

# **The Role Of Social Media In Digital Marketing Strategis To Increase Occupancy Rate**

## **(A Case Study at Kayu Arum Resort Salatiga)**

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### **Abstract**

*The development of digital technology has driven significant changes in marketing strategies within the hospitality industry, particularly through social media. This study aims to analyze the implementation of digital marketing using social media to increase the room occupancy rate at Kayu Arum Resort, Salatiga. A descriptive qualitative method was employed, involving observation of social media activity, in-depth interviews with the Head of the Sales and Marketing Department and several guests, and analysis of occupancy rate data and social media insights during the same period. The findings indicate that digital marketing strategies play a crucial role in enhancing the visibility of Kayu Arum Resort and improving its occupancy rate. Engaging visual content, influencer marketing, and social media advertising significantly expanded audience reach and increased bookings. Furthermore, the study reveals a correlation between increased social media activity and rising occupancy rates.*

**Keywords:** Digital Marketing, Social Media, occupancy rate, Hospitality Industry, Kayu Arum Resort.

## **1. INTRODUCTION**

The rapid advancement of information and communication technology in recent years has significantly impacted various sectors, including business and tourism. The increasing accessibility of the Internet and the widespread use of digital devices have encouraged people to engage more actively online—whether for communication, information consumption, or decision-making in purchasing products and services (Auralia Naibaho & Ritonga, 2024). This shift has prompted businesses to adapt, including implementing digital-based marketing strategies.

One of the most rapidly growing marketing strategies in response to changes in consumer behavior is digital marketing. Digital marketing enables businesses to reach a wider audience more quickly and efficiently through various digital platforms (Maharani et al., 2024). It involves using digital media and internet-based technologies to promote products or services, build interactive relationships, and increase consumer engagement (Kotler & Armstrong, 2018). It also encompasses a range of techniques, such as search engine optimization (SEO), content marketing, email marketing, and social media marketing (Chaffey & Ellis-Chadwick, 2019).

Among the various digital channels, social media has emerged as a key tool in digital marketing strategies. Social media is a phenomenon that has grown in parallel with technological advancements (Nasrullah, 2017). Platforms such as Instagram, Facebook, and TikTok serve not only as promotional tools but also as a means to build emotional connections with consumers through visual content and two-way interactions (Tuten & Solomon, 2017). By 2025, social media is projected to play an increasingly critical role in hospitality marketing, enabling businesses to engage directly with customers through engaging and interactive visual content (EHL Insights, 2024).

Implementing digital marketing strategies that leverage social media is a relevant adaptive measure, particularly in response to increased mobility and tourism. This is especially pertinent in the growing hospitality industry. Although relatively small, the city of Salatiga shows considerable potential in the tourism sector. According to the Central Bureau of Statistics of Salatiga (2024), domestic tourist visits reached 1.85381 million trips, an increase of 53.33% from the previous year. This figure indicates a significant opportunity for hospitality businesses to boost room occupancy rates through effective marketing strategies.

Room occupancy rate is one of the primary indicators used to assess a hotel's operational performance and financial success. It refers to the percentage of rooms sold compared to the total available rooms during a given period (Walker, 2017). A high occupancy rate reflects a hotel's success in attracting and retaining guests, while a low rate may indicate weaknesses in marketing strategies or operational management.

Previous studies have emphasized the importance of digital marketing in improving occupancy rates in the hospitality sector. For instance, Nengah Suparwata et al. (2024) found that content and social media marketing significantly influenced hotel occupancy rates in Semarang. Similarly, Maharani et al. (2024) reported that digital marketing positively impacted the occupancy rate of Midtown Hotels Indonesia in Surabaya. However, despite these findings, most existing research has yet to explore the digital marketing strategies implemented and their direct impact on hotel performance. Many studies focus broadly on the relationship between digital media use and occupancy rates without delving into strategic nuances.

To address this gap, the present study adopts a more in-depth approach by integrating multiple data sources. This approach aims to provide a comprehensive and specific understanding of how digital marketing strategies, particularly social media, contribute to improving room occupancy rates in the hospitality industry, especially in medium-sized cities like Salatiga.

