

Integrated Marketing Communication Based on Digital Marketing at D'emmerick Hotel Salatiga Indonesia

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ABSTRACT

Keywords: Integrated Marketing Communication, Digital Marketing, Hospitality.

This research aims to identify marketing communication channels used to develop social media marketing plans and appropriate implementation steps by d'Emmerick Hotel Salatiga, types and forms of content, and techniques for reaching hotel customer groups through conventional and digital social media marketing channels in the most efficient way. This research is a qualitative descriptive study. The results of the analysis show that the company has used conventional and digital marketing models, especially during and after the pandemic. Digital marketing media during and after the pandemic are more widely used, including the use of official websites, Facebook, Instagram, and TikTok, while YouTube was initially used but now prefers TikTok. Apart from that, WhatsApp is also used for personal relationships. The results of the SOSTAC analysis show that there is a development in the use of social media, especially Instagram, which has a high following, which allows for a real increase in site visits.



Introduction

Advances in information and communication technology have created a growing sub-field of marketing communications, rich in innovation and creativity, giving birth to breakthroughs, namely the concept of integrated marketing communications analysis (Kannan, 2017). Marketing Communications (IMC). Integrated Marketing Communication (IMC) is a marketing communications planning process that is applied to communicate planning concepts comprehensively to evaluate the strategic role of various marketing communications elements. IMC pays attention to the added value of comprehensive marketing planning to evaluate the strategic role of various disciplines from the communication discipline, including general advertising, direct response, sales promotion, and public relations (Duralia, 2018).

The activity marketing process in setting company targets requires an optimization component of the promotion mix, that consists of advertising, sales promotion, public relations, personal selling, direct marketing, interactive marketing, publicity, sponsorship, and targeted word of mouth to integrate with mark brand (Nadilla, 2022), and if done with

correct optimally, they will give effect in a way direct impact on the behaviour of the targeted audience. All of the communication aspects become important matters to deliver information, thoughts, ideas, messages, and intentions verbally and non-verbally to the audience (Fatimayin, 2018).

Optimization of marketing communication elements focuses on the effort to reach effective performance, elaborate with additional sophisticated information and communication technology that is applied in marketing channels, destinations, accessibility, HR media channels, and tourism institutions (Mikulić, Krešić, & Gjurašić, 2023). Entering the era of digitalization, rapid technological developments are driving marketing patterns to expand into digital base areas. Nowadays, the internet is an effective role player in carrying out marketing (Visser, Sikkenga, & Berry, 2021).

Studies related to the implementation of Integrated Marketing Communication in hotel and tourism companies have been carried out by previous researchers, both using quantitative and qualitative designs. Currently, this has received quite a bit of attention, especially since the shift in marketing communications towards digital. Some of the previous research was carried out within the scope of hotel and tourism companies, for example, research carried out by (Ndizera, 2018); (Seyyed Amiri, Dastourian, Foroudi, & Nankali, 2017); (Šerić & Mikulić, 2020).

The phenomenon and development of the D'Emmerick Hotel Salatiga company journey is one of the attractions and concerns for studying the integrated marketing communication concept based on digital marketing in the company (OYINLOLA, 2021). This research aims to explore further the implementation of IMC at D'Emmerick Hotel Salatiga, which in turn also forms ideas about strategies to improve market position after the COVID-19 pandemic using SOSTAC analysis. The use of SOSTAC analysis is the differentiator from several previous analyses carried out by (Ndizera, 2018); (Amiri, Dastourian, Foroudi, & Nankali, 2017); (Šerić & Mikulić, 2020). SOSTAC analysis involves exploring the implementation of IMC from the stage of formulating the situation faced by the company, the objectives of IMC implementation, strategy formulation, tactics, actions that have been and will be taken, and control or evaluation of the results of IMC implementation. Strategic communication itself is management's effort to pay attention to and coordinate something that will be carried out with the elaboration of several aspects of communication components to support and align the objectives of activities to influence persuasively (Purnomo, Fadhilah, & Cahya, 2023).

