

Marketing Strategy Via Instagram at Hotel Holiday Inn Express Jakarta International Expo

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ABSTRACT

Purpose: This study aims to analyze the room marketing strategy of Holiday Inn Express Jakarta International Expo Hotel using social media.

Research methods: The research employs a qualitative approach, utilizing primary and secondary data. Data collection methods include literature reviews, interviews, and field observations. Descriptive qualitative analysis was used to interpret the findings.

Result and discussion: Observations of the hotel's Instagram account demonstrate the effectiveness of social media as a marketing tool. Instagram's billion active users provide extensive promotional opportunities, allowing businesses to engage audiences through images, videos, and stories creatively. Influencers are critical in building trust and expanding product reach, while official accounts manage brand visibility and customer relationships. Instagram Highlights effectively organize and present key messages, fostering cohesive brand narratives. The strategic use of Instagram at Holiday Inn Express Jakarta International Expo emphasizes visuals, personal connections, and guest engagement, proving its effectiveness in boosting brand visibility and enhancing promotional efforts.

Implications: The marketing strategies for Holiday Inn Express Jakarta International Expo Hotel involve enhancing product quality and service offerings to increase occupancy rates and revenue. Online marketing, mainly through platforms like Instagram, has become crucial in the hotel's marketing mix. This involves using electronic media, such as computers and the Internet, to execute digital campaigns effectively. The findings highlight the need for thorough preparation and strategic execution in digital marketing to ensure success in a highly competitive environment.

Keywords: marketing strategy, Instagram, Holiday Inn Express Hotel

INTRODUCTION

Hotels are an essential component of tourism. They provide lodging services as well as food and beverage services to guests. With so many lodging services in Jakarta, there is competition in marketing each lodging service

product. Competition in the hotel business makes lodging service entrepreneurs try to improve the quality of products, facilities, and services by designing them to create an atmosphere that attracts guests and visitors.

In this day and age, the development of information technology increasingly influences human life. One of the information technologies that is very popular in today's society is social media. Social media is part of the internet, which has one function: to promote products or services by an entrepreneur or company. Social media is used as a promotional tool. The rapid development of technology now means that many new social media applications have emerged in cyberspace. Someone can access several social media sites, such as Instagram, by relying on a smartphone connected to the internet. We can access it anywhere and anytime as long as we are connected to an internet connection, making the flow of information bigger and faster.

This rapid development of social media does not only occur in developed countries; in developing countries like Indonesia, there are many users or users of social media, and this rapid development can replace the role of conventional mass media in disseminating news or information. Social media has made the entire global community have equal opportunities. Social media has realized human collaboration without limitations of time and place, so social media can be said to be a communication and promotion tool today.

The advantages of social media marketing include communicating with consumers, being a medium for collaboration in case of consumer dissatisfaction, being a promotional medium, and building a brand. In creating perceptions in consumers' minds regarding a product, service, or brand, careful thought is needed about what promotional media are suitable and effective so that the perception and image that you want to convey can stick strongly compared to other similar products, services, or brands.

The Holiday Inn Express Jakarta International Expo Hotel, located in the Jakarta Fairgrounds area, Kemayoran, operates in the services and products sector. This hotel also carries out a marketing strategy, often called Online Marketing, which is the core of a marketing combination: product, price, promotion, and distribution to attract consumers. To face competition and provide added value, hotel management directs marketing strategies well to strengthen the hotel's marketing. Success in the sales and marketing of hotel products is the responsibility of the hotel management.

The Holiday Inn Express Jakarta International Expo Hotel utilizes social media as a marketing strategy to expand its marketing reach. The social media used for their promotion is Instagram. Marketing via social media is quite helpful for hotel marketing in providing information or attractive offers to customers. Marketing via social media is quite an easy process; the marketing costs are relatively cheap, and the reach is quite broad, so for hotels; this marketing is quite helpful for hotel marketing so that it can be better known not only in that area but from various areas with a broader reach.

The following is the occupancy data for the Holiday Inn Express Jakarta International Expo Hotel. The average Holiday Inn Express Jakarta International Hotel is 60-80% of the total room capacity of 243

Digital marketing theory is a strategic approach that involves the use of digital technology and online platforms in the marketing process to achieve business goals. It covers concepts, principles, and methods focusing on

Marketing through digital media, such as websites, social media, search engines, online advertising, email, etc. The main goal of digital marketing theory is to harness the power of digital technology to effectively reach target markets, build brand awareness, increase consumer engagement, increase sales, and achieve desired results. Marketing through the Instagram application is one of the most popular social media marketing strategies. Instagram is a photo and video-sharing platform with over 1 billion monthly active users.

