konsep petualangan. Hard Rock Hotel Bali merupakan salah satu hotel yang menyediakan kids club dengan kegiatan lengkap yang dibagi berdasarkan usia dan fasilitas penunjang yang disediakan. Kids Club merupakan kegiatan untuk wisatawan anak yang ditawarkan oleh hotel untuk memberikan kegiatan kepada anak-anak untuk mengisi waktu luang mereka selama berada di hotel. Kids Club adalah pertimbangan awal bagi wisatawan keluarga sebelum memutuskan hotel mana yang akan menginap. Kids Club by Hotel dianggap sebagai produk yang dapat dijual untuk meningkatkan minat wisatawan keluarga disertai dengan fasilitas kamar hotel seperti ruang keluarga, kamar penghubung hingga kamar yang dihiasi dengan ornamen yang disukai anak-anak. Kids Club: Strategi pemasaran hotel ramah anak ini (studi kasus HardRock Bali Hotel) adalah: 1) Menjadi percontohan hotel ramah anak. 2) Promosikan klub anak-anak yang ramah anak di setiap hotel. 3) Perubahan perspektif traveler terkait dengan manfaat Kids Club di Hotel Ramah Anak. Perumusan permasalahan yang akan diangkat adalah 1) Kids Club sebagai strategi pemasaran hotel ramah anak dan 2) Konsep hotel Ramah Anak dengan fasilitas pendukung. Data dikumpulkan dengan observasi, wawancara mendalam, penyebaran kuesioner, studi pustaka, dan teknik dokumentasi. Teknik analisis data menggunakan deskripsi kualitatif. Hasil

penelitian ini diharapkan dapat memberikan pengetahuan baru di industri pariwisata tentang hotel ramah anak dengan definisi yang tepat sesuai dengan daya tarik yang telah ditentukan.

Keywords: child-friendly hotels, kids clubs, marketing strategy.

INTRODUCTION

Backgrounds

The tourism industry has taken a proactive approach to the child-oriented tourism market, recognizing the value of children's travel needs and desires, as well as the fact that they are usually accompanied by adults. For example, many child-oriented venues (e.g. theme parks, themed accommodation, shopping malls, and cinemas), have been designed to promote and take advantage of fun family tourism experiences (Carr, 2011; Schänzel et al., 2012).

Hotels are one of the choices for family tourists when choosing accommodation when on holiday to Bali for more than one night. Choosing a child-friendly hotel cannot be separated from parents' desire to provide facilities and activities that can provide new experiences and exciting ways to use holiday time. The facilities offered are inseparable from the world of children, such as outdoor activities related to physical fitness and indoor activities related to children's concentration abilities. One of the hotels in Bali that has vacation facilities for families is Hard Rock Hotel Bali, Based on the results of reviews on Google Review, approximately 8,000 reviews were found, most of which reviewed facilities such as swimming pools, rooms, kids clubs and restaurants. Hard Rock Hotel Bali has received an award from Tripadvisor with the Traveler's Choice 2023 category in May 2023. The facilities offered are painting, coloring, storytelling, drawing, watching films, as well as outdoor activities, namely a garden created with an adventure concept or what is known as Kids Club. Kids Club is a service product offered by the hotel with the aim of providing children with activities to fill their free time while at the hotel. Kids Club is an initial consideration for family tourists before deciding which hotel to stay at. The existence of the Kids Club is considered a child-friendly hotel product that can be sold to increase interest in visiting family tourists accompanied by hotel room facilities such as family rooms,

Basically, child-friendly hotels do not just have a Kids Club, family room, connecting

room or rooms decorated with ornaments that children like. all activities at the hotel. In this study, researchers made observations on facilities, marketing strategies and branding made in running a Kids Club as a child-friendly hotel marketing product with a case study at HardRock Hotel Bali which already has complete facilities and promotion of family tourism-based hotels.