Research Methods

The perspective of this study uses descriptive-qualitative research methods namely understanding the phenomena and social realities experienced by research subjects (Sembiring & Lubis, 2024). Holistic exploration and observation in the forms of behaviour, motivation, perception, and action is carried out and expressed completely in the form of language, written or spoken words which have a natural purpose in a specific context. This research explores how the IMC strategy is implemented starting from planning, implementation, program evaluation, implementation, and impact or influence

as well as an overall evaluation of the Integrated Marketing Digital-based communication carried out by D'Emmerick Hotel Salatiga.

This research was conducted by interviewing informants at D'Emmerick Hotel Salatiga: HRD, executives general manager, and the sales marketing manager. Data collection was also carried out through direct observation at the d'Emmerick Hotel Salatiga to analyze and explore related activities of several strategies and implementation of Integrated Marketing Digital-based communication carried out by d'Emmerick Hotel Salatiga during the Covid-19 and post-Covid-19 period for promotions to attract visiting interest, including by accessing various digital media used such as Facebook, Instagram and Tiktok as well as websites official. SOSTAC analysis was applied to see whether the implementation of IMC has been carried out by the hotel.

Results and Discussion

Implementation of IMC

The study shows that d'Emmerick Hotel uses marketing media in a hybrid manner, namely through the method of conventional (analogue) and digital marketing models, although the proportion use of analogue models becomes smaller. In previous years, d'Emmerick Hotel advertised heavily in print media and local television and radio. However, currently, d'Emmerick uses a lot of digital modes; for its advertising.

Table 1

Implementation of IMC at D'Emmerick Hotel Salatiga

Type	Media	Activity	Objective	Segment consumer
<i>Advertising</i>	Analog and digital	Internet, advertising, products and brochures company distributed by promoters, participate in exhibitions	<ul style="list-style-type: none"> - Provide in a way efficient a number large target audience with information about the existence of the hotel - Create interest through the target audience 	Customer segments from various circles
<i>Sales Promotion</i>	Analog and Digital	Promotions in shopping centres, offices, and business centres with offers of discount coupons, as well as bonus packages, bundling,	<ul style="list-style-type: none"> - Possible candidate customer For check and feel products and services - Interesting customer with a lower price - Offer product addition for 	Consumer/customer segments in the area around marketing

		savings packages	free to increase mark	
			- Interesting attention and create excitement	
			- Using different methods for effective promotion	
<i>Pers onal sellin g</i>	Analog and digital	Personal Selling	- Help build relationships with customers, and educate them about products and services	New consumers
			- Creating customer loyalty	
<i>Dire ct mark eting</i>	Analog and digital	Customer service lines, Internet & social media promotions	- Reach the target audience	More young population with Internet access, users active networking social
			- Need response direct	
<i>Publi c Relat ions</i>	Analog and digital	Appearance public, media relations, work volunteer	- Create image positive	All segment customer
			- Build connections with customers and partners for future business	

<i>Even ts</i>	Analog	Activity community, entertainment, arts, contests, festivals, CSR	- Increase image positive - Build a connection Good with society and customers - Interweave Connections with partners and associates work, <i>corporate</i> - Interweave connection Good with agency government	- Target Company segmentation
<i>Word of Mout h</i>	Digital	Open column comment For every digital post	- Increasing the positive image and reducing the negative image given - Build a connection Good with society and customers	All segment customer

The results of the research found that d'Emmerick Hotel has used 4 types of digital media in its marketing, namely: website, Facebook, Instagram, and TikTok. Meanwhile, although YouTube was once used, it is no longer used often because it is relatively more difficult. However, thereby YouTube is precisely Lots used by other parties such as hotel consumers and YouTubers who create content about the Hotel d'Emmerick.

1. Website

The official website address of D'Emmerick Hotel is <https://d-emmerickhotel.com/>. The website displays the options regarding types of hotel rooms, hotel facilities, rides offered by the company, unique event experiences that can be obtained from the D'Emmerick Hotel Salatiga, and how to book rooms or hotel facilities.

2. Facebook

D'Emmerick Hotel has a Facebook account called D'Emmerick Hotel Salatiga (Official). However, D'Emmerick Hotel Salatiga is not active enough on Facebook, so they don't publish enough posts. D'Emmerick also collaborated with D'Emmerick Adventure Park a natural tourist attraction in the hotel area and is still under the same management as D'Emmerick Hotel Salatiga.

