

DIGITAL MARKETING ANALYSIS ON INCREASING BRAND AWARENESS AND BRAND ENGAGEMENT OF THE CUBE HOTEL YOGYAKARTA

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Abstract

The Cube Hotel Yogyakarta faces challenges in optimizing social media utilization to support modern marketing strategies. The lack of effective social media use can hinder efforts to enhance brand awareness and brand engagement among consumers. In the digital era, digital marketing plays a crucial role in expanding reach and customer engagement, particularly through high quality visual content, direct audience interaction, and the use of social media features such as digital advertising and influencer collaborations. This study aims to analyze the role of digital marketing in increasing brand awareness and brand engagement while optimizing marketing strategies relevant to the target audience. The research findings indicate that a more targeted digital marketing strategy can enhance brand awareness and customer interaction, positively impacting The Cube Hotel's competitiveness and business growth. Therefore, to achieve more effective and sustainable marketing goals, The Cube Hotel needs to optimize social media use with a more strategic approach.

Keywords: Digital Marketing, Brand Awareness, Brand Engagement, Media Social.

INTRODUCTION

Indonesia's tourism sector demonstrated a positive growth trend in July 2024, particularly in terms of international tourist arrivals, which increased significantly compared to the previous month and year. Although the number of domestic tourist trips (wisnus) experienced a slight month on month decline, it still showed an annual increase. Similarly, national tourists (wisnas) also recorded growth on both monthly and annual bases, with Malaysia being the primary destination. The occupancy rates of both star rated and non star hotels rose, reflecting the high level of tourism activity. However, a slight decrease in the average length of stay in star-rated hotels suggests a shift in travel patterns. These findings highlight the need for more adaptive and innovative strategies to optimize the potential of Indonesia's tourism industry. According to Badan Pusat Statistik (2024), "foreign tourist visits to Indonesia in July 2024 increased by 16.91% compared to the previous year, reaching 1.31 million visits."

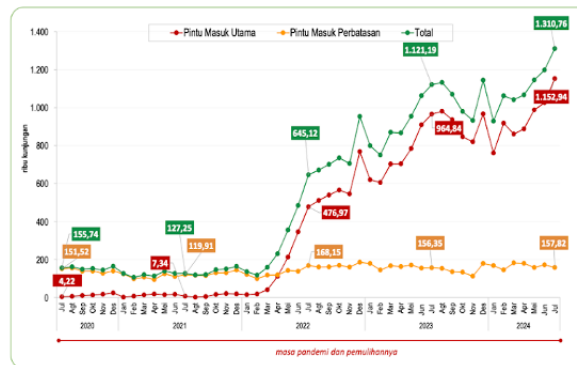


Figure 1. Development of the Number of Tourist Visits to Indonesia, July 2020-July 2024

Source: Badan Pusat Statistik (2024)

This growth trend is also evident in several top tourist destinations, such as the Special Region of Yogyakarta. In April 2024, the number of international tourist visits to Yogyakarta increased significantly by 40.46% from the previous month from 6,258 in March to 8,790 in April. This rise also impacted hotel occupancy rates. The occupancy rate for star hotels reached 48.64%, up by 10.84 points compared to March. Non star hotels recorded an occupancy rate of 24.36%, up by 8.09 points. Despite the increased hotel occupancy, the average length of stay declined slightly. In star hotels, it decreased by 0.09 points to 1.47 nights, and in non star hotels, it dropped by 0.05 points to 1.16 nights. This indicates a trend of shorter visits, which should be considered in developing more sustainable tourism strategies (Yuniati, 2018, p. 176).

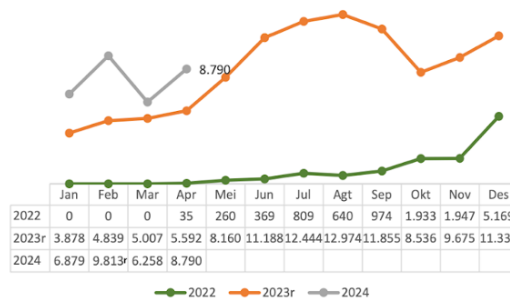


Figure 2. Development of the Number of Tourist Visits to DIY, 2022-2024

Source: Badan Pusat Statistik (2024)

Hotel competition in Yogyakarta is intensifying due to the increasing number of new establishments in this tourism hotspot. This is unsurprising, given that Yogyakarta remains one of the most visited cities in Indonesia, driving consistent growth in accommodation demand. Yuniati (2018) identified Yogyakarta as a favorite destination for domestic tourists.

