

The Role of Social Media as a Promotion and Marketing Tool and Its Impact on Revenue Levels at Hotel Matahari Tulamben Resort

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ARTICLE INFO

ABSTRACT

Article history

Received : January 29, 2025

Revised : February 12, 2025

Accepted : February 25, 2025

Keywords

Social Media, Marketing, Promotion

Marketing through social media is one of the most popular forms of marketing in the current era of technological development. Digital media has rapidly developed and become a large market for every business. Various applications have emerged and become popular among the public. Even the community is more inclined to seek information through social media such as Instagram, Facebook, and YouTube as a reference for a product. Social media marketing can be said to be limitless marketing because all kinds of products can be promoted through social media. The purpose of this research is to determine the role of social media as a promotional tool in marketing and its impact on the revenue levels at Hotel Matahari Tulamben Resort. The method used in this research is the Quantitative Method with data and information sources provided by Hotel Matahari Tulamben Resort. Secondary data sources obtained from Hotel Matahari Tulamben Resort include tables, graphs, and social media posts belonging to Hotel Matahari Tulamben Resort. The results of this study indicate that the role of social media as a promotional and marketing tool and its impact on the revenue levels at Hotel Matahari Tulamben Resort significantly affect the revenue. This is shown by the correlation coefficient test result of 100%, and partially, the relationship between the independent variable (X), which is orders from social media promotions, and the dependent variable (Y), which is revenue, is also significant.

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Introduction

The COVID-19 pandemic has had a significant impact on the development of the tourism industry in Bali. From 2020 to 2021, the tourism industry in Bali experienced a decline that caused various businesses to face financial crises. The tourism industry, especially hotels and restaurants, experienced the most severe impact, and it was not uncommon for hotels and

restaurants to close due to a lack of customers. However, since the beginning of 2022, the tourism industry has slowly but surely started to rise and move towards a new era in line with the development of digital technology. The highly advanced digital world has also impacted the tourism industry, especially hotels and restaurants. Social media, as the face of the digital era, has a tremendous impact on its development. Currently, social media continues to evolve, from Instagram, Facebook, YouTube, to TikTok, which have successfully dominated the digital market.

Social media has rapidly evolved over time and has had a significant impact on users. Social media also presents a significant opportunity for marketing and promotion due to its extensive usage. "Social media connects people around the world." Following the rapid development of technology, various social media applications are now available that can be used as marketing media" Augustinah and Widayati (2019). In its development, social media has become one of the alternatives to reach consumers on both small and large scales. According to Kaplan and Haenlein (2010), "Social media is an internet-based application service where consumers can share opinions, viewpoints, thoughts, and experiences." Social media also indirectly plays a significant role in the tourism and hospitality industry. "Social media in the tourism and hospitality industry can provide an assessment of a company's success on each social media platform, which can be used to determine the right marketing strategy" (Minazzi, Roberta, 2015).

Marketing through social media also does not require a lot of capital and can be easily done anywhere. According to Rangkuti (2009), "Marketing using social media includes advertisements, sales promotions, direct marketing, personal marketing, and public relations." According to Wijaya (2013), "The search and messaging system on social media is easy to measure and makes promotions and marketing effective and efficient." In addition to the search and messaging system, companies on social media can also place advertisements with a broader and cheaper system and reach. "Promoting businesses, introducing businesses, and increasing sales with social media are the goals of digital marketing. Several types of digital marketing, such as maximizing the use of social media, content creation, promotions with influencers, campaign marketing, e-commerce marketing, email direct marketing, display advertising, e-books, optical discs, and other forms of digital marketing" (Saveria, R.A., 2016). With the rapid advancement of technology, all accommodation service providers such as hotels are competing to use social media as a means of promotion and marketing. Vilarinho (2014:17) says, "with the development of the digital era, tourism is indirectly forced to use digital technology. Service providers and consumers compete to sell and obtain services through online sales." Hotel Matahari Tulamben Resort is one of the hotels that uses social media as a

means of promotion and marketing. Hotel Matahari Tulamben Resort uses social media such as Instagram, Facebook, and YouTube as a means of promotion and marketing. "Through proper and positive online marketing, it will generate the right buzz not only not only on social media but also in the real world and introduce the brand to people who will become increasingly curious about the product" (Agustina, 2020). "Online marketing includes online advertisements, online support, websites, emails, collaborative marketing, search columns, and social media" (Ahmadi in Yulianto: 2015). Before using social media as a means of promotion and marketing, Hotel Matahari Tulamben Resort had already been using a website connected to WhatsApp, as well as online travel agents like booking.com for promotion and marketing purposes.

