

Chapter II

Theoretical Foundation

2.1 Definition of Social Media

Social media refers to online communities that are conversational, fluid, and participatory. These kinds of communities give the member an opportunity to publish, control, rank, critique, produce, and interact with online content. Actually, social media is a phrase for virtual worlds, social news, book marketing sites, virtual world, forums and opinion sites (Tutent,2008). The previous explanation about social media definition is actually refers to an application used to refer the social media itself such as Twitter, Facebook, Instagram, Blog, Hotel marketing sites and any other application that made for increasing the social interaction process easily.

Social Media are platforms that enable the interactive web by engaging users to participate in, comment on and create contents as means of communicating with social graph, other users and the public (Cohen: 2011). According to the definition above social media is one of the media that can help and facilitate certain activities including marketing products for sale and become communication between seller and buyer. So, the social media promotion will influence the interaction between sellers and buyers or influence the costumers purchasing decision.

2.1.1 Kinds of Social Media

1) Social Media

Menurut Wikipedia media sosial adalah konten informasi yang dibuat oleh masyarakat menggunakan teknologi penyebaran yang mudah diakses dan dapat diukur. Sedangkan pengertian pemasaran melalui sosial media.

menurut Rasyid (2009) adalah salah satu bentuk pemasaran dengan menggunakan konsep sosial media. Memasarkan sesuatu (barang, merek, isu) menggunakan alat media sosial dengan memanfaatkan komunitas masyarakat yang turut berpartisipasi dalam kampanye pada komputer dan telepon selular.

(According to Wikipedia, Social Media is the information on content created by people using highly accessible and scalable publishing technologies. Social media marketing it is a form of marketing using social media to market (marketing) some (Product) brand, issues. The social media tools usages by leveraging community who often participate in social media in computer and mobile phone.”(Rasyid, 2009).

From the recent explanation about social media definition, social media is one a space used for marketing promotion. This could be a promising promotion method because people in this era tend to be more passive. The passive means that anything is easily accessible from anywhere so that customers will easily get the information without leaving house.

Dalam fungsi yang ada, fungsi utama media online adalah fungsi surveillance, yaitu memberikan informasi terhadap khalayak. Tetapi bukan itu saja, media online juga mencakup semua fungsi media massa yang lain. Khalayak memiliki sifat-sifat sebagaimana yang ada pada konsep massa. Jadi khalayak media massa mempunyai sifat dan karakteristik, yaitu khalayak massa terdiri dari jumlah yang besar, ada di berbagai tempat, tidak interaktif kecuali dengan bantuan komunikasi telepon, terdiri dari lapisan masyarakat yang sangat tidak heterogen tidak terorganisir dan bergerak sendiri.

(In the function, the online social media is a surveillance function that is giving information to audiences. But not only that, media online also includes all functions of mass communication with the other. Audiences of mass media have properties and characteristics, namely the mass audience consist of large numbers, there are in many places, not interactive unless it is with the help of telephone communications is composed of layers of a society that is not very heterogeneous and independent (Bungin,2006:75).

By varies necessity, social media are able to fulfill people needs about information and giving nowadays updates. People are tend to be a trend follower,

and spread their personal information through this social media. Thus this action will influencing people around and make people following their action. This would give an advantage for the sort place which they thought as a newest trend.

2) Online Promotion

Online promotion is a part of marketing on the internet, including internet advertising, internet branding, directs marketing via internet. This online marketing or known as interactive marketing is one way to get a farm target with marketing the advertising and selling products on the internet that can affect purchasing decisions. Hereby the explanation by some experts:

Based on Kotler and Keller (2012:478), interactive marketing is an activity and online program that created to involve the customers or prospect and direct or indirectly increase the awareness, improving images or creates a product and service selling. While based on Kotler and Amstrong (2012:532) online marketing is efforts to market products and services and build customer relationship over the internet.

From the previous explanation by experts, it can be concluded that internet is one of the media which able to facilitate the social interaction immediately. Internet is smart media to help people in their needs instantly.

