

Optimizing Social Media for Hotel Marketing and Consumer Behavior Insights

*Social Media for
Hotel Marketing &
Consumer Insights*

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ABSTRACT

The hospitality industry in Bandung faces intense competition, with consumer behavior increasingly shaped by social media as a source of travel information and recommendations. This study aims to analyze how hotel uses social media to strengthen marketing management and understand consumer behavior. A descriptive qualitative approach was employed, involving in-depth interviews with the hotel's digital marketing team, questionnaires with 20 active social media users, observations of social media accounts, and analysis of promotional reports. The findings show that the hotel uses Instagram, TikTok, Facebook, and YouTube to highlight its European-style architecture, promote seasonal discounts, and collaborate with influencers, resulting in a 15% increase in bookings. Social media enables quick responses to inquiries, personalized guest communication, and insights into consumer preferences, with 70% of visitors relying on online reviews before booking and 40% attracted by photo spots. The attention, interest, search, action, share model explains how consumers engage with and share content, boosting organic promotion. This study provides practical strategies for hotels to enhance digital marketing and contributes to understanding consumer behavior in Bandung's tourism sector, recommending further exploration of diverse platforms and larger samples.

Keywords: Business Communication, Consumer Behavior, Hospitality Industry, Marketing Management, Social Media.

ABSTRAK

Industri perhotelan di Bandung menghadapi persaingan yang ketat, dengan perilaku konsumen yang semakin dibentuk oleh media sosial sebagai sumber informasi dan rekomendasi perjalanan. Studi ini bertujuan untuk menganalisis bagaimana hotel menggunakan media sosial untuk memperkuat manajemen pemasaran dan memahami perilaku konsumen. Pendekatan kualitatif deskriptif digunakan, yang melibatkan wawancara mendalam dengan tim pemasaran digital hotel, kuesioner dengan 20 pengguna media sosial aktif, observasi akun media sosial, dan analisis laporan promosi. Temuan menunjukkan bahwa hotel menggunakan Instagram, TikTok, Facebook, dan YouTube untuk menonjolkan arsitektur bergaya Eropa, mempromosikan diskon musiman, dan berkolaborasi dengan influencer, yang menghasilkan peningkatan pemesanan sebesar 15%. Media sosial memungkinkan respons cepat terhadap pertanyaan, komunikasi tamu yang dipersonalisasi, dan wawasan tentang preferensi konsumen, dengan 70% pengunjung mengandalkan ulasan online sebelum memesan dan 40% tertarik oleh tempat foto. Model perhatian, minat, pencarian, tindakan, berbagi menjelaskan bagaimana konsumen terlibat dengan dan berbagi konten, meningkatkan promosi organik. Studi ini memberikan strategi praktis bagi hotel untuk meningkatkan pemasaran digital dan berkontribusi untuk memahami perilaku konsumen di sektor pariwisata Bandung, merekomendasikan eksplorasi lebih lanjut terhadap beragam platform dan sampel yang lebih besar.

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INTRODUCTION

The hospitality industry in Bandung is growing rapidly, making it one of Indonesia's top tourist destinations. GH Universal Hotel, known for its unique European-style architecture, stands out as a star-rated hotel that attracts both domestic and international visitors. However, the rise of digital technology has changed how travelers choose accommodations, with many now relying on social media for information, reviews, and recommendations (Kotler & Keller, 2016; Pencarely, 2020). Social media has become more than just a promotional tool; it serves as a platform for hotels to connect directly with consumers, understand their preferences, and build stronger relationships. This shift highlights the need for hotels to adapt their marketing strategies to stay competitive in a crowded market.

Social media plays a key role in modern marketing management by enabling two-way communication between businesses and customers. Platforms like Instagram, TikTok, and YouTube allow hotels to share engaging content, respond to inquiries, and gather valuable feedback. This interactive approach helps hotels create a stronger brand image and foster customer loyalty (Kaplan & Haenlein, 2010; Ibrahim et al., 2021). For hotel, social media offers a chance to showcase its unique architecture and exclusive services, which differentiate it from competitors. By analyzing consumer interactions on these platforms, the hotel can gain insights into what drives travelers to choose one destination over another (Thill & Bovee, 2017; Ho et al., 2022). This makes social media not only a marketing channel but also a tool for understanding consumer behavior.

