

## The role of digital promotion in enhancing hotel competitiveness in Bali's tourism sector

Anak Agung Ayu Mirah Kencanawati<sup>1</sup>, I Nyoman Meirejeki<sup>2</sup>, Ni Nyoman Supiatni<sup>3</sup>, I Ketut Suarta<sup>4</sup>

Politeknik Negeri Bali, INDONESIA<sup>1,2,3,3</sup>

<sup>1</sup>Email: mirahkencana@pnb.ac.id

**Abstract** - In the digital era, hotel businesses are increasingly adopting digital promotional strategies due to their cost-effectiveness, speed, and ability to reach wide and diverse audiences. This study explores the role of digital promotion in enhancing hotel competitiveness in Bali's tourism sector. Specifically, it aims to (1) identify which digital marketing media are predominantly utilized by hotel marketing departments, and (2) assess the impact of these digital tools on hotel room sales. To achieve these objectives, the research employs a qualitative descriptive method supported by data collection techniques such as observation, documentation, and interviews with marketing personnel across selected hotels in Bali. The analytical framework is based on digital promotion indicators, namely social media marketing, online advertising, official websites, and digital-based personal selling. The findings reveal that social media platforms – particularly Instagram – are the most dominant digital promotion tools used by hotels. Their visual-centric nature and real-time interaction features are highly effective in engaging potential tourists, especially among younger demographics. Additionally, websites integrated with booking engines and online advertising strategies also contribute significantly to driving direct bookings and enhancing consumer trust. The analysis further indicates a positive correlation between active digital promotion efforts and increased room occupancy rates. Hotels that consistently invest in curated digital content, interactive campaigns, and influencer collaborations have experienced notable growth in customer reach and booking conversions. In conclusion, digital promotion has become an essential marketing strategy for hotels in Bali. Its strategic use not only enhances visibility and brand awareness but also drives measurable improvements in room sales. Continued adaptation to emerging digital trends is recommended to maintain competitiveness in the evolving tourism landscape.

**Keywords:** digital promotion, hotel marketing, room sales, social media, Bali tourism

### 1. Introduction

Tourism stands as a pivotal sector in the global economy, offering individuals a chance to rejuvenate mentally, emotionally, and physically. It is not merely a leisure activity, but a global phenomenon that intersects with culture, economy, environment, and society at large. As people become more aware of the need for balance and wellness in their lives, travel offers a tangible escape, contributing significantly to mental health and personal growth. The intrinsic human desire to explore unfamiliar environments, embrace diverse cultures, and create unforgettable experiences has consistently fuelled the growth of the tourism industry (Goeldner & Ritchie, 2011;

Laws, 1996). Consequently, tourism has evolved into a cornerstone of global commerce, sustaining millions of jobs and facilitating intercultural exchange across the globe.

As the tourism industry flourishes, there is a natural expansion in its associated sectors – particularly in hospitality. This includes a significant rise in accommodations, most notably hotels, which are central to the tourist experience. Hotels are not only places of lodging but are also symbols of the destination’s identity and service quality. Their growth parallels the increase in global tourist numbers and the demand for more diverse and personalized travel experiences. Particularly in prominent tourist destinations, the proliferation of hotels signifies an intense competition among hospitality providers to offer better services, more attractive packages, and distinctive brand identities (Attila, 2016; Chen, 2011; Khan et al., 2020; Sofronov, 2018).

A vivid example of this dynamic is Bali, Indonesia. Known for its natural beauty, spiritual aura, and rich cultural heritage, Bali has established itself as one of the world’s premier tourist destinations. From its serene beaches and iconic rice terraces to its vibrant arts and cuisine, Bali attracts millions of tourists each year. This influx has led to a massive expansion in the hotel industry, particularly in popular regions like Kuta, Seminyak, Ubud, and Nusa Dua. In these areas, and notably in Benoa, the hotel landscape is marked by intense competition. Hotels now compete not only on comfort and pricing but also on uniqueness, sustainability, and customer experience (Judisseno, 2015; Suryawardani, 2015; Wall, 2013).