3) Online Media

Dengan media massa, manusia memenuhi kebutuhannya akan berbagai hal. Salah satunya dengan media online yang tergolong media paling baru. Media massa online tidak pernah menghilangkan media massa lama tetapi mensubstitusinya. Media online merupakan tipe baru jurnalisme karena memiliki sejumlah fitur dan karakteristik dari jurnalisme tradisional. Fitur-fitur uniknya mengemuka dalam teknologinya, menawarkan kemungkinan-kemungkinan tidak terbatas dalam memproses dan menyebarkan berita.

(By mass media, human meet his needs in variety of things. One of breathtaking online media which belongs to the media most recently. Online media never removes the old mass media but helped. Online media is a new types of journalism as it has a number of features and characteristics of traditional journalism. Featured unique to the forefront in technology, offering the possibilities are unbounded in process and spread the word. (Santana,2005:137)

In this technological era, almost every service could easily done by only having an internet connection. The ease of information access, online shop, book marketing sites or even a social interaction through phone application. The next explanation is about how this new media give a contribution to people in a massive range.

That this new media have also affected culture. There has a far-reaching transformation of the general way of life, particularly in how people spend their leisure hours and how they take a part in celebratory occasions. Traditional folk art and customary recreational activities have been partly replaced by unprecedented flood of symbolic good produced for the market or sold to media organizations for dissemination to their audiences. The viability of artistic creations today is less dependent on aristocratic or state patronage than so-called "high" culture had been in the past. Without momentous advance is communication technology, such a transformation would have been inconceivable. (Lang,2009:1001)

This new media has change the way people thought and their lifestyle because people become more addicted to these great invention which actually created for social interaction facility, which recently becomes an easiest tool to reach the attention for promote a brand, product and news. People are more aware to trend and the trend-setter, later on most of people tried to be a newest trend-setter that shown from their online account.

4) Interactive Communication via Internet

In a past, we usually interact directly by face to face which take a sort of time to deliver what we want to. But now after the millennium era, the researcher has invented a multitasking program to assist our humankind necessity. Internet is commonly accepted as an important aspect in successful marketing tools, tourism promotion in this era.

Internet has two purposes, those are:

1. Internet as an interactive media.

The internet as a new communication technologies are distinctive in their degree of interactivity, allowing participants to exchange information in a manner that is not like either interpersonal or mass communication channels (Reardon & Rogers, 1988). In fact, the newness and distinctiveness of the new technologies leads to difficulties in what best to call this new category of communication. For instance, one widely-used communication textbook refers to the new communication technologies as “machine-assisted interpersonal communication” that the experts use the term “interactive communication” as we feel the interactivity of these means of communication is the most distinctive quality.

This new communication technologies are networking tools that the main function is to connect individuals’ computers by telephone line or cables. These technologies can link distant individuals who might otherwise be unable to communicate directly.

2. Internet as a media to exchange information.

In recent years, internet has become the network of networks, as its number of users reached critical mass: the point at which a certain minimum number of users have adopted of the new communication technology suddenly takes off (Rogers, 1995). But now in the present, people use internet to assist and facilitate our exchange necessity such as personal information, news, business, education and so on.

Both for purpose are used for entertainment, education, business, the use of computers, terminals, text video and telephones or television screens. Interactive media is important in communication because without interactive media, there will be no interactive communication. The characteristic of interactive communication based on Abrar (2003:18) as follows:

- 1) The people involved can interact freely.
- 2) Feedback, good information that is negative or positive quick note.
- 3) The delivered of message is conveyed verbally as well as pictures
- 4) Interactive media namely media for mutual exchange through information, whether for the purpose of entertainment, education and business.

2.2 Definition of Marketing

Based on Kotler & Keller (2012:5) marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. While according to Kotler & Amstrong

(2012:29) Marketing is the process by which company create value for customers and build strong customer relationship in order to capture value from customers n return. Meanwhile according to American Marketing Association (AMA), Marketing is an organizational function and a series of process to create, communicate and giving a value to customers and to manage the customers relationship for organization profit and the owner of opportunity.

