# CHAPTER 1

INTRODUCTION

A. Research Background

It is been almost five years since 2019 world knows about a pandemic called pandemic of Covid-19. Covid-19 is a disease that attack respitorary system of human because of SARS-CoV-2 virus. World Health Organization (WHO) declared pandemic of Covid-19 is a global pandemic at 11 March 2021 ago. The transmission of Covid-19 is extensive and swift, until 31 May 2021 219 country a total of global infection is more than 171,5 milion cases and 3,7 million death cases are registered. In Indonesia, the first case of Covid-19 found at 2 March 2020 happened to a couple of mother and child who live in Depok. In purpose to handle the transmission of Covid-19 infection that attacks gobal citizen especially in Indonesia without regarding their ages and gender, the government of Republic Indonesia takes various preventive measures, among others are physical distancing and social distancing by direct all Indonesia's citizen to study, work, praying from home, prohibiting any flight, enforcement requirement of Covid-19 test (rapid antigen and swab PCR), quarantine, and others.

According to a previous research and related social media by Purwahita, Wardhana, Ardiasa, and Winia in their journal entitled "Dampak Covid-19 Tehadap Pariwisata Bali Ditinjau Dari Sektor Sosial, Ekonomi, dan Lingkungan (Suatu Tinjauan Pustaka)" (2021), some effects of pandemic Covid-19 especially from social and economy sector are:

- Lots of human resources who work as company workforce have to be sent to their home or the worst is fired from their company.

- Decreases the number of tourist, especially international tourist significantly.

- The amount of travel plan cancellation decreasing indeed reaced 100%

- The amount of guest coming to restaurant, hotel, or souvenir centre decreasing significantly.

- Lots of company such as hotel and reastaurant closes their operational entirely.

- Transportation users, especially tourism transportation and public both land, sea, and air decreasing.
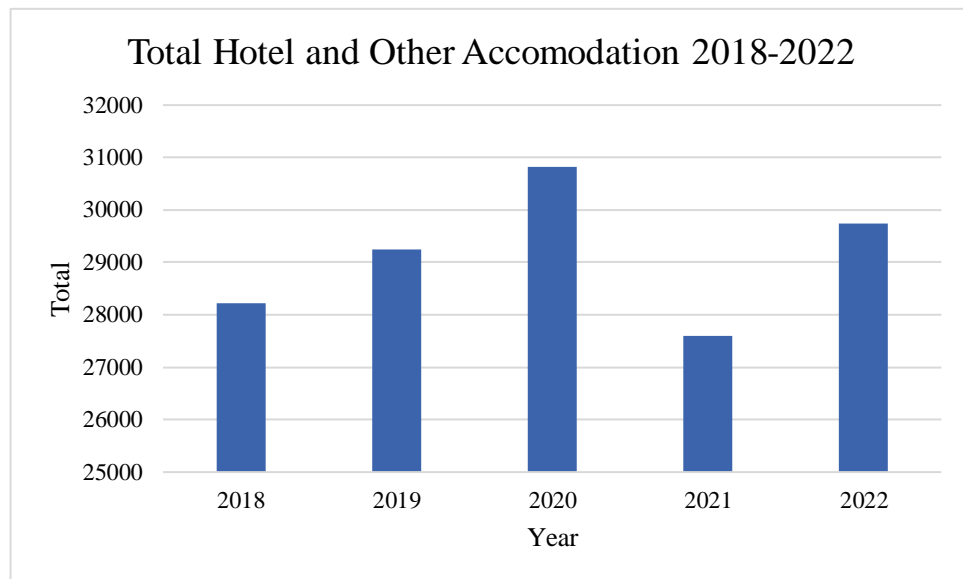
Figure 1