The following is an Instagram view of the Holiday Inn Express Hotel Jakarta International Expo.



Figure 1. Instagram Hotel Holiday Inn Express Jakarta International Expo
 [Source: Instagram Holiday Inn Jakarta Kemayoran]

Marketing of the Holiday Inn Express Jakarta International Expo Hotel includes improving the quality of products and adding services to increase occupancy levels and income. The occupancy rate is the entrepreneurs' goal to enhance their customers' image. The role of a Sales & Marketing person is to sell, invite, inform, and remind everyone about all the products and facilities of the Holiday Inn Express Jakarta International Expo Hotel and disseminate all the advantages it has. The main task of sales & marketing in daily life is marketing in one way, namely through Internet media or online marketing. Online marketing is a marketing process that uses electronic media such as computers and the Internet as the primary tool in its implementation. In implementing online marketing, there are many things that an operator needs to prepare so that the online marketing they carry out is successful.

RESEARCH METHODS

The research method used is qualitative research. Qualitative research aims to understand the phenomenon or problem being studied by interpreting the meaning given by participants or research subjects. A qualitative approach focuses on an in-depth understanding of the social, cultural, and psychological context in which an individual or group is involved. The Holiday Inn Express Jakarta International Expo Hotel is at the Jakarta - Kemayoran Fairgrounds

Arena, Jl. H. Benyamin Sueb, Pademangan Team., District. Kemayoran, Jakarta. Holiday Inn Express Jakarta International Expo is a new hotel in Kemayoran with direct access to the largest convention center in Jakarta, Jakarta International Expo (JIEXPO), with a capacity of up to 1,200 pax.

The type of data used in this research is qualitative data, which is clear details/descriptions and can draw conclusions about room marketing strategies via social media at the Holiday Inn Express Jakarta International Expo Hotel. According to Gunawan (2013), qualitative research is a type of research whose findings are not obtained through quantification procedures, statistical calculations, or other numerical measurement methods. Qualitative means something related to aspects of quality, value, or meaning that lie behind the facts. Quality, value, or meaning can only be expressed and explained through linguistics, language, or words.

The data source used in this research is primary data obtained through direct observation and direct interviews with the Holiday Inn Express Jakarta International Hotel's sales manager, a key informant regarding the online marketing implementation system. Secondary data is data that is not obtained from the first party but rather data obtained from certain parties related to this research as well as from archives and official documents regarding this research.

This research uses descriptive qualitative analysis. In this research, descriptive qualitative analysis can help researchers describe the room marketing strategy via social media at the Holiday Inn Express Jakarta International Expo Hotel in depth. Researchers will analyze data obtained from relevant data collection techniques, such as interviews or observations, to describe and explain the hotel's marketing strategies through social media. The results of the analysis will provide a detailed understanding of the marketing practices being carried out. They may also reveal new findings or patterns that can be valuable insights into marketing hotel rooms via social media.

RESULT AND DISCUSSION

The following are the results of observations on Instagram.



Figure 2. Instagram posts from Everblastfest
[Source: Instagram Holiday Inn Jakarta Kemayoran]

Based on Figure 2, marketing via Instagram posts has become a very effective strategy in connecting businesses with a broad audience visually and interactively. With over a billion active monthly users, the platform offers incredible opportunities to promote products and services. Companies can convey their messages interestingly and intriguingly through creative content such as images, short videos, and stories. Users can also interact directly with posts through likes, comments, and shares, which provides a deeper dimension in building relationships with potential customers. However, success in Instagram marketing requires a deep understanding of the target audience, relevant and engaging content, and consistency in managing the account to build strong brand awareness. By utilizing hashtags, shopping features, and collaboration with influencers, marketing via Instagram has excellent potential to increase business visibility and generate significant conversions.



Figure 3 Instagram posts from influencers
[Source: Instagram Holiday Inn Jakarta Kemayoran]

Based on Figure 3, the role of influencers in Instagram marketing is vital because they can connect products or services with a broader audience and interact with them more personally. Influencers have built a strong and engaged follower base through authentic and engaging content. When they recommend or promote a product or service, their followers often perceive the message as more trustworthy due to the influencer's relationship with the audience. This allows brands to leverage established trust to expand their reach and influence purchasing decisions. Apart from that, working with influencers also provides access to markets that may be difficult to reach with conventional marketing strategies. However, choosing an influencer who fits the brand's values and image and has an audience relevant to the product or service being promoted is essential. This alignment will result in more authentic and effective collaboration to achieve marketing goals via Instagram.