3. Instagram

On the type of social media currently, d'Emmeerick Hotel is very active post its activities. The condition of the Instagram account of D'Emmerick Hotel Salatiga showed that their performance was relatively better and active enough.

4. TikTok

TikTok is the ultimate media utilized by the d'Emmerick Hotel. The hotel has posted videos on the TikTok app and got quite a lot of followers. The posts contained events held at the location and videos of the facilities of D'Emmerick Hotel, though interaction with the audience was still less, however, the style of the content presented was quite interesting.

Types of marketing communication implemented by Hotel d'Emmerick in both analogue and digital were explained in the following Table 2:

1. Advertising

Advertising carried out by the d'Emmerick Hotel consisted of printing media, electronic media as well as online media. The printing media advertising model is not as popular as online media is, so the printing media format now begins to adapt to online format.

Advertising is also carried out by installing billboards, and pamphlets in several locations in Salatiga City. For mass media, the hotel has been in collaboration with online newspapers, TV, Radio Trax FM, Rasika FM, Ambarawa Semarang FM, and Zenith FM, it can be done during gatherings, bartering processes with broadcasts covered in the media made collaboration in Videotron with Amidis mineral water products.

2. Sales promotion

Sales promotion covers wedding packages and holiday packages. The packages are also designed for sports events, and offer accommodation, tickets, breakfast, and sightseeing. Promotions on social media usually involve ongoing promos that are tailored to the moment, iftar events, Shyamalan, New Year, halal bi halal, bundling packages, three-month promos, vouchers, discounts, and so on.

3. Personal selling

Forms of personal selling carried out by d'Emmerick Hotel are sales calls, sales trips, sales blitz email marketing, gatherings, tabletop discussions, and so on.

4. Direct Marketing

Direct marketing is a marketing strategy to build more relationship stronger and more personal between buyers and customers selected in a way directly, with a sophisticated current internet network This can held online, via WhatsApp, Facebook, and Instagram.

5. Public Relations

Most of the narrative in public relations is present on online media such as official websites and social media Facebook, Instagram, TikTok, and YouTube. Meanwhile, conventional public relations are presented in newspaper's media partners such as Solo Pos, Tribun News, Suara Merdeka, Wawasan, and so on.

To expand the public relations activities, D'Emmerick Hotel intertwines good connections with nonsegmentation targets like government, corporate, church, and

stakeholders of the hotels, such as the Indonesian Hotel and Restaurant Association, Indonesian Hotel General Manager Association, and collaboration with local MSMEs such as snacks typical Salatiga.

6. Events

There are many events held by D'Emmerick Hotel like anniversary celebrations, of the hotel, performances of art culture, social media contests, music events, fashion show events, greatness event competitions sports, CSR, education and arts, and other regular events. A lot of CSR activities were carried out by D'Emmerick Hotel Salatiga to the surrounding community, such as blood donations, sharing food during the moment of fasting, Christmas assistance, assistance to residents drought impact from drought on Mount of Merbabu, vaccination during the COVID-19 pandemic.

7. Word-of-mouth (WOM)

Several e-WOM marketing carried out by D'mmerick Hotel are saying accept love, like, comment, and intertwine a good connection to the account holder account who posts several videos made by a third party about D'Emmerick Hotel. Most of the WOM is posted on Instagram and TikTok.

SOSTAC Analysis Results

The results of the SOSTAC analysis which consists of an analysis of reading the situation faced by the company, setting goals, implementing strategies, implementing tactics and actions carried out, and controlling/evaluating carried out are summarized in the following table.

Table 2
Overview of Digital Marketing Goals, Strategies, Tactics, Actions (SOSTAC) and Results

Situation	Objective	Strategy	Tactics and Action	Control (Evaluation _
External environmental conditions have not yet fully improved as before the pandemic	Optimization and planning		Making Editorial Calendar	All ads and content are well planned (proper theme, and narrative) beforehand and posted at the right time Each post must be completed in at least 1 day. The person responsible and implementing it is the Marketing Department Evaluations are carried out every week
Competition in the use of promotional	customer education, brand awareness	Content marketing, keyword	• Promote packages before certain seasons (holidays,	The target segmentation is all groups.