An effective marketing strategy is crucial for hotels to thrive amid such competition. In today's digital era, digital marketing plays a vital role in enhancing competitiveness within the hospitality industry. As the tourism industry evolves, so do its marketing strategies. Digital marketing has emerged as a key component of modern marketing, particularly in tourism and hospitality. This development parallels the rapid advancement of technology and the widespread

growth of internet users. In Indonesia, the shift from traditional to digital based marketing has been especially pronounced. Consumers now no longer require face to face interaction for transactions. Digital platforms enable more efficient, wider reaching transactions as long as businesses continue to provide up to date information to their customers. Oroh and Taroreh (2024) emphasized the role of digital marketing as a medium for global promotion.

Before examining the development of digital marketing in Indonesia, it is essential to define the concept. In general, digital marketing refers to marketing activities that utilize digital media and the internet to reach a broader audience, introduce brands, and drive sales. It involves promoting products or services through digital platforms and information technology to achieve business objectives (Indrapura et al., 2023). Although not entirely new, innovations in this field continue to shape emerging trends. The evolution of digital marketing in Indonesia reflects the country's adaptive response to such innovations, making it a vital component of modern business practices. As stated in DIGITAL MARKETING - Repository UPY (n.d.), the growth of digital marketing in Indonesia is accelerating, and it is widely defined as marketing activities that rely on digital or internet based platforms.

In the hospitality industry, brand engagement plays a crucial role in fostering long term customer relationships and enhancing brand loyalty. The Cube Hotel, for instance, can employ brand engagement strategies to create compelling guest experiences before, during, and after their stay. Brand engagement is defined as a context dependent, motivational, and brand related psychological state characterized by specific cognitive, emotional, and behavioral activities (Hollebeek et al., 2014).

Brand awareness is another key factor in increasing The Cube Hotel's competitiveness. As a hotel operating in Yogyakarta's saturated market, strengthening brand awareness is a strategic approach to attract more customers. The Cube Hotel can boost brand awareness through digital marketing, social media platforms, and partnerships with influencers and travel platforms. Utilizing platforms like Instagram, Facebook, and TikTok to showcase hotel amenities, room ambiance, and guest experiences through engaging visuals can be highly effective. Additionally, positive customer reviews on Google Reviews and TripAdvisor help enhance credibility and build a strong brand image. Social media significantly contributes to brand awareness, which positively affects consumer purchasing decisions. This aligns with the concept of brand awareness as consumers' ability to recognize and recall a specific brand (Putri, Mardjuni, & Mane, 2023).

The Cube Hotel has been in operation for over a decade. During this time, the author notes that its structural and strategic approaches have evolved considerably. The system implemented focuses on human resource productivity and the effectiveness of applied strategies, aiming to determine the most suitable strategies for the company. Strategic development must align with technological advancements, as innovation continues to shape business strategy. The Cube Hotel has successfully developed a new marketing system in the modern era, including a partnership program with Online Travel Agents (OTAs) to broaden advertising reach and increase operational efficiency. However, this approach also presents challenges. A key issue is the high commission fees charged by OTAs, which can reduce the hotel's profit margins. Over reliance on OTAs is risky, especially if partnerships end or commission rates rise. Another challenge involves competition with direct bookings via the hotel's official website. OTA promotions may discourage direct bookings, even though direct reservations typically yield higher profitability for the hotel.

RESEARCH METHOD

This study employs a qualitative research method, focusing on in depth exploration and data collection. Qualitative research is an approach used to collect and analyze non numerical data such as text, images, or audio. It typically adopts an interpretive perspective to understand meanings, concepts, and experiences derived from the data. This method is commonly used to gain deep insight into social phenomena, develop theories, and identify patterns or themes within the data. According to Sugiyono (2019:16), qualitative research emphasizes understanding the processes and meanings behind a phenomenon and involves direct interaction between the researcher and the subject. This approach is characterized by several key features: an effort to understand phenomena within their natural context; positioning the researcher as the primary instrument actively engaged in the field; producing descriptive data; applying a flexible and evolving design based on research dynamics; and prioritizing the participant's point of view. Through this method, the researcher is expected to gain comprehensive insights and a deep understanding of complex and dynamic social phenomena.

