

The Influence of @tmghoteljakarta's Instagram Digital Marketing Content on Building Brand Awareness and Online Booking Decisions (Case Study: TMG Hotel Tebet, Marclan Collection, Jakarta)

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Abstract

Keywords:

Instagram, Brand Awareness, Online Booking

This study aims to examine the effect of Instagram digital marketing content on brand awareness and its implications for online booking decisions at TMG Hotel Tebet. In the increasingly competitive hospitality industry, social media has become an essential marketing tool for attracting potential customers, strengthening brand positioning, and influencing consumer purchasing behavior. Therefore, understanding the role of digital marketing content in shaping customer perceptions and booking intentions is crucial for hotel management. This research adopts a quantitative approach using a survey method. The study involved 158 respondents who were guests of TMG Hotel Tebet, had previously made online room reservations, and had been exposed to Instagram content published through the official account @tmghoteljakarta. Data were collected through a structured questionnaire utilizing a five-point Likert scale and were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software.

The findings reveal that Instagram digital marketing content has a positive and significant influence on brand awareness, as indicated by a path coefficient of 0.522 (T -statistics = 9.152; $p < 0.05$). In addition, digital marketing content positively and significantly affects online booking decisions, demonstrating its effectiveness in influencing consumer purchasing behavior. The coefficient of determination (R^2) value of 0.272 indicates that digital marketing content and brand awareness jointly explain 27.2% of the variance in online booking decisions, while the remaining variance is influenced by other factors not examined in this study. These results suggest that well-designed Instagram content characterized by relevant information, visual attractiveness, consistency, and audience engagement can enhance brand awareness and encourage customers to make online booking decisions. The study contributes to the growing body of literature on digital marketing and consumer behavior in the hospitality sector while providing practical insights for hotel managers seeking to improve marketing effectiveness and increase online reservation performance through social media platforms.

INTRODUCTION

The development of digital technology and the use of social media have transformed consumer behavior in seeking information, evaluating, and making purchasing decisions, including in the hotel industry (Anggraeni & Nurjamilah, 2025). Increasingly digital consumer behavior is driving hotels to adapt through marketing communication strategies relevant to technological developments. Today, consumers are looking not just for accommodation, but also for personalized, engaging stay experiences that fit their lifestyle. (Rowson, 2019)

In the digital era, platforms like Instagram have become a primary channel for hotels to deliver engaging and informative marketing content and build strong brand awareness (Pastini & Lilasari, 2022). High brand awareness through digital content influences consumer perceptions, increases trust, and potentially drives online booking decisions by the target audience (Trinandhi & Dharmawan, 2025; Muzizah et al., 2022).

According to the Digital 2025: Indonesia report published by We Are Social and Meltwater, Instagram ranks second in social media platform usage in Indonesia after WhatsApp. The data shows that 82.4% of internet users aged 16 and over in Indonesia reported using Instagram in the past month (We Are Social & Meltwater, 2025). This percentage surpasses Facebook (81.0%), YouTube (80.3%), and TikTok (78.4%), indicating that Instagram remains one of the dominant platforms in Indonesia's digital ecosystem.