<p>ons from competing hotels</p>	<p>optimization</p>	<p>anniversaries, long holidays) <ul style="list-style-type: none"> • Post pictures of hotel specialities from the menu, interesting things; • Create infographics about the benefits of healing and <i>outbound opportunities</i>, provide discounts for members • Make a video about healthy air cool, and promote it to business travellers; • Create regular promotional content </p>	<p>Increasing number of website visits and social media followers</p> <p>The result of this point is an increase in student visits during the school holiday months....family visits during holidays/weekend holidays</p> <p>Increase from business/government organizations at the end of the month and the end of the year</p> <p>The person responsible and implementing it is the Marketing Department</p> <p>Evaluations are carried out every week</p>
<p>Increase brand awareness and customer engagement</p>	<p>Social media marketing</p>	<ul style="list-style-type: none"> • Post content more than 1, 2, or 3 times a week; • Change your profile picture to a logo, and create a collage as a cover photo; • Add information to sections about hotels and facilities, events, and sports; • Respond to comments and questions in a shorter time frame; • Ask questions in the comments section; 	<p>More prospects and New customers, higher satisfaction levels across all segments</p> <p>Increased visits to the website, as well as official social media, room bookings, and direct site visits</p> <p>The person responsible and implementing it is the Marketing Department</p> <p>Evaluations are carried out every week</p>

		<ul style="list-style-type: none"> • Encourage customers and employees to post content; • Add quizzes (entertaining content) and give prizes to the winners 	
Increase ranking on <i>Google Search</i>	SEO Marketing	<ul style="list-style-type: none"> • Cooperate with local newspapers to regularly write articles about the hotel; post links on social media; • Adding a blog from the hotel side (Inviting influential people, selectively (celebs or bloggers) so that they mention it on social media and blogs; 	<p>Appears on the first page of <i>Google</i> search, <i>link</i></p> <p>The greater the number of website and social media visits and hotel room bookings.</p> <p>The person responsible and implementing it is the Marketing Department</p>
Increase interaction with existing and potential customers	Marketing <i>e-mail</i>	<ul style="list-style-type: none"> • When sending promotional content, ask a question or 2 about the customer; • Use strong words on the subject, to attract attention. Attach interesting images. • Use interesting and fun words • Use an official company account specifically for email and office CP 	<p>Increasing number of repeat visits from old customers</p> <p>Emerick is increasingly becoming known among various consumer circles</p> <p>Increasingly high traffic on social media and websites</p>

	<ul style="list-style-type: none"> • Test deliverability and display of content on desktop and mobile devices; 	
Mobile Marketing	<ul style="list-style-type: none"> • Employees must have a separate phone number to log in to WhatsApp ; • Promote WhatsApp opportunities across all social media and websites; • Create simple, attractive images and short, relatable videos; • Create pre-written messages, hello messages, information about services and products, and thank you messages; • Use friendly <i>con emoticon</i> ; • Use Broadcasts to create customer groups, but try to keep the number small so that it does not interfere with excessive customer activity intensity; 	Better interactions with existing customers, better relationships, higher levels of satisfaction

Action stages become an important stage in implementation tactics, division role, assignment framework time, and allocation the human resources/ Besides, as a strategic objective of the hotel, d'Emmerick Hotel increases the amount of positive WOM,

eliminating negative WOM, and maintaining trend sustainability, blogger/youtuber relations as well increase connection with social media. reputation company online proactive.

Table 3
IMC Actions

Media	Analog	Digital					
		Website	Facebook	Instagram	TikTok	YouTube	WhatsApp
Advertising	✓	✓	✓	✓	✓		
Sales Promotion	✓		✓	✓			✓
Personal selling	✓		✓	✓			✓
Direct marketing	✓		✓	✓			✓
Public relations	✓		✓	✓			✓
Blogger/YouTuber relationship		✓		✓		✓	
Events	✓		✓	✓	✓	✓	
Increase positive WOM			✓	✓	✓		
Reducing negative WOM			✓	✓	✓		

Evaluation of controls of SOSTAC elements can give a view of targeted customers and customers' fixed, preferences, the effectiveness of the electronic tool, cost, and the competitor situation. The control must be entered into the plan, which establishes objectives, roles, and timing of the reporting process.