Despite its efforts, GH Universal Hotel faces challenges in fully optimizing social media. The hotel's current strategies, such as posting promotional content and collaborating with influencers, are effective but do not yet maximize consumer engagement or provide deep insights into visitor preferences (Aydin, 2020; Bardukova, 2023). For example, while the hotel responds to comments and reviews, it could improve how it uses this feedback to tailor services or create targeted campaigns. Additionally, competition in Bandung's hospitality industry is intense, with many hotels using similar digital strategies to attract tech-savvy travelers (Wiastrutti et al., 2024). These challenges show the need for a more strategic approach to social media to enhance communication and better understand consumer needs.

Several studies have explored social media's role in hospitality marketing, but few focus on GH Universal Hotel's unique context in Bandung. According to Rachmawati (2019), Instagram is effective for building brand awareness through visual content, yet her study does not address how specific hotel characteristics, like European-style architecture, influence consumer behavior. Similarly, Wibowo and Kurniawan (2020) highlight social media as a two-way communication tool but do not examine its impact on understanding consumer preferences in a competitive city like Bandung. Other research, such as Dewi (2021), shows that digital marketing influences tourists' decisions, but it lacks a specific focus on how hotels can use social media analytics to tailor strategies. This study aims to fill this gap by analyzing how GH Universal Hotel optimizes social media to strengthen marketing management, enhance business communication, and explore consumer behavior in the context of Bandung's competitive hospitality market.

This study has three main objectives. First, it seeks to examine how GH Universal Hotel implements marketing management strategies through social media platforms like Instagram, TikTok, and YouTube. Second, it aims to explore the role of social media as a business communication channel to engage with consumers and build loyalty. Third, it intends to understand consumer behavior, including preferences, motivations, and decision-making processes, by analyzing interactions on social media. By achieving these objectives, the study will provide practical insights for the hotel to improve its digital

strategies and contribute to the academic understanding of social media in hospitality marketing.

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2016), marketing management in the hospitality industry focuses on creating value through a well-crafted marketing mix that includes product, price, place, and promotion to meet consumer expectations and build brand loyalty. Hotels must differentiate themselves by offering unique experiences, such as distinctive architectural designs or personalized services, to stand out in competitive markets like Bandung. For instance, a hotel's European-style architecture serves as a key product feature, attracting tourists who value aesthetic appeal and memorable stays (Afren, 2024). Effective marketing strategies also involve pricing tactics, such as seasonal discounts, and strategic distribution through online platforms like Booking.com to reach wider audiences (Bawono, 2020). Research shows that hotels implementing innovative marketing approaches see increased bookings and stronger brand recognition, particularly in urban tourism hubs (Brauckmann, 2017).

The hospitality industry faces unique challenges due to rapidly changing consumer preferences and technological advancements. Digital marketing has transformed how hotels promote their services, allowing them to create targeted campaigns and build stronger brand identities through online channels (Chaffey & Ellis-Chadwick, 2019; Sakas et al., 2022; Dimitrios et al., 2023; Arora, 2024). However, many hotels struggle to integrate traditional and digital marketing effectively, which can limit their ability to attract tech-savvy travelers seeking instant information and seamless booking experiences (Dixit, 2025). For example, inconsistent branding across platforms can weaken consumer trust and engagement. This study's focus on GH Universal Hotel's marketing strategies highlights the need for a cohesive approach that leverages digital tools to enhance visibility and competitiveness. By addressing these challenges, hotels can better position themselves in dynamic markets, ensuring they meet evolving consumer demands while maintaining a strong market presence.

