THE EFFECT OF SOCIAL MEDIA ON THE BRAND AWARENESS AT HOTELS IN KUTA AREA

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Abstract

Social media is a phenomenon in the last few years that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand awareness. Many business actor use these social media as a tool to promote their products and make customers aware with their brand. On the other hand, not all that business actors success to market their products and convince the customers. Therefore, it is important for the hotel to know, how to manage communicate in social media seeking to build the brand awareness and positive image for brand. The essence of this study is to research how some hotel can seize the moment of using social media networks to increase brand awareness and brand image. In recent days, social media has taken new forms which have more advantages over the traditional mediums like print media, TV and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Awareness which include both of recall and recognition become the first step for any move toward a successful market strategy. The Main purpose of this study is to show the role of social media on the brand awareness .The study finding can be used by the hotels to increasing brand awareness through social media. The result of this research is to show that marketing communication (social media) in a company has an impact to company's brand awareness. The summary of this research is to get significant information about the effect of social media toward company's brand awareness through quantitative research method due to the rising of social media .
Keywords: brand awareness, social media , networking ,marketing communication, hotel branding, customer

Introduction

With the development of technology in modern times has stimulate social media technology that provides a place for communities with small scale and large scale good communication between regions as well as between countries. Internet or commonly called by the virtual world is now a necessity for society, especially for its users or commonly called netizen. Given the ease of the internet makes people have the opiate addiction/against the use of the internet every day, supported by the technological sophistication of smartphones, gadgets and other electronic devices. According to www.internetworldstats.com until the end of

2015 internet users in Indonesia has reached 78 million from 256 million population in Indonesia .. According to Semuel A.Pangerapan , the increase could not be separated from the growing popularity of social media like Facebook, Twitter, Path, Instragram and the other media . It is clear from the survey that has done, surveying 7,000 internet users from various provinces, where among others provided more detailed questions about what activities they do in internet usage over the years. As a result, as much as percent of total 87.4 correspondent claimed to enjoy access to social media. While other i.e. penchant for doing the research and finding data via search engines done 68.7 per cent of correspondents. (www.cnnindonesia.com) Not only is private, any company has the benefit of social media to become part of their promotional strategies effective and efficient as it can be accessed by anyone without having to pay more, so the network promotion could be more spacious. Social media is becoming an indispensable part of by marketing for many companies and is the latest in the way of engineering/marketing strategy of a company. " Social media, along with a global recession has led companies, organizations, and governments to figure out how to accomplish more with less money – to get their messages out there and talked about, without spending a lot of money, many dollars on declining media like television, radio and print ". (Kerpen 2011:4). Based on the quote above, social media go hand in hand with the global recession which directs companies, organizations and Government to achieve results with a little money and can convey a message conveyed without spending as much money as when using the medium of television, radio, or print media. In Indonesia, companies have used social media as one of the marketing media for them . And of course the number of fans/followers is a benchmark of a social media account could be said to be good or not. Things that are conducive to getting the number of fans/followers that much surely of how effective company account in publish information or advertising companies. The use of social media to bring a change in the way to communicate within a company or organization, which replaced the communication process from top to bottom with a communication process that receives input from the audience to determine strategies (Yan,2011:691). With the intense business competition in the present era, the brand has become an important aspect for an enterprise. This can be the benchmark companies whether a company is known by its customers or not. The extent to which a product or service that is owned by a company known by its customers called with brand awareness (Kaser, 2012:120). The use of social media is also closely related to brand awareness where use of social media goes well then certainly brand awareness of a company will be better. In this study, the authors will examine the problems that plagued Hotels in Kuta Area. Kuta Area is one of the point of interest in Bali , where the competition for star hotels in the area are quite crowded so obviously should those hotel can compete in one competition of digital competition. Some hotels in Kuta Area has used social media since 2012 where the social media use named Facebook, Twitter and Instagram as a means of building brand awareness. From the social media hotels in Kuta Area has a followers. Social media is used for things like promoting hotels, spread information about hotels, places to interact with followers directly, and other things surrounding the hotel.

With the social media accounts and since the establishment of the social media accounts help the marketing process   of the hotels ,the marketing communications department of each hotel should responsible on it . Most of the hotel boost their social media tools by their Sales and Marketing Department. But as the increasing number of social media ,there is a need of Social Media coordinator in charge to help with post on Twitter, Facebook , Instagram and other social media account with the hotel promotion,special event and others. Therefore the title for this research " The Effect of Social Media on The Brand Awareness at Hotels in Kuta Area".