Given the oversaturated market, standing out requires more than just traditional methods of hospitality. Hotels must innovate in their marketing strategies to attract attention and build lasting relationships with guests. In the contemporary digital age, technology has dramatically reshaped business practices across sectors, with marketing being one of the most affected domains. Digital promotion has become an indispensable tool for modern businesses, including those in the hospitality industry. It enables hotels to reach a global audience instantly, deliver tailored messages, and interact with potential customers in real-time. The power of digital platforms lies in their ability to transcend geographical boundaries and offer cost-effective, scalable marketing solutions (Buhalis, 1998; Juska, 2021; Owolabi, 2021; Piñeiro-Otero & Martínez-Rolán, 2016).

The selected articles offer a comprehensive insight into the role of social media in enhancing entrepreneurship, brand awareness, and tourism promotion. However, several critical observations emerge upon closer review.

Most of the studies emphasize the *positive impact* of social media platforms in marketing and engagement but tend to lack a *critical evaluation* of its potential downsides, such as algorithm dependency, privacy concerns, or digital fatigue among users. For instance, while digital marketing strategies on platforms like Facebook are credited for increasing sales (Azmir & Purnomo, 2025), there is minimal discussion about sustainability and customer retention over time.

Several studies adopt a descriptive rather than analytical tone, limiting their scope to documenting success stories without deeply exploring *why* certain strategies work better than others in specific contexts. For example, the use of social media to increase tourist visits is documented effectively (Susanto et al., 2023), but the research does not fully explore demographic variables or technological literacy which could moderate these outcomes.

The focus on *brand awareness* is commendable (Paramita & Zulfan, 2024; Pastini & Lilasari, 2023), yet there is insufficient discussion about how awareness translates into long-term loyalty or actual purchasing behaviour. This presents a gap in linking short-term digital visibility with long-term business growth.

A major strength lies in the diversity of applications – from tourism villages to furniture stores – demonstrating social media’s cross-sector utility. However, most studies employ qualitative or case-based approaches and do not integrate robust *quantitative metrics* or comparative analyses, which could enrich the generalizability and rigor of the findings (Sharma et al., 2025).

While these studies highlight the strategic use of social media for various business purposes, they collectively call for deeper theoretical grounding, critical evaluation of negative

aspects, and more comprehensive methodologies to offer a fuller picture of social media's role in modern entrepreneurship and commerce (Sharma et al., 2025; Paramita & Zulfan, 2024; Susanto et al., 2023; Azmir & Purnomo, 2025; Pastini & Lilasari, 2023).

The article provides a comprehensive examination of the role Online Travel Agencies (OTAs) play in shaping the dynamics of hotel bookings in Bali's tourism sector (Sumawidari et al., 2025). The authors explore both the advantages and challenges that come with relying on OTAs, including increased visibility for hotels and the financial implications of commission-based partnerships. The study highlights how local hotel managers navigate digital platforms to optimize occupancy rates and adapt to shifting tourist behaviours. Using recent data and contextual analysis, the paper successfully maps the influence of OTAs on decision-making processes in hospitality management. The research is valuable for academics, practitioners, and policymakers interested in digital tourism marketing and strategic hotel operations in Bali (Sumawidari et al., 2025).

The selected studies collectively present a multidimensional view of how social media influences sociocultural, educational, and psychological domains, particularly within African and Southeast Asian contexts. However, a critical review reveals a number of strengths and limitations worth discussing.

While the studies effectively underscore the *amplification of voices and cultural discourse* enabled by social media, some lack a robust analytical framework to evaluate *long-term implications* or unintended consequences. For instance, the role of social media in shaping cultural narratives in Nigeria is compelling, yet the study could benefit from deeper intersectional analysis that includes gender, class, and regional disparities (Adams, 2024).

The relationship between social media and *mainstream journalism* is aptly explored, particularly in terms of credibility and speed of information dissemination. However, the study falls short of critically addressing how misinformation, echo chambers, and sensationalism have challenged journalistic integrity (Acheampong, 2024). Likewise, the discussion of ethics and media responsibility in conflict reporting is valuable, but the article could expand its scope by comparing different media systems across regions or governance models (Hassan et al., 2024).

The examination of TikTok's psychological effects on youth is relevant and timely, especially concerning *self-esteem and identity formation*. Nonetheless, such studies risk overgeneralization due to limited sample sizes and may benefit from longitudinal approaches to track behaviour changes over time (Sia et al., 2023). Similarly, the impact of TikTok on children's development is alarming yet underdeveloped in terms of offering practical interventions or policy suggestions for parents and educators (Maulida et al., 2025).

