



Event Organization Analysis in Increasing “Westin” Brand Awareness

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ABSTRACT

There are hotel developments in Bali and many new hotels, one of which is The Westin Resort & Spa Ubud Bali (TWRSUB). Organizing online events has the potential to increase brand awareness as offline events cannot be held during a pandemic. This study aims to analyze the event organization in increasing “Westin” brand awareness. The method used is quantitative by analyzing the effect (simple linear regression). Data collection is done by distributing online questionnaires to all invited guests who have attended the event at TWRSUB. Based on the results of the study, it was concluded that: a) there was a significant effect of organizing offline events at TWRSUB on visitor brand awareness, and the coefficient of determination was 0.333, which means that 33.3% of brand awareness was influenced by offline events. b) the significant effect of organizing online events at TWRSUB on visitors' brand awareness, and the coefficient of determination is 0.191, which means that 19.1% of brand awareness is

influenced by online events. c) There is a difference in the effect of organizing offline events and organizing online events at The Westin Resort and SPA Ubud on the Brand awareness of visitors. Based on the research findings, the researcher suggests that the management of TWRSUB should more often hold events both offline and online in order to increase the number of visits and brand awareness to TWRSUB.

1. INTRODUCTION

Bali is a barometer of tourism in Indonesia, both natural and cultural tourism. The development of cultural tourism and the increase in the number of tourist visits have caused actors in the tourism sector, such as accommodation, restaurants, travel agents, and artificial tourist attractions, to organize cooperation related to ways and strategies in order to increase the number of tourist visits. Hotels as one of the accommodation facilities that are components of supporting tourism development are now experiencing a revival. Based on data from the Bali Province Economic Report 2021 (Bank Indonesia), it is predicted that in 2022 the Bali economy is predicted to improve, supported by improvements in tourism and the global economy. This indicates that the tourism sector in Bali will experience a revival after decreasing due to the Covid-19 pandemic. Some tourist destinations that have become densely populated areas of the hospitality industry are Kuta, Seminyak, Nusa Dua, Canggu and Ubud. As one of the tourist destinations in Bali, Ubud is synonymous with art, culture and the natural beauty of the countryside. These advantages attract the attention of investors to invest in the hospitality business in the Ubud area. Ubud is one of the tourist villages in Bali which is expected to be a barometer of Bali's economy. The presence of tourism village with all its potential and attractiveness cannot be measure with certain impact, whether the village is sufficient to provide economic and social benefits that pays off the tourism activities to environment (Halim, 2021).

One of the newcomer hotels in the Ubud area is The Westin Resort & Spa Ubud Bali (TWRSUB) which is a 5-star hotel under Marriott International. Based on property data with the Westin brand from the management of Marriott International, TWRSUB is the second resort managed in the Bali marketing area, after The Westin Resort Nusa Dua with 433 rooms owned by PT Nusadua Graha International. TWRSUB was established on December 29, 2020 with a total of 120 rooms, suites and villas, 2 restaurants and 1 very spacious gym facility. As a new hotel in the Ubud area, TWRSUB is still not widely known by the public. This hotel needs to be different from its competitors so that it has an identification mark to be compared with other competing hotels in the Ubud area.

Moreover, the pandemic conditions have made the number of tourist visits decrease, so it takes hard work to increase the number of visits in a hotel. The development of the tourism industry on the island of Bali is drastically decreasing due to Covid-19, which caused hundreds of hotels and their supporting industries closed as the visiting tourists has declined from 6,275,210 in 2019 to 1,069,473 in 2020 and only

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43 in 2021 until July (Halim, 2022). The development of the hospitality industry is a threat to TWRSUB because it will continue to present competitors with high competitiveness. Therefore, the sales and marketing team of TWRSUB need to carry out marketing activities to introduce their properties to potential customers.

Marketing activities require a strategy to be able to reach the right target market. Sales & marketing department has an important role to build brand awareness to make TWRSUB get more attention from consumers. Brand awareness affects customer confidence in purchasing decisions by reducing the level of perceived risk of a brand that is decided to buy (Sari et al, 2021). Brand awareness is not only about the ability of consumers to be aware of a brand but also the image of the hotel. The image of the hotel can be built through good communication with customers. However, this is considered still not optimal to make TWRSUB's name better known and remembered by the market than its competitors. The importance of the role of marketing communication (marketing communication) in order to build and develop positive brand awareness is one of the company's goals. In addition to social media marketing, the marketing team also intensifies the organization of events so that the existence of TWRSUB is increasingly known. Event collaboration is an activity carried out in collaboration with a third party, which is then held at TWRSUB so that it can invite participants directly to come there and enjoy the view of the hotel as a form of promotion.

