

DIGITAL MARKETING AT HOTELS IN NUSA DUA (CASE STUDY OF FIVE-STAR HOTELS IN NUSA DUA)

¹Ni Desak Made Santi Diwyarthi, ²I Wayan Adi Pratama, ³Made
Yudhawijaya

^{1,2,3}Politeknik Pariwisata Bali
santidiwyarthi@yahoo.com

Abstract

This is a preliminary research conducted to analyze the development of digital marketing by five-star hotels in Nusa Dua, Bali. The study used survey, interview, observation, and documentation methods to analyze hotel management in managing marketing strategies through online media. The response was analyzed to determine further strategies in digital marketing.

The conclusion are hotel digital marketing strategies in Nusa Dua, Bali expanding their reach and enhancing their business's popularity, particularly in the current new normal era, which has affected the hospitality industry's operations. The hotels had implemented digital marketing strategies in various ways, including website optimization, social media usage, and online platforms to reach a broader audience. The weaknesses of digital marketing for hotel management are insufficient funding, inadequate personnel with specialized skills, undefined target audience, inconsistent messaging, insufficient data analysis, and suboptimal website design and user experience. On the other hand, digital marketing presents opportunities for hotel management such as direct access to customers, targeted messaging, increased brand awareness, better customer engagement, improved data analysis, and cost-effective resource allocation. Digital marketing strategy for hotel management in Nusa Dua five-star hotels includes: develop a strong website, optimize for search engines, leverage social media, implementing email marketing, offer online booking, utilize influencer marketing, always monitor and analyze the data.

Keywords: *Digital, hospitality, industry, marketing*

Introduction

Digital marketing has become one of the most effective strategies for businesses to develop in the rapidly evolving digitalization era. The development of digital marketing in the hospitality industry is essential to expand reach and increase business popularity. In the new normal era, hotels in Bali rely more on digital marketing to overcome business challenges, such as social restrictions and mobility limitations.

Five-star hotels in Nusa Dua spend different amounts of money and budgets for digital marketing depending on factors such as the size of the hotel, digital marketing goals, and the target market they want to reach. However, these hotels are increasingly aware of the importance of digital marketing in enhancing their visibility and competitiveness in the market, leading them to tend to increase their budget allocation for digital marketing. Therefore, it is important for hotels

to plan and allocate their budget wisely to achieve optimal and effective results in digital marketing. The development of technology in the hotel industry is supported by the internet's presence, which can create significant changes in the world of information and communication. This helps hotel management to express their hotel, brand, facilities, products, and services, participate in green practices, and interact quickly with customers.

Several five-star hotels located in Nusa Dua, such as Hotel Nikko Bali Benoa Beach, Novotel Bali Benoa, Grand Mirage Resort & Thalasso Bali, as well as some hotels located in Legian, Kuta, and Seminyak, such as The Stones Hotel Legian, Four Season Resort Hotel & Spa in Jimbaran, and Bvlgari Resort Bali in Uluwatu, Badung, have implemented marketing communication strategies to increase brand awareness among customers and tourists. They have utilized online media marketing such as search engines, email, websites, Twitter, Facebook, and Google Plus. As the Covid-19 pandemic began to subside, the government lifted restrictions on movement and activities. This study aims to investigate the digital marketing strategies implemented by five-star hotels, particularly in Nusa Dua. Are they still applying the same strategies or with higher intensity? What are the objectives of the digital marketing strategies implemented by the five-star hotels in Nusa Dua?

Andriany et al.'s (2022) research explains that five-star hotels in Nusa Dua are utilizing digital marketing methods by using the marketing mix pattern with 4Ps: Product, Price, Place, and Promotion. Instagram is one of the digital marketing methods used by these hotels in Nusa Dua. The object of the study is five-star luxury hotels in Nusa Dua. The findings reveal Instagram's performance during travel restrictions and its impact on the 4Ps marketing mix. This suggests that the digital marketing methods used by five-star hotels in Nusa Dua during the Covid-19 pandemic era remain the same but with a higher level of intensity.