Objective Research

The aim of this research is to conducting field observations and digital media documentation belonging to Hard Rock Hotel Bali which has Kids Club facilities with many activities and other supporting facilities with the target market being family tourists. Hard Rock Hotel Bali uses digital media as a marketing strategy by utilizing Instagram, Tiktok, YouTube, Google Reviews and Tripadvisor but has not yet branded itself as a Child Friendly Hotel so it needs to be scrutinized from human resources, facilities, promotions to its relation to the child protection law. number 35 of 2014. The benefits of this research can later be used as a reference by Hard Rock Hotel Bali as a first step in branding itself as a Child Friendly Hotel.

LITERATURE REVIEW

Kids Club

Kids Club is a service product owned by the hotel intended for family tourists who have children aged 1 to 10 years. Each hotel's kids club has different activities and room designs with children's favorite themes. Kids club activities are usually carried out indoors by offering activities such as drawing, coloring, playing, telling stories, arranging objects and activities such as on the playground. The kids club offers outdoor activities with an adventure concept such as wall climbing, treetops to team building. Hardrock Hotel Bali has Family Amenity facilities which consist of a Kids Club. Hardrock Hotel Bali has 3 paid and free kids clubs which are divided based on age range and activities attended. The paid kids club is the HardRock Roxity Kids Club which is intended

for tourists aged 4-12 years who can take part in one day activities (Arts and Crafts, Rockwall Climbing Challenge, Movie Time, Sport Games) from 08.00 am to 18.00 pm. In addition, there are 2 Kids Clubs that are free of charge, namely the Tabu Teens Club and the Lullababy Playroom. Tabu Teens Club is intended for child tourists aged from 13 years with game facilities such as DJ Booth, PlayStation, Billiards, Lil Rock Party, Movie room, Table Games, Bar and Lounge and Library while the Lullababy Playroom called HardRock RockStar is intended for child tourists ages 1-10 years with parental assistance.

Service Product Marketing

According to Lupiyoadi (2006; 5), service marketing is any action offered by one party to another party which is in principle intangible and does not cause any transfer of ownership. Meanwhile, according to Umar (2003; 76), service marketing is marketing that is intangible and immaterial and is carried out when consumers are dealing with producers. Meanwhile, the services marketing mix is the development of the marketing mix. The product marketing mix only includes 4Ps, namely: Product, Price, Place and Promotion. The marketing of service products in this research is Kids Club Hardrock Hotel Bali which is an attraction for family tourists who choose Hardrock Hotel Bali as accommodation to stay in the Kuta Beach area. one and there are also facilities such as the activities needed by child tourists. Kids club promoted with the aim of the family tourist market with a length of stay of more than 3 days. In a Google search, you will find many hotels with kids club services, which are hotels with a child-friendly concept. Kids club marketing is an added value for hotel room sales because it is associated as a child-friendly hotel.

Child Friendly Hotel

According to Law Number 35 of 2014, children's rights are part of human rights which must be guaranteed, protected and fulfilled by parents, families, communities, the state, government and regional governments. Meanwhile, child-friendly means ensuring the safety and comfort of child tourists when visiting and carrying out tourist activities at a tourist attraction. This research will focus on child-friendly hotels that provide Kids Club

services with a series of indoor and outdoor activities. The 2 things that will be emphasized in this study are:

a. Human Resources (HR)

The human resources included are people who are involved either directly or indirectly with child tourists in the environment of a tourist attraction. According to Parasuraman (2001), the criteria for human resources needed to support the realization of child-friendly hotels are:

1. Responsiveness, namely the ability to help customers and the availability to serve customers well.
2. Reliability, namely the ability to perform services as promised promptly, accurately and satisfactorily.
3. Empathy, namely a sense of caring to provide individual attention to customers, understand customer needs, and ease of contact.
4. Assurance, namely knowledge, courtesy of officers and their trustworthy nature so that customers are free from risk.
5. Tangibles (tangible evidence that is visible to the eye), which includes physical facilities, employee equipment, and communication facilities.

b. Safety and comfort

According to Law Number 35 of 2014 article 72 paragraphs 1 and 2 statesThe community participates in Child Protection, both individually and in groups. And the role of the community as intended in paragraph (1) is carried out by individuals, child protection institutions, social welfare institutions, community organizations, educational institutions, mass media and the business world. The security and comfort procedures implemented must comply with the standards set by the hotel, where the safety and comfort of child tourists is the main concern. The following are the definitions of safety and comfort in this study:

1. Safety (comfort) where child tourists feel safe when having recreation at tourist attractions

2. Security (Security) standard security related to tourist services at a number of tourist points
3. Accessibility: easy and safe access to tourist locations for children
4. Education (Education) tourism activities that have good education for children that they can practice later.
5. Sharing Experience: Child tourists gain new experiences and knowledge that can be shared with people around them.

