

DIGITAL CONTENT MARKETING DESIGN ON THE SOCIAL MEDIA ACCOUNT INSTAGRAM THE AWAN VILLAS, BALI IN INCREASING BRAND ENGAGEMENT

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ABSTRACT

This study explores digital content marketing strategies used by The Awan Villas, Bali, to enhance brand engagement on Instagram. The rapid evolution of social media as a marketing tool has transformed how businesses interact with customers. However, The Awan Villas faces challenges such as inconsistent content, lack of dedicated social media management, and low follower engagement. This research aims to analyze content marketing strategies, assess audience interaction, and propose effective marketing tactics to optimize brand engagement. The study employs a qualitative descriptive method, gathering primary data through interviews with marketing personnel and guests, and secondary data from content analysis of The Awan Villas' Instagram activities. Findings indicate that strategic content planning, visual consistency, interactive engagement, and optimized posting schedules significantly enhance follower interactions and strengthen brand identity. The research concludes that effective social media marketing strategies, when well-executed, can increase consumer engagement and brand awareness, contributing to long-term business success in the hospitality industry.

KEYWORDS

Digital content marketing, Instagram marketing, brand engagement, hospitality industry, social media strategy



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INTRODUCTION

The development of modern marketing has brought innovations such as content marketing, which not only relies on conventional methods but also utilizes digital platforms such as social media, websites, and blogs. This strategy is designed to create deep engagement with consumers through high-quality content, increase awareness of products or services, and build positive relationships with audiences (Pulizzi, 2012; Saraswati & Hastasari, 2020). Social media plays an important role in creating brand engagement, enabling emotional interactions and strengthening relationships between brands and customers (van Asperen et al., 2018).

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The Awan Villas, Bali, as part of the hospitality sector, has utilized Instagram to promote their facilities and services. Despite this, follower engagement levels are still low due to a lack of consistency in content, profile aesthetics, as well as the absence of dedicated personnel to manage social media (Ananda, 2018). This shows the need for improvement in digital marketing strategies to increase user attraction and engagement.

Optimizing social media marketing strategies can have a significant impact for The Awan Villas in strengthening brand identity and achieving long-term goals. Steps such as improving content quality, consistency of presentation, and active interaction with followers are necessary to create stronger connections between customers and brands (Tafesse & Wood, 2021). Industrial work practices at The Awan Villas are expected to provide strategic guidance that helps improve the effectiveness of promotion through digital platforms.

The rapid development of technology has brought significant changes in digital marketing strategies, including utilizing social media platforms such as Instagram to create deeper interactions with customers (Burksiene et al., 2018; Alkhatib et al., 2023). Digital marketing is not only efficient and cost-effective, but it also allows companies to collect customer data to understand their needs better (Ayush et al., 2020). In the tourism industry, platforms such as Instagram are becoming an effective tool to increase customer engagement and loyalty, with attractive visual content as the main key to its success (Šikić, 2021).

The Awan Villas, Bali, as one of the local accommodation providers in Seminyak, has adopted digital marketing by utilizing Instagram for promotion. However, the implementation of this strategy still requires a lot of improvement, such as content quality and consistency, attractive profile design, and interaction with followers (Ananda, 2018). Compared to local competitors such as Bale Gede Villa who have successfully utilized social media to its full potential, The Awan Villas needs to increase its efforts to create an attractive profile, present informative content, and increase audience engagement through a more focused marketing strategy (Neher, 2013).

The Awan Villas' main focus at the moment is to improve their social media management with more effective strategies. Such steps include refining profile appearance, improving the quality of visual content, and exploring the types of content that audiences are most interested in. While the company has had a presence on Instagram for several years, management realized the need for further optimization to maximize the impact of their digital marketing. With a more targeted strategy, The Awan Villas hopes to strengthen their brand image and increase user engagement, ultimately supporting their long-term success in the hospitality industry (Tafesse & Wood, 2021).