Several hotels that have been awarded five stars and located in Nusa Dua, such as Hotel Nikko Bali Benoa Beach, Novotel Bali Benoa, and Grand Mirage Resort & Thalasso Bali, alongside hotels situated in Legian, Kuta, and Seminyak, such as The Stones Hotel Legian, Four Season Resort Hotel & Spa in Jimbaran, and Bvlgari Resort Bali in Uluwatu, Badung, have put into practice marketing communication strategies to boost the awareness of their brand among customers and travelers. They have taken advantage of online marketing media, such as search engines, email, websites, Twitter, Facebook, and Google Plus.

The hotels utilized social media online to increase their online presence and promote their services and facilities to potential customers. They implement digital marketing strategy to increase its business popularity (Sunardi et al., 2022). They also optimized their website to increase visibility in search engines and attract new customers. The hotel management used some online platforms such as Booking.com and Traveloka to reach a wider market and increase bookings. Effective digital marketing strategies have made the hotels at Nusa Dua increase its popularity and competitiveness in the market during the Covid-19 pandemic. Furthermore, they also managed to increase customer satisfaction and build better relationships with them through more personal and responsive interactions.

The research by Santi (2019) also explains the efforts made by hotels to implement a marketing mix strategy during the Covid-19 pandemic. These efforts aim to determine the pricing strategies that have the potential to increase room revenue at Bvlgari Resort Bali, a five-star hotel located in Uluwatu, Badung.

This description drives the research on digital marketing as essential component for the hospitality industry in Bali, to expand reach and increase business popularity. In the new normal era, hotels need to develop innovative and effective digital marketing strategies to remain relevant and win the competition in the market. This encourages research related to digital marketing by star-rated hotels in Nusa Dua, especially in the new normal era.

The study used survey, interview, observation, and documentation methods to analyze hotel management in managing marketing strategies through online media. This research aims to identify the digital marketing strategies used by five-star hotels, particularly in Nusa Dua, whether they still use the same tactics or have intensified their efforts, and what their goals are for implementing such strategies.

Literature Review

Marketing mix is a concept in marketing that describes the various marketing elements that can be combined to achieve marketing goals. This concept was first introduced by McCarthy in 1960, in his book "Basic Marketing: A Managerial Approach". McCarthy stated that there are four basic elements in the marketing mix, which are product, price, promotion, and distribution (place). This concept has become the basis for developing marketing strategies in various industries and business sectors. With the development of technology and the market, the elements of the marketing mix have become more complex, and some have added other elements such as people, process, and physical evidence.

Marketing mix is a set of marketing elements used by a company to promote and sell their products or services to the market. Marketing mix consists of four main components known as the "4Ps": product, price, place, and promotion. These four elements must be considered in an integrated manner in marketing strategy planning to achieve desired business goals. In its application, marketing mix can be adjusted to different market situations and business objectives. Some companies also add other elements, such as people, process, and physical evidence, to create a more comprehensive marketing mix (Kotler, 2021, Adi Pratama, 2022).

Digital marketing is the practice of marketing products or services using digital media, such as the internet, mobile devices, social media, and other digital platforms. Its purpose is to reach potential customers online, promote a brand or product, increase brand awareness, and drive sales or conversions. Digital marketing can be carried out through various techniques, including search engine optimization (SEO), online advertising, email marketing, social media marketing, and others (Adi Pratama, 2022, Kotler, 2021, McCarthy, 2015).

According to Fitri's study in 2021, digital marketing is one of the main solutions to overcome the business decline in the hospitality sector in Bali during the COVID-19 pandemic. Most hotels in Bali have increased their presence on

social media and online platforms such as Traveloka, Agoda, and Booking.com. Moreover, according to Nurjannah's study in 2021, digital marketing also helps hotels attract new customers by offering special promotions and discounts.

Although five-star hotels have implemented digital marketing according to their target market, the response is still far from expectations. Therefore, advanced strategies are needed, such as communication, creating more creative content, scheduling posts according to the target market, and better applying social media's impact on occupancy rates, products, and service facilities, and strategies (Astrini, 2021).