RESULTS AND DISCUSSION

Qualitative Research Results

Interviews were conducted to strengthen relevant observational data. Interviews are an instrument to explore data verbally, which needs to be done in depth in order to obtain valid and detailed data (Marlina and et al. 2023). The results of the interviews of each source can be seen in the table below:

1. Impact of Digital Marketing on The Cube Hotel Company

Table 1. Interview Result Data from Sources

What is the impact of implementing digital marketing on the effectiveness of the Sales and Marketing Communication team, and how does it influence customer experience with the hotel?		
Interviewee 1	Interviewee 2	Interviewee 3
Digital marketing has significantly enhanced the company's branding. Previously not widely known, the brand now reaches a broader audience due to strategic campaigns and engaging content that increases customer interaction and market reach.	It simplifies marketing through paid advertisements, which enhance business visibility. Prospective customers can easily discover hotel offerings, leading to more efficient sales calls, higher conversions, and accelerated business growth.	Digital marketing makes hotel promotions, services, and facilities more accessible through the website, social media, and email campaigns. As a customer, I benefit from real time updates about discounts, special packages, and events.

Interviewee 4	Interviewee 5
Customers now easily access needed information through The Cube Hotel's social media content, enhancing transparency and engagement.	It improves team efficiency by expanding market reach, optimizing promotions through real time data analytics, and enabling better communication and collaboration. Customers benefit from easier booking processes, improved service experience, and stronger brand interaction via social platforms. Online reviews have also positively contributed to the hotel's reputation.

2. Factors that influence in increasing brand awareness and brand engagement of The Cube Hotel

Table 2. Interview Result Data from Sources

What are the factors that influence digital marketing in increasing brand engagement and brand awareness from the perspectives of customers and staff at The Cube Hotel?		
Interviewee 1	Interviewee 2	Interviewee 3
Several key factors contribute to increased brand awareness and engagement, including both active and passive customer retention, the use of Customer Relationship Management (CRM) tools such as automated email campaigns, and the delivery of educational, informative content. Timely responses to reviews and real-time social media interactions are crucial for customer engagement. Additionally, influencer collaborations and the use of multiple media channels (e.g., radio, social media, websites, YouTube) help extend brand reach. Partnerships with relevant vendors also support strategic marketing efforts and strengthen brand growth.	Effective brand communication is essential to reaching diverse audiences. A well crafted branding strategy helps businesses establish a strong and attractive brand image that draws potential customers from various backgrounds. Consistent messaging and visually appealing content not only build trust and loyalty but also foster emotional connections with the audience, leading to higher brand awareness and business growth.	From a customer's perspective, the first thing that captures attention on a hotel's Instagram is its visual content. High quality photos and videos showcasing rooms, facilities, and the overall atmosphere are important. Interior design also matters it should appear comfortable and aesthetically pleasing. Moreover, the hotel's responsiveness to comments and inquiries on social media reflects good customer service, which influences a customer's decision to book a stay.

Interviewee 4	Interviewee 5
Creating content that is not only visually appealing but also high in quality is crucial for marketing purposes. In addition, leveraging well known influencers for promotional activities can significantly broaden market reach and strengthen brand engagement.	In digital marketing, Instagram content, Google Maps reviews, and relevant experiences correlate to build brand image, increase customer engagement, and expand market reach.

3. Digital Marketing application in the company

Table 3. Interview Result Data from Sources

To what extent is the impact of digital marketing implementation in the company felt by customers and employees? How does it affect the experience of using services or working in the company?		
Interviewee 1	Interviewee 2	Interviewee 3
Data analysis and market research help the company understand market trends, customer behavior, and business opportunities. SEO enhances online visibility, while CRM both online and offline reinforces customer relationships. Social media serves as a platform for engagement and interaction, supported by regular evaluations through daily and monthly reports. These strategies must be integrated into the overall business plan to ensure sustainable growth.	The digital marketing implementation at The Cube Hotel has had a substantial impact. The sales team collaborates closely with the digital marketing team, making their efforts more effective. When meeting clients, the sales team benefits from the customers' prior exposure to the hotel's digital content, which simplifies the process of product knowledge delivery and increases the likelihood of conversion.	As a customer, I find the digital marketing efforts of the company to be effective. The information provided such as pricing, facilities, and the hotel's unique selling points is comprehensive and facilitates decision making. Additionally, the hotel's good ratings on Google and the informative website further build customer trust in the services offered.

