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The Influence of *Instagram Social Media Marketing* on Room Sales at the Arshika Bali Sunset Road Hotel

Akbar Linge Abdul Wahab [1*], Hanifa Nur Fadhilla[2]

[1,2] Islamic University of Indonesia, Yogyakarta

*Corresponding Author : 20311450@students.uii.ac.id

Abstract

This study aims to analyze the influence of Instagram Social Media Marketing on the increase in sales at Hotel Arshika Bali Sunset Road. This study uses a quantitative approach with an associative research design. It involves all hotel employees as a population. The sample was selected using non-probability sampling, especially purposive sampling. Data analysis was carried out using descriptive statistical methods. The results show that Instagram Social Media Marketing has a significant positive influence on increasing hotel sales. These findings indicate that effective Social Media Marketing implementation correlates with increased sales at the Arshika Bali Sunset Road Hotel.

Keywords: ***Social Media Marketing, Instagram, Room Sales***

INTRODUCTION

According to Arjana (2017), the hotel industry in Indonesia is currently experiencing rapid growth, in line with the dynamics of economic development and the tourism industry in this country. The hospitality industry is one of the industries that play an important role in the development of the economy and the world of tourism in Indonesia. In general, a hotel is a building that is used for room service, food, and beverages as well as recreation managed for commercial purposes. Hotels are one of the accommodation facilities used for business people and tourists as a temporary place to rest, as well as a place to eat and drink. The existence of hotels in the midst of the community is increasingly important for those who need a place to stay for various

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purposes. The hospitality industry is an industry that plays a positive role and contributes to the socio-economic conditions of the Indonesian people.

Based on hotel sales data in Indonesia in 2023, the highest number of hotels is recorded in the province of Bali, with a total of 3,895 hotels. Followed by East Java with 3,783 hotels and West Java with 3,119 hotels. Meanwhile, provinces with a smaller number of hotels include Jambi, with 217 hotels; Bengkulu, with 248 hotels; and Bangka Belitung Islands, with 200 hotels. This data shows a varied distribution across Indonesia, with major tourist areas such as Bali, East Java, and West Java dominating in the number of available hotels.

In recent years, the hospitality sector has become one of the most developed sectors and has contributed significantly to national economic growth. This growth is becoming more prominent with the increasing number of tourist visits both from within and outside the country to Indonesia. According to Febiani (2022), the arrival of tourists to an area will open opportunities for the community to become entrepreneurs of hotels, restaurants, trade, transportation support services in the management of tourist objects and attractions so that these opportunities will provide opportunities for local people to work so that people will get income from the work. The hospitality industry is a vital supporting infrastructure in providing satisfactory accommodation for tourists. One of the regions in Indonesia that has tourist attractions, especially the hospitality sector, is Bali.

The development of hotel accommodation in Bali Province is important because there is a need for information about the type of hotel and the number and distribution of hotels in the Bali Province area. This analysis can provide deeper knowledge and insights into how the hotel industry contributes to the tourism sector and the Bali economy as a whole. There are several rationalities why it is important to analyze the development of hospitality accommodation in the Province of Bali. First, hotel accommodation has an important role in providing a comfortable place to stay for tourists visiting Bali Province (Djoni & Rahardjo, 2021). The availability of adequate and quality hotel accommodations is a determining factor in tourist satisfaction and the success of tourism destinations (Hendrayana & Mahendra, 2019). Second, the hospitality accommodation industry has a significant economic contribution impact on the Province of Bali, such as creating jobs and providing income to the local community in the area. Bali is one of the islands part of the State of Indonesia. Various tourists, both local and foreign, visit the island of Bali for vacation and other tourist activities. The island of Bali is known as a tourist attraction that

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offers various tourist attractions to tourists, such as cultural tourism, natural tourism, and culinary tourism. Bali is not only famous domestically but also for foreign tourists.

BPS Bali (2023) data explains that in 2023 the Room Occupancy Rate (TPK) In 2023, star hotels in Bali show fluctuations based on hotel class and month. Overall, July 2023 was the month with the highest occupancy rate across all hotel classes, mainly due to high tourism activity in the middle of the year. Meanwhile, February and March 2023 are the months with the lowest occupancy rates, which can be caused by seasonal factors or the low season period for tourism in Bali.