Anantara Uluwatu Bali Hotel has implemented various marketing strategies according to the existing market segment, including for entrepreneurs with different target markets. In the genetic strategy, the hotel has used stability and marketing strategies by applying the latest marketing mix concept, including continuously developing SWOT analysis strategies such as an aggressive growth strategy, by developing and utilizing strengths and opportunities (S-O). This digital marketing strategy has been able to increase sales volume at Anantara Uluwatu hotel (Wijayanti et al., 2020). However, an incorrect analysis of the marketing strategy has resulted in the hotel not reaching its maximum target.

A good public relations strategy can support digital marketing strategy. Hotel Harris Seminyak applies an approach that supports the success of its promotion strategy. This strategy includes public relations, packaging, partnership, service and product, teamwork, market analysis, and continuity leadership. For example, participating in various activities organized by the local community, prioritizing local residents when hiring, offering special tour packages, improving collaboration with other institutions, including applying marketing strategies using online media (Sunardi et al., 2022).

Marketing strategy is a combination of several important variables. Marketing mix is the combination of unique product, distribution, promotion, and pricing strategies designed to produce mutually satisfying exchanges with the target market. Producers often face challenges in marketing their products, such as product quality, price, and promotion. This requires a proper strategy to be implemented, including digital marketing (Lamb, 2011; Adi Pratama, 2022; Santi Diwyarthi, 2023).

Effective digital marketing strategies can increase customer engagement and help hotels build a strong brand. Some recommended digital marketing strategies include using social media, content marketing, email marketing, and mobile marketing (Ryan et al., 2016). Sigala's (2018) research results indicate that digital marketing is an integral part of a hotel's marketing strategy. She emphasizes the importance of using data to understand customer behavior and adapting digital marketing strategies to be more effective.

Huang et al. (2019) found that data-driven digital marketing and technology can help hotels improve customer experience and brand loyalty. They emphasize the importance of integrating data and technology to optimize digital marketing strategies and improve customer experience.

Digital marketing strategies such as using responsive social media and websites are essential for hotels to stay relevant and competitive in the market.

They found that hotels with effective digital marketing strategies tend to have higher customer engagement and better sales (Mishra and Gupta, 2020). Suh and Lee's (2020) research results indicate that the use of technology such as chatbots and personalized services can help hotels improve customer interactions and provide a better experience. They emphasize the importance of integrating technology and data to optimize digital marketing strategies and improve customer satisfaction.

In summary, the hotel management has implemented marketing strategies through various efforts to introduce and strengthen the existence of their products and services.

Research Methodology

This study uses a qualitative approach with a case study method. The research sample includes five-star hotels management in Nusa Dua, Bali, except the hotels placed at ITDC area.

The data collection methods used are surveys, interviews, observations, and documentation studies. Surveys were distributed to hotel management to obtain information on the digital marketing strategies used, while interviews were conducted with marketing managers to obtain more in-depth information about the implementation of digital marketing strategies. Observations were carried out to gain an understanding of how digital marketing strategies work in hotels, and documentation studies were conducted to obtain information on historical data related to digital marketing for the hotels.

Results and Discussion

Agoda.com states that there are 11 most popular five-star hotels in Nusa Dua, including The Apurva Kempinski, The Mulia Bali, The Ritz-Carlton Bali, Samabe Bali Suites & Villas, The Sakala Resort Bali, Vouk Hotel & Suite, The Crystal Luxury Bay Resort Nusa Dua Bali, Amarterra Villas Bali Nusa Dua, Hilton Bali, and Novotel Bali Benoa.

Five out of those five-star hotels located outside the ITDC-managed tourism area of Nusa Dua were selected as a research sample. In-depth interviews were conducted with the management of five-star hotels in order to analyze the digital marketing strategies, strengths and weaknesses, opportunities, and challenges toward the strategies. The aim was to develop appropriate steps in digital marketing management.

The research show that the use of digital marketing in the hotel industry in Bali is becoming increasingly important in the new normal era. Many hotels in Bali have increased their presence on social media and online platforms, as well as optimized their websites to improve visibility and attract new customers. Some hotels also use technology such as Instagram, Facebook, Twitter to increase interaction with customers and provide better information related to products, services, and goods available in the hotel. However, there are also some challenges faced by hotels in implementing digital marketing, such as increasing competition and policy changes on online platforms. Therefore, hotels need to develop

innovative and effective digital marketing strategies to win the competition and remain relevant in the market.