Figure 4. Holiday Inn Express Jakarta International Expo Official Account
 [Source: Instagram Holiday Inn Jakarta Kemayoran]

Having an official account on Instagram is a crucial step for businesses in today's digital era. An official account on Instagram provides a platform for building and managing a brand's online presence, creating closer relationships with customers, and increasing visibility. Through this account, businesses can present relevant, engaging, and arousing content that can inform, entertain, or provide added value to the audience. In addition, official accounts also allow businesses to interact directly with customers through comments, direct messages, and stories, which builds a sense of engagement and trust. Features like links to stories or shopping features also allow businesses to direct potential customers to their websites or products. Thus, an official account on Instagram is a tool for marketing products or services, building communities, increasing brand awareness, and creating long-term relationships with customers that can positively impact overall business growth.



Figure 5. Instagram highlights of Holiday Inn Express Jakarta International Expo
 [Source: Instagram Holiday Inn Jakarta Kemayoran]

Figure 5 shows that Instagram Highlights (Instagram Highlights) play an essential role in marketing strategy because they effectively organize, store, and display relevant and meaningful content for the business. Highlights are stories that remain on an Instagram profile and do not disappear after 24 hours, like regular stories. With this feature, companies can create content categories that profile visitors can access anytime.

Highlights allow businesses to summarize important content, such as featured products, tutorials, customer reviews, or important announcements, in a Container that is easy for visitors to access. This helps convey key messages

and relevant information to profile visitors quickly and efficiently. For example, a fashion business could highlight "Latest Collections," while a restaurant could highlight "Special Menus."

Highlights can also build a more complete and cohesive narrative about a brand or product. Businesses can use old, relevant stories to illustrate a brand's journey or present a deeper look at the values and processes behind a product or service. This helps in building deeper engagement and understanding with the audience.

Highlights also allow businesses to show creativity in visual arrangement and messaging. Companies can create aesthetic and informative highlights by combining attractive design elements and helpful information.

In marketing, Instagram Highlights is a powerful tool for maximizing the use of created content, providing relevant information in an organized manner, and giving profile visitors a more holistic view of the business.

The following is a summary of the interview results:

1. Use of Instagram by the Holiday Inn Express Jakarta International Expo Hotel: The Holiday Inn Express Jakarta International Expo Hotel utilizes the Instagram platform by uploading images and videos showing the beauty and facilities of their hotel. This can include pictures of comfortable rooms, delicious breakfasts, lounge areas, swimming pools, and other services that interest potential guests. In addition, this hotel also uses the Stories feature to share information about special events, special offers, or activities taking place at the hotel. Interaction with users through comments and direct messages can also increase engagement with potential guests.
2. Main Goals of Marketing Strategy: The main goals of this hotel's Instagram marketing strategy include increasing brand visibility, attracting potential guests to book rooms, building engagement with customers, and strengthening a positive image of the hotel.
3. Determining the Target Audience: This hotel determines the target audience based on the profile of guests who generally stay there. This could include business people attending a nearby exhibition, travelers visiting Jakarta, or families looking for comfortable accommodation. Segmentation can involve age, interests, travel goals, and other preferences.
4. Example of a Successful Campaign: this hotel ran an "Explore Jakarta with Us" campaign where they uploaded pictures of interesting sights around Jakarta that guests could visit. These posts may be accompanied by information about the location, surrounding activities, and special offers for guests who book overnight stays.
5. Types of Effective Visual Content: Effective visual content includes images of attractively designed rooms, delicious food served in restaurants, images of amenities such as swimming pools or fitness centers, and memorable moments such as events or celebrations at hotels. Short videos showing the inside of the hotel, guest testimonials, or recommendations from staff can also be very effective.

In the ever-growing digital era, social media has become an essential tool in business. One platform that is very popular and has a significant influence is Instagram. Especially in the hospitality industry, Instagram's presence undeniably

promotes, expands reach, and builds brand image. The following paragraphs will explain why Instagram is so important in hospitality.