This research aims to analyze the marketing situation and trends on the Instagram platform, specifically on the Instagram account of The Awan Villas, Bali. This analysis is designed to understand consumer behavior on social media and identify what attracts them to follow the account. By utilizing the information obtained, this program aims to provide strategic advice for The Awan Villas to improve their Instagram profile, improve communication with customers, and identify areas for improvement to increase followers and engagement. The ultimate goal is to help The Awan Villas gain more customers, increase sales, and build a stronger brand on social media.

This research is expected to provide significant benefits to The Awan Villas' social media marketing strategy. With a better understanding of consumer behavior and preferences on Instagram, the villa can optimize their profile to increase visual appeal and user engagement. In addition, increased interaction with customers through better communication can build stronger relationships, increase loyalty, and trust in the brand. Implementation of the recommendations from this study also has the potential to increase follower count, content engagement, brand exposure, and ultimately sales. With a stronger social brand, The Awan Villas can differentiate itself from competitors in the hospitality industry.

RESEARCH METHOD

This research uses a descriptive qualitative approach to provide an in-depth understanding of the social media marketing phenomenon at The Awan Villas, Bali. Primary data was obtained through in-depth interviews with the sales and marketing team and overnight guests, while secondary data came from analyzing the villa's Instagram content, including screenshots and documentation of marketing activities. This approach aims to comprehensively describe content marketing strategies, understand consumer behavior, and explore the effectiveness of interactions through social media (Dhealda, 2020). The data collection technique also involves direct and participant observation to get users' perspectives on the content displayed.

In the data analysis process, this research adopted the descriptive qualitative method as described by Miles and Huberman, which involves data reduction, data presentation, and interactive decision-making (Djamal, 2017). The research strategic plan focused on improving Instagram activity through consultation with management and the creation of engaging content. Activities included capturing visual content, drafting informative captions, and managing interactions with users, aimed at increasing brand engagement and exposure on social media.

The research was conducted on a structured schedule from April to June, covering activities such as social media performance analysis, creative content development, and evaluation of digital marketing effectiveness. The strategy was

designed to enhance the brand identity of The Awan Villas, Bali, with the target of creating stronger interactions with customers through the Instagram platform. With this approach, it is expected that the villa can achieve their digital marketing goals more effectively and efficiently, while strengthening its position in the hospitality industry.

RESULT AND DISCUSSION

Description of Research Location

The awan villas is located at Jalan Raya Batu Belig No.168, Kerobokan, Seminyak, Kuta, Bali. Located close to the tourist center of Seminyak makes this location very strategic for guests staying, only 20 minutes drive from Bali Ngurah Rai International Airport. Guests can easily enjoy the beauty of Batu Belig Beach which is only a 5-minute walk away, as well as explore famous restaurants such as Metis and Sardine. Within a 2-minute drive, you can reach other popular destinations such as Potato Head Beach Club, Ku De Ta, La Lucciola Restaurant, Seminyak Square, and the foodie street of Eat Street. This location ensures you can enjoy the best variety of attractions and facilities Seminyak has to offer.

The Awan Villa offers harmony, luxury and tranquility, where every guest can experience the perfect balance between modern comforts and traditional Balinese touches. Each villa is designed with charming details, equipped with a private pool, exotic Balinese-style entrance gate, spacious living pavilion, dining area, functional kitchenette, and outdoor bathroom surrounded by green garden, which makes guests feel closer to nature.

There are 9 rooms at The Awan Villas. Each room, spanning up to 300 square meters, is designed to provide maximum comfort and is equipped with a range of modern amenities. In each room, guests will find a large refrigerator, a flat-screen cable TV, a water dispenser, and a fully-equipped kitchenette, ensuring all guests' needs are met during their stay.