METHODOLOGY

The data collected is primary data in the form of documentation facilities, Google review observations, and Kids Club activities and a guidebook for child-friendly, exploitation-free village tourism from the Ministry of Tourism and the Ministry of Women's Empowerment and Child Protection. In addition, secondary data was obtained from journals related to child-friendly tourism.

The data collected is qualitative data. The qualitative data is in the form of a description of the facility documentation, google reviews, as well as Kids Club activities.

In this study, the main data collection techniques were observation and documentation studies used to research child-friendly marketing strategies.

1. Observation Sugiyono's participation (2012: 227) in this observation, the researcher is involved with the daily activities of the person being observed or used as a source of research data. With this participant observation will obtain data that is more complete, sharp, and up to know at the level of meaning of each behavior that appears. Observation of child tourist activities at the Kids Club, swimming pool, restaurant, sports facilities and other activities (movie time).
2. Documentation Study Documents are records of past events. Documents can be in the form of writing, images, or monumental works by someone. Documents in written form, for example diaries, life histories, stories, biographies, regulations, policies. Documents in the form of images, for example photos, live drawings, sketches and others. Documentation taken from observations of facilities offered such as Kids Club, swimming pools, restaurants, sports facilities and other activities (movie

time). Documentation is also taken from social media Instagram @hardrockbali, www.hardrockhotels.com as well as google review results.

RESULTS AND DISCUSSION

HardRock Hotel Bali Kids Club activities

Hardrock Hotel Bali Carrying the concept of Leading Entertainment hotel in Bali, which always presents music events to entertain every guest. Guest comfort is a top priority and we always strive for the best service for all guests. Service products for families are the results of the most reviews found on Google reviews.

"The hotel facilities are also very complete, so even if you stay at the hotel you can enjoy a comfortable holiday. Suitable for children who are lazy and don't want to go anywhere and just want to laze around at the hotel, aka staycation." (google review by Santi Azhar, 2022)

"Very nice hotel, complete facilities, comfortable and clean rooms, large swimming pool & kids friendly, friendly and pleasant staff service, thanks for buying Kipli for the best services 🙌" (google review by Dear Lovely, 2022)

"It's perfect for families because the waterpark is so wide that you can't even think about playing in it Kuta Beach" (google review by Yogi Mahesa, 2023)

"kids activities are very diverse, there is a very fantastic pool, playground and playroom with playstation facilities" (google review by Arum Sari, 2023)

Based on the Google review above, complete facilities are stated as activities needed by family tourists who bring along children to spend more time at the hotel. The Hardrock Hotel Bali offers Family Amenities such as a Kids Club. Hardrock Hotel Bali provides three paid and free kid's clubs that are differentiated by age range and activities. HardRock Roxity Kids Club is a paid kids club for travelers aged 4 to 12 years old that offers one-day activities (Arts and Crafts, Rockwall Climbing Challenge, Movie Time, Sports Games). Children of all ages need a place where they can move at their own pace so selecting age-appropriate activities is necessary. The rules that apply are Daily Kids activities (certain activities that allow for physical distancing and avoiding the use of shared

equipment), the maximum capacity of the ROXITY Kids Club has been set, where only 28 children are allowed at one time and all children must be toilet trained and diaper free. to make it easier for every activity you participate in. The ROXITY Kids Club schedule is 9 am to 5 pm with an age range of 4-12 years. This activity is only intended for children so adults are not allowed to participate. where only 28 children are allowed at one time and all children must be toilet trained and diaper free to make it easier for each activity they participate in. The ROXITY Kids Club schedule is 9 am to 5 pm with an age range between 4-12 years. This activity is only intended for children so adults are not allowed to participate. where only 28 children are allowed at one time and all children must be toilet trained and diaper free to make it easier for each activity they participate in. The ROXITY Kids Club schedule is 9 am to 5 pm with an age range between 4-12 years. This activity is only intended for children so adults are not allowed to participate.