Marketing activities currently very important to the business of hospitality, with the high level of competition the growing desire of the market that we have to give and hold fast to the basic principles of marketing according to Sulastiyono (2008:259) *Usaha perhotelan perlu menerapkan dasar prinsip kunci pemasarannya itu terdiri dari* (The hospitality business should implementing the fundamental of marketing principle, those are):

- 1) *Konsep Pemasaran* (Marketing Concept)
- 2) *Orientasi Pasar* (Market Orientation)
- 3) *Pemuasan Kebutuhan* (Satisfaction Needs)
- 4) *Keinginan Tamu* (Guest Pretension)
- 5) *Pangsa Pasar* (Market Section)
- 6) *Nilai dan Proses Pertukaran* (Value and Exchange Process)
- 7) *Siklus Produk dan Bauran Pemasaran* (Product Cycle and Mixed Promotion)

Marketing management is the analysis, planning, implementation and controlled a program designed to creates, build and maintain beneficial exchange

with target buyer for purpose of achieving organizational objectives (Kotler 2000: 13).

Both definitions above have a quality concept in order to make guest satisfied and return using the service of the hotel are also maintaining stability of sales in the market segment. And to indicate that the advertising and the fact are synchronized.

2.2.1. Marketing Mix

On its function, marketing includes any effort to reach a proper relation between company and the environment in a matter of problem solving at the two main of consideration. First, what kind of business and what is the business would earn in the future. The second is how this business will run as it should be by implementing the marketing mix elements to serve the target market.

Kotler & Amstrong (2012:75) said that marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. While according to Stanston (2006:30) Marketing mix is the term that is used to describe the combination of the four inputs that constitute the core of an organization's marketing system. These four elements are the product offering, the price structure, the promotion activities, and the distribution system.

From the following explanation, there are similarities that marketing mix to combine some factors controlled by the company and able to form a market system to reach the company goals.

2.2.2. Marketing Mix Factor

The marketing mix concept based on Kotler & Keller (2012:25) consisted of 4P, those are Product, Price, Place and Promotion. The definition of each marketing mix concept as follows:

1. Product

Something that can be offered to the market to get attention hence the products sold would be purchased, used or consumed to fulfill the desires of needs of consumers.

2. Price

A number of exchangeable values from consumers with the benefit of owning or using a product or service whose value is set by buyers and sellers through bargaining or set by the seller for the similar price for all customers.

3. Place

A place associated as a distribution channel that is intended to target consumers. The distribution system includes the location, transportation, warehousing, etc.

4. Promotion

Promotion means a sort of activities that convey product benefits and persuade costumers to buy.