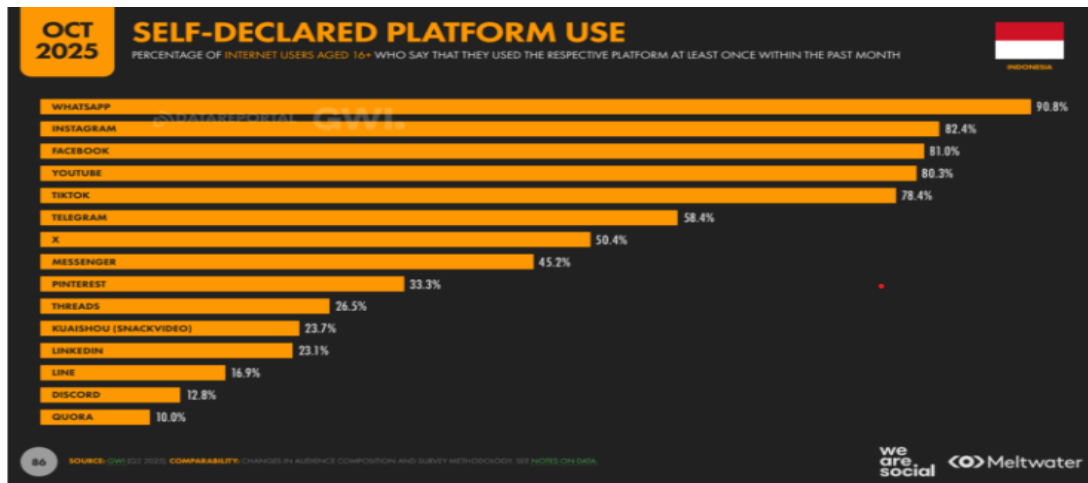


Figure 1. Most Popular Social Media in Indonesia

Source: WeAreSocial.com

Instagram has become one of the most widely used social media platforms in Indonesia. As a visual-based platform, Instagram enables users to share information through photos, videos, stories, and interactive content. According to Sakina and Aslami (2022), Instagram serves as an effective communication medium that facilitates information dissemination and interaction between organizations and consumers. Its ability to present attractive visual content has made Instagram an important marketing tool for businesses, including those operating in the hospitality industry.

The hospitality industry in South Jakarta has experienced rapid growth in recent years, resulting in increasingly intense competition among hotels. Modern travelers no longer seek accommodation solely as a place to stay but also as part of their lifestyle and travel experience (Haryanto, 2014). Consequently, hotels are required to develop innovative marketing strategies that not only promote their services but also create a strong and memorable brand image.

One hotel that has adopted this approach is TMG Hotel Tebet, Marclan Collection. Officially introduced through its soft opening on December 1, the hotel positions itself as a hospitality lifestyle destination designed to meet the needs of contemporary urban travelers. According to UrbanViews, TMG Hotel Tebet offers a modern and relaxed hospitality concept that is closely connected to urban lifestyles. To strengthen its market presence, the hotel actively utilizes digital communication through social media, particularly Instagram, making it an interesting subject for research.

The increasing use of social media has transformed consumer behavior in the hospitality sector. Before making a hotel reservation, consumers typically search for information, compare alternatives, read reviews, and evaluate hotel offerings through digital platforms. Instagram has become one of the primary sources of information because it allows hotels to showcase their facilities, services, promotions, and customer experiences through visually appealing content.

Therefore, the quality of digital marketing content plays a crucial role in influencing consumer perceptions and purchase decisions.

Previous studies have demonstrated the effectiveness of Instagram as a marketing platform in the hospitality industry. Sastri pitanatri et al. (2024) found that Instagram marketing activities positively influence hotel brand awareness and consumer interest. Similarly, Muzizah, Cardias, and Ermawati (2022) concluded that Instagram social media and brand awareness significantly affect hotel guests' purchasing decisions. Their findings suggest that informative and engaging content can strengthen consumer recognition of a hotel brand, which subsequently influences purchasing behavior. Trinandhi and Dharmawan (2025) also reported that brand awareness content on Instagram positively affects consumers' intention to stay at a hotel. Furthermore, Hamdani (2022) found that social media contributes significantly to shaping consumer trust and perceptions of service quality, which ultimately influence accommodation decisions.

Despite these findings, previous studies have generally examined social media marketing from a broad perspective and have rarely integrated content marketing, brand awareness, and consumer decision-making theories within a single conceptual framework. In addition, research focusing specifically on hotels in South Jakarta, particularly TMG Hotel Tebet, remains limited. This gap highlights the need for further investigation into how Instagram digital marketing content influences brand awareness and online booking decisions within the context of the local hospitality industry.

This study is grounded in three major theoretical perspectives. First, content marketing theory proposed by Pulizzi (2014) explains that content marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a target audience. Indicators of effective content marketing include content relevance, visual quality, informativeness, posting consistency, promotional attractiveness, and interactivity. Second, brand awareness theory developed by Aaker (1991) suggests that consumers are more likely to choose brands that they can easily recognize and recall. Brand awareness is reflected through brand recognition, brand recall, and top-of-mind awareness. Third, consumer decision-making theory by Kotler and Keller (2016) explains that consumers pass through several stages before making a purchase decision, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

Based on these theoretical foundations, this study seeks to examine the influence of Instagram digital marketing content on brand awareness and online booking decisions at TMG Hotel Tebet. Specifically, the study aims to determine whether Instagram content published through @tmghoteljakarta can strengthen consumer awareness of the TMG Hotel Tebet brand and influence consumers' decisions to make online hotel reservations.