Star Hotel Room Occupancy Rate 2020-2022 in Indonesia
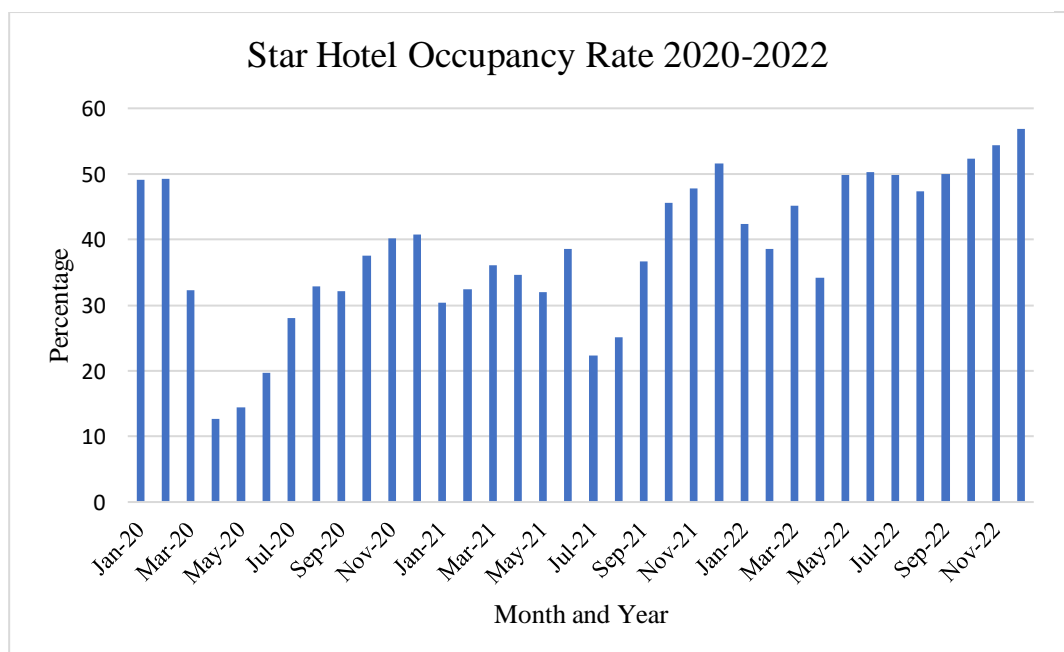
Source: Badan Pusat Statistika Processed by Databoks, 2023

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Figure 2

Total Hotel and Other Accomodation 2018-2022 in Indonesia

Source: Badan Pusat Statistika Processed by researcher, 2023

The pandemic Covid-19 also effects to hospitality industries. The data in bar chart above is average star hotel occupancy rate in Indonesia from 2020 until 2022 quoted from Badan Pusat Statisika processed by databoks.katadata.co.id (2023) and total Hotel and Other Accomodation in Indonesia from 2018 until 2022 quoted from Badan Pusat Statistika processed by researcher. The data above explained that pandemic Covid-19 gave adverse effects to hospitality industries, starting from March 2020 when it started to infect people the hotel occupancy rate decreasing and struggling to be back to their standard occupancy rate. Some of hospitality industries also closed their business, in 2021 as the effect of pandemic Covid-19 in 2020 the total of hotel and other accomodation decreasing until 27.607 business.

The effects of pandemic Covid-19 becomes one of the main attention for all hotel and restaurant businessmen, how to keep their business' existence or how to maintain the awareness of their business

Recently the usage of internet for marketing becomes viral to keep the awareness of firm. In accordance with Badan Pusat Statistika quoted by Jayani in her journal entitled "Penetrasi Internet Indonesia Meningkat Saat Pandemi Covid-19" (2021) the amount of internet user in the household increased 4,43% from the previous year which was 74,75% to 78,18%. Jayani also stated that this enhancement directly proportional to activity restrictions such as physical distancing and social distancing which done by Indonesia's citizen when pandemi Covid-19 was high. When all the Indonesian society tend all their activity from home by utilized the digital technology. That number increased continuously, We are Social and Hootsuite quoted by Annur (2023), until January 2023 the user of internet in the world reached 5,16 billion. That number is 64,4% of global human population which is 8,01 billion people.

Talking about internet user certainly it cannot be separated from social media user, remember the citizen not only use the internet for shopping, working, and studying but also for entertaining. According to We Are Social report quoted by Annur (2022), in average internet user spent 60 minutes until 180 minutes of their time on social media everyday. This report showed that more young someone's age accessed the internet means more time they spent their time on social media. The table below is average amount of time used by internet user to access social media.