1. Analysis of online digital marketing strategies

In general, online digital marketing strategies in Nusa Dua's five-star hotels can help hotels improve their visibility and competitiveness in the market. Some online digital marketing strategies that can be applied by Nusa Dua's five-star hotels include:

- a. Building an attractive and responsive website with a design that is attractive and easy to navigate, as well as providing complete information about the hotel, its services, and facilities.
- b. Ensuring that the hotel's website is SEO-friendly, meaning it is easily found by potential guests through search engines such as Google.
- c. Optimizing the use of social media, such as Instagram, Facebook, and Twitter, by creating interesting and relevant content and actively interacting with users.
- d. Using online travel agent (OTA) platforms such as Booking.com or Agoda to increase the hotel's reach and competitiveness in the online market.
- e. Implementing email marketing strategies, such as special promotions, special offers, and information about events and activities at the hotel.

The effectiveness of online digital marketing strategies in Nusa Dua's five-star hotels can vary depending on factors such as market competition, budget, target market, and the quality of the hotel's services and facilities. Therefore, it is important for hotels to conduct proper evaluation and planning in implementing the appropriate online digital marketing strategies.

Based on the results of the study, the five-star hotels in Nusa Dua, Bali have implemented digital marketing strategies in various ways, such as optimizing their websites, using social media platforms like Instagram and Facebook to promote their services and facilities, and using online platforms such as Traveloka and Booking.com to reach a wider market.

These hotels have also developed innovative digital marketing strategies, such as utilizing influencers and creating engaging promotional videos. Moreover, they have also paid attention to factors such as target market, posting times, and customer engagement to enhance the effectiveness of their digital marketing strategies.

There are several challenges faced by these hotels in developing their digital marketing strategies. One of the challenges is the increasingly fierce competition in the digital market, particularly in the new normal era where almost all hotels are using digital marketing strategies. Additionally, the three hotels also faced difficulties in measuring the effectiveness of their digital marketing strategies and optimizing their digital marketing budget usage.

2. SWOT Analysis

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is one of the commonly used tools in business strategic planning. Below is the SWOT analysis to the digital marketing strategy of a star-rated hotel in Nusa Dua.

a. Strengths

- Strategic location in Nusa Dua, Bali, which is a popular tourist destination in Indonesia

- Quality hotel facilities and services, including swimming pools, restaurants, spas, and fitness centers
- Professional and experienced hotel employees in serving guests
- Hotel brand that is already known and trusted in the market
- Strong connections with tourism industry players in Bali

b. Weaknesses

- Inadequate budget
- Lack of specialized skills
- Poorly defined target audience
- Inconsistent messaging
- Inadequate data analyses
- Poor website design and user experience

Hotel management said the weaknesses of a hotel's digital marketing strategy comes from internal factors such as above passage. Inadequate budget showed the budget. If a hotel has a limited budget for digital marketing, it may not be able to execute a comprehensive strategy that can effectively reach and engage potential guests.

Lack of specialized skills: Digital marketing requires a range of specialized skills, including social media management, search engine optimization, content creation, and data analysis. If a hotel's marketing team lacks expertise in these areas, its digital marketing strategy may be suboptimal.

Poorly defined target audience: A hotel's digital marketing efforts may fall short if it does not have a clear understanding of its target audience. Without this knowledge, the hotel may not be able to effectively tailor its messaging or identify the most effective channels for reaching potential guests.

Inconsistent messaging: If a hotel's messaging across its various digital marketing channels is inconsistent or confusing, potential guests may be turned off or unsure about what the hotel is offering.

Inadequate data analysis: Digital marketing relies heavily on data analysis to measure performance and make informed decisions about future marketing efforts. If a hotel is not adequately tracking and analyzing its marketing data, it may miss opportunities to improve its strategy.