The importance of this research is further supported by the hotel's social media performance data. Based on the comparison of TMG Hotel's social media platforms in 2026, Instagram demonstrates stronger performance than TikTok in terms of follower base and engagement. Instagram recorded 895 followers, 17,237 account reach, 88,807 impressions, and 4,472 profile visits, while TikTok recorded 181 followers, 106,131 reach, 20 impressions, and 849 profile visits. Although TikTok achieved broader reach, Instagram generated higher engagement and audience interaction, indicating its strategic importance as a digital marketing platform for TMG Hotel Tebet.

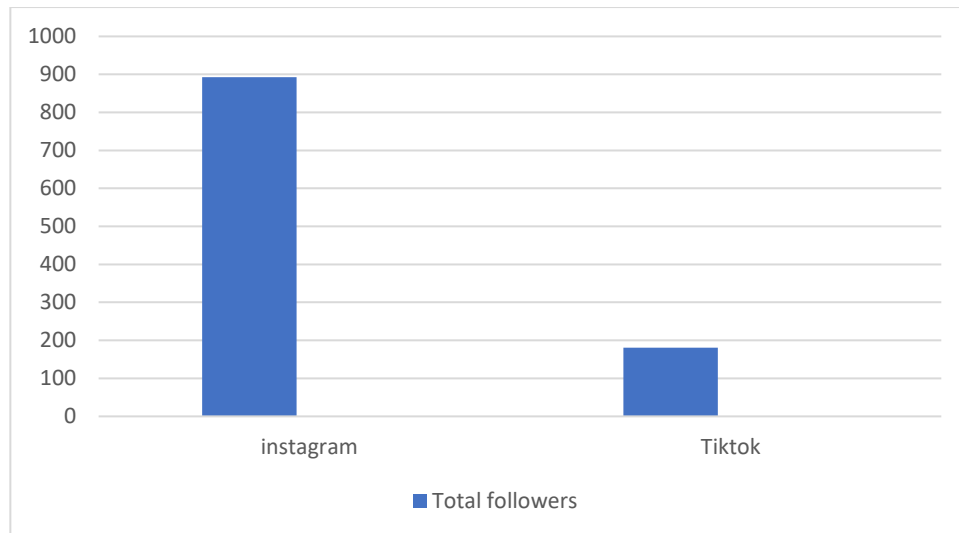


Table 1. Comparison of TMG Hotel Social Media 2026

Source: TMG Hotel Social Media 2026

Instagram has become a more dominant platform than TikTok for TMG Hotel Jakarta for several reasons related to follower count and audience engagement. First, TMG Hotel's social media accounts have the largest number of followers on Instagram compared to other platforms, providing a larger and more stable audience base for reaching the hotel's target market. Once an account has a large following, posted content tends to receive a wider initial reach because the Instagram algorithm tends to prioritize content from accounts with a familiar audience. This aligns with Emplifi's findings that Instagram delivers high median engagement rates for organic content, particularly with reels and carousel formats, which help maintain consistent audience engagement (Emplifi, 2024).



Figure 1. TMG Hotel Jakarta Instagram Account

The Instagram platform also offers a variety of features such as Stories, Reels, feed posts, and IGTV, allowing TMG Hotel to maximize various marketing content formats within a single channel (Cahyani et al., 2021). This variety of formats provides flexibility in presenting promotional content and booking information in an integrated manner. With a large follower base on Instagram and insights showing strong organic engagement rates on the platform, TMG Hotel Jakarta tends to achieve the most audience engagement on Instagram compared to TikTok, making Instagram the dominant social media platform in the hotel's digital marketing strategy. The Instagram account @tmghoteljakarta displays a variety of engaging content about the hotel's facilities, stay