Guest rooms are designed with King Size and Twin Beds configurations, equipped with mosquito nets for a comfortable sleep without insect disturbance. Each room also has air conditioning to keep the temperature cool, a spacious wardrobe, and a flat-screen television with DVD player for entertainment. In addition, guests can take advantage of IDD telephones, high-speed internet access (wifi), and safes to safely store valuables. Elegantly designed and fully equipped, each room at The Awan Villa ensures a luxurious and enjoyable stay, making guests feel right at home but with a touch of unrivaled Balinese luxury.

Research Focus

The focus of this research is on social media planning because the management of The Awan Villa experiences problems in planning, creating, and

uploading content on social media, especially Instagram. This is due to the absence of a position at The Awan Villa that specifically handles social media. As a result, posting on social media is rare and there is no consistent brand identity in every content post. The steps taken include:

1. Content creation that is engaging and interactive with the *audience*

Content planning and curation is essential to drive the strategy created, ensure consistency in posting, and maximize the effectiveness of the marketing campaign. This step is done by compiling a posting calendar and creating a moodboard. The Instagram content plan and moodboard can be seen in Figure 3 below:

INSTAGRAM TIMELINE THE AWAN VILLAS						
TANGGAL	NO.	IG FEEDS	REFERENSI	TARGET	NO.	IG STORY
1 June 2024					1	Hari Lahir Pancasila
2 June 2024	1.	Virtual Tour Fasilitas The Awan Villa	https://www.instagram.com/p/...	Awareness	2	Ambience The Awan Villa
3 June 2024					3	Room Tour The Awan Villa
4 June 2024	1.	Destinasi Wisata Dekat The Awan	https://www.instagram.com/p/CvpBQ...	Konten Informasi	4	Ambience The Awan Villa
5 June 2024					5	Ambience The Awan Villa
6 June 2024	1.	Spot-spot Menarik The Awan Villas	https://www.instagram.com/p/CwkW...	Awareness	6	Ambience The Awan Villa
7 June 2024					7	Ambience The Awan Villa
8 June 2024	1.	Floating Breakfast	https://www.instagram.com/p/C6Gm...	Konten Informasi	8	Ambience The Awan Villa
9 June 2024					9	Room Tour The Awan Villa
10 June 2024	1.	Highlight Kamar	https://www.instagram.com/p/C5-47...	Awareness	10	Ambience The Awan Villa
11 June 2024					11	Ambience The Awan Villa
12 June 2024	1.	Informasi Paket Keluarga The Awan Villas	https://id.pinterest.com/search/pins/?...	Informasi Promo	12	Ambience The Awan Villa
13 June 2024					13	Room Tour The Awan Villa
14 June 2024	1.	Tropical Garden The Awan Villas	https://www.instagram.com/p/C55pd...	Menyoroti Ambience	14	Ambience The Awan Villa
15 June 2024					15	Ambience The Awan Villa
16 June 2024	1.	Kegiatan Tradisi Mebanten	https://www.instagram.com/p/CuMX...	Menyoroti Budaya Bali	16	Ambience The Awan Villa
17 June 2024					17	Ucapan Hari Raya Idul Adha
18 June 2024	1.	Reels Destinasi Pantai batu Bolong	https://www.instagram.com/artotelhs...	Konten Informasi	18	Ambience The Awan Villa
19 June 2024					19	Ambience The Awan Villa
20 June 2024	1.	Honeymoon Room Set Up	https://www.instagram.com/artotelhs...	Sales	20	Ambience The Awan Villa
21 June 2024					21	Room Tour The Awan Villa
22 June 2024	1.	Floating Breakfast	https://www.instagram.com/p/C6Gm...	Konten Informasi	22	Ambience The Awan Villa
23 June 2024					23	Ambience The Awan Villa
24 June 2024	1.	Menu Makanan yang ditawarkan	https://www.instagram.com/p/C6Gm...	Awareness	24	Ambience The Awan Villa
25 June 2024					25	Ambience The Awan Villa
26 June 2024	1.	Meet The Team The Awan Villas	https://www.instagram.com/p/C6Tn...	Menyoroti Budaya Perusahaan	26	Room Tour The Awan Villa
27 June 2024					27	Ambience The Awan Villa
28 June 2024	1.	Suasana Pantai di Pantai Batu Bolong	https://www.instagram.com/artotelhs...	Konten Informasi	28	Ambience The Awan Villa
29 June 2024					29	Ambience The Awan Villa
30 June 2024	1.	Foto Staff Melayani Tamu	https://www.instagram.com/p/C7ML...	Menyoroti Budaya Perusahaan	30	Room Tour The Awan Villa