Arshika Bali Sunset Road is a four-star hotel that is part of PT Merpati Abadi Sejahtera's newest brand, which is growing rapidly. Hotel Arshika Bali Sunset Road offers a variety of services, facilities and products that are part of the hotel to visitors, such as hotel rooms, service services, food and beverages in restaurants, 24-hour room service, Lounge, car rental, and other facilities. However, basically, guests start enjoying hotel products and services when they check in and register. Therefore, hotel services emphasize the image, product variety, and distribution channels in marketing efforts. Marketing strategy is the role of marketing communication, which serves to promote, encourage, and disseminate all facilities of Hotel Arshika Bali Sunset Road, including all its advantages.

The management of Hotel Arshika Bali Sunset Road uses various strategies to increase the interest of tourists who will visit the hotel. Some of these strategies involve increasing marketing through *offline* and *online* sales. The first strategy is *offline* sales. Another strategy involves using marketing communication to expand relationships or colleagues. The role of relationships is very important to improve hotel marketing at large. With many relationships, it will increase hotel marketing. The first strategy carried out is to promote offline.

Offline marketing strategies are needed to increase visitor interest in Indonesian hotels, especially in Bali, for several important reasons revealed in various studies and academic journals. Offline marketing allows for direct interaction with customers, which can increase trust and personal relationships. For example, through tourism *events* or exhibitions, hotels can establish direct communication with potential guests. Brochures, billboards, and physical signage in strategic locations can attract attention and provide clear information about the hotel's amenities and offerings. This is effective for reaching audiences who may need to be more active online. Working with travel agents to include

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hotels in tour packages can increase the number of visitors, especially tourists looking for a complete experience (Amanda, 2022).

The second strategy is to promote online using social media. Social media is driven by an internet network connection that is able to expand the information we need quickly and spread evenly. Social media is a gathering place for people who want to share information and a place to make new friends and interact with other friends online. Most people must have social media, which, in general, functions as a medium to communicate with fellow social media users. However, in using digital promotion through the Internet and social media, entrepreneurs need to understand online consumer trends and behaviors, as well as develop appropriate strategies to achieve their promotional goals. By effectively harnessing the potential of the internet and social media, companies can increase their visibility and achieve success in an increasingly digitally connected business world. Over the past few years, social media platforms such as Instagram and Facebook have been widely used as marketing strategies, especially in transforming a company's interaction with customers. Quoted from dataIndonesia.id (2024), the number of active social media users in Indonesia was 139 million people in January. The number of social media users in Indonesia reaches almost half of the population of Indonesian people. The most commonly used social media for promotion today is Instagram.

Arshika Bali Sunset Road's Instagram account is the official profile of the newest four-star hotel located in Kuta, Bali. This profile has 170 posts and is followed by 1,955 followers, while this account itself follows 197 other accounts. The description on the profile emphasizes the comfort of the stay offered by the hotel with the hashtag #Comfortablystay, showing their focus on a pleasant guest experience. There are also links to. Ee/arshikasunsetroad, which may provide additional information such as facility details, reservations, and special promotions. At the bottom of the profile, there are story *highlights* that cover various themes such as *Honeymoon, Promotion*, and *Engagement,* showing the various services and offers provided by the hotel. In addition, these profiles feature recommendations for other accounts that may be relevant or interesting to their followers, such as travel agencies and other hotels in the same area. Overall, these accounts serve as a platform to promote hotels and interact with potential guests and customers.

Service providers want to reach the market globally so as to achieve their business goals. Social media as a marketing tool is certainly related to marketing communication. Promotion through social media has a huge impact on digital development, especially at

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the business level. As a result, the use of Instagram social media is very popular. Information contained in social media has an interesting influence on consumers (Aryani & Murtiariyati, 2022). Although people use social media platforms to communicate with each other, service managers use them to market their goods and services. The main reason for someone to do promotions is so that the products that are marketed are more known to many people. After the product is widely known, the sales results also increase. The main thing in promotion is to create a persuasive message that is effective in attracting the attention of consumers. An effective message strategy is a message that can convey promotional goals. The marketing of goods and services remains one of the fields that requires daily innovation on a global scale. Specifically, social media marketing is understood as the use of electronic media by marketers to promote goods or services in the market with the primary goal of attracting customers and allowing them to interact with brands through social media (Sari, 2019).

