

## Instagram Social Media Management as a Digital Marketing Strategy to Increase the Number of Guest Visits at Sunday Brunch Events

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**ABSTRACT:** Digital marketing analysis at Alhazen Academy to improve consumer image and interest in the "National Coding Competition". Novotel Hotels Cikini Central Jakarta is one of the hotels that utilize digital-based marketing through social media accounts that have interesting offers about hotel information such as events and promotion in Food Exchange Restaurant, as a solution for can increase the number of guest visits. Hotel Novotel Cikini able to work under pressure to achieve target hotel. The promotion of Food and Beverage conducted by the Hotel Novotel Cikini became one of the strategies to attract visitors. One of the promotions carried out by Novotel Cikini Hotel Central Jakarta it's Sunday Brunch. With the rising number of guest visits in Restaurant Hotel Novotel Cikini is one of the results of utilization of digital marketing and social media management as well as marketing tool performed by Novotel Cikini Hotel. That method used in this study is descriptive qualitative. Importance an achievement and know the competitors is needed in business management that utilizes social media as digital marketing is one of the important things to be able to know how large impact formed from the management of social media in marketing system done. The results showed that Novotel Cikini Hotel social media team must be active in developing and manage social media Hotel Novotel Cikini Jakarta Pusat.

**Keywords:** Digital marketing, social Media, hotel, number of guest visits



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## INTRODUCTION

Food and Beverage is very influential in attracting guest interest by selling various kinds of menus in restaurants. In order to continue operational activities, the Novotel Cikini Hotel must be able to implement strategies to increase hotel guest visits. The Food and Beverage promotion carried out by the Novotel Cikini Hotel is one of the strategies to attract visitors. Sunday Brunch is a new brunch concept that provides several types of dishes and can be enjoyed on weekends. One of the promotions carried out by the Novotel Cikini Hotel, Central Jakarta is Sunday Brunch. Sunday

Brunch at the Novotel Cikini Hotel is one of the promotions that offers Indonesian, Asian and Western culinary delights(Homburg & Wielgos, 2022). The Food and Beverage (Sunday Brunch) promotion carried out by Novotel Cikini has caused the number of guest visits to the Novotel Cikini Hotel restaurant in November 2022 – January 2023 to increase quite a bit. Compared to before the Sunday Brunch promo, visitors to Restaurant A'la Carte on Sundays every month did not experience much of an increase. On average, Sunday Brunch visitors find out about promotions by looking at promotional templates on Instagram social media(Dixit, 2020; Raman et al., 2021; Sinitsyn, 2023). The increase in the number of guest visits at the Novotel Cikini Hotel Restaurant is one of the results of the use of digital marketing and also social media management as a marketing tool carried out by the Novotel Cikini Hotel(Naim & Al Ghamdi, 2023; Nesterenko et al., 2023).

### **The scope of research**

The scope of this research discusses social media management, namely Instagram accounts at the Sunday Brunch Event. With research entitled managing Instagram social media as a digital marketing strategy in increasing the number of guest visits at the Sunday Brunch Event(Prasetyo & A., 2018).

### **Research purposes**

1. To find out how to manage Instagram social media as a digital marketing strategy at the Sunday Brunch Event.
2. To find out the obstacles in managing Instagram social media at the Sunday Brunch Event.
3. To find out the efforts made to overcome obstacles in managing Instagram social media at the Sunday Brunch Event

### **Tourist**

Tourism can be defined simply as the travel activity of a person or group of people from one location to another with a plan for a certain period of time, aimed at recreation and entertainment, thereby fulfilling their desires (Prayogo: 2018). According to Warohmah (2016), the term "Tourism" consists of two words, namely "Pari" and "Tourism". "Pari" means many, many times, round and round, or complete. Meanwhile, "tourism" can be interpreted as traveling or traveling, which in this context is equivalent to the word "travel" in English. Thus, the term "Tourism" can be interpreted as a trip made many times or in circles from one place to another, which in English is called "Tour". In simple terms, tourism can be defined as the activity of traveling a person or group of people from one location to another by making plans within a certain time period, with the aim of recreation and entertainment so that their desires are fulfilled.