In this context, Kayu Arum Resort serves as a relevant case study. Located in Salatiga, the resort is known for its lush environment and heritage-style architecture. It carries the tagline "Secluded Haven in Tropical Lush Greenery" and actively employs social media platforms such as Instagram, Facebook, and TikTok as part of its digital marketing efforts. Visually appealing content, regular promotions, and interactive engagement with the audience are central to its strategy for reaching a broader market. Kayu Arum Resort aims to increase its room occupancy amid growing industry competition through this digital marketing approach.

Therefore, this study seeks to analyze the implementation of digital marketing strategies through social media at Kayu Arum Resort and assess how these strategies contribute to improved occupancy rates. Given that the effective use of social media in digital marketing requires a deep understanding of consumer behavior, market trends, and evolving technology, this research also aims to identify the most effective strategies and offer practical recommendations for other hospitality businesses, particularly in the context of hotels in Salatiga.

## **2. METHOD**

This study employs a descriptive qualitative approach to analyze the implementation of digital marketing through social media in increasing the occupancy rate at Kayu Arum Resort in Salatiga. The qualitative approach was chosen because it allows the researcher to gain an in-depth understanding of the phenomenon under investigation and explore respondents' experiences and perspectives in greater detail. Qualitative research aims to comprehend phenomena within their natural context and setting, wherein the researcher seeks not to manipulate the phenomenon being studied (Sarosa, 2017). The descriptive qualitative approach is used to explain the situation in a detailed and structured manner (Maharani et al., 2024). This study's descriptive method provides a comprehensive overview of how digital marketing via social media is implemented and its impact on occupancy rates.

The research site is Kayu Arum Resort, located in Ringinawe, Jl. Magersari, Ledok, Argomulyo District, Salatiga City, Central Java. The data for this study consists of primary data obtained through interviews conducted by the researcher with key informants and supporting informants, as well as secondary data in the form of social media insights and occupancy rate records. In this context, the key informants are the hotel manager and the sales and marketing team, who are directly involved in the planning and executing digital marketing strategies. Meanwhile, the supporting informants are hotel guests whose insights serve as additional data to validate the impact of the strategies from the consumer's perspective.

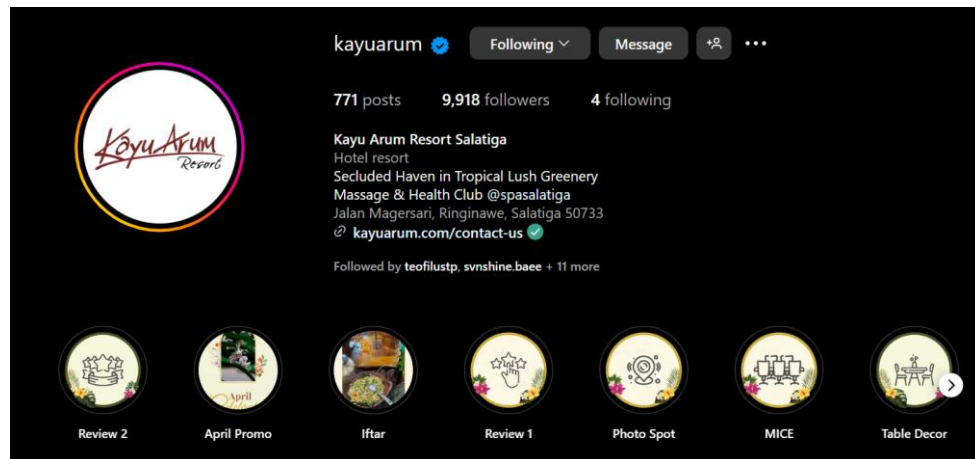
This study collected data using three primary methods: observation, interviews, and documentation. Direct observation was conducted at Kayu Arum Resort Salatiga to gain a contextual understanding of implementing digital marketing strategies via social media. The observation focused on the content posted, engagement with followers, and promotional activities across various digital platforms. For the interview method, the researcher employed a purposive sampling technique, selecting respondents who were considered relevant to the research topic, such as the head of the sales and marketing division and guests who had stayed or were currently staying at the resort. These interviews aimed to explore insights regarding the use of social media in attracting guests and its impact on room occupancy rates. In addition, the researcher collected secondary data through documentation, including occupancy rate reports and social media insight data. These documents enriched the analysis of Kayu Arum Resort's digital marketing strategies.