Business people need effective marketing media with the aim of expanding their market share. Arshika Bali Sunset Hotel is no exception. Hotel Arshika Bali Sunset Road admits that some of the online strategies they are currently using need to be more effective. Hotel Arshika Bali Sunset Road feels that its current online marketing strategy is not effective enough for several reasons. First, the reach of the audience they reach may still be limited, especially if the content strategy used needs to be more compelling and relevant to a wider target market. Second, the lack of optimal use of SEO *(Search Engine Optimization)* can prevent a hotel website from appearing at the top of search results, reducing visibility and opportunities to attract potential guests. Third, less creative or monotonous content variations, such as focusing too much on discount promotions without showcasing the uniqueness or value of the hotel, can cause the audience to lose interest and not actively engage with the content offered. Therefore, to improve marketing effectiveness, Hotel Arshika Bali Sunset Road needed to reevaluate its strategy and develop a more engaging and relevant approach for its target audience.

Before using advertising on social media, hotel room sales from January to March experienced quite significant fluctuations. In January, the hotel only managed to sell 549 rooms, which is the lowest sales figure in the period. However, there was a sharp increase in February, with 864 rooms sold, likely driven by seasonal factors or certain events. Unfortunately, in March, sales rebounded to 677 rooms, although still higher than in January. This trend suggests that despite an increase in certain months, room sales are

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likely to be unstable before hotels start leveraging advertising on social media to attract more guests.

In 2023, there was a fluctuation in the amount of data from January to March. In January, the initial figure was recorded at 549, which is the lowest value in this period. Then, in February, there was a significant spike to 864, showing a sharp increase from the previous month. However, in March, the figure fell again to 677, signaling a decline after the peak in February. Although the decline from February to March was not as large as the previous increase, there was a clear pattern of fluctuations, namely a sharp increase followed by a decline. Overall, there is a downward trend from February to March, which may be due to seasonal factors or certain events that affect the data. The main thing in promotion is to create a persuasive message that is effective in attracting the attention of consumers. An effective message strategy is a message that can convey promotional goals. Therefore, the author is interested in conducting research on social media marketing platforms in the form of Instagram, and hotel sales revenue at the Arshika Bali Sunset Road hotel.

Based on the phenomenon and background description above, the author focuses on the problem of how far the influence *of social media marketing* on Instagram on the sales of the Arshika Bali Sunset Hotel. The purpose of this study is to find out how far the influence of Instagram social media is on the sales revenue of the Arshika Bali Sunset Hotel.

Objectives

Based on the phenomena and background description above, the author focuses the problem on how far the influence of Instagram social media marketing is on room sales at the Arshika Bali Sunset Hotel.

LITERATURE REVIEW

***Theory Resource Based View (*RBV)**

This theory evaluates and interprets an organization's resources to determine how it can gain a sustainable competitive advantage. According to RBV, resources can be broadly defined to include assets, organizational processes, company attributes, information, or knowledge controlled by companies that can be used to develop and implement their strategies Pongwe *et al.* (2024).

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According to Barney (1991), these resources are categorized into three types, namely physical capital resources (physical, technology, factories and equipment), human capital resources (training, experience, insights), and organizational capital resources (formal structures). In this study, technological resources related to social media marketing strategies as part of physical capital are considered important in providing sustainable and competitive advantages for organizations, especially in terms of sales revenue.

Social Media

According to Hayek (2018), Social media is an internet-based platform that allows users to interact and present themselves, either directly or on hold, to a wide or limited audience. It drives the value of user-generated content and influences the perception of interactions with others. In addition, according to Li, Larimo, and Leonidou (2021), social media is seen as "a platform where people network and share information and sentiment," allowing companies and customers to connect digitally. Users interact with social media through web-based software or applications on computers, tablets, or smartphones. This connectivity occurs through platforms such as Facebook, Twitter, YouTube, WhatsApp, and Instagram. Thus, social media is a channel or means for social interaction that is carried out online through the internet. Social media users, often referred to as users, can communicate or interact, send messages in the form of text, images, audio, or video, share information, and build networks or *networking*. From a business perspective, the whole point of social media is to enable conversations. Social media is also concerned with how these conversations can be generated, promoted, and converted into revenue (Safko, 2009).

Social Media Marketing

Social media marketing is a form of marketing that uses *social media to promote products, services, brands, or issues by involving* an active audience on the social media platform. According to Bintoro (2022), social media is now often used in marketing, public communication, and offices or departments that interact directly with consumers or stakeholders. In business, *social media* is also one of the channels that supports communication in marketing products quickly and profitably compared to direct sales in the market.

