

## Marketing communication strategy using online platforms to build brand image at The Westin Resort Nusa Dua Bali

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**Abstract:** Purpose, in simple words tell readers about the aim of this research. Research methods, give name, brand, type of tools, methods, software, review, and survey that have been used to do this research. Results and discussion, write only main results and discussion in few words. A summary of your key findings. An explanation of why your findings and key message contribute to the field/s. No formula needed and avoid quotes and extensive references. (maximum 250 words). The purpose of this research is to determine the strengths, weaknesses, opportunities and threats of marketing communication in building brand image, to find out the marketing communication strategy that should be used by marketing communication departments in building brand image. Data collection methods used were observation, interviews, documentation and questionnaires. The analysis techniques used are qualitative descriptive analysis, quantitative descriptive analysis, Internal Factor Analysis Summary (IFAS) Matrix, External Factor Analysis Summary (EFAS) Matrix, Internal-External Matrix (IE), and SWOT Analysis. The results showed that there were internal and external factors that influence marketing communication conducted by the marketing communication department at The Westin Resort Nusa Dua, Bali. Based on the results of IFAS matrix analysis, the main strengths are good relations with all partners, the media, influencers, guests and also the community, while the main weaknesses are responding to complaints and providing solutions to trip advisor reviews, OTA reviews and also social media. Based on the results of the EFAS matrix analysis, it is known that the main opportunity is technological development while the minor threats faced are The Westin Resort Nusa Dua, Bali position in the competition and natural disasters such as volcanic eruptions, earthquakes, floods, etc. The results of the IE matrix research showed the company position in the Growth (Cell V). SWOT analysis produces 6 alternative marketing communication strategies that can be used in building brand image.

**Keywords:** Marketing communication, online platforms, brand image

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### Introduction

Bali is an international tourist destination that the growth and the development is very rapid. The rich culture, nature, arts and traditions are the main attractions for tourists to visit Bali. Currently tourism in Bali is still centered in the South Bali area, Badung Regency. Until the end of 2018 the number of 5-star hotels in Bali totaled 73 hotels, of which 58 of the 5-star hotels in Bali were in the Badung Regency which covered the Uluwatu, Nusa Dua and Kuta areas (Central Bureau of Statistics, 2020).

One of the hotels in the southern Bali area is The Westin Resort Nusa Dua, Bali, located in the Nusa Dua area of ITDC Lot N3, Nusa Dua, Bali is under Marriott International. Currently The Westin Resort Nusa Dua, Bali is building a brand image as a hotel with the concept of wellness, wellbeing & family friendly. This is the role of marketing communication to package and communicate promotions creatively and innovatively to be able to attract market interest and

enhance brand image so that it can win the fierce competition that occurs considering the number of hotels, especially 5-star in one area quite a lot.

In this study the authors continue to use the word brand image because brand image itself does not have the exact equivalent of the word in Indonesian. According to Kotler & Keller (2009), brand image is consumers' perceptions and preferences towards brands, as reflected by various brand associations that exist in consumers' memories.

In its development, The Westin Resort Nusa Dua collaborates with external parties such as the media and influencers. But for now the promotions carried out by The Westin Resort Nusa Dua, Bali are still not optimal. The name of The Westin Resort Nusa Dua, Bali is still less known by the market compared to its competitors, this is evidenced by the number of traveler rating reviews of the Trip Advisor version and the number of Instagram followers from The Westin Resort Nusa Dua with its competitors.

**Table 1.** Data of Traveler Rating Review

| Hotel                              | Data of Traveler Rating Review |       |         |      |          | Total Reviews |
|------------------------------------|--------------------------------|-------|---------|------|----------|---------------|
|                                    | Excellent                      | Good  | Average | Poor | Terrible |               |
| Nusa Dua Beach Hotel & Spa         | 4,168                          | 2,146 | 567     | 167  | 96       | 7,144         |
| Sofitel Bali Nusa Dua Beach Resort | 3,888                          | 1,270 | 400     | 159  | 90       | 5,807         |
| Grand Hyatt Bali                   | 2,666                          | 1,405 | 536     | 226  | 178      | 5,011         |
| Conrad Bali                        | 2,917                          | 1,221 | 367     | 148  | 92       | 4,745         |
| The Westin Resort Nusa Dua, Bali   | 2,466                          | 894   | 210     | 62   | 51       | 3,683         |
| Hilton Bali Resort                 | 1,530                          | 712   | 266     | 131  | 113      | 2,752         |

Trip Advisor is the world's largest social travel website with nearly 460 million reviewers (active and inactive) and more than 830 million reviews of hotels, restaurants, attractions and other travel-related businesses (source: tripadvisor.mediaroom.com). The data above shows The Westin Resort Nusa Dua is still less known by the market compared to its competitors. The competitor is determined by looking at the star of the hotel, market share, and also the location of the hotel.