In addition, two free Kids Clubs are available, namely Tabu Teens Club and Lullababy Playroom. Tabu Teens Club is aimed at youngsters aged 13 years old and includes game facilities such as a DJ Booth, PlayStation, Billiards, Lil Rock Party, Movie room, Table Games, Bar and Lounge, and Library, has an operational schedule Every day from 9am to 6pm.

HardRock RockStar Lullababy Playroom is intended for children under the age of three. Lullaby Playroom, is an indoor playroom located at the back of the TABU Youth Club, specially designed for Roxstars aged under 4 years. Child tourists will be preoccupied with various educational toys and games that have been provided. This colorful playroom is furnished with comfortable play mats and mattresses complete with pillows and a sofa.

Child Friendly Hotel Promotion Strategy

The promotional strategy for child-friendly hotels in this research uses a product marketing mix that only includes 4Ps, namely: Product, Price, Place and Promotion with data obtained from observations and documentation on Google reviews, websites and social media (Instagram). . Based on the number of Google reviews which have reached 8,576 in August 2023, with details of comments on family

(750), fitness (937), nightlife (352), swimming pool (620), (property 1211), nature (517), service (905), breakfast (397), food (351), bar (224), location (534), ambiance (331), cleanliness (317), health (78), sleep (173), restaurant (133), facilities (170), bathroom (146), security (71), spa (50), gym (35), accessibility (35), entertainment (29) with average highlights suitable for children. (google reviews 2023).

Hardrock Hotel Balicarries the Lead Entertainment hotel in Bali with the meaning kGuest comfort is the main priority and we always strive to provide the best service to all tourists by providing facilities that are expected to entertain tourists. The marketing mix from the results of this study are:

a. Product

Hardrock Hotel Bali offers various types of rooms such as Deluxe rooms, Deluxe Courtyard, Deluxe Premium, Loft Rooms, Deluxe Premium with pool access, Deluxe Suit, Roxity Family Suite, Rockstar Suite, and Luxury Kids Suite. The experience products provided are a) facilities which include the Sound of Your Stay, Rockroyalty and Swimming Pool; b) health which includes Rock Spa, Rock Om and Body Rock; c) family facilities which include Roxity Kids Club, Tabu Teens Club and Lullaby Playroom; d) Entertainment which includes Event Calendar, Live Band at Centerstage, Boom Box Recording Studio and Hard Rock FM Bali. (www.hardrockhotels.com). Based on the documentation on the Instagram page, Hard Rock Hotel Bali also provides Fun Kids Yoga activities which are held every Thursday at 4-5 pm in the Family Courtyard and Paparazzi photos, where tourists who stay will get a voucher for free 30 minute family photos with a professional photographer.

b. Price

Hardrock Hotel Bali room rates differ according to room type such as Deluxe room of 1,380,000++, Deluxe Courtyard of 1,605,000++, Deluxe Premium of 1,680,000++, Loft Room of 2,630,000++, Deluxe Premium pool access swimming pool 2,730,000++, Deluxe Suite 3,830,000++, Roxity Family Suite 3,960,000++, Rockstar Suite 4,430,000++, and Luxury Kids Suite 4,880,000++. As for price Roxity Kids Club which includes a

knick-knack bag, daily set lunch and a lanyard name tag (1 day package will get a wristband) are:

- 1 day – IDR 200K net/person
- 3 consecutive days – IDR 500 thousand net/person
- 7 consecutive days – IDR 800 thousand net/person
- 10 consecutive days – IDR 1 million net/person(www.hardrockhotels.com)