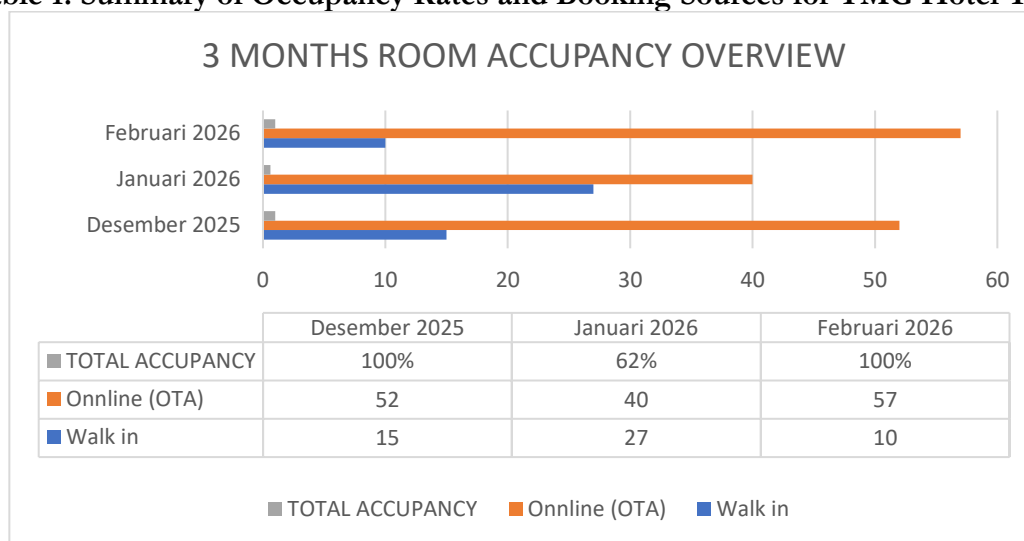
experiences, and lifestyle. The account frequently shares staycation promotions, as well as various events and activities held at the hotel and its surrounding areas.



Figure 2. TMG Hotel Jakarta Instagram Feed

TMG Hotel Tebet, Marclan Collection, Jakarta is a new hotel in the South Jakarta hospitality industry, particularly in Tebet. During the first three months since its soft opening, online room bookings showed a fluctuating trend. Based on data from the first three months of operation, TMG Hotel Tebet's performance shows positive dynamics. In the first month of opening, the hotel achieved 100% occupancy with a total of 52 online bookings and 15 walk-ins. Entering January, there was a 62% decrease, with a total of 40 online bookings and 27 walk-ins. In February, performance again increased significantly to 100% occupancy, dominated by 57 online bookings and 10 walk-ins. Based on the occupancy overview for the past three months, online bookings consistently dominate compared to walk-ins. This indicates that the digital marketing strategy implemented, particularly through the @tmghoteljakarta Instagram content, has had a significant impact on increasing visibility and interest in room bookings.

Table 1. Summary of Occupancy Rates and Booking Sources for TMG Hotel Tebet



Based on a recapitulation of occupancy rates and booking sources during the first three months of operation, online channels consistently contributed to room occupancy at TMG Hotel

Tebet, Marclan Collection, Jakarta. In the first month of operation, the hotel achieved full occupancy, with bookings dominated by online platforms. Despite a decline in the following months, digital channels remained the largest source of bookings compared to walk-in guests. This indicates a shift in consumer behavior, with consumers increasingly relying on digital media for information seeking and hotel purchasing decisions.

Therefore, the dominance of online bookings during the first three months of operation at TMG Hotel Tebet provides empirical evidence that digital marketing strategies, particularly through Instagram, contribute to building brand awareness and encouraging online booking decisions.

METHODS

This study uses a quantitative approach with an explanatory survey method to test the causal relationships between variables formulated in the research model. The explanatory survey method was used because this study not only describes the phenomenon of Instagram use as a digital marketing medium but also explains the causal relationships between digital marketing content, brand awareness, and online booking decisions. Neuman (2014) explains that explanatory research aims to answer the questions "why" and "how" a relationship between variables occurs based on a previously developed theoretical framework.

The quantitative approach was chosen because this study focuses on measuring the influence of @tmghoteljakarta's digital marketing content on Instagram on brand awareness and its implications for online booking decisions at TMG Hotel Tebet, Marclan Collection, Jakarta.

In this study, the sampling technique used was purposive sampling, which is a technique for determining samples based on specific criteria that align with the research objectives. According to Sugiyono (2019), purposive sampling is a sampling technique with specific considerations to ensure that the selected respondents are truly relevant to the variables being studied. The research instrument used a five-point Likert scale to measure respondents' perceptions of each variable's indicators. Sugiono (in Agustiniingsih & Hartati, 2023) stated that the Likert scale functions to measure the attitudes, views, and opinions of individuals or groups regarding a particular social phenomenon.

This approach allows researchers to objectively test hypotheses through statistical analysis based on numerical data. The hypotheses in this study are: (a) H0: There is no influence of Instagram digital marketing content on brand awareness of TMG Hotel Tebet (b) H1: There is an influence of Instagram digital marketing content on brand awareness of TMG Hotel Tebet (c) H0: There is no influence of Instagram digital marketing content on online booking decisions for TMG Hotel Tebet (d) H2: There is an influence of Instagram digital marketing content on online booking decisions for TMG Hotel Tebet.