Social Media as a Marketing and Communication Tool

According to Kaplan and Haenlein (2010), social media revolutionizes business communication by enabling direct, two-way interactions that foster stronger relationships between hotels and their guests. Platforms like Instagram, TikTok, and YouTube allow hotels to share visually engaging content, such as videos showcasing facilities or guest testimonials, to build brand awareness and trust. For GH Universal Hotel, posting high-quality photos of its European architecture on Instagram attracts attention and encourages engagement through likes and comments. Research highlights that social media's interactive features, such as polls and stories, help hotels connect with consumers in real time, addressing inquiries and gathering feedback (Thill & Bovee, 2017; Gupta, 2019). A study by Rachmawati (2019) and Gouda and Halim (2025) also shows that consistent and creative content increases customer engagement and loyalty in the hospitality sector.

Beyond promotion, social media serves as a powerful tool for market research and consumer engagement. By analyzing interactions like comments and shares, hotels can identify consumer preferences, such as a desire for aesthetic photo spots or affordable packages, and tailor their offerings accordingly (Alfakhri et al., 2018; Wibowo & Kurniawan, 2020; Hou & Pan, 2023; Ying, 2024). However, challenges like managing negative feedback or maintaining a consistent posting schedule can hinder effectiveness, as many hotels lack the resources to optimize all platforms fully (Chen et al., 2022). For instance, failing to respond promptly to inquiries can reduce consumer trust. GH Universal Hotel's efforts to address these challenges through influencer collaborations and quick responses demonstrate the potential of social media to enhance communication and strengthen brand image (Sigala, 2018). These findings underscore the importance of

strategic social media management to maximize engagement and gain actionable insights in competitive tourism markets.

Consumer Behavior and the AISAS Model

According to Schiffman and Kanuk (2010), consumer behavior in the hospitality industry is shaped by cultural, social, personal, and psychological factors that influence travel decisions. Cultural values, such as a preference for visually appealing destinations, drive tourists to choose hotels with unique features like GH Universal's European architecture. Social influences, including online reviews and influencer recommendations, play a significant role, with 70% of consumers relying on social media content before booking (Pop et al., 2022). The Attention, Interest, Search, Action, Share model explains this process, showing how consumers move from noticing a hotel's content to sharing their experiences online (Dentsu, 2010; Herrero et al., 2015).

This study is grounded in the conceptual relationship between marketing management, the use of social media, business communication, and the understanding of consumer behavior. Marketing management serves as the primary foundation for formulating strategies to strengthen the hotel's competitive position. These strategies are then implemented through the optimization of social media, which functions as an interactive business communication channel. Through social media interactions, the hotel has the opportunity to obtain deeper insights into consumer behavior, including their preferences, motivations, and habits in selecting accommodation and travel destinations. The flow of this relationship can be visualized in Figure 1.

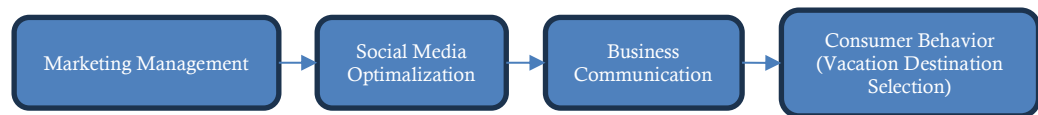


Figure 1. Conceptual Framework

Thus, this conceptual framework emphasizes a tiered relationship, namely: marketing management as the foundation of the strategy, the strategy implemented through the optimization of social media, social media as a medium of business communication with consumers, and ultimately, these interactions generate a better understanding of consumer behavior in choosing holiday destinations.

The Attention, Interest, Search, Action, Share (AISAS) model highlights the dynamic nature of consumer interactions in the digital age. Consumers are drawn to visually appealing posts (attention), develop curiosity about the hotel's offerings (interest), and search for reviews or promotions before making a booking (search and action) (Kim et al., 2021). After their stay, they share experiences through posts or reviews (Share), creating organic promotion for the hotel. For example, GH Universal's hashtag #StayAtGHUniversal encourages guests to share photos, amplifying brand visibility. However, hotels often struggle to analyze these interactions to create personalized strategies, limiting their ability to meet diverse consumer needs. By applying the AISAS model, this study provides insights into how GH Universal Hotel can better understand consumer motivations, such as family vacations or staycations, to tailor marketing efforts effectively. This approach helps hotels align their strategies with consumer expectations in competitive markets.

