

## Optimization of Digital Marketing for Improving Brand Awareness of Airis Luxury Villa & Spa

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### Abstract

This study explores the optimization of digital marketing strategies to enhance brand awareness of Airis Luxury Villa & Spa, a boutique villa located in South Kuta, Bali. As the hospitality industry becomes increasingly competitive, especially in digital spaces, effective marketing through platforms like Instagram and TikTok has become essential. Despite offering premium services and a unique blend of Balinese architecture with modern comfort, the villa previously lacked a structured and strategic digital marketing approach. Using a qualitative descriptive method, this research involved observation, interviews with 12 purposively selected social media users, and documentation analysis over a five-month period. The findings revealed significant improvements in audience engagement and brand recognition following the implementation of consistent, visually appealing, and culturally enriched digital content. Informants highlighted positive perceptions of the villa's content, particularly cinematic room tours, spa experiences, and scenic visuals. Suggestions included adding interactive features, behind-the-scenes videos, and integrating Balinese storytelling. The research confirms that emotional storytelling, cultural relevance, and consistent branding are key to effective digital marketing. Moreover, the study emphasizes the importance of establishing a dedicated digital marketing team to ensure continuous improvement and trend alignment. This case demonstrates how even small-scale accommodations can successfully strengthen their online presence and competitiveness through strategic digital marketing. The results of this study offer valuable insights for hospitality businesses aiming to boost visibility, build brand equity, and foster meaningful engagement with potential guests in the digital era.

Keywords: Digital Marketing, Social Media, Promotional Strategy, Brand Awareness, Hospitality Industry

### Abstrak

Penelitian ini mengeksplorasi optimalisasi strategi pemasaran digital untuk meningkatkan kesadaran merek Airis Luxury Villa & Spa, sebuah vila butik yang terletak di Kuta Selatan, Bali. Seiring dengan semakin kompetitifnya industri perhotelan, terutama di ruang digital, pemasaran yang efektif melalui platform seperti Instagram dan TikTok menjadi sangat penting. Meskipun menawarkan layanan premium dan perpaduan unik antara arsitektur Bali dengan kenyamanan modern, vila ini sebelumnya tidak memiliki pendekatan pemasaran digital yang terstruktur dan strategis. Dengan menggunakan metode deskriptif kualitatif, penelitian ini melibatkan observasi, wawancara dengan 12 pengguna media sosial yang dipilih secara purposif, dan analisis dokumentasi selama lima bulan. Temuan penelitian ini menunjukkan adanya peningkatan yang signifikan dalam keterlibatan audiens dan pengenalan merek setelah penerapan konten digital yang konsisten, menarik secara visual, dan diperkaya secara budaya. Para informan menyoroti persepsi positif terhadap konten vila, terutama tur ruang sinematik, pengalaman spa, dan visual yang indah. Saran yang diberikan termasuk menambahkan fitur interaktif, video di balik layar, dan mengintegrasikan cerita Bali. Penelitian ini menegaskan bahwa penceritaan yang emosional, relevansi budaya, dan branding yang konsisten

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*adalah kunci untuk pemasaran digital yang efektif. Selain itu, penelitian ini menekankan pentingnya membentuk tim pemasaran digital yang berdedikasi untuk memastikan peningkatan berkelanjutan dan penyesuaian tren. Studi kasus ini menunjukkan bagaimana akomodasi berskala kecil sekalipun dapat berhasil memperkuat kehadiran daring dan daya saing mereka melalui pemasaran digital yang strategis. Hasil studi ini menawarkan wawasan berharga bagi bisnis perhotelan yang ingin meningkatkan visibilitas, membangun ekuitas merek, dan mendorong interaksi yang bermakna dengan calon tamu di era digital.*

*Kata kunci: Pemasaran Digital, Media Sosial, Strategi Promosi, Kesadaran Merek, Industri Perhotelan*