First, Instagram is a visual platform that allows hotels to showcase their beauty and unique facilities. In the hotel business, visual appeal is significant because potential guests want a clear picture of the environment. Where they will stay: through Instagram, hotels can share high-quality photos of comfortable rooms, stunning views, recreational facilities, quality restaurants, and other details that attract the attention of potential guests. These images meet expectations and can have a strong emotional impact, driving potential guests' interest in staying at the hotel.

Second, Instagram provides a platform to build personal connections with potential guests. Through more personal content and behind-the-scenes stories, hotels can embrace a more human and in-depth approach. Stories about dedicated employees, a meticulous room preparation process, or an exceptional guest experience can build an emotional connection with your audience. This creates more profound engagement and can help develop an active, loyal community around the hotel brand. Direct interaction through comments and direct messages also allows hotels to provide quick answers to potential guests' questions or concerns, increasing levels of satisfaction and trust.

Third, Instagram is an effective tool for increasing brand visibility and appeal. By using a consistent and attractive visual layout strategy, hotels can build a strong brand identity. A logo, color palette, and unique style can be applied consistently to each post, creating an easily recognized impression that sticks in the audience's minds. Relevant and creative hashtags also play an essential role in increasing visibility. When people search for travel or vacation-related hashtags, hotel posts can appear in search results, opening up new opportunities to reach a wider audience.

Fourth, Instagram provides the opportunity to promote special offers and holiday packages. Hotels can introduce exclusive packages, limited-time discounts, or other special offers to potential guests through engaging and enticing content. High engagement on the platform also allows hotels to directly measure the response from the audience to the offer, helping in further customizing marketing strategies.

Lastly, Instagram allows hotels to engage guests actively during and after their stay. Guests often share their moments on social media, including at the hotel. By encouraging guests to use hotel-specific hashtags or tag official hotel accounts in their posts, hotels can create digital galleries of real-life guest experiences. This not only builds further bonds with existing guests but also has the potential to attract potential new guests interested in authentic experiences.

Overall, Instagram's presence and active use in the hospitality business are not just options; they have become necessary. The platform provides a unique opportunity to expand reach, build relationships, increase brand appeal, and engage with potential and existing guests. In an era where digital influence is increasingly dominant, ignoring Instagram's potential could be a significant disadvantage for the hospitality industry's efforts to remain competitive and relevant in an ever-changing market.

The Holiday Inn Express Jakarta International Expo Hotel effectively used the Instagram platform for marketing. They utilize visual content such as images and short videos to showcase the hotel's beauty and superior facilities. The

content shows comfortable rooms, delicious food, and recreational facilities like swimming pools. The hotel also shares information about special offers, special events, and ongoing activities through the Stories feature. By interacting directly through comments and direct messages, the hotel creates deeper connections with potential guests and customers.

The marketing strategy via Instagram at this hotel aims to increase brand awareness, attract new guests to make room reservations, and build positive customer engagement. By displaying engaging Content, these hotels strive to show potential guests their unique experiences. In this case, Instagram is a powerful medium for introducing hotels to a broader audience.

Determining the target audience for marketing content on Instagram is done by understanding the profile of guests who generally stay at hotels. This may include business people attending a nearby exhibition, travelers looking to explore Jakarta or families looking for comfortable accommodation. Segmentation involves age, interests, and travel goals, ultimately delivering the most relevant and engaging content to each group. For example, a successful campaign that this hotel can run is "Explore Jakarta with Us." In this campaign, the hotel shares interesting images of views around Jakarta that guests can enjoy. They can provide information about those locations and offer special deals to guests who book stays. With this approach, hotels promote not only accommodations but also external experiences that guests can discover.

To attract Instagram users' attention to the Holiday Inn Express Jakarta International Expo Hotel, the most effective visual content includes rooms with attractive designs, delicious food served in the hotel restaurant, and pictures of facilities such as the swimming pool or fitness center. Short videos showing the atmosphere inside the hotel, testimonials from satisfied guests, and recommendations from staff can also provide a deeper insight into the hotel's experience. Through this combination of content, hotels can attract the interest of potential guests and build strong connections with their audience on the Instagram platform.

CONCLUSION

In facing the era of digital marketing and the use of social media, especially Instagram, the Holiday Inn Express Jakarta International Expo Hotel has an excellent opportunity to promote itself, build engagement with customers, and increase brand awareness. By leveraging engaging visual content and Instagram's interactive features, these hotels can reach a wider audience and expand their marketing reach. However, challenges such as intense competition, changes in content preferences, and managing consistency require mature strategies and adaptation to the latest developments in the platform.

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