The population in this study was all hotel guests who had made online bookings. However, because the number was uncertain, sampling was conducted using a non-probability sampling technique with a purposive sampling approach, based on the criteria of having viewed @tmghoteljakarta Instagram content and making online room reservations. Therefore, the Slovin formula was used to determine the sample size, with a 10% error rate. This resulted in 158 respondents.

The data analysis technique used was Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The SEM-PLS method was chosen because this research model involves several latent constructs and simultaneously tests direct and indirect (mediation) relationships. Hair, Hult, Ringle, and Sarstedt (2021) stated that PLS-SEM is a prediction-oriented structural modeling approach that is highly suitable for complex research that does not require normal data distribution. Furthermore, PLS-SEM is considered effective in analyzing models with relatively limited sample sizes and focuses on theory development. The technique involves validity testing to measure instrument accuracy, reliability testing with Cronbach's Alpha to ensure instrument consistency, multiple linear regression analysis to examine

the effect of independent variables on the dependent variable, and hypothesis testing to test the significance of the relationships between the variables studied.

Therefore, the use of the SEM-PLS method in this study is considered relevant and adequate to provide a comprehensive and measurable empirical estimate of the influence of Instagram digital marketing content on brand awareness and its impact on online booking decisions at TMG Hotel Tebet.

RESULTS AND DISCUSSION

This study used a sample of 158 respondents consisting of students and the public, with 70 female respondents (44.3%) and 89 male respondents (55.7%). Based on age, respondents were dominated by the productive age group, namely 17–25 years and 26–35 years, each amounting to 57 respondents (36.1%), while 36–45 years old amounted to 44 respondents (27.8%). In addition, all respondents (100%) were active Instagram users, with 99.4% having followed the @tmghoteljakarta account and 99.4% having seen published content, and 98.7% having made online reservations for TMG Hotel Tebet rooms. This indicates that respondents have characteristics relevant to the study, namely actively using digital media and having experience in making online hotel reservations. Data quality testing in this study used partial least squares (PLS) analysis, which is a structural equation model (SEM) model with an approach based on variance or component-based structural equation modeling. The software used was SmartPLS (Partial Least Squares).

SmartPLS Descriptive Statistics Test

According to Ghozali (2018), descriptive statistics is an analysis technique that describes research data through minimum, maximum, mean, standard deviation, sum, range, kurtosis, and distribution skewness. The descriptive analysis techniques used in this study were the minimum, maximum, mean, and standard deviation values for each variable.

Table 1. Descriptive Statistics

Variables	N	Minimum	Maximum	Mean
Digital Marketing	158	1	5	3,80
Brand Awareness	158	1	5	3,88
Online Booking Decision	158	1	5	3,79
Valid N	158			3,82

Source: SmartPLS Data Processing Results, 2026

Based on the results of descriptive statistical tests, all research variables measured by 158 respondents showed average scores in the high category, with a minimum response range of 1 and a maximum of 5. The Digital Marketing variable had a mean score of 3.80, Brand Awareness 3.88, and Online Booking Decision 3.79. The overall mean score of 3.82 indicates that respondents generally gave positive assessments of Digital Marketing, Brand Awareness, and Online Booking Decision, making these three variables worthy of further analysis in hypothesis testing.