Hotel According to Hurdawaty and Parantika (2018), a hotel is an accommodation facility consisting of various rooms that can be rented to the general public for a certain period of time, as well as providing food and drink services for guests. According to the Decree of the Minister of Tourism and Telecommunication Post No.KM 34/HK 103/MPPT-87, a hotel is a type of

accommodation that uses part or all of a building to provide lodging, food and drink services, as well as other services for the general public. Hotels are run commercially and must meet the requirements set by the government. There are several special characteristics that differentiate hotels from other industries, namely:

1. Hotels are a capital-intensive industry that is classified as labor-intensive and a means of managing large venture capital and requiring many workers.
2. Hotels can influence economic, political, social, cultural and security circumstances and changes.
3. The hotel operates a full day to provide services to customers.
4. Hotels can produce and market products based on the product service itself.

### **Digital Marketing**

Digital marketing is a product and service marketing technique that uses digital media. Including the internet, mobile devices and software to achieve marketing goals(Q. Han et al., 2023; Lamba et al., 2023). The internet is quite an influential tool for business. The following are the characteristics of the internet, namely:

1. Interactivity, refers to the ability of technological devices to facilitate communication between individuals as if they were face to face. This creates highly dynamic interactions, allowing participants to communicate effectively, accurately and satisfactorily.
2. Demassification, messages that can be exchanged with other participants involving large numbers.
3. Asynchronous, communication technology that allows each participant to send and receive messages as desired at a certain time.

According to Tarigan & Sanjaya (2013), digital marketing is a series of marketing activities, including branding, that use various web-based media, such as blogs, websites, email and social networks (social media). According to Wati (2020) in the digital marketing book, digital marketing is a general term that refers to targeted, measurable and interactive marketing of products or services using digital technology(Setiawan et al., 2022). The main goal of digital marketing is to promote brands, shape preferences, and increase sales traffic through various digital marketing techniques(Kolovou et al., 2019; Setiawan, 2023). Digital marketing is also known as online marketing or internet marketing. Basically, digital marketing is similar to conventional marketing, but the difference lies in the tools and technology used(H. Han et al., 2022; Sharma, 2023).

### **Social media**

The most dominant use of applications in the current internet era is social media. Social media is an internet-based application that allows users to interact with each other by creating, sharing and receiving information content(Sankar et al., 2023; Zimmermann & Auinger, 2023). During that time, a platform was discovered that allowed people all over the world to connect with each other, called social media. (Daradkeh, 2023)Currently, social media is widely used to promote a business

to introduce products for sale or rent, with the aim of spreading the product widely and reaching the target market and according to that market share. Some social media that have a high presence in the digital world are Instagram, Facebook, Twitter, Youtube, Tiktok, and others. According to Rulli (2017), social media is an internet platform that allows users to present themselves, interact, collaborate, share information with other users, and form social relationships virtually. Some types of social media include Instagram, Facebook, YouTube, Twitter, Blogs, and others (Tasya & A., 2020).

## **METHOD**

### **Research Approaches and Types**

In preparing this thesis the author used a qualitative research approach. Research methods are basically a scientific way to obtain data with specific purposes and uses (Sugiyono, 2015). According to Moleong (2017), qualitative research is a type of research that aims to understand phenomena about what research subjects experience, such as behavior, perceptions, motivations, actions and other things holistically. This research was carried out by describing this phenomenon in the form of words and language, in a special natural context, using various natural methods. Qualitative research aims to be research that can be understood flexibly and dynamically so that it is not fixated on statistics on a phenomenon that is used as a research subject. This approach can be used to research matters related to the perceptions and actions of research subjects.

### **Data Collection Techniques**

#### **1. Observation**

According to Sugiyono (2018), observation is a data collection technique that has distinctive characteristics compared to other techniques. Observations are not only limited to humans, but also involve other natural objects. Observation is divided into two, namely non-behavioral observation and behavioral observation. Non-behavioral observations include: physical conditions, notes and physical processes. Meanwhile, behavioral observation includes: nonverbal, language and extra language. In this research, observations will be carried out directly at the Novotel Cikini Hotel, Central Jakarta, by directly observing the sales department regarding social media management carried out to utilize digital marketing strategies. This observation was carried out as participatory observation, namely making observations by asking permission from a group to mingle and revealing the true purpose of carrying out the observation.

#### **2. Interview**

According to Sugiyono (2015), an interview is a meeting between two people to exchange information and ideas through questions and answers, so as to produce conclusions or meaning on a particular topic. In this research, interviews need to be conducted because through interviews,

researchers can gain an in-depth understanding of the management of Instagram social media, which cannot be done through observation.

### 3. Documentation

According to Sugiyono (2015), documentation is the recording of events that occurred in the past and can be in the form of writing, drawings, or someone's monumental work. In this research, documentation is carried out by taking photos during interviews and the results of interviews that have been conducted.