## **3. RESULTS AND DISCUSSION**

This study aims to analyze the implementation of digital marketing through social media to increase the room occupancy rate at Kayu Arum Resort, Salatiga. Data were collected through social media observation, in-depth interviews with the management team, documentation of occupancy data and social media insights, and consumer perceptions from previous guests.

Observation of Kayu Arum Resort's social media accounts revealed intensive use of three leading platforms: Instagram, Facebook, and TikTok. Instagram emerged as the dominant

platform, featuring high-quality visual content highlighting the resort's facilities, event activities, and serene natural surroundings. The content strategy emphasizes visual storytelling, monthly promotions, and direct booking access via the Instagram profile link. User engagement is encouraged through informative captions and clear calls to action.



**Figure 1.** Instagram Profile Kayu Arum Resor (@kayuarum)



**Figure 2.** Promotion Content

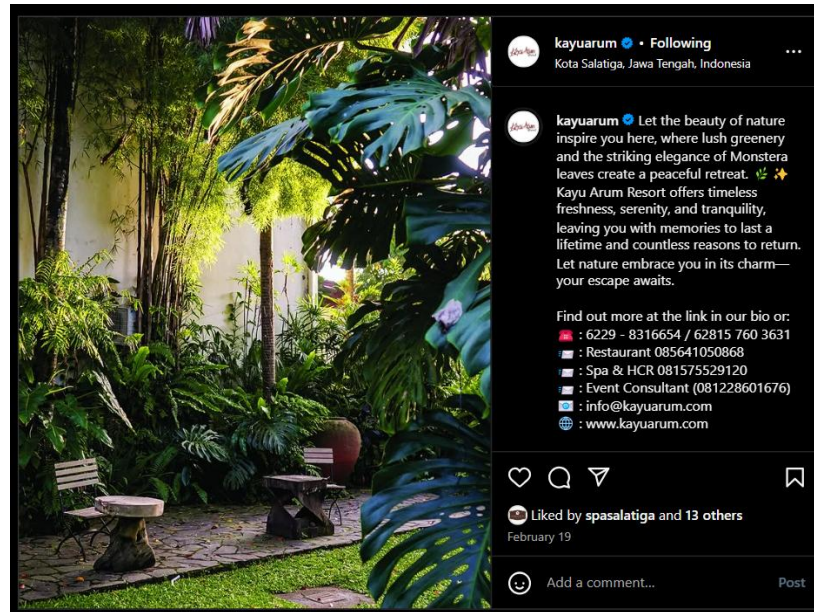


Figure 3. Storytelling Visual Content

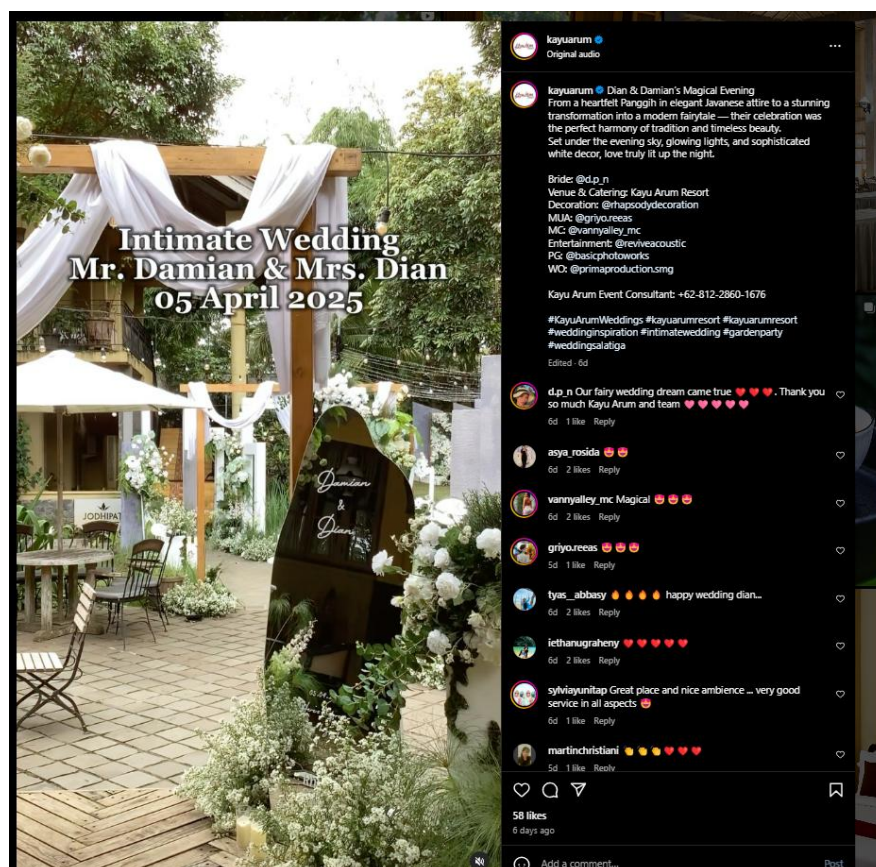


Figure 4. Event Activity Content

Similarly, Facebook utilizes the same content plan as Instagram, resulting in no significant difference between the two platforms in terms of content type or messaging. The only distinction lies in the timing of posts, which is adjusted to suit the engagement patterns specific to each platform's user base.



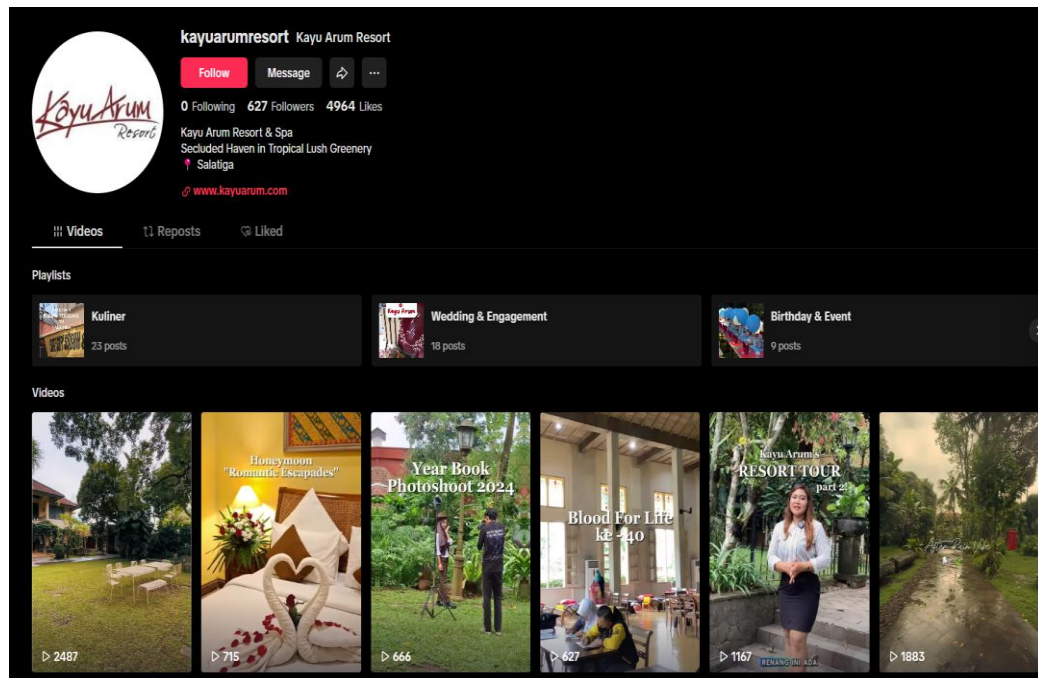
No.	Hari/Tanggal Posting	Topik/Tema Konten	Foto	Caption	Tipe Konten	Ket.