Regarding education, the investigation into social media's role in English language learning is significant but would be strengthened by empirical data linking platform engagement to academic outcomes beyond anecdotal experiences (Ali, 2023). In contrast, the study addressing communication and behaviour change offers a broader lens but does not fully unpack the *complex mechanisms* by which communication influences long-standing behavioural shifts (Udoudom et al., 2023).

Together, these studies highlight the pervasive impact of social media on various facets of modern life. However, most of them would benefit from greater methodological rigor, expanded comparative frameworks, and clearer pathways for application of findings in policy or practice (Adams, 2024; Acheampong, 2024; Hassan et al., 2024; Ali, 2023; Sia et al., 2023; Udoudom et al., 2023; Maulida et al., 2025).

The body of literature selected explores a range of marketing and consumer behavior themes in the digital era, demonstrating a growing emphasis on the intersection between technology and consumer decision-making. One central trend evident across these studies is the significant role of digital platforms – such as TikTok, Facebook, and word-of-mouth forums – in shaping consumer preferences, influencing brand trust, and ultimately driving purchasing behavior.

Several studies examine social media's transformative impact on consumer engagement and sales performance. For instance, research on Facebook marketing illustrates how targeted

digital strategies can directly influence sales outcomes in small- to medium-sized enterprises, particularly in localized retail contexts. Similarly, another study highlights how word-of-mouth marketing has become a potent tool in shaping buying interest, especially among younger, more digitally native audiences. Both works reveal the strategic value of digital communication and the personalization of consumer experiences, yet they offer limited discussion on long-term consumer retention or the ethical implications of hyper-targeted messaging (Wenas et al., 2024; Azmir & Purnomo, 2025).

Other contributions delve into broader implications of digital media, such as the influence of TikTok on children's development. This research is particularly commendable for moving beyond economic metrics to examine digital media's psychological and developmental impacts. However, its scope could benefit from a more robust theoretical framework to contextualize findings within child development and media effects literature (Maulida et al., 2025).

Customer satisfaction and brand loyalty emerge as recurring themes, explored through empirical methods that assess both psychological and behavioural responses. For example, the analysis of customer satisfaction and brand trust in shaping retention offers a comprehensive understanding of consumer loyalty in digital contexts. Nevertheless, the study could be strengthened by integrating cross-cultural comparisons or contrasting offline and online service dimensions (Maheswari et al., 2025).

The role of digital finance and administrative transformation also features prominently. Research on digital finance in Nepal provides insights into how service value influences satisfaction, though its applicability might be limited due to regional specificity. The digitalization of PAS file management demonstrates innovative back-office improvements in administrative processes, yet it remains largely technical in nature and lacks critical engagement with user adoption barriers or organizational resistance (Shrestha & Agrawal, 2023; Supiatni et al., 2024).

Brand visibility and awareness are also scrutinized through social media marketing. A study focusing on social media branding highlights the interactive potential of platforms in constructing brand identity. However, it largely centres on visibility metrics, without exploring how engagement translates into actual consumer behaviour or loyalty (Pastini & Lilasari, 2023). Collectively, these studies underscore the complex, multifaceted role of digital tools in consumer interaction, institutional efficiency, and behavioural influence. While their contributions are valuable, many would benefit from deeper theoretical grounding, expanded methodological diversity, and greater attention to ethical, cultural, or psychological variables.

Digital platforms such as social media (e.g., Instagram, Facebook, TikTok), websites, online travel agencies (OTAs) like Booking.com and Agoda, and mobile applications have transformed the traditional paradigms of marketing. Through compelling visuals, videos, guest testimonials, and influencer collaborations, hotels can craft immersive stories that resonate with target audiences. Social media, in particular, allows for an interactive approach to customer engagement, turning guests into brand advocates through user-generated content. Moreover, tools like SEO (Search Engine Optimization), SEM (Search Engine Marketing), and targeted ads ensure that a hotel's visibility increases precisely among those most likely to book. The emergence of data analytics and AI further personalizes the marketing approach, helping businesses understand customer behaviour, preferences, and booking patterns.

The COVID-19 pandemic drastically accelerated the shift toward digital engagement. As lockdowns, travel restrictions, and social distancing measures limited physical movement, both consumers and businesses had to adapt quickly. In this environment, digital communication emerged as a lifeline. Consumers increasingly turned to online platforms for everything – from seeking travel information and comparing destinations to booking accommodations and engaging with customer service. This behavioural shift placed digital literacy at the forefront, pushing businesses to improve their online presence or risk obsolescence (Anable et al., 2022; Ma et al., 2023; Yazdani et al., 2021).