Literature Review

In doing research on this case, the author will use theories that have been advanced by experts appropriate types or fields of the theory. Following the theory that will be used in the writing of this research. The cornerstone of the theory will be used to explain the effect of social media as a variable X , i.e. book ROI of Social Media Marketing: How to Improve the Return of Your Social Marketing Investment. (Guy Powell, Steven Groves, Jerry Dimos.2011) With the presence of several factors that are preferable to the influence of social media towards a brand, such as :

Influencers

Influencers is one part where to affect the audience for using a product. Many ways that can be done but it is an effective way to influence the customer that is by providing information about the service quality so that the audience can be influenced to use these products. The conclusion in a segment of the influencers were revealed it will be accomplished point quality i.e. how quality content produced by the social media so it can be under the audience's thoughts towards brand products.

The consumers

PR on net run one strategy to an audience using social media such as Facebook and Twitter both social media will give the message to the audience with a different message submission form but has the same meaning, due to market their products through social media has a great effect to provoke awareness of an audience. Furthermore in order to provide information that is persuasive, PR on the Net have to do the research in advance about what message that have a good prospect when received by the audience so that the audience can bring to the stage and have a desire to use a product that is marketed by social media accounts from a products. The conclusion that can be drawn is in the segment of consumers reached points will then be lowered awareness i.e. where the consumer will be aware of the existence of the brand because the get or see a message delivered by the social media accounts, in this case we take on Facebook and social media.

Twitter as a channel to be used. Then this segment can be lowered back into how social media affects the audience to use these products because the audience is already aware of the existence of such products (the Intent of Purchase)

Individuals

In marketing a product surely have to approach to an audience by interaction in providing information or answer any questions given by the audience through social media so that it can be achieved intimacy and impact on the audience's

desire to use a product that is marketed by social media accounts of these products, the conclusion is in segmentation inviduals lowered it will be accomplished point interactions and feedback , that is where the admin of a social media product interchange information or frequently asked questions by the audience or even do a contest or game through social media so that the audience's has desire to use the products.

As for explaining the brand awareness as a variable Y, the author of the book using the Strategic Brand Management: Building, Measuring, and Managing Brand Equity. London: Pearson. (Keller, k. l. 2013). With few factors referable to measure brand awareness are:

Recognition

Recognition is the process of enabling the consumer to identify a brand in different situations by relying on elements that are within the brand. This process is really at stake in the packaging of a product by giving it a meaning that is creative in packaging the product to get a brand identity that will be embedded in consumer thinking.

Recall

Recall is a situation where consumers have to think a little harder than the process of recognition to identify a product. In some cases, the consumer can know a product with demonstrated various instructions. The process of recall was measured on the basis of product attributes or hints about the brand. In many cases, consumers can get to know a brand when shown and from clues given.

Correction of Guessing

Correction for Guessing is the level where sometimes consumers don't realize that they actually do not remember something they remember. This error is referred to as false consciousness (spurious awareness). In the perspective of Public Relations, false consciousness could be sending signals that can be misinterpreted in the process of a brand strategy. To avoid this kind of thing, a PR should be very carefully against the possibility of sending signals that can potentially be misinterpreted because of false consciousness, especially with a new brand or brand by way of mention of which is almost the same.

Methodology

Quantitative method is a method used to help researchers solve a problem with concrete figures. The technique of data collection conducted through:

1. The questionnaire

Questionnaire data collection technique is done

By giving a set of questions or written statement to the respondent to answer. The questionnaire is an efficient data gathering techniques when researchers know for certain variables that will be measured and know what could be expected from the respondent. The questionnaire can be a question/statement is closed or open, can be given to the respondent directly or with the internet/online questionnaire (using google forms).

2. The interview

The interview is used as the data collection technique, when researchers want to conduct a preliminary study to find problems that need to be researched, and also when researchers want to know things from a deeper respondents and the small number of the respondents.

3. Literature Study

This research was conducted based on the opinions of experts are mixed in the form of books, journals, paper or papers and so on are already published. In addition, studies were also conducted in the internet looking for supporting data used in this research. Own internet studies is one of the media that is used in conducting a study.

Results and Discussion

In terms of social media use, hotels in Kuta Area upload content purely promotional, information regarding events that occurred at the hotel, and the contest or game for introducing the new venue. In addition they also always pay attention to the quality of their content before uploading a content because they don't want the bad content on brand of their hotel. This statement is supported by the respondents which is pay attention to the quality of the content because it can affect their thinking against the Hotels in Kuta Area.