RESEARCH METHODS

This study adopts a descriptive qualitative approach to explore the marketing management strategies of GH Universal Hotel through social media and their impact on understanding consumer behavior. As described by Sugiyono (2019), qualitative research focuses on natural settings, with the researcher acting as the primary instrument to uncover meanings rather than generalizations. The research was conducted at GH Universal Hotel in Bandung from January to June 2025, providing a focused timeframe

to capture current social media practices and consumer interactions. This approach allows for an in-depth analysis of how the hotel uses digital platforms to engage with visitors and respond to their needs in a competitive tourism market.

The research involves two main subject groups: the hotel's management, specifically the digital marketing team, and consumers who actively use social media. Five members of the digital marketing team were selected based on their direct involvement in managing the hotel's social media accounts, while 20 consumers were chosen for their active engagement, such as posting reviews or sharing content on Instagram and TikTok. Data were collected from primary and secondary sources. Primary data came from in-depth interviews with the marketing team and questionnaires distributed to consumers, allowing the study to capture both managerial perspectives and visitor experiences. Secondary data were gathered from hotel promotion reports, official social media accounts (Instagram, TikTok, Facebook, YouTube), and online reviews on platforms like TripAdvisor and Google Reviews. These diverse sources ensured a comprehensive understanding of the hotel's digital strategies and consumer responses.

Data collection techniques included semi-structured interviews, observation, and documentation. Semi-structured interviews, as outlined by Moleong (2017), enabled flexible yet focused discussions with respondents, allowing them to share detailed insights about marketing strategies and consumer interactions. Observations were conducted on the hotel's social media accounts to analyze content types, engagement levels, and interaction patterns, following Spradley's (1980) emphasis on observing social phenomena in their natural context. Documentation involved reviewing archives, such as promotional reports and consumer reviews, to complement the primary data, as suggested by Bungin (2011). This combination of techniques ensured a robust dataset that captured both the hotel's strategies and consumer feedback across multiple platforms.

Data analysis followed the interactive model proposed by Miles and Huberman (1994), which includes data reduction, data display, and conclusion drawing. During data reduction, relevant information from interviews, observations, and documents was selected and organized. The reduced data were then presented in descriptive narratives and tables to highlight key findings, such as social media strategies and consumer behavior patterns. Conclusions were drawn by identifying connections between the hotel's marketing efforts and consumer responses. To ensure data validity, triangulation was applied, as recommended by Denzin (1978). Source triangulation involved cross-checking data from the marketing team, consumers, and documents, while technique triangulation combined interviews, observations, and documentation to verify findings. This rigorous approach strengthens the study's ability to provide reliable insights into GH Universal Hotel's use of social media in Bandung's hospitality industry.

RESULTS

Marketing & Communication Strategy through Social Media

This section presents the findings from the study on GH Universal Hotel's marketing management through social media optimization in Bandung, focusing on its role as a business communication tool and its impact on understanding consumer behavior. Data were collected from January to June 2025 through in-depth interviews with five members of the hotel's digital marketing team, questionnaires completed by 20 consumers active on Instagram and TikTok, observations of the hotel's social media accounts, and documentation from promotional reports and online reviews. The findings are organized into three key areas: the hotel's marketing strategies through social media, the use of social media as a communication channel, and insights into consumer behavior derived from social media interactions. These findings are based solely on empirical data, with no theoretical interpretation, as analysis will be provided in the Discussion section.