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## INTRODUCTION

The hospitality industry is one of the most dynamic growing sectors and makes a significant contribution to the global and regional economy. The sector includes a wide range of services such as hospitality, restaurants, resorts, and tourism, all of which focus on providing the best possible experience for customers. Indonesia's sustainable tourism strategy increasingly relies on digital platforms to communicate values, promote destinations, and influence tourist behavior in a competitive regional landscape. This reflects the growing urgency for hospitality businesses such as Airis Luxury Villa & Spa to optimize their online visibility and brand presence through digital platform. In this digital era, utilizing social media is key to increasing visibility and attracting new customers, (Yohanes Paulus Hanny Wadhi et al., 2023).

As the number of tourists increases and consumer expectations are getting higher, industry players are required to continue to innovate and be able to compete in an increasingly competitive market. One type of accommodation other than hotels that is growing rapidly in this industry is the villa. In tourist destinations such as Bali, villas are a favourite choice for tourists who want privacy, comfort, and more personalized service. The villa offers a more exclusive atmosphere than conventional hotels, equipped with facilities such as a private pool, lounge area, and elegant interior design. This makes the villa not only a place to rest, but also a part of a memorable vacation experience. Airis Luxury Villa & Spa is a villa located on Jl. Raya Uluwatu, Ungasan Village, South Kuta, Badung. Standing in the middle of a thriving tourist area, Airis Luxury Villa & Spa offers a stay experience that combines Balinese architecture with a modern twist, as well as a captivating sea view.

This property has a total of 18 villa units, with various types such as One Bedroom Villa with Private Pool, Two Bedroom One Storey & Two Storey Villa with Private Pool, to Three Bedroom Villa with Private Pool. Other facilities that add to the attractiveness of this villa include 1st Stop Restaurant which serves breakfast, lunch, and dinner dishes to room service, Pure Spa with aromatherapy and reflexology services, and the main pool which also functions as a romantic wedding location in the outdoor area. With these various advantages, Airis Luxury Villa & Spa has great potential to compete in the increasingly modern tourism market. However, in today's digital era, the advantages of facilities and locations are not enough if they are not supported by an effective marketing strategy. The Tourism industry requires the support of other areas of the economy, for that to develop and contribute to the community, the tourism industry cannot act individually (Siagian et al., 2023).

Digital marketing has become an essential element in increasing business visibility,

building relationships with customers, and efficiently expanding market reach. Digital marketing allows companies to reach a wider range of consumers through platforms such as social media, websites, and search engine optimization (SEO), at a more cost-efficient cost than conventional strategies. (Kotler et al. 2020). High levels of brand awareness can effectively drive consumer engagement and repeat buying behavior (Sofiani & Jhoniawan, 2024) one of the most important aspects of digital marketing is brand awareness. The level of consumer awareness of a brand greatly influences their purchasing decisions. Unfortunately, Airis Luxury Villa & Spa still faces challenges in terms of increasing brand awareness because the digital marketing strategy has not been maximized. One of the main reasons is the lack of a special team that handles digital marketing, so that various promotional platforms such as social media, websites, and digital content have not been managed optimally.

Based on these problems, the project "Optimization of Digital Marketing for Improving Brand Awareness of Airis Luxury Villa & Spa" was prepared which aims to increase the effectiveness of digital marketing strategies as an effort to strengthen brand image, reach more 3 potential customers, and encourage sustainable business growth during growing competition in the hospitality industry.

## LITERATURE REVIEW

### Digital Marketing

Digital marketing is a comprehensive marketing strategy that leverages diverse digital channels and media, as well as the internet, to achieve specific business objectives (Peong et al., 2024). It goes far beyond merely placing ads online; digital marketing is a holistic approach involving a series of integrated tactics. This includes everything from optimizing a website (Search Engine Optimization - SEO) to ensure it's easily found by search engines, to creating engaging and valuable content (Content Marketing) that resonates with the target audience and utilizing social media platforms (Social Media Marketing - SMM) to build communities and foster brand loyalty. At its core, any marketing effort executed through electronic devices or over the internet be it via laptops, smartphones, tablets, or any other digital platform falls under the broad umbrella of digital marketing. Its primary goal is to reach potential customers wherever they spend most of their time: in the online world, building brand awareness, driving engagement, nurturing leads, and ultimately, converting that interest into sales or desired actions.