Table 1

Average Spending Time in Internet to Access Social Media

No	Description	Woman/Minutes/Day	Man/Minutes/Day
1.	16-24 Tahun	193	163
2.	25-34 Tahun	170	154
3.	35-44 Tahun	147	135
4.	45-54 Tahun	123	108
5.	55-64 Tahun	93	78

Source: Databoks, 2022

According to the table above, we can conclude that internet users aged 16 until 24 years old occupy the first position, followed by aged 25 until 34 years old occupy the second position, and aged 35 until 44 years old occupy the third position. That range of age could be categorized as millennial generation and Z generation. According to research by Bencik, Csikos, and Juhez (2016), can be conluded that millennial generation or known as Y generation was people who born in 1980 until 1995 and Z generation was people who born in 1995 until 2010. According to population census data in 2020 by Badan Pusat Statistika quoted by portal berita Kompas.com (2021), the composision of Indonesia citizen was dominated by Z generation in amount of 27,94% and millennial generation in amount of 25,87%. It can be concluded Indonesia is dominated by productive aged which are millennial generation and Z generation, which those generation is the most generation that use internet especially social media. Based on those exposures, some hotel or restaurant businessmen belief one of the ways to keep their business exist in the middle of

Indonesia society especially in pandemic Covid-19 is by doing marketing digitally through popular social media known by most people.

As the time passed by the condition of pandemic covid-19 has become better than before. Indonesia, especially firms recovery themselves. The social media usage and the situation after pandemic Covid-19 are getting better are the potential to support the technique and strategy in digital marketing. One of the strategies in digital marketing through social media is implementing influencer marketing concept to reach the consumen closer (Safitri and Ramadanty, 2019). Influencer marketing is one of marketing types was established from practice diversity and current study is put individual as a key of message dissemination. In the practice of influencer marketing, formed a term called Key Opinion Leader (KOL) (Safitri and Ramadanty, 2019). Practically KOL uses their social media such as Instagram, Facebook, Twitter, or YouTube to communicate promotion message (Baharsyam and Wahyuti, 2022). Supported by technology development, the marketing is more oriented and focuses to KOL to support the product or service over their follower and people around them (Veirman, Cauberghe, and Hudders, 2017). The promotion activity through social media is one strategies or methods to increase and maintain the brand awareness also engagement rate (Lumantya and Suryadi, 2022).

The same marketing strategy is also used by Hotel X, Bali. After observation and interview about KOL usage in Hotel X, Bali, the usage of Key Opinion Leader (KOL) to brand awareness before, during, and after pandemic covid-19 at Hotel X, Bali are almost same. According the follower growth data of Hotel X, Bali, the giveaway method also increases the follower of Instagram. Every month Hotel X, Bali collaborates with 2 KOLs. They choose the KOL according to their goals to

reach the target of followers which is 25K followers at the end of 2023 and KPI (Key Performance Indicator) which are goals exposure, raise followers, objective conversations, business profile, increasing leads, and raising engagment rate by swipe up fiture and promo code. The slight difference during the pandemic Covid-19 is the objective or characteristic of KOL. During the pandemic Covid-19 Hotel X, Bali mostly collaborates with the local KOL from Indonesia such as Ivanna (@ivannamagdalena – 16.7K Followers) and Pevita Pearce (@pevpearce – 18M Followers). Before the pandemic Covid-19, Hotel X, Bali use KOL from international such as Julie (@happyngood – 60.3K Followers) and Jenna Silver (@jennasilver_ – 185K Followers). Hotel X, Bali decided the collaboration with KOL according to their awareness & followers, awareness exposure from their follower, and the leads that might be brought by the KOL.

Table 2

Hotel X, Bali Instagram Follower Growth

Month/Year	2019	2020	2021	2022	2023
January	3,200	22,172	18,161	18,909	14,876
Februay	3,300	14,581	18,269	18,991	14,845
March	3,500	16,014	18,339	19,038	14,804
April	4,300	16,844	18,418	19,085	14,745
May	4,500	17,372	18,483	19,091	15,215
June	4,800	17,062	18,520	19,165	15,383
July	4,800	16,888	18,595	18,984	
August	5,069	16,976	18,715	18,932	
September	5,147	17,041	18,727	18,542	
October	5,224	17,097	18,768	17,323	
November	5,401	17,431	18,806	16,512	
December	5,697	17,873	18,858	15,154	