Hard Rock Hotel Bali at certain moments provides discounts on various facilities such as a 5% discount on rooms if you log in to the newsletter, Independence Day discounts, food and beverage packages and brunch packages for Christmas and Easter.

c. Place

Hard Rock Hotel Bali is located in the Kuta Badung District which is the tourist area of Kuta Beach Bali. Hardrock Hotel Bali has a music theme with original architecture and has a large guitar statue as an icon as well as a Rock Shop located next to the hotel to attract visitors and tourists. Hardrock Hotel Bali is located 2 km from the shops on Jalan Legian and 7 km from Waterbom Bali. Hardrock Hotel Bali is a hotel with an added strategic location is approximately 15 minutes' drive or 3.2 km from Ngurah Rai International Airport. Hardrock Hotel Bali is located at Jl. Kuta Beach, Banjar Pande Mas, District. Kuta, Badung Regency, Bali 80361 (0361) 761869.

d. Promotion

Promotion carried out by Hard Rock Hotel Bali is by utilizing digital media such as Instagram @hardrockbali, Facebook: hardrockhotelbali, Twitter @hrhbali, Tiktok @hrhbali, Website www.hardrockhotels.com, Youtube: Hard Rock Hotel Bali, Google Reviews to Tripadvisor. Each content displayed is accompanied by videos and photos of activities shown using a professional camera with short captions. Instagram @hardrockbali was first used as a promotional medium in 2012 with the current number of posts being 4,620 and has 52 thousand followers by 2023. From 2012 to 2017 Hard Rock Hotel Bali posted content with the theme of sexy dance, fashion shows, food & drinks, a world of glitter and rock music featuring national and international artists. In 2018-2019 the appearance of Instagram accounts began to

display a lot of Kids Clubs, family activities, children's activities. In 2020-2023 there will be additional Kids Club activities such as traditional Balinese dance training, foam party, and fun kids yoga. From the documentation results, no Facebook account belonging to Hard Rock Hotel Bali was found, however many tourists who had stayed overnight did personal vlogs explaining the hotel facilities, room facilities and other supporting facilities so that they indirectly carried out promotions with an average number of viewers of 10 thousand viewers. For Google reviews, there are 8,576 reviews with a summary of Google's review results of 4.6. From the results of the documentation, all reviews have been answered directly by the management of Hard Rock Hotel Bali. In contrast to the review results on Tripadvisor, there are 8,467 reviews with a review result of 4.0 and the review was replied to by the General Manager of Hard Rock Hotel Bali. The Tiktok account has 1,894 followers, a total of 124 posts since 2021 with an average viewership of 200-6,000 viewers.

Based on the results of the documentation, the Kids Club: Child-Friendly Promotion Strategy is carried out by Hard Rock Hotel Bali through digital media by prioritizing the results of activities in the form of photos and videos posted on Instagram, Facebook to Tiktok pages as well as responses received by tourists by Management on Google Reviews and Tripadvisor. This is of course done based on a review of the current use of social media as a promotional medium. Kids Club promotions are carried out on the Instagram page @hardrockbali by uploading photos and videos of kids club activities such as Fun Yoga with the caption "yoga brings out the smiles, the laughter, and the happiness! Join us for a fun kids yoga available every Friday from 4pm till 5pm at family courtyard". Besides that, upload photos of the children doing activities on the water slide with the caption "it's waterslide season! Soak up the sun and make some splash." Another upload is a photo of the children's activities participating in a competition on sand island with the caption "Ready for a fun game today?". The number of posts on activities for children and families in 2023 is 38 posts, most of which focus on activities on Sand Island such as pool foam

parties, water slides, climbing walls, and tug of war. This upload has received responses from several comments, one example of which is a fun yoga activity with 7,797 views, 209 likes, 9 comments and 28 shares. Apart from that, there are many interesting activities uploaded on Instagram accounts such as Live Music, Sexy Dancer, Pool Foam Party, Beach Cleaning, Food and Beverage, as well as reposting family tourist activities.