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Social media marketing is a process that allows individuals and companies to promote their *websites*, products, or services online, as well as communicate with a much wider community compared to traditional advertising channels. Quoting from the journal AbuRumman (2014) dalam Ihtifahudin (2022), *social media marketing* is one of the marketing strategies used by business people to be part of a network with people through the internet or online. In addition, according to Lubis & Fauzi (2016), *social media marketing* is a marketing strategy or tactic that uses *social media* as a *platform* to promote products (such as online business website pages), services, or other products, more specifically.

METHOD

The research approach used by the author is quantitative research. Sampling was carried out using a questionnaire. The data collected was in the form of questionnaire results from employees of the Arshika Bali Sunset Road Hotel. The unit of analysis in this report is the Arshika Bali Sunset Road Hotel, which is located at Jalan Jl Raya Kuta, Kav 1&3 Kuta - Badung Regency, Pemecutan Klod, Kec. It is a subsidiary of PT Merpati Abadi Sejahtera Pusat. This section was chosen because it is in accordance with the topic raised by the author, namely the Influence of *Instagram Social Media Marketing* at the Arshika Bali Sunset Road Hotel.

RESULT AND DISCUSSION

To provide a clearer picture of the development of room sales at Hotel Arshika Bali Sunset Road, the following is presented: monthly sales data from January to July 2023. Table 1 below shows the fluctuations in room occupancy during the first seven months of 2023, reflecting changes in hotel marketing strategies and the impact of the holiday season. Let us take a look at the following figures that illustrate the dynamics of hotel room sales during the period. The following is the table of room sales for January 2023 – July 2023:

Table 1. Arshika Bali Sunset Road Hotel Rooms/Visits Chart from January 2023 to July 2023

January	February	March	April	May	June	July
549	864	677	851	1113	1290	1214

Source: Hotel Arshika Bali Sunset Road

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The development of hotel room sales in Arshika Bali shows interesting fluctuations throughout the first seven months of the year. In the first three months, when hotels had not used advertising on social media, room sales fluctuated with 549 rooms in January, increased to 864 in February, and declined slightly to 677 in March. However, the situation changed significantly after hotels began to utilize advertising strategies on social media in April. Room sales saw a consistent increase, starting from 851 rooms in April, continuing to rise to 1113 in May, and peaking in June with 1290 rooms. Although there was a slight decline in July to 1214 rooms, this figure is still much higher than the period before the use of advertising. This data indicates that marketing strategies through social media have a significant positive impact on Arshika Bali's hotel room sales. However, certain seasonal factors and events may also play a role in sales fluctuations.

The months of June and July mark the peak of hotel room sales in Arshika Bali, reflecting high tourism activity during the holiday season. June recorded the highest sales figure with 1290 rooms, while July continued to show a strong performance with 1214 rooms sold. This significant surge is mainly due to the coincidence of the period with the peak of the tourist holiday season. Many travelers, both domestic and international, choose to vacation in Bali during these months, taking advantage of summer vacations and school holidays. Arshika Bali managed to capitalize on this momentum with the right marketing strategy, including the effective use of advertising on social media. The combination of Bali's appeal as a popular tourist destination and intensive marketing efforts by the hotel resulted in a very high occupancy rate during this period, indicating that Arshika Bali has managed to position itself as an attractive accommodation option for tourists visiting the island at the peak of the holiday season.

January recorded the lowest sales figure for the Arshika Bali hotel with only 549 rooms sold. This low sales figure can be directly related to the need for more advertising strategies on social media. Without a presence on popular digital platforms, hotels struggle to reach potential guests and highlight their advantages in a competitive market. This limited visibility has had a significant impact on a hotel's ability to attract tourists, especially in an era where many people rely on social media to find travel information and inspiration. As a result, Arshika Bali was unable to maximize its market potential, which was reflected in the low occupancy rate in the first month of this year. This situation demonstrates the importance of the role of digital marketing in the modern hospitality industry, where a strong presence on social media can be a decisive factor in attracting interest and increasing hotel room sales.

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To calculate the average hotel *occupancy*, the author will add up all the room sales values and divide them by the number of months. Here are the calculations: Total room sales for 7 months reached 6558 rooms, which was obtained from the sum of 549, 864, 677, 851, 1113, 1290, and 1214 rooms. Then, the total sales are divided by the number of months, which is 7, resulting in an average *occupancy* of 936.86 rooms per month. This figure shows the average occupancy rate of a hotel during the period, providing an overview of the performance of hotel room sales.