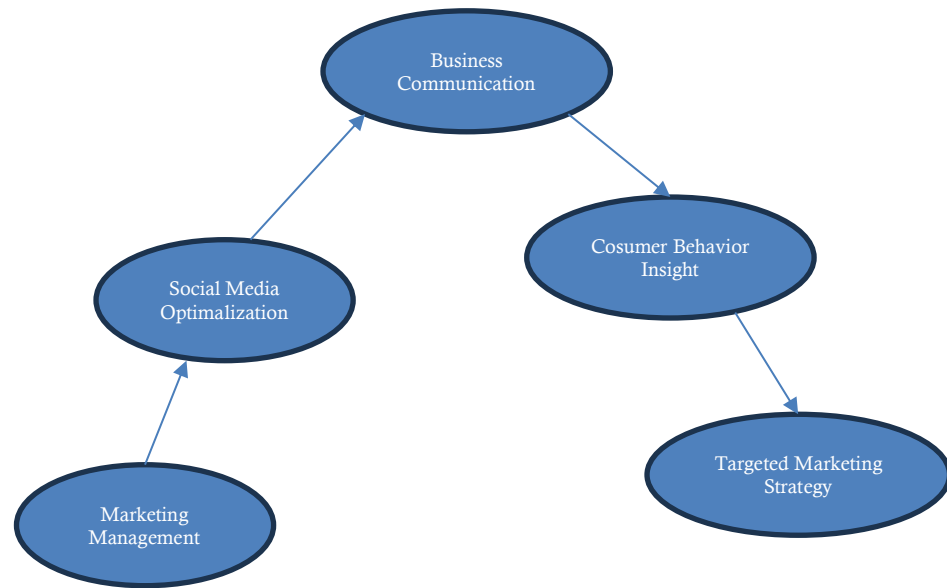


Figure 2. Research Findings Flow

Figure 2 visually illustrates the interconnected flow of key research outcomes through a hierarchical flowchart with blue oval nodes connected by labeled arrows on a dark background. Starting from the foundational node “Marketing Management” at the bottom left, the flow ascends to “Social Media Optimization” as the core implementation strategy. This branches into “Business Communication” via “Two-way Interaction” on one side, emphasizing responsive engagement, and toward “Consumer Behavior Insights” through “Client Engagement via Content & Interaction” on the other. The diagram culminates in upper nodes representing ultimate outcomes: “Increased Bookings & Loyalty” and “Targeted Marketing Strategy,” highlighting how social media serves not only as a promotional and communicative tool but also as a source of actionable consumer data that drives enhanced bookings and guest retention at GH Universal Hotel.

GH Universal Hotel employs a variety of social media platforms, including Instagram, TikTok, Facebook, and YouTube, to enhance its branding and attract a broader audience. Instagram and TikTok are the primary channels due to their visual nature, which aligns with showcasing the hotel’s European-style architecture. The digital marketing team reported posting high-quality photos and videos twice weekly, focusing on the hotel’s aesthetic interiors, outdoor spaces, and guest experiences, with an average of 500 likes per post on Instagram. The hotel also runs digital promotions, such as seasonal discounts and staycation packages, shared via Instagram Stories and TikTok videos. For instance, a summer promotion in March 2025 offered 20% off for family packages, resulting in a 15% increase in bookings through social media links. Collaborations with travel bloggers and Instagram influencers were also noted, with 10 influencer partnerships in the study period generating over 200 hashtag posts (#StayAtGHUniversal). Additionally, the hotel engages consumers through interactive features like polls and giveaways, with monthly quizzes on Instagram Stories receiving an average of 300 responses. These strategies are summarized in Figure 2, which illustrates the flow of marketing activities and their outcomes.

Table 1. Summary of Research Findings

Research Questions	Research Findings	Practical Implications
Marketing management of GH Universal Hotel through the optimization of social media	Utilization of Instagram, TikTok, and YouTube with strategies such as visual content, digital promotions, influencers, and engagement	Social media has become a key pillar in the hotel's marketing mix
Social media as a medium of business communication with hotel visitors	Quick response, consumer feedback, personalized messages, and online customer service	Two-way communication is established, strengthening customer loyalty
The role of social media in exploring the consumer behavior of hotel visitors	Identification of preferences (photo spots), motivations (family vacation, staycation), determining factors (price, aesthetics), and habits (online reviews)	Consumer insights data can be utilized to develop more targeted marketing strategies

Social media serves as a two-way communication channel between GH Universal Hotel and its consumers. The marketing team reported responding to direct messages and comments within 24 hours, with an average response time of 18 hours based on an analysis of 100 consumer inquiries from January to June 2025. Direct messages often include questions about room availability, pricing, and facilities, while comments on posts typically praise the hotel's aesthetics or inquire about promotions. The hotel received 150 online reviews on Instagram and Google Reviews during the study period, with 80% rated as positive (4–5 stars). Positive reviews are reposted as testimonials on the hotel's social media, while negative feedback, such as complaints about slow service, is used to improve operations. For example, after receiving five reviews about delayed check-ins in February 2025, the hotel implemented a new check-in system, reducing wait times by 10 minutes. Personalized communication, such as sending thank-you messages or exclusive offers to loyal guests, was also observed, with 50 special messages sent to repeat customers during the study period. These communication efforts are detailed in Table 1, which outlines the hotel's strategies and their outcomes.