The importance of digital marketing has surged with the rapid evolution of technology and a significant shift in consumer behaviour. In an era where internet access is a basic necessity and smartphones are an extension of every individual, businesses that neglect their digital presence risk losing a substantial market share. The key advantage of digital marketing lies in its ability to offer global reach, breaking down geographical barriers and opening doors to international markets. Furthermore, it allows for highly specific audience targeting, enabling marketers to precisely tailor messages based on detailed demographic data, behavioural patterns, and purchase intent, ensuring that marketing efforts are as effective as possible. This means you're not just reaching many people but reaching the *right* people with the *right* message.

Most crucially, digital marketing provides unprecedented measurement and real-time analytics. Unlike traditional marketing methods that are notoriously difficult to quantify, digital campaigns can track everything from impressions and clicks to conversions and return on investment (ROI) with remarkable accuracy. This data-driven approach empowers marketers to continuously refine strategies, optimize budgets, and adapt quickly to market changes, ensuring maximum efficiency and effectiveness. Therefore, in today's increasingly competitive and interconnected global marketplace, digital marketing is no longer merely an option; it is an indispensable cornerstone for sustained business growth, relevance, and success.

### **Brand Awareness**

Brand awareness for a villa refers to the extent to which potential guests recognize or recall the name, property, or experience offered by that specific villa. It's an indicator of how familiar your target market is with your villa's brand, whether it's through its unique name, distinctive architecture, exclusive location, or reputation for exceptional service. In essence, it's about how quickly and easily your villa's brand comes to mind for travellers when they're considering accommodation for a holiday or trip. For example, if someone is planning a luxurious getaway in Bali, does your villa immediately spring to mind as one of their top choices? That's the essence of strong brand awareness within the hospitality and tourism industry, especially for private properties like villas. According to (Malakiano and Susila 2025) the evidence presented indicates that a high level of brand awareness can effectively drive consumer engagement and repeat buying behavior, making it a critical factor in influencing purchasing decisions.

Building high brand awareness is absolutely vital for a villa's success because it's the very first step in a potential guest's booking decision-making process. In the highly competitive tourism market, especially in popular destinations like Kuta Selatan, Bali, a strong level of awareness helps your villa stand out amidst thousands of other accommodation options. When potential guests recognize and remember your villa, they're more likely to trust it and feel comfortable considering it as a place to stay. Effective brand awareness also plays a significant role in amplifying other marketing campaigns, making online ads, social media posts, or word-of-mouth referrals far more impactful because the message is received by an audience already somewhat familiar with your villa's brand. It's the foundation for building reputation, attracting direct bookings, and reducing reliance on third-party booking platforms. Social media marketing can effectively increase consumers (Malakiano and Susila 2025).