Based on data on events that have been held at TWRSUB during the period July-December 2021 compiled by the marketing team, such as Balinese Spice Journey, Eating in Ubud, and Rejuvenate Body and Soul. This event is expected to increase TWRSUB brand awareness. Besides being held offline at TWRSUB, collaboration events to increase brand awareness are also held virtually (online). One of the events held online was the Live Streaming Event Collaboration: Traveloka X Marriot Hotels Ubud through social media Instagram which was attended by more than 200 people.

Organizing events online is still rarely held because the communication and marketing team virtually emphasizes the existence of posting information and photos on social media, one of which is Instagram. So far, no analysis has been carried out regarding the organization of the event on the awareness of the Westin brand and it is not known the difference in the effect of organizing events offline and online. The proliferation of social media developments has led to great effort required to manage social media to make it attractive. The communication and marketing team must also carry out promotional activities through social media which are expected to be a major factor in increasing brand awareness.

Based on social media data, one of them is on the Instagram platform, the comparison of the number of TWRSUB Instagram followers shows that the number of followers on their Instagram account with the username @thewestinubud, is still behind its competitors, with 10,100 followers. Some of the competitor's Instagram account data, namely, Padma Resort Ubud Bali with the username @padmaubud has 94,700 followers, Mandapa A Ritz Carlton Reserve with the username @mandapareserve has 54,100 followers, Capella Ubud with the username @capellaubud has 46,700 followers, and Alila Ubud with the username @alilaubud has 37,100 followers. Data on visits to TWRSUB show that guests who come have the same characteristics, namely companies (corporate) and government (government) in large numbers and hold meetings, conferences, or exhibitions at the hotel. This reveals the similarities with its sister company, The Westin Nusa Dua. Most of those who come to The Westin Nusa Dua are guests who want to carry out MICE (Meeting, Incentive, Convention and Exhibition) activities.

Referring to this, the writer wants to conduct an analysis of brand awareness of Westin. Based on the Instagram follower data above, it shows that TWRSUB's brand awareness is still less known and in demand by the market compared to its competitors, and from the organization of the event that has been carried out, an in-depth analysis is needed whether there is a significant influence on brand awareness. Researchers also want to know whether through offline and online event organizers, event participants can be aware of the Westin brand, follow the Westin Instagram account, and whether the participants are aware that Westin is one of the well-known hotel brands. There are two methods of organizing events, namely offline and online, it is important to know the difference in their impact on brand awareness. Due to the lack of public awareness of the Westin brand in TWRSUB is the reason for the researcher to raise this as a research problem.

2. METHODS

The method used is quantitative inferential and descriptive by analyzing the effect (simple linear regression). The research was conducted at The Westin Resort & Spa Ubud Bali, which is located on Jalan Lod Tunduh, Singakerta, Ubud District, Gianyar Regency, Bali. The type of data used in this research is quantitative data. The population in this study were all guests who visited at The Westin Resort & Spa Ubud Bali. The sampling method used is purposive sampling technique with a total of 145 samples. Data collection

is done by distributing online questionnaires to all invited guests who have attended events at TWRSUB either online or offline. The data analysis technique used is using simple regression and t-test.

3. RESULTS AND DISCUSSIONS

Respondents in this study were 145 people who were selected based on the criteria of having attended or participated in events held online or offline at TWRSUB, namely; Dining in Ubud, The Balinese Spice Journey, Rejuvenate Mind, Body and Soul, Live Streaming: Traveloka X Marriott Hotels in Ubud. Characteristics of Respondents seen by gender, age, occupation and frequency of visits to The Westin Resort and SPA Ubud. The characteristics of respondents can be seen in [Table 1](#).

Table 1. Respondent Characteristic

Characteristic	Frequency	Percentage (%)
Gender		
Male	80	55.2
Female	65	44.8
Age		
20 – 30 years	55	37.9
31 – 40 years	48	33.1
> 40 years	42	29.0
Occupation		
Government Employees	40	27.6
Private Employees	39	26.9
Entrepreneur	33	22.8
Students	33	22.8

Based on [Table 1](#), it can be seen that based on the gender of the respondents who came to TWRSUB, the dominant gender was 55.2. Based on age, the dominant age group attending TWRSUB is the age group of 20 – 30 years with a percentage of 37.9%. Based on occupation, the most dominant civil servants came to TWRSUB with a percentage of 27.6%.

The results of the descriptive statistical testing of the study found that the offline event organization variable had a maximum value of 30, a minimum value of 23, and an average of 27.19. This indicates that the average obtained from the questionnaire results is good because it is above the median value that should be at number 24. The variable for organizing online events has a maximum value of 29, a minimum value of 20 and an average of 24.33. This also indicates that the average obtained from the questionnaire results is good because it is above the median value that should be at number 24. The brand awareness variable has a maximum value of 37, a minimum value of 27 and an average of 32.55. This indicates that the average obtained from the questionnaire results is high because it is above the median value that should be at number 21.