Figure 3. The Awan Villas Content Calendar

Effective content planning is key to executing a successful social media strategy. In such planning, the creation of a content calendar is essential as it helps determine the posting schedule, maintain consistency, and avoid content gaps. A variety of content types is also necessary to keep the audience interested and not bored. In this content planning, there will be 15 posts in one month, with a posting frequency of once every two days. This aims to increase audience awareness and attract new followers

In content planning, the use of *moodboards* is also indispensable as it can help and direct the content capture process. Here is a *moodboard* that will be used as a guide in the content creation process:

The Awan Villas Content Calendar *Moodboard*



A *moodboard* serves as a visual guide that includes the theme, style, colors, and other aesthetic elements you want to display in the content. With a *moodboard*, the creative team can more easily understand the desired concept and maintain visual consistency throughout the content created. In addition, *moodboards* can increase time efficiency because all team members have a clear and directed reference.

2. Content Creation

In every post made by The Awan Villa, it is very important to always refer to the brand guidelines that have been set. The highlighted visual identity should reflect the colors used in the logo, which are sky blue and light green. Here are more details on the application of the visual identity:

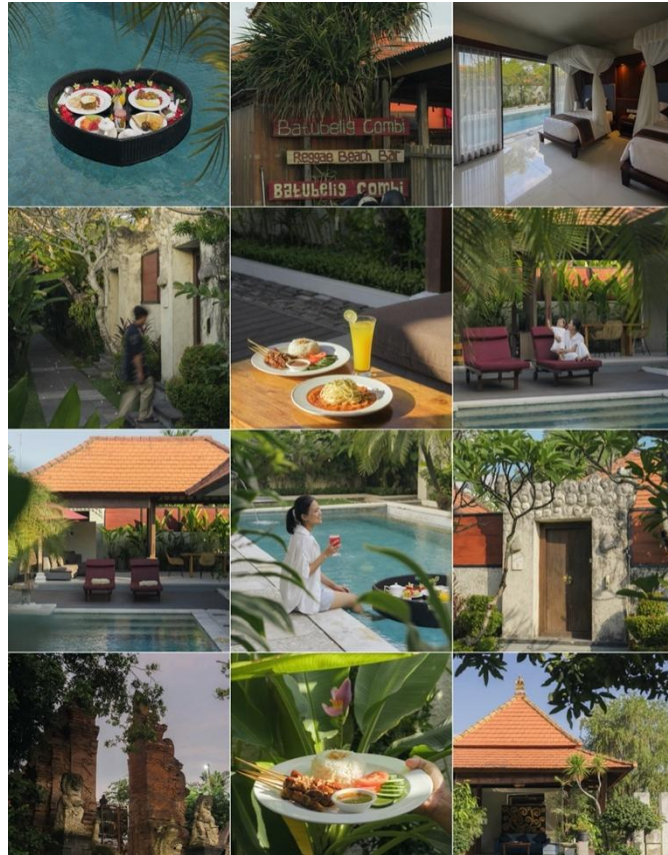


Figure 5. Visual Identity made by Practicum

a) Color Palette:

- Primary Colors: The main colors used in all visual materials are Sky Blue (#87ceeb) and White (#FFFFFF). Sky Blue reflects calmness and freshness, while White gives a clean and modern feel.
- Secondary Colors: The secondary colors used are Light Grey (#D3D3D3) and Light Green (#98FB98). Light Gray gives an elegant neutral touch, while Light Green brings a natural and refreshing impression.

b) Typography:

- Main Font: To give an elegant and professional impression, the main font used is Times New Roman. This font is used specifically for titles and subtitles, giving a classic and easy-to-read look.
- Secondary Font: Arial is used as a secondary font for body text, descriptions, and additional information. Arial was chosen for its simplicity and ease of reading, so that information can be conveyed clearly and effectively.

c) Photography:

- Photography Theme: The photographs used should be able to portray the serenity, natural beauty, and comfort offered by The Awan Villa. This is important to attract attention and give potential guests a real picture.
- Lighting: Use natural lighting as much as possible to produce bright and vibrant photos. Avoid overusing filters to keep the photo looking natural and realistic.
- Interior: Interior photos should showcase a space that is clean, modern, and has a touch of Balinese elements. These touches can be traditional decorations or design elements that are typical of Balinese culture, giving an authentic local feel.

d) Language and Tone Selection:

- Language: Use language that is friendly, warm, and easy to understand. Avoid using language that is too formal or technical so that the message feels more personal and close to the audience.
- Tone: The tone used should reflect friendliness and tranquility, in line with the atmosphere The Awan Villa aims to create. For caption creation, tools such as Chat Open AI and Quillbot can be used to paraphrase, ensuring the language used remains consistent and in line with the guidelines.
- Songs in the Video: For the video, choose songs that reflect calmness and hospitality. Some examples that can be used are songs from FKJ or the lofi genre that are soothing and suitable for a relaxing atmosphere.

3. Post Scheduling

Consistent posting scheduling is essential to ensure that the audience stays engaged and aware of the latest developments from The Awan Villa. Based on audience analytics data provided by Instagram, it is recommended to post content on a regular and planned basis. Here is a guide to effective post scheduling:

Most active times



Most active times

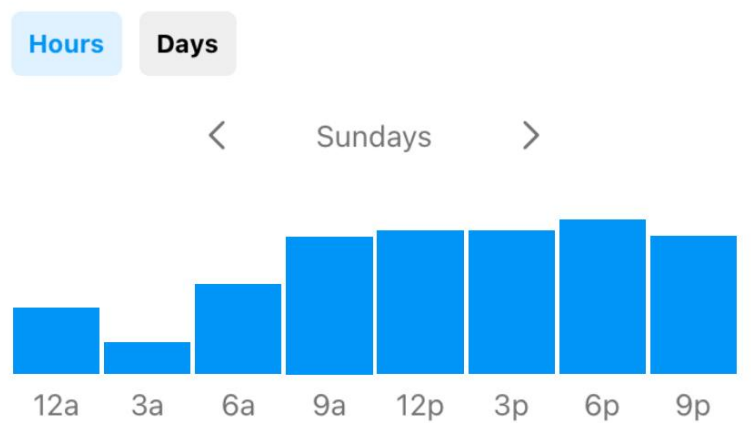


Figure 6. The Awan Villa Instagram Audience Analytics

a) Posting Frequency:

- To maintain audience engagement and ensure a steady stream of content, it's best to post content two to three times a week. This frequency helps keep The Awan Villa in the audience's mind without being overwhelming.

b) Day and Time of Posting:

- Based on audience analytics, the most effective days to post content are Monday, Thursday, and Sunday. Choosing these days allows us to reach our audience at the times when they are most active.
- The recommended time to post is between 6pm and 9pm. During this time, audiences tend to be more relaxed and have free time to view and interact with the posted content. This can increase engagement and ensure that the content is seen by more people.

c) Content Strategy:

- Make sure each post has a variety of interesting and relevant content. For example, Monday can be used to post inspirational content or information regarding the villa's facilities and services, Thursday to post interactive content such as quizzes or questions that engage the audience, and Sunday to post visual content such as photos and videos that highlight the beauty of The Awan Villa and its surroundings.