Poor website design and user experience: A hotel's website is often the first point of contact for potential guests, so it's critical that it provides a positive user experience and effectively communicates the hotel's brand and offerings. If a hotel's website is poorly designed or difficult to navigate, potential guests may be deterred from booking a stay.

c. Opportunities

- Direct access to customers
- Targeted messaging
- Greater brand awareness
- Improved customer engagement
- Enhanced data analytics
- More efficient uses of resources

Hotel management said opportunities for a hotel's digital marketing strategy from internal factors includes: direct access to customers, targeted messaging, greater brand awareness,

Direct access to customers: Digital marketing enables hotels to connect directly with potential guests, allowing them to engage with the hotel's brand and offerings in a more personal and meaningful way.

Targeted messaging: Digital marketing provides hotels with the ability to target specific demographics and customer segments, allowing for more efficient and effective messaging and promotions.

Greater brand awareness: Through digital marketing channels such as social media, hotels can reach a wider audience and increase their brand visibility.

Improved customer engagement: Digital marketing allows hotels to interact with customers in real-time, providing opportunities for engagement and feedback that can improve the overall guest experience.

Enhanced data analytics: Digital marketing generates a wealth of data that hotels can use to refine their marketing strategies and improve their operations. By analyzing data on customer behavior, booking patterns, and other metrics, hotels can make informed decisions about their marketing and operations.

More efficient use of resources: Digital marketing can be a more cost-effective and efficient way for hotels to reach potential customers compared to traditional advertising methods. By targeting specific demographics and customer segments, hotels can optimize their marketing spend and generate a better return on investment.

d. Threats

- Unstable political and security conditions in Indonesia that can affect the tourism industry
 - High competition from other star-rated hotels in Nusa Dua
 - Uncontrollable increase in operational costs
 - Increasing competition from online travel agent (OTA) platforms.
3. Analysis 7's P Kotler of five-star hotels at Nusa Dua
- a. **Product:** High-quality facilities and services, such as swimming pool, restaurant, spa, and fitness center.
 - b. **Price:** Competitive pricing that is in line with the quality of services provided.
 - c. **Place:** Strategic location in Nusa Dua and easily accessible by guests.
 - d. **Promotion:** Implementing digital online marketing strategies, such as creating an attractive hotel website, ensuring it is SEO-friendly, optimizing social media usage, using online travel agent platforms, and implementing email marketing strategies.
 - e. **People:** Professional and experienced hotel employees who excel in serving guests.
 - f. **Process:** Easy and fast room reservation process, as well as efficient check-in and check-out services.
 - g. **Physical Evidence:** Building and maintaining a clean and comfortable hotel environment, as well as providing high-quality facilities and services.

4. The implementation of digital marketing strategies

From the SWOT analysis and the application of Kotler's 7P model above, it can be concluded that the starred hotel in Nusa Dua has strengths in quality facilities and services, strategic location, professional employees, and a trusted brand in the market. However, the hotel management also has several weaknesses, such as high competition, high operational costs, and a lack of facilities for family and children activities. To take advantage of existing market opportunities, the hotel can consider several strategies, such as:

- a. Adding new facilities or services that can enhance the hotel's competitiveness, such as sports facilities, children's activities, or transportation services to nearby tourist destinations.
- b. Targeting different market segments, such as couples seeking a romantic vacation or groups of travelers looking for local cultural experiences.
- c. Collaborating with tourism industry players in Bali to enhance hotel promotion and sales, such as organizing tour packages or participating in promotional events with other parties.

By implementing a marketing strategy with Kotler's 7P model, the five-star hotels in Nusa Dua can take several actions, such as:

- a. **Product:** Maintaining the quality of existing hotel facilities and services and adding new facilities or services that meet market needs.
- b. **Price:** Determining competitive and quality-based pricing and providing special promotions for guests who book online or through OTA.
- c. **Place:** Ensuring that the hotel's location is easily accessible to guests and providing detailed information about the hotel's location on the hotel's website.
- d. **Promotion:** Implementing online digital marketing strategies as mentioned earlier, as well as continuing to use offline advertising media such as brochures or banners.
- e. **People:** Training and developing hotel employees in providing good service and ensuring that hotel employees maintain good relationships with guests.
- f. **Process:** Improving the efficiency of room reservation and check-in/check-out processes and fixing internal operational issues that may affect service quality.
- g. **Physical Evidence:** Maintaining and improving the quality of the hotel environment, including cleanliness, comfort, and provided facilities.