Table 1 .
Result Variable Validity X (The Effects of Social Media Usage)

No	r count	r critical	Decision
Statement 1	0.743	0.30	Valid
Statement 2	0.537	0.30	Valid
Statement 3	0.719	0.30	Valid
Statement 4	0.521	0.30	Valid
Statement 5	0.751	0.30	Valid
Statement 6	0.721	0.30	Valid
Statement 7	0.838	0.30	Valid

Based on the table 1 which has been described that the invalidity of limit a data with a number of respondents 100 people . Seen from the results of the table, all items (statement of the questionnaire variable X declared valid)

Table 2
Statement Variable Validity Y (*Brand Awareness*)

No	r count	r critical	Decision
Statement 1	0.692	0.30	Valid
Statement 2	0.755	0.30	Valid
Statement 3	0.685	0.30	Valid
Statement 4	0.558	0.30	Valid
Statement 5	0.768	0.30	Valid
Statement 6	0.490	0.30	Valid
Statement 7	0.592	0.30	Valid

Based on the table 2 which has been described that the invalidity of limit a data with a number of respondents 100 people . Seen from the results of the table, all items (questionnaire statement) variable Y stated valid.

Tabel 3. Reliability Variable X Result
(Social Media Usage Reliability Statistics

Cronbach's Alpha	N of Items
,819	7

Cronbach Alpha variables X is the usage of Social Media by 0,819 where stated to have the accepted reliability of > 0.6.

Tabel 4. Reliability of Variable X Result (*Brand Awareness*)
Reliability Statistics

Cronbach's Alpha	N of Items
,722	7

Cronbach Alpha variables Y is the consumers buying interest of 0,722 where stated to have the accepted reliability of > 0.6

Table 5. Regresion

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Esti
1	,632[a]	,399	,393	2

a. Predictors: (Constant), X

Refer to the value of R square of 0.399. That figure can provide the conclusion that 39.9 percent brand awareness social media audience of hotels in Kuta Area influenced by the use of social media, and as much as 60.1 estimate percent influenced by other factors.

The conclusions and recommendations
Based on the results of research and the formulation of the problem in the introduction can be deduced that:

1. The conclusions of the use and effect of the Social Media:
In the use of Social media, hotels in Kuta Area upload content that is promote and sharing information about the events which occurred in the hotel and the contest to introduce the surrounding. Besides that they also always pay attention to the quality of their content before uploading a content because they do not want to have a negative impact on the content on their brand . This is supported by the statement of respondents who pay attention to the quality of the content of the hotels in Kuta Area because it can affect their minds against the brand of the hotels in Kuta Area

2. The conclusions of the level of Brand Awareness of followers in Social Media
We can see that the level of brand awareness of the followers hotels in Kuta Area is in the correction of Guessing where it is shown that the statement that represents the correction of Guessing indicator has the highest mean compared to other statements that represents the indicator Recognition or Recall. This shows that the followers still less identify the brand of some hotels in Kuta Area and can also indicates that the possibility of signals that are misconstrued by the followers of hotels in Kuta Area because of the similarity of the name of the brand.

3. The conclusions the effect of the Social Media on the brand awareness
Social media variables (X) weighed down the brand awareness of variables (Y)of 39.9% and also shown by the existence of 0,632 correlation which shows that the correlation is strong. So the effect of social media on the brand awareness can be stated to have a strong correlation and influential.

Based on the discussion that has been produced, the following practical advice is some advice that can be given by the author to the management of hotels in Kuta area to improve brand awareness through the use of social media :
1. Hotels in Kuta area need to pay attention to the delivery of messages which is delivered from various advertisements, promotion, social media, website especially there needs to be an emphasis on the brand of hotels in Kuta Area . So there will be lack of followers error in identifying brand of some hotel in Kuta

Area with another hotel brand or who have mention of brands that have almost the similar branding name.

2. Create a contest bristling with using social media aim to increase the number of followers and make those hotels in Kuta area more known by the audience . An example of the contest can be done through Facebook, Twitter or Instagram such as conduct a contest with require the participants to follow social media account of those hotels in Kuta area and upload back the content that has been determined by the hotels, the winner of this contest is to get the most votes from likes upload/click. The prizes given must also amazingly like get free vouchers to stay for 2 nights or discount coupon on using their F & B Facilities.

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