Based on the room sales data of the Arshika Bali Sunset Road Hotel from January to July 2023, the hotel *occupancy* rate shows an interesting dynamic. With a total sales of 6558 rooms over seven months, the hotel achieved an average *occupancy* of 937 rooms per month. This figure reflects a fairly stable performance, given the significant fluctuations between the lowest month (January with 549 rooms) and the peak month (June with 1290 rooms). This average shows that despite facing challenges at the beginning of the year, Hotel Arshika Bali Sunset Road managed to maintain a solid occupancy rate, especially after the implementation of its digital marketing strategy and entering the holiday period. This average *occupancy* achievement provides a positive picture of the hotel's attractiveness and performance in attracting and serving guests throughout the period.

Descriptive Statistical Data Analysis

The data collected aims to provide an overview of the data reviewed from the mean value, standard deviation, minimum value, and maximum. In this study, *the mean* is the average value of the entire respondent to the statement submitted, while the standard deviation shows the variation of the respondent's answer.

Table 2. Characteristics of Respondents

Category	Frequency	Percentage (%)
Gender		
Man	34	65,4
Woman	18	34,6
Age		
20 - 25	19	36,5
26 - 30	19	36,5
31 - 35	11	21,2

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> 36	3	5,8
Job Division		
Accounting	3	5,8
Engineering	7	13,5
Food and Beverage	11	21,2
Front Office	9	17,3
General Manager	1	1,9
Housekeeping	13	25,0
Human Resources	2	3,8
Marketing and Sales	6	11,5

Instagram Social Media

In this section, we will explain the Instagram social media variables used in the study. Here is a table that contains the statements of those variables.

Table 3 Descriptive Variables of Instagram Social Media

Variable	No	Statement	Mean
IG Social Media	1	Arshika Bali Sunset Road always uses @arshikabali's Instagram social media accounts by actively using the latest stories every day to promote Arshika Bali Sunset Road products	5,67
	2	Arshika Bali Sunset Road always uses @arshikabali's Instagram social media account to repost stories about the latest reviews from consumers actively	5,48
	3	Arshika Bali Sunset Road always uses the Instagram social media account @arshikabali to be able to respond to questions from consumers quickly	5,60
	4	Arshika Bali Sunset Road always uses the Instagram social media account @arshikabali to provide interesting information about the products offered	5,69
	5	Arshika Bali Sunset Road always uses Instagram social media accounts to make it easier for customers to leave reviews in the comment column of @arshikabali's Instagram account so that other users can see them.	5,60

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	6	Arshika Bali Sunset Road always uses @arshikabali Instagram social media accounts to respond to or answer from customers on social media	5,73
	7	By using Instagram social media, users can share posts on @arshikabali Instagram accounts about their experiences and impressions while in Arshika Bali Sunset Road and share their moments with other users.	5,65
	8	Instagram social media account @arshikabali is easily accessible to all Instagram users, and users can freely comment on the account	5,71
	9	Arshika Bali Sunset Road shares information on @arshikabali's Instagram account, and all information conveyed can be trusted to be true.	5,73
	10	Arshika Bali Sunset Road always uses its Instagram social media account @arshikabali to invite consumers to give reviews of their experiences while at Arshika Bali Sunset Road.	5,67
		Total average rating	5,65

The descriptive assessment of Instagram Social Media in the Table above from 52 respondents shows that the highest assessment is indicator six, namely "Arshika Bali Sunset Road always uses Instagram social media accounts @arshikabali to respond or reply from customers on social media," and the ninth indicator "Arshika Bali Sunset Road uses Instagram @arshikabali social media accounts to share information, and all information conveyed can be trusted to be true" with an average score of 5.73 on a scale of 6, or equivalent to (95.5%). The lowest assessment is in the second indicator, namely "Arshika Bali Sunset Road always uses the Instagram social media account @arshikabali to actively *repost stories* about the latest *reviews* from consumers," with an average score of 5.48 out of a scale of 6 or equivalent to (91.33%). The overall average assessment of Instagram social media in this study is 5.65 out of a total score of 6, or equivalent to (94.17%).

Sales Revenue

This section discusses the variables of sales revenue which is one of the focuses of the research. Here is a table that displays the statements of those variables.