Before testing the hypothesis, an assumption test is carried out, namely the normality test of the data with Kolmogorov-Smirnov where the calculation is assisted with the help of the IBM Statistic 24.0 application provided that the value of Asymp. Sig (2-tailed) > 0.05. Based on the results of the normality test, it was found that the value of Asymp. Sig (2-tailed) residual variable for offline event management on Brand awareness was 0.200 > 0.05, which means the data is normally distributed. The value of Asymp. Sig (2-tailed) residual variable Online event implementation on Brand awareness is 0.078 > 0.05 which means the data is normally distributed.

The results of simple regression analysis testing the effect of offline event organization (X1) on Brand awareness (Y) are shown in [Table 2](#).

Table 2. Effect of Offline Events (X1) on Brand Awareness (Y)

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	14.987	2.082	7.197	0.000
Offline event	0.646	0.076	8.452	0.000

Based on [Table 2](#), it is found that if there is no effect of offline event organization (X1) on Brand awareness (Y) or X1 = 0, then the value of Brand awareness (Y) is 14.987. Every increase in quantity experienced by the offline Event Organizing variable, then Brand awareness will also increase by 0.646. Based on the data processing, it can be concluded that if the offline event organization increases, the brand

awareness of TWRSUB will also increase. The sig value for the offline event organization variable has a sig value of $0.000 < 0.05$, which means that hypothesis 1 which states that offline event management has a significant effect on brand awareness of TWRSUB is acceptable.

The results of simple regression analysis testing the influence of online event organization (X2) on Brand awareness (Y) are shown in Table 3.

Table 3. The Effect of Online Event Organizing (X2) on Brand Awareness (Y)

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	21.642	1.885	11.480	0.000
Online Event	0.448	0.077	5.805	0.000

Based on Table 3, it is found that if there is no effect of online event organization (X2) on Brand awareness (Y) or $X_2 = 0$, then the value of Brand awareness (Y) is 21,642. Every increase experienced by the online Event Organizing variable, then Brand awareness will also increase by 0.448. Based on the data processing, it can be concluded that if the online event organization increases (quantity), the brand awareness of TWRSUB also increases. The sig value for the online event organization variable has a sig value of $0.000 < 0.05$, which means that hypothesis 2 which states that online event management has a significant effect on brand awareness of TWRSUB is acceptable.

Hypothesis 3 was conducted to see the difference between organizing offline events and organizing online events on brand awareness. Based on data analysis results, it can be seen that the t value for the difference between online and offline events at TWRSUB is 12,046, which is more than the t-table value = 1,977, and also when viewed from the sig value, which is $0.000 < 0.05$ so that hypothesis 3 states the effect of Organizing offline events is different from the influence of organizing online events on TWRSUB brand awareness is acceptable.

Based on the results of the hypothesis test I obtained the value of sig = $0.000 < 0.05$ in the offline event organization variable, which means that Hypothesis I is accepted. Thus, it shows that there is a significant positive effect of organizing offline events on TWRSUB's brand awareness. Organizing offline events or events that are directly held at this resort will directly show the existence of the resort to guests or the public. Through this event, the guests who attended were able to see firsthand the condition of the resort. The guests who come will certainly also tour the resort and enjoy the view and see the resort facilities. So that through these activities it can foster memories of the resort brand, which will also have an impact on the presentations from guests to their respective families and colleagues regarding events held at the resort. This is certainly an added value for the resort, in terms of free promotions (mouth to mouth recommendations), in addition to instilling the resort brand to guests or the wider community.

Based on the results of the second hypothesis test, it was obtained that sig = $0.000 < 0.05$ in the online event organization variable, which means that hypothesis II is accepted. Thus, it shows that there is a significant positive effect of organizing online events on TWRSUB's brand awareness. An online event that utilizes social media and digital platforms in its implementation. Has a very broad and massive market reach. The increasingly sophisticated communication and information technology provides convenience in communicating and delivering information. Likewise in marketing a product or brand TWRSUB. The increasing number of users of information and communication technology, especially the internet using smartphones and laptops, becomes a great opportunity in TWRSUB's efforts in organizing events. Organizing events online has a very broad and massive reach, plus lower operational costs. Thus, the events that are held can be easily reached by the wider community who can then participate easily. So that online events like this can increase TWRSUB's brand awareness, with event advertisements that can be accessed easily even for a long time. These results are also supported by the results of research which examines the influence of social media marketing through Instagram on brand awareness at PT. Dealpro Indonesia Bandung in 2019 with the aim of knowing @dealproevent Instagram social media marketing according to respondents' perceptions, to find out brand awareness of PT. Dealpro Indonesia according to respondents' perceptions, and to determine the effect of social media marketing through Instagram on brand awareness of PT. Dealpro Indonesia (Murdana & Suryawardani, 2019). The results of this study indicate that social media marketing provided by PT. Dealpro Indonesia is considered good by the respondents. Social media marketing has a relationship that affects brand awareness, social media marketing variables affect brand awareness by 10.8%.