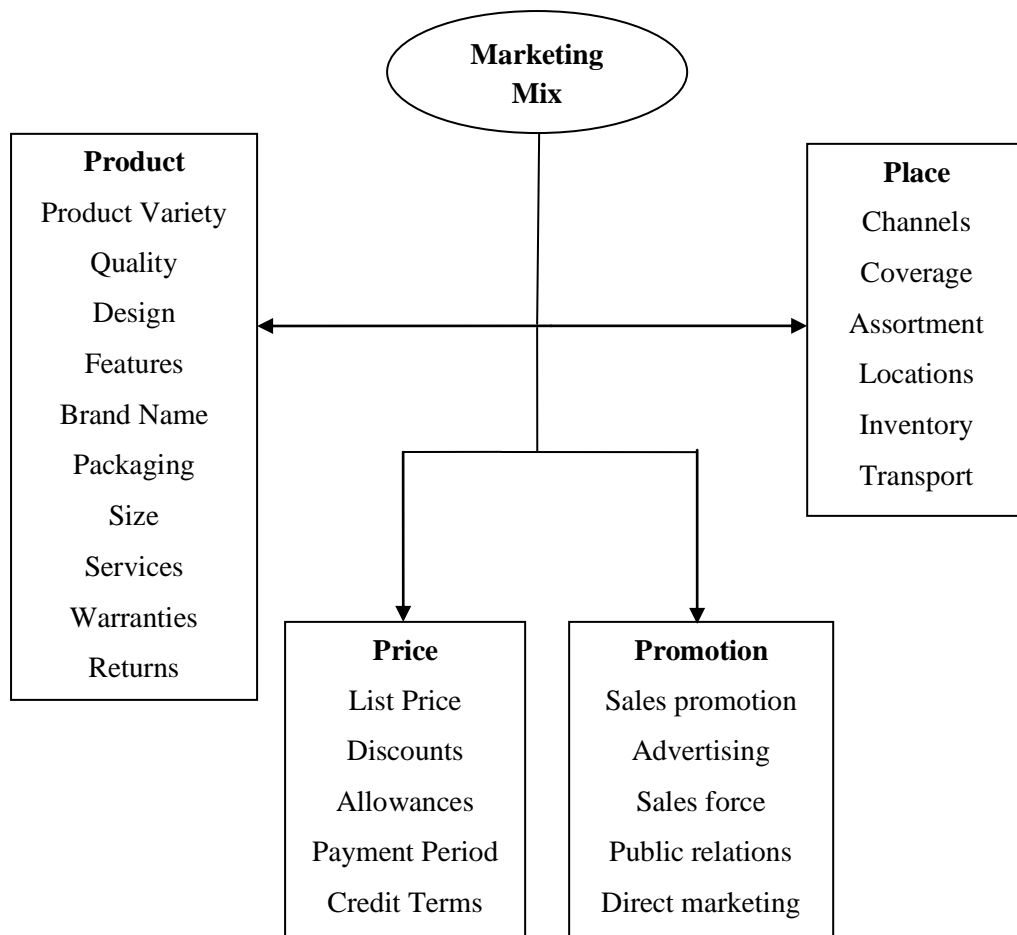


Image 2.1 Marketing Mix

Source: Kotler & Keller (2012:25)

2.2.3. Promotion Mix

Promotion mix is one of the effective marketing strategies from marketing mix to offers a product, the marketer should develops an effective communication program for customers to communicate the existed information which designed to produce the costumer action that lead into an advantageous. Here above the following explanation from some experts.

According to Kotler and Armstrong (2012:432) Promotion mix or communication mix is a special mix between the method used by company to persuade the communication value and build a relationship with customers. While based on Stanton quoted from Swasta & Irawan (2008), Promotion mix is the best strategy combination from some advertisement variable, personal selling, and other promotion tools that planned to pursue the company selling program.

The marketing communication mix contains from eight main communication models according to Kotler & Keller (2012:478), those are:

1. Advertisement – Any form of non-personal paid presentation and idea, things or service promotion by sponsorship identified through printed media (newspaper and magazines), broadcasting media (radio and television), network media (phone, cable, satellite, wireless), electronic media (voice record, video record, video disk, CD-ROM, webpage) and performance media (billboard, sign system, poster).
2. Selling Promotion – Any short incentive to push an experiment or product purchasing or service including consumer promotion (i.e. sample, coupon and assurance), promotion trade (i.e. advertise and support display), business and promotion selling sources (the selling sources contests)
3. Events and Experiences – A company who sponsored the program designed to creates a daily interaction of the sort of brand with the customers, including sports, arts, entertainment and formal events.

4. Public Relation and Publicity – Some programs are led internally to the staff or externally to the costumers, other companies, government, and media to promote or to preserve company image or individual communication products.
5. Direct Marketing – The mail, phone, fax or e-mail, or internet usages to communicate directly with or without asking a response or dialogue from customers and prospects.
6. Interactive Marketing – Online and a designed program that created to involving the customer or prospect and directly or indirectly increasing awareness, increasing image, or make a product or service purchasing.
7. Word-of-mouth Marketing – From person to person, wrote on electronic communication that gave purchasing experiences.
8. Personal Selling – A direct interaction by one or more customer candidate to make a presentation, answering question and a procurement orders.

2.2.4. Social Media Marketing

Pemasaran sosial media dapat berarti peluang untuk meraih sebuah merek melalui video viral atau bergabung dalam sebuah pembicaraan. Untuk melakukan itu, sebuah perusahaan harus dapat memahami motivasi masyarakat bergabung dalam sebuah sosial media dan kemudian menarik hati masyarakat yang berada di sosial media tersebut.