Interviewee 4	Interviewee 5
The implementation of digital marketing has significantly improved the customer experience. Information is now easily accessible through social media, and the online booking process has become more convenient, reducing friction in the customer journey.	Access to complete and detailed information about services, facilities, and promotions allows customers to understand their options thoroughly. This includes room types, pricing, additional services, and ongoing promotions. Well structured information increases customer comfort when planning trips and enhances the overall stay experience at the hotel.

4. Future Expectations for Digital Marketing at The Cube Hotel

Table 4. Interview Result Data from Sources

What are the hopes and expectations for the future application of digital marketing, both from the perspective of customers and company staff, in improving user experience, operational efficiency, and overall business growth?		
Interviewee 1	Interviewee 2	Interviewee 3
The company is expected to expand by partnering with major events and collaborating with prominent event organizers (EOs). Working with platforms such as MBiz can also help reach broader markets. In addition, analyzing competitors strategies is essential for maintaining competitive advantage and driving business growth.	In the future, sales roles are expected to evolve into more adaptive digital marketing positions aligned with current technological trends. Digital marketing offers a modern, efficient approach to reaching wider audiences without geographic limitations. Through the use of data and technology, businesses can better target their audience, improve customer interaction, and optimize conversion rates. This transformation reflects a global trend toward digitalization, where business success depends heavily on innovation and the strategic use of digital platforms.	It is hoped that future content will become more diverse, visually appealing, and informative, thereby serving as a valuable source of inspiration for a wider audience.

Interviewee 4	Interviewee 5
The expectation is that digital marketing will enhance the speed and accessibility of services while continuing to evolve with current technological advancements, ultimately delivering more optimal and satisfying customer experiences.	It is hoped that more people will become familiar with The Cube Hotel and enjoy memorable stays, supported by effective digital marketing strategies. With social media outreach, attractive Instagram visuals, and positive Google Maps reviews, potential guests can easily access information about services, facilities, and promotions. Optimized digital marketing also strengthens customer interaction, expands market reach, and solidifies the hotel's reputation as a top accommodation choice.

5. The Importance of Social Media for Customers and the Company

Table 5. Interview Result Data from Sources

How much influence does product quality have on purchasing decisions?		
Interviewee 1	Interviewee 2	Interviewee 3
For the Marketing Communication (Markom) team, digital marketing is not only a necessity but also a core strategy for building brand awareness and customer engagement. Through various digital platforms, information can be distributed more broadly and in a measurable way. The main challenge is developing content that remains relevant, engaging, and able to sustain long-term audience interaction.	Digital marketing significantly helps in reaching potential customers more efficiently. With the right strategy, the sales team can generate higher quality leads, shorten negotiation cycles, and improve conversion rates. However, the key challenge lies in optimizing digital marketing tools to maintain a personalized and customer relevant approach.	From the customer's perspective, digital marketing simplifies access to product and service information. Engaging and interactive content helps customers better understand the benefits of offerings before making purchasing decisions. However, they still expect personalized experiences rather than purely promotional messages.

Interviewee 4	Interviewee 5
Customers are highly interested in digital marketing because it allows for easier and faster access to the latest information.	Strong interest is expressed toward ongoing updates from The Cube Hotel, especially through digital marketing that enhances information accessibility for both customers and staff. Digital marketing not only serves as a communication tool but also plays a critical role in improving communication efficiency, expanding market reach, and creating more interactive customer experiences. With continuous innovation in digital marketing strategies, The Cube Hotel is expected to offer

	solutions that are increasingly aligned with the evolving daily needs of its target audiences.
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Discussion

Factors Contributing to Building Brand Awareness and Brand Engagement at The Cube Hotel Through Digital Marketing

The Sales and Marketing Division at The Cube Hotel primarily focuses on strategic tasks aimed at boosting sales and promoting the company's products and services. This division plays a key role in creating and expanding brand awareness, carrying the significant responsibility of ensuring that The Cube Hotel brand is well recognized by its target audience. Several key factors contribute to building both brand awareness and brand engagement at The Cube Hotel. Among the most prominent strategies is the activation of social media platforms, which strengthens brand image and enhances customer interaction. The main factors identified as essential in building brand awareness and engagement through digital marketing include:

1. Consistent Social Media Activation

Based on observation and interview results, The Cube Hotel actively utilizes platforms such as Instagram, Facebook, and TikTok with the objectives of: expanding audience reach, building brand image through visual content, disseminating information on promotions and events, social media activities are supported by well structured and scheduled content planning. The author also contributed to this process by assisting in developing a content plan, selecting optimal posting times, and aligning formats with digital trends.