For the hotel industry, the pandemic served as a wake-up call. Hotels had to rapidly digitize their services, implement virtual tours, online booking systems, contactless check-ins, and automated customer service via chatbots. More importantly, they had to enhance their digital marketing efforts to maintain brand visibility during a period when physical tourism had drastically declined. Many hotels shifted their promotional efforts toward building community, maintaining relevance, and preparing for the return of travel. They leveraged storytelling, behind-the-scenes content, and emotional narratives to connect with audiences during lockdowns and travel bans.

As the world moves into a post-pandemic era, digital promotion is no longer optional but essential. In Bali, where the competition among hotels is fierce and the market is recovering, the ability to adapt and lead in digital marketing is crucial. Hotels that embrace digital strategies not only gain a competitive edge but also foster long-term loyalty by engaging customers across multiple touchpoints. For instance, a small boutique hotel in Bena can now compete with global hotel chains by crafting a unique online identity, utilizing storytelling, engaging in sustainable tourism promotion, and using influencer marketing to tap into niche markets.

Furthermore, digital promotion allows for continuous engagement beyond the initial booking phase. Through follow-up emails, newsletters, and personalized offers, hotels can maintain relationships with past guests, encourage repeat visits, and benefit from word-of-mouth marketing. Online reviews and ratings also play a critical role in shaping customer perception and influencing booking decisions, making online reputation management a priority for all hospitality businesses.

The convergence of tourism and technology presents unprecedented opportunities for the hospitality sector. Bali's hotel industry, particularly in high-competition areas like Bena, must embrace digital promotion not just as a marketing tool but as a strategic imperative. With the right blend of creativity, technology, and customer focus, hotels can effectively differentiate themselves, build meaningful connections with guests, and thrive in an increasingly digital and competitive world. As tourism continues to recover and evolve, those who innovate digitally will not only survive but lead the way in shaping the future of hospitality.

Extensive research has delved into the impact of digital marketing on the hospitality industry. Digital marketing encompasses strategies that leverage electronic channels to promote products and services, aiming to meet consumer needs and desires (Kotler & Keller, 2012; Lane, 2008). Social media marketing, a subset of digital marketing, has been identified as a potent tool for engaging with consumers. Platforms like Facebook, Instagram, and Twitter facilitate two-way communication, allowing hotels to interact directly with potential guests, share content, and build brand loyalty (Alhadid, 2014; Guilbeault, 2018).

Online advertising, characterized by paid promotions on digital platforms, offers hotels the ability to target specific demographics and track the effectiveness of their campaigns. This method has proven effective in increasing brand visibility and driving bookings (Kotler, 2016; Syahbani et al., 2023).

Websites serve as the digital storefronts for hotels, providing essential information, facilitating reservations, and enhancing credibility. A well-designed website can significantly influence a potential guest's decision-making process (Abdullah, 2018; Bektı, 2015).

Personal selling, though traditional, remains relevant. Direct interactions between hotel representatives and potential guests can foster trust and provide personalized experiences, leading to increased bookings (Swastha, 2012; Tjiptono & Candra, 2016).

Sales promotions, involving incentives like discounts or special packages, can stimulate demand and encourage immediate bookings. Such strategies are particularly effective when combined with digital marketing efforts (Mulyana et al., 2020; Tambunan, 2019).

Empirical studies have demonstrated the positive correlation between digital marketing strategies and hotel performance metrics. For instance, a study on Hilton Bali Resort revealed that implementing comprehensive digital marketing approaches led to a notable increase in room occupancy rates (Kusuma et al., 2023). Similarly, research on Ibis Styles Bali Legian Hotel

indicated that mobile application-based marketing significantly boosted room sales (Nurtirtawaty et al., 2021; Kusuma et al., 2023).

Despite the evident benefits of digital marketing, there remains a gap in understanding the specific digital promotion platforms that most effectively drive room sales in the hotel industry, particularly in competitive markets like Bali. Identifying which platforms yield the highest return on investment and understanding their impact on consumer behaviour is crucial for hotel management

This study aims to: (1) Identify the most widely used digital promotion platforms by hotels in Benoa, Bali. (2) Assess the impact of these digital promotion platforms on hotel room sales. (3) Provide strategic recommendations for optimizing digital marketing efforts to enhance room occupancy rates.