(The social media marketing could mean an opportunity to reach a brand through a video viral or joined a conversation. To do so, the company must comprehends what's become people motivation to joined a sort of social media then attracting people's attention on that social media (Whitney:2008)

Social media has been very critical not only for public needs but the business needs as well in this present era. People nowadays are depending on these instant tools. And actually use this internet as a social media form to interact with those in distance.

Hotel brands are setting up shop on social media sites like Twitter and Facebook. Besides creating their own account, hotels and resorts are connecting into third-party sites, like Hotels.com and Trip Advisor, to refresh their reviews of customers as well as the competitive landscape. With more information available to business and leisure voyagers alike, potential customers can find so many deals and really find what they are looking for without leaving their computer (Mckay, 2010).

From the following explanation, it is referred that hotels and resorts are connecting into the third-party as a trip-planer sites which facilitate the customer necessity for a vacation. To increasing attention, these sites are providing some discount promo and other advantage for customers especially via mobile phone.

Social media marketing has been categorized in five phases, namely-attracting, engaging, retaining, learning and relating. The major hurdles being faced in implementing social media marketing are lack of interaction between customers and hotels, lack of commitment, access problem and unresponsiveness to guests, inability to use social media, inaccurate content lack of communication between levels (Chan & Guillet, 2011).

2.3 Definition of Hotel

Hotel is one of the facility that provide tourist for to stay, and also enjoy the atmosphere and facilities that are located in the hotel. For sometimes the tourist can rest before continuing the trip to other destinations, According to Bagyono (2012:63) *Hotel adalah jenis akomodasi yang dikelola secara komersial dan profesional, disediakan bagi setiap orang untuk mendapatkan pelayanan penginapan, makan dan minum serta pelayanan lainnya.* (The hotel is kind of accommodation managed commercially and professionally, provided for every person to obtain services, lodging, eating and drinking and other services.

Based on Endar Sri (1996:8):

Hotel adalah suatu bangunan yang dikelola secara komersil guna memberikan fasilitas penginapan, kepada masyarakat umum dengan fasilitas antara lain jasa penginapan, pelayanan barang bawaan, pelayanan makanan dan minuman, penggunaan fasilitas perabot dan hiasan-hiasan yang ada didalamnya serta jasa pencucian pakaian. (Hotel is a building sense commercially run to provide lodging facilities to the general public with facilities such as lodging services, baggage service, food and beverage service, use of furnishings and decorations facilities that are inside as well as clothes washing services.)

Menurut Lawson (1976:27) *pengertian hotel adalah sarana tempat tinggal umum untuk wisatawan dengan memberikan pelayanan jasa kamar, penyedia makanan dan minuman, serta akomodasi dengan syarat pembayaran.* (Hotel is public housing facilities for tourists to provide service room, food and drinks provider, as well as accommodation with the payment terms.)

Based on the following explanations, hotel is business entities accommodation that provide the lodging rent room to the travelers. Also a place to give the travelers a comfort ambiance and good services by the existing facilities

that able to increasing guest probability to come back and make a good relationship with the target.

2.4 *Travello* Hotel Bandung

Travello Hotel Bandung is one of a unique hotels in Bandung with a modern concept and different with a strategies location close to tourist attractions around Bandung and Lembang. The services and facilities in this hotel can make the guest from out of town who become a regular customer with a good service and friendliness of hotel staffs.

The facilities in *Travello* Hotel Bandung are 109 rooms with three type rooms, Ballroom, Meeting Room, Swimming Pool, Sky Lounge, Restaurant, Minimarket, Cake Shop, Spa, Bar and Lounge, these facilities will make guest feel comfort and enjoy their staying. As one of leading hotel in Bandung, *Travello* also active in social media and has social media accounts to promote the hotel in everyday.

2.5 Company Profile

2.5.1 The History



a. Concept

Travello Hotel Bandung build at 2013 and officially operated since May 21st 2015. This *Travello* Hotel located in Bandung as the second *Travello* after *Travello* in Manado, and there will be the third *Travello* in Jakarta.