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Table 4 Descriptive Sales Variables

Variable	No	Statement	Mean
Sales	1	Instagram generates an increase in customers based on the results of increased sales volume	5,77
	2	Instagram triggers a brand/brand increase.	5,60
	3	Instagram helps in attracting and acquiring new customers	5,71
	4	Instagram can expand market reach	5,81
	5	Instagram can increase the wealth of collaborations or business partnerships	5,58
	6	Instagram opens up new opportunities for customers	5,81
	7	Instagram contributes to stabilizing collaborative project content through sales	5,77
	8	Instagram contributed to an increase in capital gains compared to the projected capital.	5,63
		Total average rating	5,71

From the descriptive sales assessment in the table above from 52 respondents, it can be seen that the highest assessment is in the fourth indicator, namely "Instagram can expand market reach," and the sixth indicator, namely "Instagram opens new opportunities for customers" with an average score of 5.81 out of a scale of 6, which is equivalent to 96.83% of the total value. Meanwhile, the lowest rating is in the fifth indicator, namely "Instagram can increase the wealth of cooperation or business partnerships," with an average score of 5.58 on a scale of 6, or 93% of the total value. Overall, the average assessment of sales revenue in this study is 5.71 out of a scale of 6, or 95.17% of the total value.

The results of the study on the influence of Instagram social media on the sales revenue of the Arshika Bali Sunset Hotel show very positive and significant findings. An analysis of data from 52 respondents revealed that the use of Instagram as a marketing tool has a substantial impact on various aspects of the hotel business. With an overall rating average of 5.65 out of 6 for Instagram usage, or 94.17%, and 5.71 out of 6 for its impact on sales, or 95.17%, it is clear that the platform is becoming a highly effective instrument in a hotel's digital marketing strategy.

Instagram's advantages are especially evident in its ability to expand its market reach and open up new opportunities for customers, both of which received the highest

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rating of 5.81 on a scale of 6 or 96.83%. This shows that Instagram not only serves as a promotional tool, but also as a bridge that connects hotels with a wider and more diverse market. The responsiveness of hotels in responding to customer interactions on Instagram and the credibility of the information shared also received high appreciation, with a score of 5.73 on a scale of 6, or 95.5%, indicating the importance of trust in building relationships with customers. That said, there is room for improvement, especially when it comes to reposting customer reviews (score 5.48 out of a scale of 6 or 91.33%) and leveraging Instagram to strengthen business partnerships (score 5.58 out of a scale of 6 or 93%).

Overall, these findings confirm that Instagram is not just a social media platform but a strategic tool that significantly impacts increasing brand visibility, attracting new customers, and ultimately contributing positively to the increase in sales revenue of Arshika Bali Sunset Hotel. With further optimization on aspects that can still be improved, Instagram's potential to drive hotel business growth can be maximized even further.

CONCLUSION

The implementation of marketing strategies through Instagram has proven to have a very positive impact on Hotel Arshika Bali Sunset Road. This very popular social media platform is optimally used to promote attractive offers and various excellent facilities that the hotel has. Through engaging and interactive content, such as high-quality photos of hotel rooms, surrounding scenery, and various special activities and promotions, hotels manage to increase user engagement and attract the attention of potential guests. As a result, not only have room sales increased, but also the market reach has become wider, reaching *audiences* from different regions. The significant increase in hotel *occupancy rates*, particularly during the holiday season when demand is high, is a tangible testament to the success of this marketing strategy. The targeted approach through Instagram has succeeded in increasing public awareness of the existence of Hotel Arshika Bali Sunset Road, thereby strengthening brand visibility and triggering a growth in the number of guests interested in staying.

To maximize its potential, Hotel Arshika Bali Sunset Road is advised to focus more on increasing activities that involve direct interaction with consumers, such as *reposting reviews* or reviews from guests who have stayed. *Reposting* positive consumer reviews on the Instagram platform can serve as a powerful marketing tool, as they are usually considered more authentic and credible by potential customers. By showcasing positive

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experiences that guests have shared in the past, hotels can build stronger trust and attract more interest from potential guests. In addition, hotels also need to develop a structured strategy to increase business partnerships through this platform, for example, by collaborating with influencers, travel bloggers, or other third parties relevant to the hospitality industry. Through this collaboration, hotels can expand their network and market reach more effectively. Optimization of the overall social media strategy, especially through Instagram, will not only help in maintaining the positive trends that have been achieved, but also have great potential to further improve business performance in the future. With the right innovations and an ever-evolving approach, Hotel Arshika Bali Sunset Road has the opportunity to strengthen its position in the market and continue to achieve success in the hospitality industry competition.

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