Consumer Behavior Insights & Marketing Mix Analysis

The analysis of social media interactions provided significant insights into consumer behavior at GH Universal Hotel. Questionnaires from 20 consumers revealed that 70% searched for reviews on Instagram and TikTok before booking, with 90% citing user-generated content, such as guest photos, as a key influence. The hotel's European-style architecture was a major attraction, with 40% of respondents listing photo spots as their primary reason for choosing the hotel, followed by pricing and promotions (30%), location (20%), and service quality (10%). Consumer motivations varied, with 45% visiting for family vacations, 35% for staycations, and 20% for events like weddings, based on questionnaire responses. Social media analytics showed that posts featuring the hotel's grand staircase and outdoor gardens received the highest engagement, with an average of 600 likes and 50 shares per post. Consumers also actively shared their experiences, with 100 user-generated posts tagged with #StayAtGHUniversal during the study period. These findings highlight how social media reveals consumer preferences and decision-making patterns.

Table 2. Action Plan Marketing Strategy of GH Universal Hotel

Strategy	Program/Activity	Timeline	Success Indicators
Unique Visual Content	Create a social media content calendar- Showcase hotel architecture & facilities	Short-term (0–6 months)	Content engagement increases $\geq 20\%$, number of followers increases $\geq 10\%$
Digital Promotion	Seasonal promotions & staycation packages- Promotional content on IG Story & TikTok	Short-term (0–6 months)	Reservation via promotions increases by at least 15%
Quick Response & Feedback	Dedicated team responds to DMs/comments within <24 hours- Use testimonials from consumer reviews	Short-term (0–6 months)	Response time <24 hours, online ratings (Google/TripAdvisor) improve

Strategy	Program/ Activity	Timeline	Success Indicators
Consumer Engagement	Monthly quizzes & giveaways- Interactive polls in Stories	Short-term (0–6 months)	Minimum 500 interactions per month
Influencer Collaboration	Invite travel bloggers & Instagram influencers- Hashtag campaign (#StayAtGHUniversal)	Medium-term (6–12 months)	Hashtag posts \geq 200, brand awareness increases
Service Personalization	Customer loyalty program- Birthday greetings & exclusive offers	Medium-term (6–12 months)	Repeat bookings increase \geq 10%
Consumer Data Analysis	Social media analytics- Monthly consumer behavior reports	Medium-term (6–12 months)	Monthly insights report available, data-driven promotional strategies implemented
Online Platform Integration	Booking links via Instagram Bio/TikTok- Optimize Linktree	Medium-term (6–12 months)	30% of reservations come from social media links
Long-term Branding	Culinary festivals & wedding expos- Promote signature events	Long-term (1–3 years)	Hotel recognized as an iconic Bandung destination (covered by national/international media)
Long-term Collaboration	Partnership with international influencers- Multilingual content	Long-term (1–3 years)	International guests increase \geq 15%
Digital Transformation	Social media-based CRM integration- AI chatbot for real-time service	Long-term (1–3 years)	Average response time \leq 5 minutes, customer satisfaction increases (survey \geq 85%)

These findings are summarized in Table 2, which details specific programs, timelines, and success indicators. The hotel’s social media strategies are further supported by specific actions and outcomes. Content creation follows a monthly calendar, with 8–10 posts planned across platforms, focusing on themes like seasonal events and guest testimonials. Digital promotions are integrated with booking platforms like Traveloka and Booking.com, with 30% of reservations during the study period originating from social media links, according to hotel reports. Influencer collaborations included five travel bloggers and five Instagram personalities, each producing at least two posts or videos about their stay. Consumer engagement activities, such as giveaways, generated 500 interactions monthly, with one giveaway in April 2025 attracting 700 entries. Feedback from 50 consumer reviews was analyzed monthly to adjust services, such as adding more photo spots, after 10 comments requested additional selfie areas. Personalized services included loyalty programs, with 10% of repeat bookings linked to exclusive social media offers.