Instagram is a social media platform or application that is very popular today with a total of 928,500,000 users as of January 2020 (source: wearesocial.com). According to Atmoko (2012), Instagram comes from understanding the overall function of this application. The word "insta" comes from the word "instant", like a polaroid camera that was better known as "instant photo" at the time. Instagram can also display photos instantly, like polaroid in appearance. The word "gram" comes from the word "telegram", where the telegram itself works is to send information to other people quickly. Similarly, Instagram can upload photos using the internet, so that the information you want to delivered can be received quickly by others.

According to instagram data processed in 2019 the comparison of The Westin Resort Nusa Dua, Bali with its competitors are Sofitel Bali Nusa Dua Beach Resort with 144,000 followers, Grand Hyatt Bali with 34,300 followers, Conrad Bali with 31,400 followers, The Westin Resort Nusa Dua, Bali with 30,500 followers, Hilton Bali Resort with 19,400 followers, and Nusa Dua Beach Hotel & Spa with 6,026 followers. According to the data on the number of followers of Instagram showed the number of followers of Instagram accounts The Westin Resort Nusa Dua is still behind its competitors.

From the exposure of the two data above, it showed that The Westin Resort Nusa Dua brand image is still less known and less in demand by the market if compared to its competitors. Based on that background, the researcher is interested in conducting a research with two research objectives, (1) to find out what are the applications of marketing communications of The Westin Resort Nusa Dua, Bali in building brand image so that it requires certain strategies in the future and (2) to find out the strategies carried out by marketing communication in building the brand image of The Westin Resort Nusa Dua, Bali.

## Methodology

This research was conducted at The Westin Resort Nusa Dua Bali. Data was collected by observation, interviews, documentation, and questionnaires. The object examined in this study was marketing communications strategy in building brand image of The Westin Resort Nusa Dua, Bali. Data analysis techniques used descriptive qualitative, descriptive quantitative, IFAS matrix analysis, EFAS matrix analysis, IE Matrix and SWOT analysis. The SWOT elements studied are internal and external factors and analyze the overall SWOT analysis, which consists of strengths, weaknesses, opportunities and threats.

## Results and discussions

### Results

#### *Application of marketing communication strategies*

This research was conducted to determine the application of marketing communication that has been applied as well as the right marketing communication strategy to be implemented at The Westin Resort Nusa Dua, Bali. Researchers used a SWOT analysis technique to analyze the problems. There is one factor as the main focus of The Westin Resort Nusa Dua Bali that is currently exist in marketing communication strategies. Based on an interview with Christy Fenny, Marketing Communication Manager of The Westin Resort Nusa Dua Bali, the factor is promotion through online media which is now being carried out and it is considered effective because it is the current trend. This online media includes email blasts, social media, travel agents, radio, influencers, and also local media partners because with online media product, the information will be easier and faster conveyed to consumers and bring consumers to get the experience of staying at The Westin Resort Nusa Dua Bali.

### Discussions

#### *IFAS matrix and EFAS matrix*

Based on the research results, it is explained that there are two strategic factors that determine marketing communication in building a brand image. The two strategic factors are internal factors and external factors. By determining the range of values or intervals to position the external environment on opportunities and threats and the internal environment on potential or strengths and weaknesses. Below is the formula to determine the interval.

$$\text{Interval} = \frac{\text{Class Range}}{\text{Class}} \quad (1)$$

$$\text{Interval} = \frac{3}{4} = 0,75$$

$$\text{Interval} = 0,75$$

While the cut of point as below formula.

$$\text{Cut of Point} = \frac{\text{Total Score}}{\text{Class}} \quad (2)$$

$$\text{Cut of Point} = \frac{4+3+2+1}{4} = \frac{10}{4} = 2,5$$

Values obtained above 2.5 represent strengths and opportunities, while values below 2.5 represent threats and weaknesses from the calculation of the value interval.

The results of internal factors and external factors are explained on below description. In the internal environmental factors, there are 7 indicators that have a positive influence on strengths and there are 2 indicators that have a negative effect on weaknesses of marketing communication in building brand image at The Westin Resort Nusa Dua Bali. The results of processing responses from respondents on internal environmental factors with a total of 6 respondents to 9 internal factors with an overall total score of 2.81 for the IFAS matrix. The results of the analysis can be seen in table 2 as follows:

**Table 2.** Internal Factor Analysis Summary (IFAS)

| Internal  | Rating | Weight | Score | Explanation      |
|---|--------|--------|-------|------------------|
| Communicators are persuasive in promotion   | 3.00   | 0.13   | 0.38  | Small Strength   |
| Good relations with all partners, media, influencers, guests and also the community                 | 3.33   | 0.10   | 0.35  | Main Strength    |
| Support management in promotions and other activities   | 3.17   | 0.10   | 0.31  | Small Strength   |
| The intensity in the release of good news   | 3.00   | 0.10   | 0.31  | Small Strength   |
| Maintain the good name of the company   | 3.17   | 0.11   | 0.35  | Small Strength   |
| Variation of promotional content created  | 2.00   | 0.10   | 0.21  | Small Weaknesses |
| Communication Plans that carried out  | 3.00   | 0.14   | 0.42  | Small Strength   |
| Variation of events held  | 2.83   | 0.11   | 0.31  | Small Strength   |
| Reply to complaints and provide solutions on tripadvisor reviews, OTA reviews and also social media | 1.67   | 0.10   | 0.17  | Main Weaknesses  |
| Average Score   |        | 1,00   | 2.81  |                  |

On the external environmental factors there are 4 factors that positively influence opportunities and there are 2 factors that negatively influence threats to marketing communication in building brand image at The Westin Resort Nusa Dua Bali. The results of the processing of responses from 6 respondents to 6 indicators of external environmental factors with an overall total score 2.82 for the EFAS matrix. The analysis results can be seen in table 3.

**Table 3.** External Factor Analysis Summary (EFAS)

| External   | Rating | Weight | Score | Explanation       |
|--|--------|--------|-------|-------------------|
| The Westin Resort Nusa Dua, Bali's position in the competition                     | 2.00   | 0.17   | 0.34  | Small Threat      |
| Inflation and exchange rates   | 3.00   | 0.16   | 0.49  | Small Opportunity |
| Natural disasters such as volcanoes, earthquakes, floods, etc.                     | 2.00   | 0.17   | 0.34  | Small Threat      |
| Technological development  | 3.50   | 0.15   | 0.53  | Big Opportunity   |
| Political conditions and government policies                                       | 3.17   | 0.15   | 0.48  | Small Opportunity |
| The environment around the hotel, such as the culture and traditions of the people | 3.33   | 0.19   | 0.63  | Big Opportunity   |
| Average Score  |        | 1,00   | 2.82  |                   |

Based on the results of the analysis as shown in table 3, it can be seen that indicators of political conditions and government policies and technological developments get a weight of 0.15, inflation and the exchange rate get a weight of 0.16. Meanwhile, the position of The Westin Resort Nusa Dua, Bali is in the competition and natural disasters like volcanic eruptions, earthquakes, floods, etc. alike get a weight of 0.17, then the environment around the hotel, such as culture and the tradition of the people gets the highest weight with 0.19. It means, The Westin Resort Nusa Dua, Bali need to develop their technological promotions to build the brand image.

### IE matrix (internal – external)

After analyzing the internal and external environment, the next step is to move the scores into the IE (Internal-External) matrix table. In the previous calculation it is known that the weighted value or total score on the IFAS matrix is (2.81), while the total score for the EFAS matrix is (2.82). The current business position of The Westin Resort Nusa Dua, Bali can be seen in the IE matrix illustrated in the following table.

**Table 4.** IE Matrix (Internal – External)

|   |   | High   | Average   | Weak  |
|---|---|--|---|---|
|   |   | 3,0-4,00   | 2,0-2,99  | 1,0-1,99  |
|   |   | I  | II  | III   |
| <b>Total External Strategy Factor Score</b> | High<br>3,0-4,00                            | GROWTH<br>Concentration through vertical integration | GROWTH<br>Concentration through horizontal integration  | GROWTH<br>RETRENCHMENT<br>Turn Around               |
|   | Middle<br>2,0-2,99                          | IV<br>STABILITY<br>Beware                            | V<br>GROWTH<br>Concentration through horizontal integration<br>STABILITY<br>There is no change in profit strategy | VI<br>RETRENCHMENT<br>Captive Company or Divestment |
|   | Weak<br>1,0-1,99                            | VII<br>GROWTH<br>Diversification Concentric          | VIII<br>GROWTH<br>Diversification of Conglomerates  | IX<br>LIQUIDATION<br>Bankrupt or Liquidation        |
|   | <b>Total Internal Strategy Factor Score</b> |  |   |   |

Based on table 4, The Westin Resort Nusa Dua Bali's position is in cell V on the internal-external matrix. Cell V (growth strategy) shows that the company's position stands at the cell's growth and stability, and concentration through horizontal integration with the aim of avoiding profit loss. The strategy that can be implemented based on the current business position is internal development through market expansion, improving production, facilities and focus on technology utilization. In addition, external development is also needed with more collaboration with third parties. The results of this IE matrix will be used as consideration in formulating a technical and concrete alternative marketing strategy in the SWOT matrix analysis.