Based on this, the purpose of this research is to understand the role of social media as a means of promotion and marketing and its impact on the revenue levels of Hotel Matahari Tulamben Resort. Additionally, this research aims to determine the role of social media as a means of promotion and marketing and its influence on the revenue levels of Hotel Matahari Tulamben Resort. This research will also provide an overview of the effectiveness of using social media as a means of promotion and marketing and its impact on the revenue levels of Hotel Matahari Tulamben Resort. Furthermore, this research can serve as a reference for hotels around Hotel Matahari Tulamben Resort and Hotel Matahari Tulamben Resort specifically, to determine the appropriate means of promotion and marketing to increase revenue.

In every company, a method is needed to work according to its tasks to achieve the best results. Operational control is one example of a management method to drive the company towards achieving its goals. Therefore, every company needs management. to achieve the best results. Basu Swastha (1990: 8) said, "Management is a way to organize and direct tasks in a job to be completed quickly and accurately."

1. Marketing Concept

According to Basu Swastha (2001:17), "the concept of marketing or promotion is created using 3 main factors as follows:"

- a. All company programs and operations must be directed towards customers.
- b. The amount of beneficial marketing must be the company's target.
- c. All company operations must be regulated and directed gradually and precisely.

2. Definition of Promotion

Promotion is the language of sales that means dissemination, inviting, influencing, offering, or reaching the target market so that a product in the company is bought, accepted, and loyal to the company's product. According to Basu Swastha (2000:237), "the definition of

promotional activity is a one-way flow of news or persuasion created to prompt an individual or company to take actions that result in transactions and marketing."

3. Revenue

According to (Stice, Skousen, 2004, 230), "revenue is the inflow of financial resources or other increases in the nominal amount of both at one time due to the provision or production of goods, provision of services, or other activities that make the main activities of the business unit continue."

4. Framework and Hypothesis

Revenue is something vital for every organization. The author investigates whether one of the factors that increases revenue in a company is marketing and promotional activities.

The hypothesis tested in this study:

H0: there is no significant relationship between (Y) the number of orders from social media promotions and (X) income.

Ha: there is a significant relationship between (Y), which is the number of orders from social media promotions, and (X), which is revenue.

Method

Based on data collected from January 2023 to May 2023, the research was conducted at the Matahari Tulamben Resort Hotel located on the shores of Tulamben Beach, Karangasem Matahari Hotel.

Tulamben Resort carries the concept of a dive resort and is located on the shores of Tulamben Beach, which is a diving tourism area in Bali. This research is a causal study using quantitative research methods. According to Sugiyono (2013), "the quantitative research method can be defined as a research method based on knowledge, and is used to study a specific population or sample, with sampling techniques carried out randomly, and data collection using research instruments." Quantitative data in this study was obtained from the social media posts of Hotel Matahari Tulamben Resort, as well as information and data provided by the Hotel Matahari Tulamben Resort. The data sources in this study consist of primary data obtained from interviews with the Hotel Matahari Tulamben Resort. And secondary data obtained from the Hotel Matahari Tulamben Resort data in the form of tables and graphs, as well as social media posts of the Hotel Matahari Tulamben Resort.

Variable/Measurement

The variables that will be used in this research are as follows:

1. Dependent variable (X) is the variable that consists of the revenue of Hotel Matahari Tulamben Resort from room bookings that come through social media promotions.
2. Independent variable (Y) is the variable that consists of the number of room bookings received from the social media promotion of Hotel Matahari Tulamben Resort.