1	1/2/2025	Restaurant		What's your resolution for 2025? Ours is to keep serving you delicious food in the warm and inviting ambiance of Kayu Arum. Let's start the year with great flavors.  Combrang Restaurant Business hours: Breakfast – 07.00 a.m. – 10.00 a.m. Lunch-dinner – 10.00 a.m. – 11.00 p.m. Last order food – 09.00 p.m. Last order beverage – 10.00 p.m.	Single Post	
2	1/4/2025	Food		Warm up your January with layers of comfort. Our lasagna, baked to golden perfection, is the ultimate treat for those cozy moments. Start the year with a dish that feels like a warm hug. ✨  Combrang Restaurant & Ashoka Terrace Business hours: Breakfast – 07.00 a.m. – 10.00 a.m. Lunch-dinner – 10.00 a.m. – 11.00 p.m. Last order food – 09.00 p.m. Last order beverage – 10.00 p.m.	Carousel	
3	1/6/2025	Room		Luxury you can feel, comfort you'll remember. From the softness of the mattress to the gentle folds of the bedding, every detail in our rooms whispers relaxation. At Kayu Arum, our beds are more than just furniture, they're your sanctuary for rest and relaxation.  For more information click link in our bio or chat our Reservation via Whatsapp at +62 8157 6036 31  #hotelroom #hotellife #hotels #travel #hoteltour #kamarhotel #hotelindonesia #resortindonesia #resorts #staycation #resortsalatiga #hotelsalatiga #salatiga #penginapansalatiga #kayuarum #kayuarumresort #spasalatiga #staycationsalatiga #wisatasalatiga #exploresalatiga #hiddengem	Single Post	
4	1/8/2025	Details		Life is like a seesaw, full of ups and downs. But here at Kayu Arum, even the simplest moments feel balanced and beautiful. Share a playful moment with your loved ones on our seesaw, surrounded by the lush beauty of Kayu Arum.  Find out more at the link in our bio or: 📞 : 6229 - 8316654 / 62815 760 3631 ✉️ : Restaurant 085641050868 ✉️ : Spa & HCR 081575529120 ✉️ : Event Consultant (081228601676) 📧 : info@kayuarum.com	Single Post	