4. Posting and Distribution

In every social media post, using relevant and popular hashtags is an effective strategy to increase visibility and engagement. Hashtags not only help in reaching a wider audience, but also make it easier to find content by users interested in a particular topic. Here is a suggested hashtag usage guide for The Awan Villa:

a) Hashtag Relevance:

- Make sure any hashtags used are relevant to the content posted. Hashtags should reflect the theme, location and experience offered by The Awan Villa. For example, the hashtag #awanvilla directly refers to the brand and location of the villa, while #naturegateway highlights the natural aspects and vacation experiences offered.

5. Monitoring and interaction

Replying quickly and kindly to comments and messages from the audience is an important aspect of building good relationships and trust with customers. A prompt and professional response not only shows that The Awan Villa cares about its customers, but also helps in building a positive brand image. Here is a guide on responding to comments, messages and reviews in an effective way:

a) Response Speed:

- Always try to reply to comments and messages as quickly as possible. Ideally, a response is given within a few hours of the comment or message being received. A prompt response shows that The Awan Villa values audience interaction and feedback.

b) Friendly and Warm Tone:

- Use friendly, warm and polite language in every response. A friendly tone helps create a positive relationship and makes the audience feel valued. Avoid using overly formal or stiff language that can make customers feel distant.

c) Responding to Positive Reviews:

- Positive reviews are a valuable asset to The Awan Villa. Always take the time to thank customers who have left positive reviews. A nice response could be: "Thank you for the positive review! We are glad you enjoyed your experience at The Awan Villa and look forward to welcoming you back soon."

d) Responding to Negative Reviews:

- Negative reviews should be responded to carefully and professionally. Start by apologizing for the unpleasant experience and show that you understand their concerns. For example: "We apologize for the inconvenience you experienced during your stay at The Awan Villa. Thank you for providing valuable feedback, we will try to improve our service." Next, provide a solution or offer a way to rectify the situation, if possible.

e) Solution Provision:

- When a complaint or problem is raised, be sure to provide a concrete solution. Show that The Awan Villa is committed to correcting mistakes and improving service quality. Quick and effective solutions can turn a negative experience into a positive one and show that The Awan Villa is focused on customer satisfaction.

f) Consistency and Personalization:

- Try to provide consistent and personalized responses. Call the customer by name if possible, and provide a response that is specific to the comment or message received. Personalization shows that each customer is treated individually and special.

6.

To achieve success in social media marketing, it is crucial to always identify the content that is most effective and favored by the audience. This understanding allows The Awan Villa to continuously improve the quality and relevance of posted content. In addition, experimentation with new content is also important to keep attracting and maintaining audience interest. Here is a guide that can help in this process:

a) Content Performance Analysis:

- Regularly analyze content performance using analytics tools available on social media platforms such as Instagram Insights, Facebook Analytics, and other third-party tools. This analysis should include metrics such as the number of likes, comments, shares and impressions for each type of content posted.

- Identify the type of content that gets the highest engagement. For example, whether it is photos, videos, or stories that attract the most audience attention. Also pay attention to the most favored topics or themes, such as content about natural beauty, villa facilities, guest experiences, or special offers.

b) Learning Audience Preferences:

- Conduct surveys or polls on social media to get direct feedback from your audience on the type of content they prefer. Ask simple questions like, "What content do you enjoy most from The Awan Villa?" or "What would you like to see more of on our page?"
- Interact with the audience through comments and messages to understand their preferences more deeply. Respond constructively to positive and negative feedback to steer the content strategy in a direction more favorable to the audience.

c) Experiment with New Content:

- Don't be afraid to experiment with new types of content. For example, try carousel posts to showcase multiple photos at once, live videos for real-time interaction, or IGTV for longer, in-depth video content.
- Stay up-to-date with the latest trends in social media and implement them in your content strategy. For example, if there is a popular challenge or hashtag that is relevant to the brand, participate in it to attract more audience attention.

d) Evaluation and Adjustment:

- After experimenting, evaluate the performance of the new content. Compare the results with the previous content to see if there is an increase in engagement and reach.
- Based on the evaluation results, adjust the content strategy. Keep the types of content that work and modify or discontinue those that are less effective. This process should be done on an ongoing basis to ensure that the content remains fresh and appealing to the audience.

Obstacles Faced

In conducting research activities that took place from April to the end of June, there were several obstacles encountered. Some of these obstacles are described below:

1. Human Resources and Time

Effective social media account management requires a skilled team and sufficient time. In this case, The Awan Villas has not been able to add a team that specifically works on e-commerce and social media. The e-commerce activities that have been carried out so far are carried out by one of the villa management, which is not included in social media activation. So far, social media management has been carried out directly by the villa manager, so they have to divide their time and have an impact on inconsistency in updating social media.

2. Limited Budget for Paid Promotion

Paid promotion on Instagram can be very effective in increasing the visibility and reach of content, as well as bringing in more followers and potential customers. However, to achieve maximum results, a budget is required. Currently, The Awan Villas has not specifically budgeted funds for paid promotion on social media such as Instagram, nor on other digital advertising platforms such as Google Ads. This is an obstacle in maximizing the potential of digital marketing, considering that paid promotions can provide a substantial boost in attracting more attention and interaction from the target audience.

3. Aging facilities and lack of

The Awan Villas is a villa that was established in 2012, so some of its facilities have started to look old. In addition, due to the economic collapse after the COVID-19 pandemic, The Awan Villas is still limiting and paying in installments the maintenance costs for the renewal of its villas. Therefore, during content creation, not all corners of the villa can be used for shooting, as some areas require repairs and renovations.

Changes required

During the research activities, there are several factors that need to undergo changes to support the maximum use of The Awan Villas social media in Bali. These factors are as follows:

1. Platform Diversification

The Awan Villas currently only utilizes social media such as Facebook and Instagram. To increase reach, it is important to consider utilizing other platforms such as TikTok and YouTube to reach an even wider audience.

2. Staff Training

The Awan Villas does not yet have a team specifically responsible for managing social media. training for existing staff is deemed a must in order to properly understand social media strategies. This will enable sustainable social media management.

3. Active Interaction

Active interaction with followers is very important. Training that focuses on how to interact with followers, such as responding quickly and kindly to comments, questions, and messages, builds a stronger relationship with the audience.

CONCLUSION

The research conducted at The Awan Villa aimed to design a digital marketing strategy through the Instagram platform to increase brand awareness and user engagement. The students involved in this program started from the planning stage to supervision, working closely with the management team to ensure every step of the strategy goes according to plan. With a focus on social media management, this program is expected to help The Awan Villa maximize its digital presence to attract more guests and create a better experience for them.

The strategy devised in the Research involved a variety of approaches, including the establishment of a consistent posting schedule, the creation of a dedicated team to manage social media, and the use of Instagram Ads to reach a wider audience. In addition, the program proposes interactive campaigns such as the dedicated hashtag #TheAwanExperience to encourage guests to share their experiences on social media, which can serve as authentic testimonials. Constraints such as limited human resources and aging facilities posed challenges in implementation, but the program provided strategic solutions to overcome them.

Optimal utilization of social media not only increases brand awareness but also supports the creation of closer relationships with guests. Consistent, high-quality visuals help build a strong brand identity, while active engagement through comments and campaigns increases guest loyalty. This strategy also enables an increased number of direct bookings, reduces reliance on intermediaries, and promotes positive word-of-mouth, making social media an effective tool to drive The Awan Villa's business success in the digital age.

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