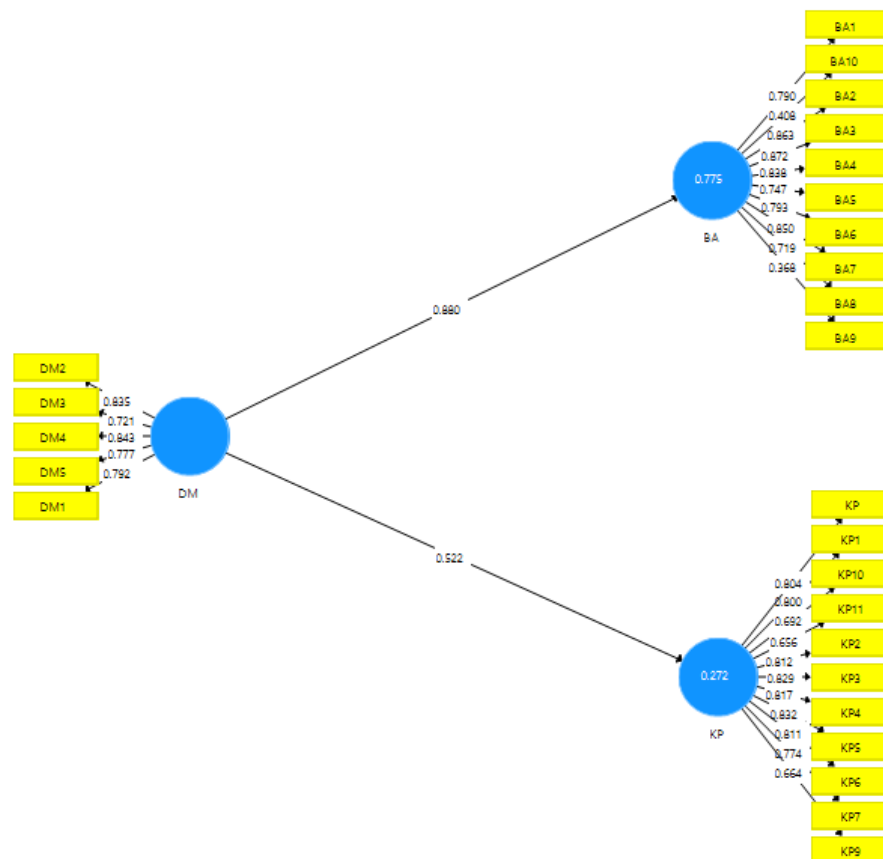


Figure 1. Loading Factor Results

Based on the loading factor results above, all values are above 0.05. This indicates that all indicators are valid. It is concluded that all indicators of this research variable are valid. Next, a reliability test was conducted to determine the consistency of the research respondents.

Validation and Reliability Test

Research data processing begins with a validity test to determine the reliability of the research data. The validity test examines the research instrument, specifically the statements in the research questionnaire, to determine whether it adequately represents the variables being studied. The reliability test assesses the consistency of respondents' responses, assessing whether they were serious about answering the research questionnaire.

Reliability testing is a measure that indicates the extent to which the measurement is free from bias (error-free), thus ensuring consistent measurement across time and across the various items in the indicator. In PLS, this test can be conducted using the following methods:

- Cronch's Alpha: measures the lower limit of a variable's reliability and is acceptable if its value is >0.6
- Composite Reliability: measures the true value of a variable's reliability and is acceptable if its value is >0.7
- Average Variance Extracted (AVE) is acceptable if its value is above 0.5

Table 2. Validation and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BA	0,904	0,930	0,922	0,556
DM	0,854	0,860	0,895	0,631
KP	0,934	0,955	0,943	0,600

Based on the results of validity and reliability testing, all research variables have met the established criteria. The Brand Awareness (BA) variable has a Cronbach's Alpha value of 0.904, rho_A of 0.930, Composite Reliability of 0.922, and AVE of 0.556. The Digital Marketing (DM) variable obtained a Cronbach's Alpha value of 0.854, rho_A of 0.860, Composite Reliability of 0.895, and AVE of 0.631. Meanwhile, the Online Booking Decision (KP) variable has a Cronbach's Alpha value of 0.934, rho_A of 0.955, Composite Reliability of 0.943, and AVE of 0.600. All AVE values are above 0.50, indicating that each construct has met convergent validity. Furthermore, Cronbach's Alpha, rho_A, and Composite Reliability values all exceeded 0.70, indicating that the research instrument has excellent reliability. Therefore, all indicators for each variable are valid and reliable, making them suitable for further analysis.

Table 3. R Square

	R Square	R Square Adjusted
BA	0,775	0,773
KP	0,272	0,268

Based on the results of the coefficient of determination (R-Square) test, the Online Booking Decision (KP) variable has an R-Square value of 0.272 and an Adjusted R-Square of 0.268. These values indicate that Digital Marketing and Brand Awareness can explain 27.2% of the variation in Online Booking Decision, while the remaining 72.8% is influenced by other variables outside the research model. Thus, the model's ability to explain the Online Booking Decision variable is in the weak to moderate category, but still indicates that the independent variables used contribute to influencing consumers' decisions to book online.