2. Collaboration with Influencers

Collaborating with influencers is highlighted as a key strategy for expanding market reach, as influencers already have loyal audience bases. Based on interviews and supporting theories: Influencers help establish consumer trust Their reviews and recommendations can boost brand awareness and purchase intentions This strategy is supported by research, which suggests that influencers significantly impact consumer purchasing decisions. Hanindharputri and Putra (2023) state that “digital marketing communication strategies involving influencers on Instagram can significantly increase brand awareness, as influencers are capable of reaching broader audiences and fostering brand trust.” Similarly, Adzkar, Wahono, and Khalikussabir (2024) affirm that “effective digital content marketing strategies can significantly enhance product brand awareness, as engaging and relevant content draws consumer attention and encourages higher interaction.”

3. High Quality Visual Content

According to both customers and hotel management, visual presentation is a major attraction: Aesthetic photos of rooms, rooftop facilities, restaurants, and overall ambiance are shared Customers are drawn to the interior design and cozy atmosphere visible in the images The author also participated in content production, capturing original images on-site to ensure authenticity and visual

quality. As stated by Supriadi, U. (2024), "Traditional companies must quickly adapt to the transformations brought by the digital era, including integrating technology into their marketing strategies to remain relevant and competitive."

4. Engaging Copywriting

The author crafted captions and descriptions for social media using emotional appeal and storytelling techniques aimed at increasing engagement. Content references viral trends while remaining relevant and professional. According to supporting documents, effective copywriting enhances consumer interest and strengthens emotional connections with the audience (Tarigan, 2024).

5. Data Driven Digital Advertising

The Cube Hotel utilizes Facebook Ads and Google Ads to target specific audiences based on: Location Age Interests Advertisements are designed using data from research and social media performance analysis. This approach ensures precise and cost effective targeting, improving the overall effectiveness of marketing campaigns. As stated by Riofita and Harsono (2024), "an effective digital marketing strategy, including the use of social media and compelling content, can significantly enhance brand awareness and consumer engagement in purchasing decisions."

6. Responsiveness to Customer

Interaction Prompt responses on social media, such as replying to comments and messages, serve as one of the key strengths in enhancing engagement. Customers appreciate the hotel team's fast and friendly responses, which: Foster a personal connection with customers Create the impression that the hotel genuinely cares about guest experiences Sales improvement involves a holistic strategy that integrates marketing, sales, and customer relations aspects (Andirwan et al., 2024).

7. Regular Evaluation of Content Strategy

Each digital marketing campaign is assessed based on: Engagement rate Number of clicks, likes, shares, and comments Instagram and TikTok insights and analytics These evaluations are compiled into daily and monthly reports and serve as the foundation for discussions with supervisors to determine future strategies.

8. Structured Content Planning

The author was responsible for developing weekly content plans, which included: Content themes Upload schedules Key messaging Content consistency is crucial to ensure brand visibility and top of mind awareness. With proper planning, the marketing team is able to maintain the quality and frequency of content. Nofitasari (2023) states that "the content production process at PT. Jasa Raharja involves three key stages: pre-production, production, and post-production all of which are essential to ensure the quality and effectiveness of the resulting content." Additionally, the author notes that producing content directly on-site also strengthens collaboration with other staff divisions, thereby enhancing content effectiveness.

The responsibilities of the Sales Marketing division extend beyond direct promotional activities; they also include the management of digital marketing strategies, customer relations,

and market trend analysis to ensure the relevance of the products or services offered. The performance of this division is critical in maintaining consumer interest and engagement, as any decline in customer interest or awareness can negatively impact visitation rates and long term loyalty. Interest refers to consumers attraction to a product and their effort to seek additional information (Shahnaz & Wahyono, 2016). Therefore, this division is required to work innovatively and adaptively in responding to market changes, ensuring that the marketing strategies remain relevant and appealing, while also actively monitoring the outcomes of each campaign to enhance the company's success in achieving sales targets and sustaining business growth. Product sales growth involves a holistic strategy encompassing marketing, sales, and customer relationship aspects (Andirwan et al., 2024).