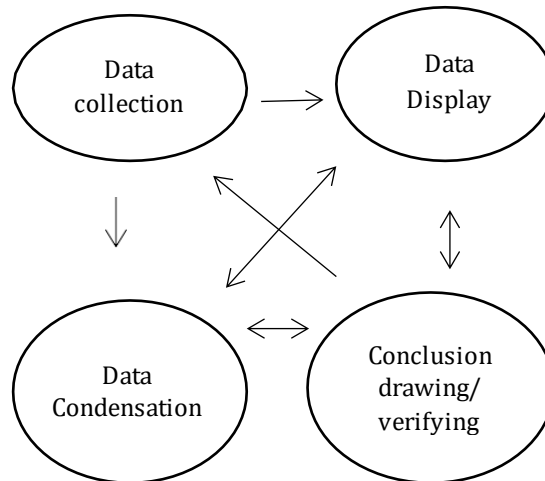
### **METHODS**

This study employed a qualitative descriptive approach to examine audience perceptions of digital marketing content produced by Airis Luxury Villa & Spa Bali and its influence on brand awareness. This approach was selected to capture contextual meanings, audience interpretations, and experiential responses that cannot be adequately represented through quantitative measurement. Twelve informants were selected using purposive sampling. The selection criteria included active use of Instagram and/or TikTok, following the official social media accounts of Airis Luxury Villa & Spa, and prior exposure to or interaction with the villa's digital content. These criteria ensured that participants possessed relevant experience and

familiarity with the object of study. Data were collected over a five-month period through non-participatory observation, structured interviews, and documentation. Observations focused on the implementation of digital marketing strategies, content characteristics, platform utilization, and audience interaction patterns. Interviews were conducted online using a structured interview guide to ensure consistency across informants. All interviews were recorded with participants' consent and transcribed verbatim for analysis. Documentation included visual content, engagement metrics, and archival materials obtained from the villa's social media platforms and supporting literature. Both primary and secondary data sources were utilized. Primary data consisted of observation records and interview transcripts, while secondary data were obtained from digital content archives, academic publications, and relevant online sources. Documentation was also used to support data triangulation and enhance research credibility.

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña, encompassing data condensation, data display, and conclusion drawing. Data condensation involved selecting, focusing, abstracting, and transforming raw data into meaningful units aligned with the research objectives. The processed data were then organized into thematic displays to facilitate interpretation. Conclusions were drawn through iterative verification, enabling the identification of patterns and relationships related to audience perception and the role of digital content in strengthening brand awareness.

Figure 1 Analysis Qualitative Data



Resource: (B. Miles, Huberman, and Saldana 2014)

## RESULTS and DISCUSSION

### Observation Findings: Gaps in Digital Presence

Observations conducted over a five-month period at Airis Luxury Villa & Spa revealed that the villa, despite its strategic location in Uluwatu and high-quality facilities, suffered from low brand awareness. This issue was mainly attributed to the underutilization of social media platforms, lack of content consistency, and absence of a dedicated team to manage digital marketing. At the beginning of the project, the villa did not have a TikTok account an increasingly essential platform

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for reaching younger audiences and travel enthusiasts. Additionally, the existing Instagram content lacked alignment with trending digital content styles, which limited its ability to capture audience attention.

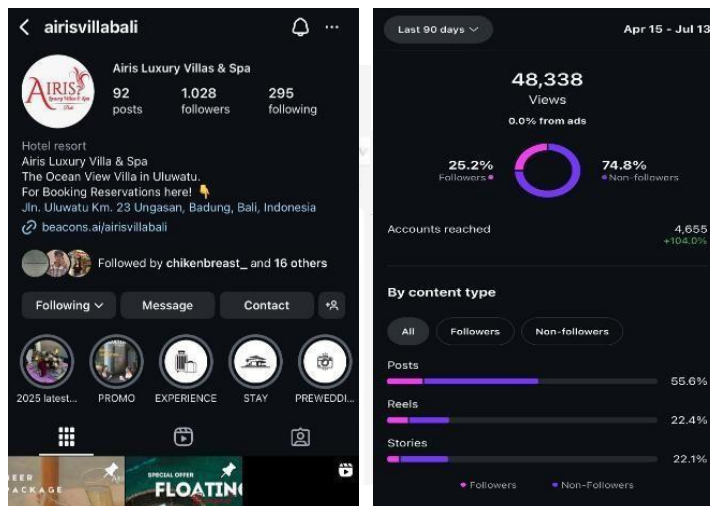
This gap provided a valuable opportunity to revamp the villa's digital presence. By creating a TikTok account and consistently updating content across both TikTok and Instagram, the villa began to reach a broader audience. This strategic shift aligned with (Kotler et al. 2020), who emphasized the role of consistent and trend-relevant digital content in building visibility and strengthening brand image.