**Figure 5.** Content plan for Facebook & Instagram

TikTok reaches a younger audience through a more casual and creative content approach (Wulandari et al., 2025). This aligns with TikTok's characteristics as one of the most widely used social media platforms in the business sector due to its ability to engage a broad audience through short, creative video content (Alvi Fahreza et al., 2025). With features such as an intelligent algorithm, TikTok effectively delivers relevant and engaging content to users, enhancing Kayu Arum Resort's visibility.

The resort's TikTok content consists of short videos showcasing virtual room tours, atmosphere, and promotional highlights of specific events. These are packaged using trending music and distinctive TikTok visual effects. The presentation style follows current trends, enabling easier audience interaction and engagement. Behind-the-scenes content and informal activities are also frequently shared to foster an authentic and interactive impression among TikTok users.

Overall, the observations indicate that social media platforms are utilized effectively and aligned with their unique characteristics to build brand awareness and audience engagement.



**Figure 6.** Tiktok Profile (@kayuarumresort)

Interviewing the Head of the Sales & Marketing Department revealed that social media plays a significant role in the hotel's marketing strategy, particularly in introducing its services and facilities to potential guests. Since 2020, using social media as a digital marketing tool has become more active than in previous years. Various strategies have been implemented by Kayu Arum Resort to increase visibility, including the use of paid advertisements, collaborations with influencers, regular monthly content, and promotional event coverage.

According to the department head, Instagram is perceived as the most effective platform in influencing guests' booking decisions. Many hotels utilize Instagram for marketing purposes due to its diverse features that support business promotion, making it a valuable contributor to hotel visibility (Elysa et al., 2021). In addition, the presence of Kayu Arum on TikTok has helped raise brand awareness across a broader geographic audience, encouraging potential guests from different regions to consider visiting the resort.

The department head further emphasized that social media's impact on the occupancy rate is not immediate or direct. While many guests discover Kayu Arum Resort via social media, their decision to stay often occurs in subsequent months or during high seasons. One of the key challenges in executing digital marketing via social media lies in maintaining creative content and adapting to rapidly shifting trends. Internal evaluations are conducted monthly between the marketing team and management to assess the effectiveness of these strategies.

To support these findings, the researcher also utilized occupancy rate data from January to April 2025, which indicates a gradual increase, as shown in Table 1.