The results of field observations that support Child Friendly Hotels related to human resources can be explained as follows:

- a. Responsiveness, namely the ability to help customers and availability to serve customers well. Activities in Roxity Kids Club is supervised by a staff of 6 people with a capacity of 10-15 children with an average age of 5-9 years. Each staff will share the task of maintaining the comfort and safety of children while doing outdoor activities.
- b. Reliability, namely the ability to perform services as promised promptly, accurately and satisfactorily. Services provided by staff are not only provided to children but also to parents who are looking after children, such as reading the rules while participating in activities at Roxity Kids Club, Tabu Teens and Lullaby.
- c. Emphaty (empathy), namely a sense of caring to provide individual attention to customers, understanding customer needs, and being easy to contact. Each staff will save parents' telephone numbers to be contacted if children are sick or feel like ending activities at the Kids Club.
- d. Assurance (guarantee), namely the knowledge, courtesy of officers and their trustworthy nature so that customers are free from risk. The staff has SOP procedures to maintain hospitality to make children and parents feel safe and comfortable when doing activities at the Kids Club.
- e. Tangibles (tangible evidence that is visible to the eye), which includes physical facilities, employee equipment, and communication facilities. There are several rules that are always conveyed to parents when doing activities at the Kids Club, one of which is the Teens Club taboo, namely Remain where you are and do not leave the room; Be quite and listen to your TABU team; Follow instructions given by the

TABU team; Once outside of TABU, remain quiet and stay calm; Stay with your TABU team until your parents arrive. Apart from that, a special children's menu stand is provided at breakfast, such as juice, milk, cereal, fruit, various kinds of cookies and pastries.

Apart from that, the safety and comfort procedures implemented must comply with the standards set by the hotel, where the safety and comfort of child tourists is the main concern. The following are the results of field observations related to safety and comfort:

- a. Safety (comfort) where child tourists feel safe when having recreation at tourist attractions. Every Kids Club facility ensures there are rules that must be read by children and parents, this is also done by staff when parents and children enter the Kids Club area.
- b. Security (Security) standard security related to tourist services at a number of tourist points. The Kids Club area has CCTV as well as outdoor and indoor guard staff.
- c. Accessibility (Access) access to tourist sites that are easy and safe for children. The location of Hard Rock Hotel Bali is in the Kuta beach tourist area with a distance of 15 minutes from I Gusti Ngurah Rai Airport Bali and d'square Medical Center Kuta with a distance of 10 minutes.
- d. Education (Education) tourism activities that have good education for children that they can practice later. The educational activities provided are fun yoga, cooking, arts and crafts, movie time, outdoor activities such as wall climbing, fun games on Sand Island.
- e. Sharing Experience Child tourists get new experiences and knowledge that can be shared with the people around them. The experience gained was team building which was carried out during fun games, art and craft activities that hone children's creativity.

Based on the results of field observations and documentation via digital media above, Hard Rock Hotel Bali has promoted the Kids Club as a promotional strategy to increase the interest of family tourists to stay and take part in all the activities provided but has not declared itself as a Child Friendly Hotel, which can be seen from each caption provided. used only states the type of activity with the hashtag

#baliismylive #itstimeforbali #showmeyourbali in all posts. Judging from the results of Google reviews and reviews on Tripadvisor, many family travelers state that this is a Kids Friendly Hotel. This needs to be considered considering that many family activities, especially children, have been provided and supported by professional human resources.

CONCLUSION

Kids Club Hard Rock Hotel Bali as a promotional strategy to increase interest in long stays for family tourists so they can take part in all the activities provided so that family tourists will spend a lot of time and money at the hotel. Tourist activities uploaded via digital media can become free promotions obtained by Hard Rock Hotel Bali.

However, Hard Rock Hotel Bali has not officially branded itself as a Child Friendly Hotel because there are no definite standards regarding the scope and policies for Child Friendly for Child Tourists so the word Child Friendly has not been used, this can be seen from each caption used. only stating the type of activity with the hashtag #baliismylive #itstimeforbali #showmeyourbali in all posts. On the other hand, looking at the results of Google reviews and reviews on Tripadvisor, many family tourists provide comments stating that Hard Rock Hotel Bali is a Kids Friendly Hotel.

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