Data Collection Technique

Data collection techniques were carried out using database extraction techniques at Hotel Matahari Tulamben Resort, with interviews conducted with parties at Hotel Matahari Tulamben Resort who are knowledgeable and able to explain all the information and data needed for this research. The variables used in this study are the dependent variable (X), which is the revenue of Hotel Matahari Tulamben Resort from room bookings that come through social media promotions, and the independent variable (Y), which is the number of room bookings that come from social media promotions. The data used in this study is secondary data, specifically the revenue reports of Hotel Matahari Tulamben Resort from January 2023 to May 2023. The data was processed using the SPSS 25.0 application program.

Data Analysis Techniques

The Data Analysis Technique used in this research is the quantitative descriptive data analysis technique. "The quantitative descriptive data analysis technique means that the obtained data is combined and formed into a description that explains an object in the form of sentences or writings from the observed person or object." (Moleong, 2010: 3).

1. Hypothesis testing is conducted by testing: Determination Coefficient Test (R²). "The determination coefficient is used to estimate the extent of the model's strength in describing the dependent variable" (Ghozali, 2005). The value of the determination coefficient ranges from zero to one. A lower R² value means that the independent variable (income) has a limited ability to explain the dependent variable (orders from social media promotions).
2. Partial t-test. "The t-test is useful for testing the relationship between variable X and Y, whether variable X (income) indeed affects variable Y (orders from social media promotions) partially" (Ghozali, 2005). Basis for determination (Ghozali, 2005) using the significance probability value, as follows:
 - 1) If the significance probability value > 0.05, then H_a is rejected and H₀ is accepted.
 - 2) If the significance probability value < 0.05, then H_a is accepted and H₀ is rejected.

Result and Discussion

According to Philip Kotler and Kevin Keller (2012:24), "Social media is a place for customers to exchange knowledge that can be done using text, images, sound, and video between individuals or business actors." Based on research results and social media data such as Instagram, Facebook, and YouTube. provided by Hotel Matahari Tulamben Resort, the role of social media as a means of promotion and marketing, as well as its impact on the revenue level at Hotel Matahari Tulamben Resort. The results of promotional activities using social media at Hotel Matahari Tulamben Resort can be seen in the following graph.

According to Sugiyono (2005:237), "Simple linear regression analysis is based on the functional or causal relationship between the independent variable and the dependent variable." In this study, one dependent variable (X) is income and one independent variable (Y) is the number of room bookings resulting from social media promotions. The data used in this study are secondary data, namely the revenue reports of Hotel Matahari Tulamben Resort from January 2023 to May 2023.

From the graph shown above, the revenue of Hotel Matahari Tulamben Resort increased after using social media. Although not all social media have an impact, some social media platforms like WhatsApp, online travel agents, and Facebook have a significant influence on the revenue level of Hotel Matahari Tulamben Resort.

The Role Of Social Media And Its Impact On Revenue Levels

Based on room booking data at Hotel Matahari Tulamben Resort from January 2023 to May 2023, social media platforms such as Instagram and YouTube have had no impact on room bookings and revenue. Meanwhile, Facebook had a moderate impact with 14 orders, generating revenue of Rp 4,200,000 and accounting for 12% of total orders from January 2023 to May 2023. Meanwhile, orders through the website connected with WhatsApp received the highest number of orders, totaling 56 orders with a percentage of 48% and revenue of Rp 16,800,000 from the total orders. Online travel agents like booking.com also had a positive impact, receiving 34 orders or 29% of the total orders, generating revenue of Rp 10,200,000. Guests who walk in directly to the hotel also generated revenue of Rp 3,600,000 with orders accounting for 10% of the total orders.

Conclusion

From the results of the research conducted, it can be concluded that the role of social media as a means of promotion and marketing, as well as its influence on the income level at Hotel Matahari Tulamben Resort, has a significant impact on revenue. This is evidenced by the correlation coefficient test result of 100%, where the partial relationship between the independent variable (X), which is revenue, and the dependent variable (Y), which is orders

from social media promotions, is also significant. Social media promotion significantly affects the revenue level of Hotel Matahari Tulamben Resort. Looking at this research, Hotel Matahari Tulamben Resort should continue promoting through social media to ensure that revenue levels keep increasing.

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