1. Analysis of Website



Figure 1 Analysis Website Tracking

Results of tracking with Google Analytics show development visits to the d-emmerickhotel.com website are declining from September to November 2023 after previously there is high visitation in August 2023. The data also shows that most of the visits are with mobile web devices rather than desktop devices.

2. Analysis of Instagram

Tracking results with the use of InsTrack describes hotel_emmerick_official Instagram performance as follows:



Figure 2 Analysis of Instagram Followers Tracking

The data shows that amount hotel_emmerick_official Instagram followers tend to experience a trend enhancement. However, thereby the level of engagement and number of likes per week in the final month of December 2023 is likely down Amount the increase in followers reached 3.98% in 90 days or adding new followers as many as 23 people each week.

3. Analysis TikTok

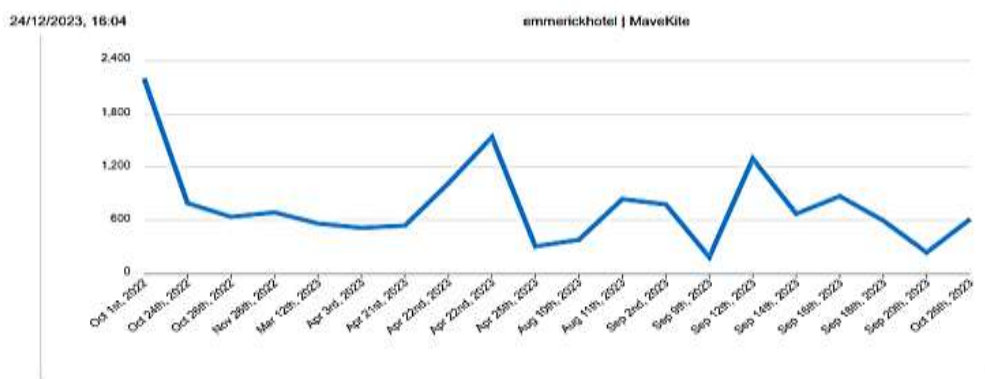


Figure 3 Movement Amount Viewers TikTok emmerickhotel

Amount TikTok viewers of emmerickhotel seems to be very volatile and depends on the information and quality of the video presented. During the observation period, there was a declining trend in the viewers. The number of likes given by the audience to TikTok material of emmerickhotel fluctuates greatly, however throughout the average observation reaches 20 likes. For every video where the highest number of likes was only as many as 34 likes, viewers reached 8924 users, sharing 32 users and 17 saved videos,

namely on September 22, 2023, where a post with a video recap of the weekend's activities at D'Emmerick Hotel. Likewise, the amount of comments is still under 5 comments except in early October 2023 which has possibly reached 10 comments.

Based on several findings, they show some of the challenges faced company in serving integrated marketing communication based on online media and social media. This can be caused by a lack of knowledge or resources.

Conclusion

Research findings show that d'Emmerick hotels still use analogue-based marketing communication models combined with digital models, although the proportion of analogue models used is currently getting smaller. In implementing digital marketing, Hotel d'Emmerick has used 4 main types of social media and digital media, namely: website official, Facebook, Instagram, TikTok, YouTube, and WhatsApp.

The results of the SOSTAC analysis show that the implementation of the use of IMC by d; Emmeirck Hotel which was carried out seriously after the pandemic gave quite good results, especially from the use of Instagram media where the number of posts made was the largest, and as a result the number of visitors and views. increasingly increasing day by day,

General recommendations for future digital marketing strategies include that corporate organizations need to create a system of clear, competitive, credible, and reliable promotional messages across various marketing activities. Just the products and services of an advertising or marketing organization are not enough, but the message must be consistent, unique, and interesting, this will lead to the formation of brand loyalty. Additionally, companies need to implement an integrated online and offline marketing communications strategy as more and more customers spend their time online. A mixed model of both online and offline in the IMC strategy will achieve better results.

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