The results of hypothesis testing III in this study obtained a t-value of 12,046 more than t-table = 1,977 and from a sig value of $0.000 < 0.05$, which means that the effect of organizing offline events is different from the effect of organizing online events on TWRSUB brand awareness. The organization of the event as brand awareness and as a promotional medium by TWRSUB is carried out offline and online. Both offline

and online, the organization of the event has an equally strong influence in attracting the interest of the wider community to watch and participate. Thus, the community can be reached properly and can instill the branding of TWRSUB to the community.

Based on the results of data processing, there is a difference between the effect of organizing offline events and online events which can be seen from the two results of data processing, namely, descriptive data from questionnaire results and influence analysis data. Based on the description of the results of the questionnaire, the offline event organization has a maximum value and a higher average value (maximum value = 30 and average value = 27.19) compared to online event organization (maximum value = 29, and average value = mean = 24.33). It can be compared because it has the same number of variables. Based on the influence analysis data, the effect of organizing offline events on brand awareness and the influence of organizing online events on brand awareness both have a positive relationship where if offline or online events are increased, brand awareness also increases. The difference in increasing brand awareness through offline events is considered to be greater than increasing brand awareness through online events. This is assessed from the coefficient value of X1 (offline events) amounting to 0.646 while the X2 coefficient value (online events) amounts to 0.448.

Organizing this event, both online and offline, is actually a collaboration of good brand awareness and promotion techniques. Offline events are held showing the public the actual location and available facilities. So that people who attend the event can enjoy it directly. This will provide a stimulus in the event participants to the TWRSUB brand. Then organizing online events supports collaboration events that are held offline. Through online events that can be accessed by various people, so that people can listen to brands through the internet network. Thus, events held offline can also be watched and followed online. This creates collaboration in organizing events that can further strengthen the image of the TWRSUB brand. Therefore, the organization of the event should be carried out in a hybrid manner that combines offline and online elements.

Research regarding the effect of the vivo v9 grand launch event marketing on brand awareness of Vivo Mobile Indonesia smartphones, supports the results of hypothesis III testing in this study (Satiti & Rina, 2019). This study aims to identify and analyze the implementation of marketing events organized by PT. Vivo Mobile Indonesia on brand awareness of PT. Vivo Mobile Indonesia and how much influence it has partially. The results showed that the Vivo V9 Grand Launch Event Marketing had a positive influence on Brand Awareness. This program, which is conducted both offline and online (also known as a hybrid system), is able to attract the public's attention to watch and participate in the event. The results of other studies that support the results of hypothesis testing III are research about the effect of advertising and special events on increasing brand awareness of PT. Kalbe Farma (Anwar & Anggraini, 2021). The special event that was held was the Zumba Party event at the KALCare Lotte Shopping Avenue outlet. Then for advertising or advertising using Instagram social media. The results showed that the "Zumba party" event had a strong enough influence in increasing the brand awareness of PT. Kalbe Farma. But for advertising events it is less significant in increasing the influence on brand awareness, due to the advertising mechanism that is less massive and less diverse in using social media.

4. CONCLUSION

Based on the results of the study, it was concluded that there was a significant effect of organizing offline events at TWRSUB on the Brand awareness of visitors with a correlation coefficient of 0.577 which means the correlation between offline events and Brand awareness is in the medium category, and the coefficient of determination is 0.333 which means 33.3% Brand awareness is influenced by offline event organization, while the remaining 66.7% is influenced by other variables. The results of the second analysis concluded that there was a significant effect of organizing online events at TWRSUB on the Brand awareness of visitors with a correlation coefficient of 0.437 which means the correlation between organizing online events and Brand awareness is in the medium category, and the value of the coefficient of determination is 0.191 which means as much as 19.1% Brand awareness is influenced by online events, while the remaining 80.9% is influenced by other variables. And, in the analysis obtained, it is found that there are differences in the effect of organizing offline events and organizing online events at The Westin Resort and SPA Ubud on the Brand awareness of visitors.

5. ACKNOWLEDGEMENT

This article is a purely self-made article without any elements of plagiarism or imitation. If in the future it is proven plagiarism in this research proposal, then I am willing to accept sanctions according to

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