Source: Processed research data, 2023

Table 3

KOL Usage to Brand Awareness Hotel X Digitally Pre-Research

Indicator	Scale	Total (Person)
Level of activeness in using social media instagram	Very infrequently	1
	Infrequently	2
	Average	7
	Frequently	8
	Very frequently	12
Respondent awareness to Hotel X, Bali	Very neglectful	4
	Neglectful	9
	Average	6
	Known	9
	Very known	2
Visibility level of KOL	Very unfollow	9
	Unfollow	2
	Average	6
	Follow	10
	Very follow	3
Respondent opinion to Hotel content by KOL	Very unimportant	1
	Unimportant	2
	Average	7
	Important	15
	Very important	5
Attraction level of Hotel content by KOL	Very unattractive	1
	Unattractive	1
	Average	9
	Attractive	14
	Very attractive	5
Further Action after see Hotel content by KOL	Very unwanted	1
	Unwanted	3
	Average	6
	Wanted	12
	Very wanted	9
Frequency level of Hotel content by KOL appear to respondent	Very rarely	2
	Rarely	6
	Average	7
	Often	8
	Very Often	7
Frequency level of Hotel X content by KOL appear to respondent	Very rarely	10
	Rarely	9
	Average	5
	Often	4
	Very often	2

Frequency level of Hotel X content appear to respondent from their Instagram	Very rarely	11
	Rarely	11
	Average	5
	Often	2
	Very often	1
Effect of Hotel X Content by KOL	Very uninterest	3
	Uninterest	4
	Average	10
	Interest	10
	Very interest	3
The importance of KOL usage to Brand Awareness Hotel X	Very unimportant	1
	Unimportant	0
	Average	3
	Important	13
	Very important	7

Source: Processed research data, 2023

Based on the pre-research about KOL usage in marketing to brand awareness Hotel X digitally uses 30 respondents, can be explained that most of respondents active in using social media Instagram, respondents that aware and neglectful to Hotel X, Bali is balance with same amount, most of respondents follow KOL on social media Instagram, respondents thought that hotel content by KOL is important, respondents thought that hotel content by KOL is attractive, after saw hotel content by KOL most of respondents want to stay at the hotel, hotel content by KOL often come to respondents social media Instagram, hotel X, Bali content by KOL very rare come to respondents social media Instagram, hotel X, Bali content by KOL from their Instagram very rare come to respondents social media Instagram, after saw hotel X, Bali content by KOL respondents interest with Hotel X, Bali, and respondents thought that KOL usage to Brand Awareness at Hotel X, Bali is important. It can be assumed that KOL usage is important and usefull in digital marketing to maintain the brand awareness of Hotel X especially after pandemic Covid-19 due the requirement to stay at home. Unfortunetly, Hotel X

doesn't maximize that function so the benefit of KOL usage is less than expectation and less than how it should be. It shown from how the respondent rarely see the content of Hotel X in Instagram (Table 3)

From the indicators of a problem, and felt the need to investigate whether that be a trigger factor that happens and helps Hotel X, Bali maintains their brand awareness digitally by uing KOL. That will be the topic of final project preparation with indicators as above, researcher choose this final project entitled **"THE IMPLEMENTATION OF KEY OPINION LEADER USAGE TO BRAND AWARENESS DIGITALLY AT HOTEL X, BALI"**.

B. Research Objectives

Below questions are the main focuses of this research based on the research background explained above:

1. How is the implementation of Key Opinion Leader (KOL) usage at Hotel X, Bali?

2. How is the Brand Awareness digitally at Hotel X, Bali?

3. How is the implementation of Key Opinion Leader usage to brand awareness digitally at Hotel X, Bali?

C. Research Purposes

The purpose of conducting the research and forming this thesis are:

1. Identifying how Hotel X implementing Key Opinion Leader usage to their brand awareness digitally.

2. Knowing the brand awareness of Hotel X, Bali digitally.

3. Analizying the implementation of Key Opinion Leader usage to brand awareness of Hotel X digitally.

D. Research Limitations

The limitation of this research is the author couldn't access the restircted data according to the agreement with Hotel X, Bali management, such as statistic data. Another limitations is the distance of Bandung and Bali. The person in charge from Marketing and Communication Hotel X, Bali is based in Bali and researcher in Bandung, so that the interview and observation will be done by online and through data given by Hotel X management. The data might be sent through e-mail or other online communication platform.

E. Research Benefits

This research has two kinds of benefits both theoritically and practically. Those benefits are:

1. Theoritically

    This research as the reference and additional to develop the next research in the future for academics who want to research more detail about this case. Maybe not only about this case, but this research could be knowledge to develop research about any other case.

2. Practically

    In pratically, this research as the reference and additional information for Hotel X, Bali in maintaining their brand awareness digitally especially through social media Instagram which is one of the strong marketing tools in digital marketing and could give the evaluation in marketing.