Travello Hotel Bandung located in the north Bandung, at Jl. Dr. Setiabudhi No. 268, Kecamatan Cidadap, Kelurahan Ledeng, Bandung. *Travello* Hotel Bandung located in a quite strategic place, thus it is accessible from the town. For the out of town visitors, this hotel is accessible by less than hour from Pasteur Toll-Gateway, Bandung Train Station and Husein Sastranegara Airport. This hotel is also located near to other tourism places such as Kampung Gajah, Rumah Sosis, Farm House, The Ranch, Maribaya and Tangkuban Perahu Mountain.

Travello Hotel Bandung built with a Modern Art Deco concept along with maroon ambiance and grey to create the Cool, Comfort and Luxury lodging experiences.

b. Hotel Info

Hotel Title : Travello Hotel Bandung.

Company Title : PT. Aldela Sumber Graha Lestari.

Address : Jl. Dr. Setiabudhi No. 268 Bandung.

Land Areas : 1.586 m²

Building Areas : 4.020 m²

Business Areas : 3.520 m²

Building Heights : 30 m²

Telephone/Fax : 022 – 8888.0280 / 8888.0290

Website : www.travellohotels.com

Email : info@travellohotels.com

Facebook : travello

Instagram : travello_hotels

Twitter : @travello_hotels

c) Team Management



d) Vision and Mission

Travello Hotel has a vision and mission as follows:

1) Vision

Become one of the best and biggest hotels which hold the high esteem of culture in Bandung.

2) Mission

1. The guest satisfaction and service from the heart is a priority

2. Creating competition and a steered situation in the business environment that could be our staffs and families proud.
3. Earn an adequate profit for owner and the stock owner.

e) Credo

In order to reach the vision and mission, each *Travello* Hotel staffs are hold onto a Credo, as follows:

Teamwork yang solid

Ramah terhadap tamu,owner, atasan dan rekan kerja

Apapun bisa kita lakukan

Victory (kejayaan dalam memberikan pelayanan terbaik)

Empati dan simpati terhadap sesama

Lebih semangat dalam bekerja

Lebih berpikir positif dalam bersikap

Olah dengan semangat terencana

Hanya kepada-Nya berserah

Olah karyamu pantang menyerah

Tiada apapun akan menghalangi

Edukasi diri sendiri terus menerus

Lebih siap saat tertantang oleh tugas

f) Facilities

In order to create a Cool, Comfort and Luxury lodging experiences,

Travello Hotel Bandung has the good service and facilities, such as:

109 rooms in three types, those are:

- 1) Standard : 26m² Room Areas
- 2) Deluxe : 28m² Room Areas
- 3) Suite : 40m² Room Areas

Each room has a security access card, special for the lift door rooms that could only accessible by a guest who had the key. Each has a complete facility, such as:

- 1) LED TV with 25 channels (local dan international)
- 2) Air Conditioning.
- 3) Save Deposit Box.
- 4) Minibar.
- 5) Coffee/Tea maker.
- 6) Free Access Wifi.
- 7) Bathtub, for Suite room.
- 8) Sprinkle and Smoke Detector.
- 9) Evacuation Route for the emergency.



Travello hotel Bandung also has the extra room facilities for business and vacations, such as:

- 5 Meeting room unit at the second floor with 30 – 60 pax capacities, provided by some extra facilities such as; In-Focus, Screen, Flip-Chart, Audio System.
- 1 unit executive meeting room, at the first floor for VIP guest with exclusive room.
- 1 Ballroom unit – Diamond Ballroom areas 24 x 12.6 m² (pillar less) with 400 pax capacities.
- Swimming Pool, a 130 cm pool for adult and 50 cm for children in restaurant areas.
- Emerald Resto, for 150 pax capacities at the lobby.
- Onyx Bar & Lounge.
- Topaz Sky Lounge.
- Amethys Mini Market with Cake & Bakery with soft-drinks.
- Business Center.
- Internet Corner.
- Spa.