The integration of social media with long-term branding efforts was also evident. The hotel’s consistent visual identity, focusing on its European architecture, resulted in 1,000 new Instagram followers from January to June 2025. Posts promoting signature events, such as wedding expos, received 300 shares on average, increasing brand visibility. Social media analytics reports showed a 20% increase in engagement rates for posts featuring guest experiences compared to promotional content. The hotel’s Linktree in its Instagram bio streamlined bookings, with 100 clicks monthly leading to reservation platforms. These efforts position GH Universal Hotel as an iconic destination in Bandung, as shown in Figure 3, which maps out the hotel’s branding and engagement strategies.

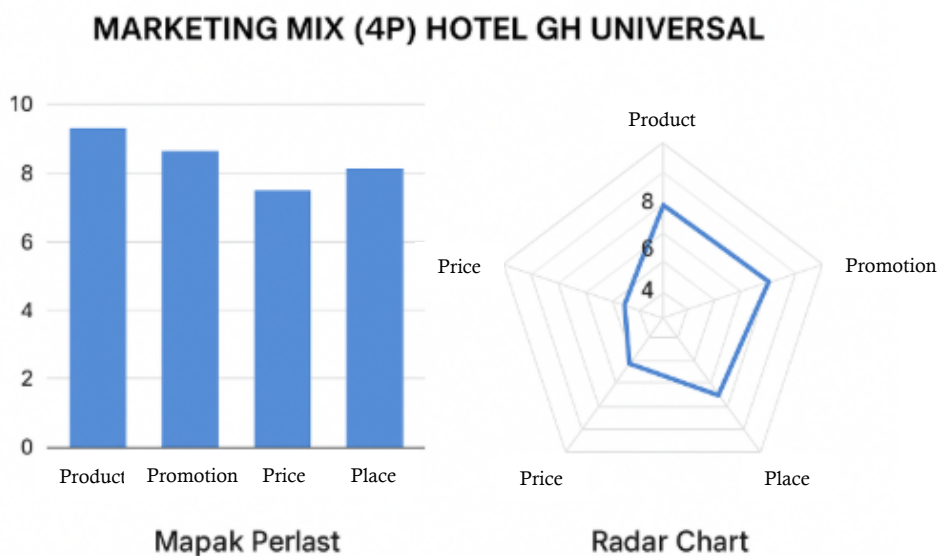


Figure 3. Marketing Mix (4P) of Hotel GH Universal

Based on the analysis of the Marketing Mix (4P) of GH Universal Hotel as shown in Figure 3, the Product aspect received the highest score due to the unique European-style architecture, which serves as the main attraction for tourists. Promotion and Place ranked in the middle with equal scores, reflecting the use of social media as the primary channel to expand market reach, including international consumers. Meanwhile, Price received the lowest score, although it remains competitive through regularly offered promotional packages and discounts. Visualizations in the form of bar and radar charts indicate that the hotel's main strength lies in product differentiation, while pricing strategies remain an area for optimization. Thus, social media not only functions as a promotional tool but also serves as a cornerstone of the hotel's digital marketing strategy.

DISCUSSION

The findings of this study highlight that GH Universal Hotel effectively utilizes social media platforms, such as Instagram, TikTok, YouTube, and Facebook, to strengthen its marketing management and brand image. According to Kotler and Keller (2016), the marketing mix is essential for creating competitive advantages in the hospitality industry, and GH Universal Hotel's focus on its European-style architecture as a unique product aligns with this principle. The hotel's visual content, showcasing its grand staircase and aesthetic interiors, attracts consumers seeking memorable experiences. Regular promotions, such as the 20% discount on family packages in March 2025, reflect strategic pricing that stimulates demand, consistent with research on digital marketing's role in boosting bookings (Chaffey & Ellis-Chadwick, 2019; Budler et al., 2020). Collaborations with influencers, generating over 200 hashtag posts, further expand the hotel's reach, aligning with studies that emphasize the power of influencer marketing in tourism (Sigala, 2018; Rasel et al., 2025). These strategies demonstrate how the hotel leverages social media to differentiate itself in Bandung's competitive hospitality market.