## 2. Method

### 2.1 Method of Data Collection

This study adopts a qualitative descriptive research design to explore the role and impact of digital promotion on the competitiveness of hotels in the Benoa region of Bali. The qualitative approach is chosen to gain deeper insights into how hotel managers perceive, implement, and evaluate digital promotional strategies in a highly competitive tourism environment.

To gather relevant and rich data, primary and secondary sources were utilized. The primary data was collected through **semi-structured interviews** conducted with hotel managers, marketing staff, and digital media coordinators in selected hotels across the Benoa area. The semi-structured format allowed the researcher to maintain a clear focus while providing the flexibility to explore emerging themes during the interviews. A total of ten (10) participants from various hotel types (ranging from boutique hotels to international chains) were purposively selected based on their roles and experience in handling digital marketing strategies.

The interviews were carried out in person and through virtual platforms such as Zoom, depending on the availability and preference of the respondents. Each session lasted approximately 30 to 45 minutes and was recorded with the participants' consent for transcription and analysis. The interview questions revolved around the hotels' digital promotion strategies, tools used (e.g., social media, websites, online travel agencies), challenges encountered, and perceived benefits in guest engagement and bookings.

In addition to interviews, secondary data were collected through document studies, including hotels' websites, official social media accounts, marketing content, customer reviews, and promotional materials. These documents helped corroborate the statements provided by respondents and offered a clearer picture of the digital strategies employed by each hotel.

### 2.2 Technique of Data Analysis

The data obtained through interviews and document review were analysed using thematic analysis, a qualitative analytic method used to identify, analyse, and report patterns or themes within data. Thematic analysis is suitable for exploring meanings across a dataset and enables the researcher to interpret key issues in relation to digital promotion practices.

The analysis began with data transcription, where all recorded interviews were carefully transcribed verbatim. Transcripts were then subjected to **coding**, involving the organization of data into meaningful units. This process was done manually and supported with qualitative data analysis software (e.g., NVivo) to manage and sort recurring patterns more efficiently.

After initial coding, themes were identified by clustering related codes under broader concepts. For instance, codes such as "Instagram campaigns," "influencer partnerships," and "SEO strategies" were grouped under the theme of "Social Media and Digital Tools." Other emerging themes included "Customer Engagement," "Post-Pandemic Digital Shift," and "Barriers to Effective Promotion."

To ensure credibility and trustworthiness, triangulation was applied by comparing interview data with observations from digital platforms and hotel marketing materials. Member checking was also conducted by sharing summarized findings with selected participants for

validation. The final interpretation was aligned with the research objectives to determine how digital promotion strategies contribute to hotel competitiveness in Bali's tourism sector.

### 3. Results and Discussion

#### 3.1 Results

In the era of digitalization, Bali's tourism sector has embraced digital promotion strategies to sustain and grow its competitive edge in the global market. As one of Indonesia's top tourist destinations, Bali relies heavily on a robust tourism economy, and effective marketing plays a pivotal role in ensuring the consistent flow of visitors. Based on interviews and insights from marketing communication professionals in the industry, the adoption of social media, websites, and META advertising has become central to promotional efforts. These digital tools not only support brand awareness but also contribute significantly to increasing room bookings and service utilization across the tourism and hospitality sectors.

##### 1. Social Media in Bali's Tourism Industry

Social media platforms such as Instagram and Facebook have become integral tools for digital promotion within Bali's tourism sector. These platforms enable tourism businesses—including hotels, villas, tour operators, and restaurants—to engage with global audiences in real time. The role of social media is crucial in increasing brand awareness, particularly among younger, tech-savvy travellers who often rely on digital content when planning their trips (Pitanatri et al., 2024).

The appeal of social media lies in its cost-effectiveness and accessibility. Many promotional activities on these platforms can be managed at little to no cost. Businesses in Bali frequently utilize social media to share visually captivating content—such as scenic views, cultural events, culinary experiences, and guest testimonials—to attract potential tourists. Regular posting of photos, videos, stories, and interactive content like polls and quizzes helps maintain high engagement and brand recall (Dedeoğlu et al., 2019).

Moreover, social media allows businesses to directly communicate with prospective guests, respond to inquiries, and manage their online reputation through reviews and comments. While most features are free to use, costs are incurred when tourism operators run sponsored advertisements to boost posts or target specific market segments. These paid strategies allow for more tailored outreach, improving both visibility and conversion rates (Melati & Febianty, 2016).