### SWOT matrix

SWOT matrix analysis produces several alternative strategies obtained from internal and external variables according to the company's position in the IE matrix. Through the SWOT matrix, 4 groups of strategies can be applied, including the SO (Strength-Opportunity) strategy, by utilizing the strengths and opportunities that are owned, the WO (Weakness-Opportunity) strategy by considering the existing weaknesses and opportunities, the ST (Strength-Threat) strategy to maximize the strengths owned and avoid existing threats and strategies and WT (Weakness-Threat) strategy by trying to improve weaknesses and reduce existing threats. These strategies can be seen in the following table 5.

**Table 5.** SWOT Matrix

| IFAS<br>EFAS                              | Strength (S)<br>S1, S2, S3, S4, S5, S6, S7  | Weakness (W)<br>W1, W2   |
|---|---|--|
|   | <b>SO Strategy</b>  | <b>WO Strategy</b>   |
| <b>Opportunity (O)<br/>O1, O2, O3, O4</b> | <ol style="list-style-type: none"> <li>1. Maximize promotions by utilizing technological developments, especially through online platforms.</li> <li>2. Involving components of culture and traditional components of the community implementation when carrying out promotions or events.</li> </ol> | <ol style="list-style-type: none"> <li>1. Utilizing technology in making promotional content.</li> </ol>   |
|   | <b>ST Strategy</b>  | <b>WT Strategy</b>   |
| <b>Threats (T)<br/>T1, T2</b>             | <ol style="list-style-type: none"> <li>1. Use persuasive communication in promotions when circumstances are unexpected.</li> <li>2. Improve relations with partners, media, influencers and guests in promotions to win the competition.</li> </ol>   | <ol style="list-style-type: none"> <li>1. Be more active in replying to reviews on trip advisor, social media and OTA reviews to be able to compete with competitors.</li> </ol> |

Based on table 5 above, there are four groups of strategies that can be applied at The Westin Resort Nusa Dua, Bali, namely Strength-Opportunity (SO), (1) maximizing promotion by taking advantage of technological developments through an online platform. Promotion is done to increase the brand image of The Westin Resort Nusa Dua, Bali to potential customers as well to consumers who have stayed before. This time promotion is easier to do with online platforms such as social media with Instagram, Facebook, Youtube and LinkedIn. Online promotion also can be done by using online travel agent as in Booking.com and Expedia and can maximize the functionality of the website the hotel, (2) include the cultural and traditional components of the community implementation when carrying out promotions or events. In doing promotion of cultural and traditional components, it can provide added value to attract tourists to visit the hotel.

Strength-Threat (ST), (1) use persuasive communication in promotions when circumstances are not expected. In unexpected circumstances the promotion must be carried out by marketing communication is promotion with persuasive communication so as to be able to change consumer perceptions in these circumstances so that it is in accordance with what is expected by the communicator, (2) improve relationships with partners, media, influencers, as well consumers in promotion to win the competition. Build strong relationship can increase the other party's trust in the company so it can create a good brand image.

Weakness-Opportunity (WO), (1) utilizing technology in the creation of promotional content. Use technology in the creation of promotional content can help improve the quality of these promotions both from hardware like cameras and computer or software used such as editing video applications.

Weakness-Threat (WT), (1) be more proactive in replying to trip advisor reviews, social media and Online Travel Agents to be able to compete with competitors. When it gets lots of reviews and consumer reviews are often reciprocated, these factors can increase ranking of a hotel on the online platform so that it can increase the hotel's brand image.

## Conclusions

Based on the results of the discussion that has been explained, the conclusions obtained are the implementation of the marketing communication strategy of The Westin Resort Nusa Dua Bali is currently more focused on promotion through online media which is now being carried out and it is considered effective because it is the current trend. This online media includes email

blasts, social media, travel agents, radio, influencers, and also local media partners because with online media product information will be easier and faster to convey to consumers.

The strategy that was carried out by The Westin Resort Nusa Dua Bali in terms of the IE matrix can also be seen from the business position of cell V that is explained the business is in a stable and growing period.

There are several strategies in building the brand image that the author provides based on the SWOT matrix such as, two SO strategies to maximize the strengths and opportunities that the company has by maximizing promotion by utilizing technological developments, especially through online platforms and including components of culture and tradition and society in the implementation event held. ST strategy to maximize strengths and threats in the company is to use persuasive communication in promotions when unexpected circumstances and improve relationships with partners, media, influencers and guests in the promotion to win the competition. WO strategy which is a strategy of utilizing opportunities or opportunities for companies to overcome their weaknesses, with a focus on utilizing technology in the creation of promotional content. The WT strategy, which is a strategy to minimize weaknesses and overcome existing threats by being more active in replying to reviews on trip advisors, social media and OTA reviews to be able to compete with the competitors.

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