By conducting a SWOT analysis and implementing a marketing strategy with Kotler's 7P model, the five-starred hotel in Nusa Dua can evaluate its business condition holistically and identify opportunities and challenges that may be faced in the future. Therefore, the hotel can improve weaknesses and enhance strengths, thus increasing its competitive advantage in the market.

The previous passage discusses the SWOT analysis and the application of Kotler's 7P model to a starred hotel in Nusa Dua. It concludes that the hotel has strengths in quality facilities and services, strategic location, professional employees, and a trusted brand, but also has weaknesses such as high competition, high operational costs, and a lack of family and children activities. To take advantage of market opportunities, the hotel can consider adding new facilities or services, targeting different market segments, or collaborating with other tourism industry players.

In implementing a marketing strategy using Kotler's 7P model, the hotel can take various actions, such as maintaining the quality of existing facilities and services, determining competitive pricing, ensuring ease of access and providing detailed information on the hotel's location, and improving the efficiency of room reservation and check-in/check-out processes. By conducting a SWOT analysis and applying the 7P model, the hotel can evaluate its business holistically and identify opportunities and challenges, thus improving weaknesses and enhancing strengths to increase its competitive advantage in the market.

This description digital marketing strategy steps for hotel management in Bali as follows: develop a strong website, optimize for search engines, leverage social media, implementing email marketing, offer online booking, utilize influencer marketing, always monitor and analyze the data.

Develop a strong website because a website is the backbone of any digital marketing strategy. Make sure your website is user-friendly, mobile-responsive, and visually appealing. Highlight the unique selling points of your hotel and its location in Bali. Use high-quality images and videos to showcase your property and its amenities.

Optimize for search engines, in order to implement on-page and off-page search engine optimization (SEO) strategies to increase your website's visibility on search engines like Google. Conduct keyword research and create content that is optimized for relevant search terms.

Leverage social media platforms such as Facebook, Instagram, and Tweet for reaching potential customers and building brand awareness. Create engaging content and use social media advertising to target specific audiences.

Implement email marketing with collect email addresses from guests and use email marketing to keep them engaged, and informed about special offers, promotions, and events. Offer online booking, implement a secure and user-friendly online booking system to make it easy for guests to book their stay at your hotel. Utilize influencer marketing. Partner with influencers who have a significant following on social media to promote your hotel and its amenities. Make sure to choose influencers who align with your brand and target audience. Monitor and analyze data. Use analytics tools to monitor website traffic, social media engagement, and email campaign performance. Use this data to identify areas for improvement and adjust your digital marketing strategy properly.

Conclusions

This study indicates that digital marketing strategies are crucial for five-star hotels in Nusa Dua, Bali to expand their reach and increase their business's popularity, especially in the new normal era where social and mobility restrictions are affecting the hospitality industry. The hotels have implemented digital marketing strategies in various ways, including website optimization, social media usage, and online platforms to reach a wider market.

The weaknesses of hotel management digital marketing include inadequate budget, lack of specialized skills human resources, poorly defined target audience, inconsistent messaging, inadequate data analyses, poor website design and user experience. The opportunities of hotel management digital

marketing include direct access to customers, targeted messaging, greater brand awareness, improved customer engagement, enhanced data analytics, more efficient uses of resources.

Digital marketing strategy steps for hotel management in Nusa Dua five-star hotels includes: develop a strong website, optimize for search engines, leverage social media, implementing email marketing, offer online booking, utilize influencer marketing, always monitor and analyze the data. Fivestar hotels in Nusa Dua face various challenges, such as increased competition and difficulty in measuring the effectiveness of their digital marketing strategies. Therefore, hotels need to develop innovative and effective digital marketing strategies to remain relevant and win in the market competition.

Acknowledgement

This research is very useful in determining the following digital marketing strategies, particularly in the era of the new normal. The fast-paced technological developments must be followed by human resources capable of dealing with the dynamic marketing techniques required for five-star hotels in Nusa Dua.

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