In addition to organic content, collaborations with social media influencers have become a prevalent strategy in Bali's tourism marketing. Influencers can amplify destination exposure and appeal by sharing their travel experiences, thereby influencing their followers' perceptions and travel decisions (Awaloedin et al., 2024).

The effectiveness of social media marketing in enhancing brand awareness is supported by various studies. For instance, research indicates that social media sharing positively affects destination brand awareness, which in turn influences tourists' perceptions of both destination service quality and natural quality (Dedeoğlu et al., 2019).

Furthermore, the quality of tourism information content uploaded on social media—encompassing added value, relevance, timeliness, completeness, and interest—plays a significant role in generating destination brand awareness among youth (Dedeoğlu et al., 2019).

In summary, social media serves as a powerful and cost-effective tool for promoting Bali's tourism industry. By leveraging visually engaging content, interactive features, influencer collaborations, and targeted advertising, tourism businesses can enhance brand awareness, engage with potential tourists, and ultimately drive visitation to the island.

##### 2. Website

establish and maintain a strong online presence. A well-structured, mobile-friendly website functions as a centralized information hub, providing tourists worldwide with easy access to comprehensive details such as room rates, tour packages, booking options, event calendars, and customer policies. This centralized approach ensures that potential guests receive accurate and up-to-date information, enhancing their planning and booking experience.

Control over website content allows tourism businesses to maintain consistency in communication and swiftly update information across departments or property units. Any changes to services, availability, or prices can be promptly reflected online, improving the accuracy of information shared with customers. This level of control is crucial for maintaining a trustworthy and reliable brand image in the competitive tourism market.

Moreover, the integration of booking engines into hotel websites has become increasingly prevalent in Bali's tourism sector. These booking engines enable direct reservations, allowing guests to book accommodations without relying solely on third-party travel agents or platforms. This direct-to-consumer (DTC) model not only reduces commission costs associated with online travel agencies (OTAs) but also fosters a closer relationship between service providers and tourists. By facilitating direct bookings, hotels can offer personalized experiences, gather valuable customer data, and enhance overall guest satisfaction.

The adoption of integrated booking systems streamlines the reservation process, providing real-time availability and pricing information. This functionality simplifies the booking experience for guests, allowing them to make informed decisions quickly and efficiently. Additionally, integrated systems often include secure payment processing, ensuring that transactions are handled safely and conveniently. These features contribute to increased direct bookings and improved operational efficiency for hotels (Bansal, 2024).

Implementing a DTC approach through official websites empowers tourism businesses to control the entire customer journey, from initial interest to post-stay engagement. This control enables businesses to tailor their offerings, provide personalized communication, and build lasting relationships with guests. Furthermore, owning the customer relationship allows for the collection of actionable insights, which can inform marketing strategies and service improvements (Baranov, 2022).

In conclusion, official websites play a pivotal role in Bali's digital promotional framework. By serving as comprehensive information centres and facilitating direct bookings, these websites enhance brand visibility, reduce reliance on third-party platforms, and foster stronger connections with guests. As the tourism industry continues to evolve, maintaining a robust and user-friendly website will remain a critical component of successful digital marketing strategies.

### **3. META Advertising**

META Advertising, which supports advertisements across **Facebook and Instagram**, is one of the most sophisticated and targeted tools used in Bali's tourism digital marketing strategies. META allows tourism businesses to craft and run advertising campaigns based on detailed audience segmentation. Demographics, location, age, gender, language, and even interests can be specified to ensure that advertisements reach the most relevant potential travelers.

By utilizing META's campaign manager, marketers in Bali can closely **monitor and optimize ad performance**. This includes tracking metrics such as impressions, reach, clicks, conversions, and engagement. The feedback from such campaigns is invaluable, as it allows continuous improvement and personalization of marketing content. META advertising has proven to be a powerful tool for not only boosting visibility but also directly **increasing sales** and reservations, particularly during promotional periods or low-season months.

These advertisements often feature time-limited offers, holiday packages, or unique experiences such as cultural workshops, yoga retreats, or eco-tours, which align with current travel trends and interests. The ability to align these offerings with specific audience behaviors greatly enhances the success rate of such campaigns.

The integration of social media, websites, and META advertising has had a **transformative impact** on Bali's tourism sector. These digital strategies have significantly increased the **online presence** of tourism-related businesses, allowing them to compete more effectively both locally and internationally. They also facilitate **real-time communication, faster response to market trends**, and more personalized marketing approaches.