Figure 2 Tiktok Analysis Report



Source: 2025 research documentation

Figure 3 Instagram Analysis Report



Source: 2025 research documentation

## Interview Findings: Audience Perception and Engagement

The in-depth interviews with 12 informants provided valuable insights into audience perceptions and interactions with Airis Luxury Villa & Spa's digital content. Informants generally responded positively to the villa's updated content style, particularly appreciating the serene visuals, tranquil natural setting, and the

elegance of the property. Popular content formats included cinematic room tours, spa experience snippets, floating breakfast videos, and scenic views of the villa's surroundings. This type of content not only attracted attention but also created an emotional connection with viewers, making them associate the villa with comfort, luxury, and relaxation. In addition, user engagement metrics such as likes, shares, and saves indicated growing interest and improved awareness. Informants mentioned that they were more likely to share the villa's content with friends or revisit posts when the content was visually appealing and felt authentic.

Suggestions from informants emphasized the need for: More *behind-the-scenes* content and short vlogs; Interactive formats like quizzes, polls, or Q&A sessions; Storytelling through Balinese culture integration to add uniqueness and deepen the narrative.

#### **Discussion: Effectiveness of the Digital Marketing Optimization**

The results of both observation and interviews suggest that the digital marketing optimization project implemented at Airis Luxury Villa & Spa successfully improved brand awareness among its target audience. The introduction of a TikTok account and revitalization of Instagram content significantly increased audience interaction and brand recall. The visual elements serve as potent vehicle for conveying brand identity evoking emotional responses, and fostering consumer engagement strategic and culturally sensitive design considerations are paramount in optimizing marketing effectiveness marketing (Wang 2024).

Moreover, the qualitative data supports the idea that effective digital marketing is not merely about frequency of posting, but about strategic content development that aligns with audience expectations, platform trends, and storytelling principles. By applying targeted and consistent efforts, Airis Luxury Villa & Spa was able to turn its digital channels into valuable assets for brand building.

#### **Implications for the Hospitality Industry**

This study underscores the growing necessity for hospitality businesses, especially boutique villas, to invest in professional and creative digital marketing strategies. In an era where travelers increasingly rely on digital platforms for planning and inspiration, having a strong and engaging online presence is no longer optional. Properties that fail to adapt to digital trends risk falling behind in visibility and competitiveness. For similar accommodations, the case of Airis Luxury Villa & Spa demonstrates that even small-scale properties can achieve strong brand awareness through well-executed content strategies, authentic storytelling, and consistency across platforms.

## **CONCLUSION**

This study reveals that the optimization of digital marketing significantly contributes to the enhancement of brand awareness for Airis Luxury Villa & Spa. Through consistent content creation, strategic storytelling, and the utilization of trending digital platforms especially TikTok and Instagram the villa successfully increased its online visibility and emotional connection with potential guests.

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Observational findings showed a lack of brand recognition at the early stage of the project, mainly due to the underutilization of digital channels and the absence of a structured content plan. However, after implementing targeted strategies, the villa demonstrated notable improvements in social media engagement and audience recall. Interview results confirmed that visually appealing, emotionally driven, and culturally enriched content had a positive impact on audience perception and booking interest. In alignment with theoretical insights, the study confirms that digital marketing is not merely a promotional tool but a critical component in building brand equity, enhancing consumer trust, and securing long-term competitiveness particularly in the increasingly saturated hospitality industry.

### Suggestion

Based on the results and implications of this research, it is suggested that Airis Luxury Villa & Spa establish a dedicated digital marketing team to ensure consistent content creation, better alignment with current trends, and enhanced engagement across platforms. The villa should also leverage user-generated content and collaborate with influencers or local creators to build authenticity and organically expand audience reach. Additionally, incorporating elements of Balinese culture such as traditional rituals, culinary experiences, and architectural heritage into digital storytelling can help create a more meaningful and distinctive brand identity.

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