## **RESULT AND DISCUSSION**

### **Instagram Social Media Management as a Digital Marketing Strategy at the Sunday Brunch Event**

#### 1. Digital Marketing

With the ease of internet access nowadays, it really helps the Novotel Cikini Hotel in increasing consumers every day, especially at the Sunday Brunch Event. Digital marketing helps Novotel Cikini Hotel to reach audiences more easily. Novotel Cikini Hotel implements digital marketing as a marketing system to expand market share, with social media management used as a tool for utilizing digital marketing (Endah, 2021; Khan, 2023). The importance of achievement and knowing competitors is very necessary in managing a business that utilizes social media as digital marketing. This is one of the important things in being able to know how big the impact that social media management has on the marketing system that is carried out.

#### 2. Social media

The digital marketing strategy carried out by the Novotel Cikini Hotel at the Sunday Brunch Event must of course be supported by social media so that the strategy can run well. The management of Instagram social media which is currently running at the Novotel Cikini Hotel during the Sunday Brunch Event is quite good and effective. Through social media Instagram, it has made it easier for consumers to find out information about promotions at the Novotel Cikini Hotel and also with Instagram social media it has made it easier for consumers to access everything regarding promotions at the Novotel Cikini Hotel. In order to provide added value to reach more customers, Novotel Cikini Hotel can improve its continuous (routine) uploading of templates and videos in sales promotions (Oktavianti & R., 2021).

### **Obstacles in Managing Instagram Social Media at the Sunday Brunch Event**

Managing social media is not easy, as the management of the Sunday Brunch Event's social media progresses, there are a few obstacles that arise. As from the internal side, namely the lack of content creativity and Instagram followers. Meanwhile, from the external side, Hotel Novotel Cikini does not yet have a Content Creator/Person specifically for promoting Hotel Novotel Cikini's social media. The lack of followers or followers of the Novotel Cikini Hotel also influences the

promotions being sold. The lack of content creators/special people makes the management of Novotel Cikini Hotel's Instagram social media less than optimal. Not only that, having special Creator Content can also increase followers of the Novotel Cikini Hotel Instagram account(Gever et al., 2023; Yanti, 2019).

### **Efforts were made to overcome obstacles in managing Instagram social media at the Sunday Brunch Event**

Hotel Novotel Cikini continues to strive to develop Hotel Novotel Cikini's social media, one of which is by inviting Content Creators. Content Creators not only promote products that will be uploaded on their social media, but the hotel can also ask for help from Content Creators to create content that will later be uploaded on the Novotel Cikini Hotel's social media. By inviting Content Creators, the Novotel Cikini Hotel Social Media Team must be more active in managing social media by regularly re-uploading content that promotes events at the Novotel Cikini Hotel which can attract new guests or old guests who have already visited the Hotel. Novotel Cikini. By inviting content creators, this is also one way to increase followers on the Novotel Cikini Hotel Instagram account(Agina, 2020; Anandan et al., 2018).

## **CONCLUSION**

Based on the description and analysis of the research results presented above, the conclusions drawn by the author are as follows:

1. In managing Instagram social media as a digital marketing strategy for the Sunday Brunch Event, the social media team must be active in developing and managing the Novotel Cikini Hotel's social media, Central Jakarta.
2. The obstacle encountered in managing Hotel Novotel Cikini's social media is the lack of content creators/special people who can help in promoting Hotel Novotel Cikini's social media.
3. Hotel Novotel Cikini strives to continue to invite content creators to develop Hotel Novotel Cikini's social media, which is also one way to increase followers on the Hotel Novotel Cikini Instagram account. Not only that, the Hotel Novotel Cikini social media team must also be active in managing the Hotel Novotel Cikini's social media, namely by regularly uploading content that promotes events at the Novotel Cikini Hotel.

Based on the results of this research, researchers can provide suggestions that may be useful for the Novotel Cikini Hotel, Central Jakarta, including:

1. The author's advice to the Hotel Novotel Cikini social media team is to be more active in managing the Hotel Novotel Cikini's social media. This is what can develop the Novotel Cikini Hotel's social media.
2. In developing interesting content, the author suggests that Hotel Novotel Cikini have a special Content Creator/person in promoting Hotel Novotel Cikini's social media.
3. The Hotel Novote Cikini social media team is always active, consistently posting content at regular times, not only that, the Hotel Novotel Cikini social media team can also post

testimonials or activities directly on the Hotel Novotel Cikini social media. In addition, you must expand your social media network and continue to offer offers during the promotional period.

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