Crucially, digital promotion helps businesses **adapt to changing consumer behaviors**. Modern travelers seek convenience, transparency, and authenticity—values that are well-

supported by digital platforms. By maintaining a strong digital presence, tourism businesses in Bali can meet these expectations and build lasting relationships with their customers.

The strategic implementation of digital promotion across Bali's tourism sector – through social media engagement, professional websites, and targeted META advertising – has proven to be a highly effective approach to attracting tourists and increasing occupancy and bookings. As Bali continues to innovate and expand its tourism offerings, digital promotion will remain a cornerstone of its global outreach and sustainability strategy.

Tabel 1 Total Temporary Reservations Through Website (2024)

Months	Room Occupancy Rate (%)
January	75,20
February	68,73
March	56,84
April	54,93
May	58,92
June	68,70

Source: N hotel reservation

Table 1 shows the highest room occupancy rate in January. This room occupancy rate shows that the hotel already has bookings received through the website, from January to June 2024. The trend of room occupancy rates above 50% will have a very positive impact on supporting an increase in room occupancy rates. In addition, digital promotion can also affect the season, namely high season, where in the high season it will have a more positive effect and increase. This room occupancy rate still has the potential to increase because the number of collaborations with online travel agents is more active. With this, it can be seen that the implementation of digital promotion has a very good impact on supporting an increase in room occupancy rates. Another positive impact of the implementation of digital promotion can be seen from the increase in the number of occupancies in the next 6 months. Table 1 shows the highest room occupancy rate in January. This room occupancy rate shows that the hotel already has bookings received through the website, from January to June 2024. The trend of room occupancy rates above 50% will have a very positive impact on supporting an increase in room occupancy rates. In addition, digital promotion can also affect the season, namely high season, where in the high season it will have a more positive effect and increase. This room occupancy rate still has the potential to increase because the number of collaborations with online travel agents is more active. With this, it can be seen that the implementation of digital promotion has a very good impact on supporting an increase in room occupancy rates. Another positive impact of the implementation of digital promotion can be seen from the increase in the number of occupancies in the next 6 months.

The results of the interview with the Revenue Manager stated that the room sales rate based on the percentage of room occupancy in the first quarter was 65%, the second quarter occupancy increased to 70%, then for the third quarter it increased slightly again entering the holiday season period occupancy increased to 80% and the last quarter 75%.

With the increase in hotel occupancy every month, it shows that the implementation of digital promotion has a very positive impact on increasing room occupancy rates. The next positive impact of the implementation of digital promotion at Novotel Bali Benoa can be seen from the results of Novotel Bali Benoa's Instagram social media insights. The results of the interview with the Revenue Manager stated that the room sales rate based on the percentage of room occupancy in the first quarter was 65%, the second quarter occupancy increased to 70%, then for the third quarter it increased slightly again entering the holiday season period occupancy increased to 80% and the last quarter 75%.

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positive impact of the implementation of digital promotion at Novotel Bali Benoa can be seen from the results of Novotel Bali Benoa's Instagram social media insights.

**Tabel 2** Insight Instagram (2024)

Months	Followers	Reach	Impression	Engagement
January	3.880	10.100.000	27.200.000	1.800.000
February	3.968	20.200.000	75.800.000	1.800.000
March	4.058	7.700.000	30.800.000	1.800.000
April	4.163	12.800.000	49.700.000	1.800.000
May	4.202	48.800.000	170.00.000	1.800.000
June	4.267	29.600.000	85.700.000	1.800.000

Source: Sales & Marketing N hotel, 2024

Based on Table 2, the results of the insight calculations derived from the Instagram social media application provide a valuable snapshot of the hotel's digital engagement trends. One of the most noticeable indicators of positive impact is the consistent increase in the number of followers over a six-month period. This growth reflects an upward trend in visibility and interest among potential guests. A rising follower count is typically interpreted as a sign of improved brand awareness, particularly when supported by a content strategy tailored to target audiences (Moura, 2022). For the hotel in question – referred to as N Bali Hotel – this increase suggests the effectiveness of its digital marketing practices in capturing the attention of new users on Instagram.