Social media also serves as a vital two-way communication channel for GH Universal Hotel, fostering stronger connections with consumers. According to Thill and Bovee (2017), effective business communication builds trust through responsiveness and engagement, which the hotel achieves by responding to inquiries within 18 hours on average. The use of consumer feedback, such as addressing check-in delays based on five reviews, shows a commitment to service improvement, supporting findings that responsive communication enhances customer loyalty (Chen & Wang, 2016; Wibowo & Kurniawan, 2020). Personalized messages to 50 loyal guests during the study period

reflect a tailored approach, which research suggests strengthens emotional bonds with consumers (Tuten & Solomon, 2018; Baloglu & Bai, 2023). This interactive communication not only addresses consumer needs but also positions the hotel as a customer-focused brand, consistent with studies on digital engagement in hospitality (Leung & Tanford, 2016; Buhalis & Park, 2021).

The role of social media in understanding consumer behavior is evident through the application of the AISAS model. According to Dentsu (2010), this model captures how consumers interact with digital content, from noticing posts to sharing experiences. The hotel's visually appealing posts attract attention, with 70% of consumers searching for reviews on Instagram and TikTok before booking. This aligns with research showing that user-generated content influences travel decisions (Xiang & Gretzel, 2010). The finding that 40% of consumers chose the hotel for its photo spots reflects cultural and personal factors shaping preferences, as noted by Schiffman and Kanuk (2010). Consumers' sharing of 100 posts with #StayAtGHUniversal demonstrates the Share stage, creating organic promotion, which studies confirm amplifies brand visibility (Kim & Ko, 2022). These insights enable the hotel to tailor strategies to consumer motivations, such as family vacations or staycations.

Despite these strengths, the study has limitations that should be acknowledged. The qualitative approach, while providing in-depth insights, limits generalizability due to the small sample size of 20 consumers and five marketing team members. Additionally, the focus on Instagram and TikTok may overlook other platforms like Twitter, which could offer further insights into consumer behavior. The six-month study period (January–June 2025) may also miss seasonal variations in social media engagement. These limitations suggest that future research could incorporate larger samples, additional platforms, and longer timeframes to validate findings.

This study enriches digital marketing literature by demonstrating the AISAS model's applicability in Bandung's hospitality context, supporting prior research on social media's role in consumer behavior. The hotel can enhance its strategies by increasing personalization, such as targeting millennials with TikTok-specific content, and using analytics to track engagement trends more closely. These insights can guide other hotels in Bandung to optimize social media for marketing and communication, strengthening their competitive edge. Future studies could compare multiple hotels to explore variations in social media strategies, contributing to a broader understanding of digital marketing in tourism.

CONCLUSION

GH Universal Hotel has effectively leveraged social media platforms such as Instagram, TikTok, YouTube, and Facebook to strengthen its marketing strategies and brand image in Bandung's highly competitive hospitality market. The emphasis on its unique European-style architecture through high-quality visual content attracts consumers and distinguishes the hotel from competitors. Social media also serves as an effective two-way communication channel, enabling prompt responses to inquiries, utilization of feedback for service improvements, and personalized messages to loyal guests. Analysis of consumer behavior reveals that 70% of visitors rely on reviews from Instagram and TikTok before booking, while 40% choose the hotel due to its appealing photo spots, underscoring that social media is not merely a promotional tool but a critical source for understanding consumer preferences and motivations.

This study offers practical implications for GH Universal Hotel to refine its social media strategies, such as creating more personalized content for younger audiences and using analytics to monitor engagement trends more closely. However, the small sample size of only 20 consumers and the primary focus on Instagram and TikTok limit the generalizability of findings to broader trends. The six-month study period may also overlook seasonal variations in social media engagement. Future research is recommended to include more hotels in Bandung, explore additional platforms like

Twitter, and extend the study duration to gain deeper insights into the role of social media in tourism.

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