Based on the explanation above, it can be concluded that the role of Sales Marketing Staff at The Cube Hotel carries a significant responsibility for the company's success. Observations and interviews revealed inefficiencies in the operational system used by the sales marketing team, especially regarding the underutilization of technology. Currently, the company still relies on traditional marketing methods such as direct selling, door-to-door sales, and telemarketing. Rapid technological advancements and shifting consumer behavior in the digital era have significantly transformed global business paradigms. Traditional businesses that once operated in less digitized environments now face considerable challenges in adapting to fast paced digital transformation. As a result, marketing strategy integration has become a key focus for the company.

Traditional marketing systems have their strengths, such as enabling a more human approach through personal communication and trust building with customers. However, these methods also pose limitations in facing competition in the digital era. One advantage of door-to-door marketing is the ability to receive real time feedback, allowing the sales team to understand customer needs and preferences directly and respond to situations accordingly. Moreover, this method is effective in reaching local and traditional markets where consumers may not yet be fully exposed to digital technologies. Supriadi (2024) states that "traditional companies must adapt quickly to the changes brought by the digital era, including integrating technology into their marketing strategies to remain relevant and competitive."

To avoid potential failure, companies must consider contemporary developments when designing and implementing marketing strategies. Brand awareness and brand engagement are crucial elements that must be addressed to enhance competitiveness in the digital age. At The Cube Hotel, several key factors contribute to the development of brand awareness and brand engagement. Social media platform activation is a critical strategy, where the active use of social media strengthens brand image and increases customer interaction. In addition, influencer collaborations help expand marketing reach, as influencers have audiences that trust their recommendations. Another important factor is data driven digital advertising, which allows companies to target audiences more accurately and effectively. By optimizing these strategies, The Cube Hotel can enhance customer attraction and engagement within an increasingly competitive digital ecosystem.

Wicaksono and Susan (2024) state that "Instagram influencers have a positive and significant impact on brand awareness and purchase intention, making it essential for brands to leverage influencers to expand their market reach." Furthermore, Yudhyani (2024) adds that "social media based marketing strategies significantly impact brand awareness, where

interactions through these platforms can increase brand recognition among consumers." According to Hanindharputri and Putra (2023), "digital marketing communication strategies that utilize Instagram influencers can significantly enhance brand awareness because influencers have the ability to reach wider audiences and build trust in the brand." Adzkar, Wahono, and Khalikussabir (2024) also emphasize that "an effective digital content marketing strategy can significantly improve product brand awareness, where engaging and relevant content can capture consumer attention and encourage greater interaction." Riofita and Harsono (2024) note that "an effective digital marketing strategy, including the use of social media and engaging content, can significantly enhance brand awareness and consumer engagement in the decision making process." During the author's internship at The Cube Hotel Yogyakarta, it was observed that the company had yet to fully optimize its social media management. Thus, the author discussed this with the supervisor and decided to focus the internship activities on enhancing the effectiveness of social media platforms.

Following discussions with the supervisor, it was agreed that the author would be responsible for designing, managing, and analyzing the company's social media content. The author implemented a content planning strategy to systematically and strategically organize the social media content. Numerous references were used especially from trending content on social media with the aim of improving brand engagement. The content plans were developed in coordination with the supervisor and were approved by the relevant company personnel. After developing the content planning framework, the author created various copywriting pieces. Social media copywriting is intended to enhance content effectiveness by adding value in the eyes of the audience. "Effective copywriting on social media can increase consumer interest in a product by conveying engaging and relevant messages while building emotional connections with the audience" (Tarigan, 2024). Typically, the author wrote copy based on unique references, then revised and adapted the ideas to align with the intended content goals, making it more appealing and distinctive. The draft copywriting was then submitted to the supervisor for feedback and approval before publication.

The next stage in the social media content development process was content production in the field, carried out under supervisor oversight. The purpose of this fieldwork was to maintain the originality of the content and create a fresher, more visually appealing impression for the audience. Nofitasari (2023) explains that "the content video production process at PT. Jasa Raharja involves three key stages: pre-production, production, and post-production, all of which are vital for ensuring the quality and effectiveness of the content." Additionally, the author highlights that on-site content production promotes collaboration with other staff divisions, thereby enhancing content effectiveness.