However, not all metrics followed a linear improvement. Data on reach, impressions, and engagement rates show noticeable fluctuations from January through June. These variations point to inconsistencies in content strategy and possibly a lack of content evaluation. Lower engagement levels during some months may result from content that failed to resonate or from the absence of interactive elements such as stories, polls, and collaborations with influencers (Kotler et al., 2021). The limited partnerships with influencers during this time may have also contributed to the inconsistent performance. Influencer marketing has become an essential tool in hospitality promotion, enabling brands to reach niche markets and establish credibility through authentic content (Lou & Yuan, 2019).

A notable improvement occurred in May, with a sharp increase in followers, reach, impressions, and engagement. This success can be attributed to the hotel's decision to feature more dynamic and engaging content, including cooking classes, traditional Balinese performances in the hotel's theatre, and behind-the-scenes experiences. Such content not only showcased the hotel's offerings but also reflected the cultural richness of the region, which appeals to international tourists seeking immersive travel experiences (Suwardana, 2023). The visual and experiential nature of this content likely contributed to higher audience interest and sharing behaviour.

Moreover, the high volume of interactions – such as likes, comments, shares, and saves – suggests that N Bali Hotel has built strong engagement on Instagram. This indicates that the hotel is actively being considered by both prospective and returning guests. In the hospitality industry, digital interactions serve as a powerful form of word-of-mouth marketing, influencing purchasing decisions and reinforcing brand loyalty (Hudson & Thal, 2013).

The upward trends in Instagram insights reflect the substantial impact of social media activity on the hotel's brand awareness. The improvements in digital visibility and engagement are directly linked to greater customer attention and room occupancy rates. As social media continues to shape consumer behaviour in the tourism sector, strategic use of content, storytelling, and collaborations will remain essential for maintaining competitive advantage.

#### 4. Conclusion

The findings of this study highlight the pivotal role that digital promotion plays in enhancing hotel room sales, especially within a competitive tourism market like Benoa, Bali. In the era of rapidly advancing technology and evolving consumer behaviour, hotels are increasingly dependent on digital platforms to maintain visibility, reach broader audiences, and remain competitive in an oversaturated market.

First, the implementation of digital promotion by the sales and marketing teams has proven to be both maximal and effective. Hotels in Benoa have increasingly adopted a range of digital tools and strategies to market their services. These include the use of official websites, social media platforms (such as Instagram, Facebook, and TikTok), online travel agencies (OTAs), email marketing, and search engine optimization (SEO). The coordinated and strategic use of these platforms allows hotels to showcase their offerings in a dynamic and engaging manner, often supported by multimedia content such as photos, videos, virtual tours, and customer reviews. This approach helps to enhance the attractiveness of the hotel in the eyes of potential guests, especially those conducting online research prior to booking. The integration of promotional offers, seasonal discounts, and real-time booking capabilities further strengthens the effectiveness of digital promotion.

Second, the impact of digital promotion goes beyond increasing direct bookings; it also significantly expands the target market and increases consumer awareness. Digital promotion enables hotels to target not only local tourists but also international travellers by leveraging analytics, targeted ads, and multilingual content. Platforms like Google Ads and Facebook Ads allow for the segmentation of audiences based on preferences, behaviour, demographics, and travel interests. As a result, hotels can reach potential guests who may not have otherwise considered visiting or staying in their property. Moreover, maintaining a consistent online presence helps reinforce brand recognition and trust, both of which are crucial in converting interest into bookings.

In the context of the post-pandemic recovery, the importance of digital promotion has become even more pronounced. During the COVID-19 pandemic, physical interactions were limited, making online engagement the primary mode of communication between hotels and their prospective guests. This trend has persisted, as travellers now expect up-to-date information and easy accessibility online. Hotels that adapted quickly to these changes – by updating their websites, responding to online inquiries, maintaining active social media profiles, and offering online reservations – managed to recover faster and more effectively than those that relied solely on traditional marketing methods.

Lastly, digital promotion has shown a direct correlation with the increase in room occupancy rates. Hotels that utilized digital platforms strategically reported improved booking numbers, even during off-peak seasons. This is largely due to their ability to create demand through visually compelling campaigns, timely promotions, and engagement with online communities and travel influencers. Furthermore, digital promotions allow for quick adjustments based on market feedback, enabling hotels to remain agile and responsive to changing guest preferences.

The effective implementation of digital promotion is not only a valuable marketing tool but also a strategic necessity for hotels seeking to thrive in today's digital-first hospitality landscape. It enhances visibility, builds brand awareness, attracts a wider audience, and ultimately drives room sales.

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