Table 4. F-Square

	BA	DM	KP
BA			
DM	3,437		0,375
KP			

Based on the results of the effect size (f^2) test, the influence of Digital Marketing (DM) on Brand Awareness (BA) was 3.437, indicating a very strong influence, as it was well above the 0.35 threshold. Furthermore, the influence of Digital Marketing (DM) and Brand Awareness (BA) on Online Booking Decisions (KP) was 0.375, also considered a strong influence. These results indicate that Digital Marketing makes a significant contribution to increasing Brand Awareness and, together with Brand Awareness, has a significant influence on encouraging consumers to make online booking decisions.

HYPOTHESIS TESTING

The five research hypotheses in the table below, based on data processing, can be used to answer the hypotheses in this study. Hypothesis testing in this study was conducted by examining the T-statistic and P-value. The research hypothesis can be accepted if the T-statistic > 1.96 and P-value < 0.05 . The following figure and table show the research results, which were tested using PLS to identify significant and insignificant data.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
DM -> BA	0,880	0,883	0,021	41,010	0,000
DM -> KP	0,522	0,536	0,057	9,152	0,000

Based on the results of the hypothesis test, the effect of Digital Marketing (DM) on Brand Awareness (BA) has a path coefficient (Original Sample) of 0.522, with a T-statistic of 9.152 and a P-value of 0.000. A T-statistic greater than 1.96 and a P-value less than 0.05 indicate that Digital Marketing has a positive and significant effect on Brand Awareness. This means that the better the implementation of Digital Marketing, the higher the level of consumer Brand Awareness of the studied brand. Therefore, the hypothesis stating that Digital Marketing has a positive effect on Brand Awareness is accepted.

Based on the results of the hypothesis test, it can be concluded that:

There is a positive and significant effect of digital marketing content on Instagram @tmghoteljakarta on brand awareness of TMG Hotel Tebet. This is evidenced by the path coefficient (Original Sample) of 0.522, the T-Statistic of 9.152 (> 1.96), and the P-Value of 0.000 (< 0.05). Thus, the first hypothesis (H1) is accepted, meaning the more effective the digital marketing content presented through the Instagram account @tmghoteljakarta, the higher the level of consumer brand awareness of TMG Hotel Tebet. This study's findings align with Kotler and Keller's opinion that digital marketing through social media can increase brand awareness because companies can reach consumers more widely, quickly, and interactively. Furthermore, according to Chaffey and Ellis-Chadwick, engaging and consistent digital content can help companies build relationships with their audiences, making the brand more easily recognized and remembered by consumers. Through visual content, promotional information, and interactions through Instagram, consumers become more familiar with TMG Hotel Tebet, thereby increasing brand awareness.

The digital marketing content on Instagram account @tmghoteljakarta also has a positive and significant influence on consumers' online booking decisions at TMG Hotel Tebet. Based on the test results, the T-Statistics value is greater than 1.96 and the P-Values are smaller than 0.05, so the second hypothesis (H2) is accepted. This means that the more interesting, informative, and relevant the digital marketing content published through Instagram is, the greater the tendency of consumers to make online room reservations at TMG Hotel Tebet. This result is supported by Tjiptono's opinion that effective marketing communication can influence consumer purchasing decisions by delivering information that is able to attract attention and build trust. In addition, according to Kotler and Armstrong, consumer purchasing decisions are influenced by information received through digital marketing media, especially if the information is able to provide a clear and convincing picture of the product or service. In the context of this study, Instagram content that displays hotel facilities, room promotions, customer testimonials, and service information can encourage consumers to make online bookings because consumers feel more confident in the quality of services offered by TMG Hotel Tebet.

CONCLUSION

This study proves that digital marketing content through Instagram @tmghoteljakarta has a positive and significant influence on brand awareness and online booking decisions of TMG Hotel Tebet consumers. Digital marketing has been proven to increase consumer awareness of the brand, which in turn encourages consumers to make room reservations online. The coefficient of determination value shows that digital marketing and brand awareness can explain 27.2% of the variation in online booking decisions, while the rest is influenced by other factors outside the research model. This finding provides an empirical contribution that optimizing social media content, especially Instagram, can be an effective marketing strategy for the hotel industry in building brand image and increasing booking conversions. The strength of this study lies in the use of the Partial Least Square (PLS) approach which is able to comprehensively test direct relationships between variables. However, this study still has limitations because it only uses three variables and focuses on one research object, so the results cannot be generalized widely. Future research is recommended to add other variables such as electronic word of mouth, consumer trust,

price, and service quality, as well as expanding the research object to hotels or other service sectors to obtain more comprehensive results.

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