Following field production, the author proceeded to the post production phase. In this stage, raw content was edited using appropriate software. One of the tools used was Adobe Photoshop, which facilitated the design of various social media content and printed materials such as posters and banners for display and promotional use during sales calls. In addition to Adobe Photoshop, the author used CapCut to edit video content (in MP4 format) as part of the digital marketing strategy. These videos aimed to increase the uniqueness and visual appeal of social media content. During this process, the author conducted observations via social media to identify visual elements suitable for each piece of content. Choosing the right elements required a deep emotional approach, analyzing how a piece of content could appear attractive, unique, and aligned

with the intended communication goals. One effective strategy for content development was making the content as interactive as possible. Unique communication styles provide a more entertaining experience and foster connections between the audience and the company. Moreover, this approach allows social media systems to measure content engagement levels regularly, enabling the company to continuously adjust marketing strategies based on audience responses. After completing the design and editing process, the author submitted the final content to the supervisor for review and approval. If revisions were suggested, the author would edit accordingly. Once the supervisor approved the content, it was uploaded to social media according to the predetermined content schedule.

Recommendations to Improve the Efficiency of Digital Marketing at The Cube Hotel

In addition to social media insights, several other recommended factors can enhance the efficiency and effectiveness of marketing strategies. The following recommendations are proposed:

1. **Implementation of Marketing Automation**

To improve the efficiency and effectiveness of marketing strategies, the company is advised to adopt marketing automation. One potential step is to use email marketing automation to nurture leads. Saputra, R. A., & Pratama, R. D. (2023) stated, "By building marketing automation within e-commerce, businesses can conduct campaigns more measurably by targeting products to specific market segments. Email marketing reports can provide lead scoring based on recipient actions such as emails sent, opened, and clicked allowing companies to identify high-potential customers for future promotions."

2. **Use of Chatbots and CRM Systems**

Implementing chatbot technology or Customer Relationship Management (CRM) systems can improve both the speed and quality of customer interactions. "The study revealed that AI powered chatbots significantly enhance customer service responsiveness, offer personalized experiences, and support all stages of the purchase cycle. Chatbots also function as data collection tools that can be used to refine marketing strategies and improve operational efficiency" (Yanti, S. N., 2024).

3. **Utilization of Retargeting Ads**

Retargeting strategies are used to re-engage potential customers who have previously shown interest in the product or service. "This study found that retargeting ads featuring discounts, previous visit references, and controlled frequency significantly influenced purchase intentions on e-commerce platforms. Retargeting ads should be relevant, minimalistic, and frequency managed to reduce consumer concerns about data privacy and increase conversion effectiveness" (Pinasang, I. G., Tulung, J. E., & Saerang, R. T., 2023).

4. **Effectiveness of Email Marketing**

According to Nurcahyadi (2024 – Jurnal JIEM), email marketing is an effective tool for building personal relationships with customers. It can deliver relevant information and provide measurable results. Personalization in email marketing has been proven to significantly boost engagement and conversion rates.

5. **Website Optimization**

It is essential that the website is mobile friendly and has optimal loading speed to ensure a positive user experience. "Website loading speed and mobile friendly design have a significant impact on user satisfaction and loyalty. A responsive, fast loading website

enhances the user experience and lowers bounce rates” (Putra, I. G. N., & Suardana, I. M., 2023).

CONCLUSION

The research at PT. Amara Wisata Kencana found that digital marketing significantly boosts brand awareness and engagement for The Cube Hotel. Using interviews, participatory observation, and document analysis (e.g., monthly reports, booking data), the study showed that social media, CRM, SEO, and influencer partnerships effectively increase customer interaction and reach. Interviews with marketing staff and customers confirmed that digital channels simplify promotions, enhance brand perception, and provide accessible information. Although the company still uses traditional marketing methods, it must adapt to digital trends by implementing structured content planning, data driven advertising, and interactive social media strategies. To sustain engagement, The Cube Hotel is advised to adopt automation tools (e.g., email marketing, chatbots), optimize landing pages and mobile responsiveness, and use analytics for strategy refinement. These efforts support long-term brand growth in a competitive digital landscape.

SUGGESTION

Based on the conclusions drawn, several strategic steps are recommended to enhance The Cube Hotel’s digital marketing effectiveness and strengthen both brand awareness and engagement: strengthen presence on key platforms such as Instagram, Facebook, and TripAdvisor to expand customer reach and interaction, implement marketing automation tools like email marketing and chatbots to improve communication efficiency and response speed, provide digital marketing training for the sales and marketing team to ensure optimal use of current tools and strategies. By applying these strategies, The Cube Hotel can increase its competitiveness in the hospitality industry, build stronger customer relationships, and support sustainable business growth in the digital era.

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