DATE	JAN	FEB	MAR	APR
1	23	12	12	42
2	26	11	7	42
3	32	6	8	42
4	19	9	17	42
5	7	5	17	43
6	5	5	14	26
7	7	14	10	11
8	8	23	12	12
9	6	12	7	12
10	19	4	10	11
11	34	8	18	9
12	10	10	27	20
13	11	8	27	14
14	13	20	32	12
15	7	38	28	14
16	27	8	19	13
17	11	14	26	10
18	19	11	25	24
19	13	15	7	22
20	22	21	6	10
21	15	38	5	6
22	21	41	8	7
23	28	12	5	8
24	32	13	7	6
25	44	10	8	5
26	42	16	9	1
27	43	13	12	6
28	42	8	17	14
29	22		27	10
30	11		30	3
31	6		42	
<b>OCC (%)</b>	<b>46,89%</b>	<b>33,64%</b>	<b>37,43%</b>	<b>38,53%</b>
<b>Person Occ</b>	<b>1.269</b>	<b>764</b>	<b>858</b>	<b>930</b>
<b>Person Occ (%)</b>	<b>47,46%</b>	<b>34,29%</b>	<b>37,66%</b>	<b>38,53%</b>

**Tabel 1.** Data Occupancy

Based on the data in Table 1, the occupancy rate at Kayu Arum Resort was relatively high in January, March, and April, which correspond to the high season period. In contrast, February recorded a slightly lower occupancy rate, which can be attributed to the low season.



The table also illustrates that the months with higher occupancy rates aligned with periods of increased social media promotional activity, as reflected in the Instagram insight data during the same timeframe. This indicates a possible link between heightened digital marketing efforts and the improvement in room occupancy.

Month	Total Impression s	Average Impressions/Day	Total Reach	Total Engagement	Total Link Clicks	Total Profile Visits
Januari	118.126	3.810	957	56	7.621	340
Februari	64.907	2.318	496	26	4.307	193
Maret	112.859	3.640	673	234	8.767	261

**Tabel 2.** Insight Social Media Instagram

The increase in occupancy rate can also be attributed to consistent social media marketing activities carried out during the observed period. This is supported by findings indicating that social media marketing strategies significantly positively impact room sales, resulting in a steady increase in reservations (Linge Abdul Wahab et al., 2024). Furthermore, implementing various digital marketing strategies—such as monthly promotions, engaging visual content, and collaborations with local influencers—also contributed to the rise in bookings.

Consumer perceptions gathered from respondents who had stayed at Kayu Arum Resort further support these findings. Most respondents reported discovering the resort through social media, particularly Instagram. They expressed interest in staying at the resort after viewing visual content featuring the ambiance, room facilities, and special promotions. The most attention-grabbing content included room tours, garden scenery, and facility-related promotions. Respondents also noted that social media helped provide a realistic preview of the resort's overall guest experience, reinforcing their intention to make a reservation.

These research findings suggest that digital marketing through social media plays a crucial role in shaping positive consumer perceptions, increasing potential guests' interest, and enhancing occupancy rates. The discussion emphasizes that the success of digital marketing strategies in the hospitality sector depends not merely on the volume of social media activity but also on content relevance, consistency, and creativity, alongside the strategic use of ads and influencers. An adaptive approach to shifting trends and the evolving needs of digital audiences emerges as a key factor in maintaining competitiveness in modern marketing.

## 4. CONCLUSION

Based on this study's findings, it can be concluded that implementing digital marketing strategies through social media has significantly contributed to building brand awareness, increasing visibility, and positively impacting the room occupancy rate at Kayu Arum Resort. This is evidenced by the heightened social media activity, which correlates with increased

social media insights and a parallel rise in occupancy rate. Instagram emerged as the most effective platform for attracting audience attention and converting potential guests into actual bookings. At the same time, TikTok played a crucial role in expanding Kayu Arum's reach to a broader audience.

The strategies implemented—such as advertisements, influencer marketing, and consistently creating creative content aligned with the resort's brand identity—successfully expanded audience reach and increased potential guests' interest. These promotional efforts via social media also supported guests in making their accommodation decisions.

Overall, digital marketing through social media has proven effective in enhancing the occupancy rate at Kayu Arum Resort, delivering not only positive but also sustainable impacts. However, other contributing factors may also influence these outcomes.

## **ACKNOWLEDGMENTS**

The author would like to express sincere gratitude to Kayu Arum Resort Salatiga for granting permission and providing the opportunity to conduct this research. Special thanks are extended to the entire Sales and Marketing team of Kayu Arum Resort for their support and assistance during the data collection process, which was instrumental in ensuring the smooth progress of this study.

The author is particularly grateful to the Head of the Sales and Marketing Department of Kayu Arum Resort for taking the time to participate in an interview and for sharing valuable insights that significantly enriched the findings of this research. The author also wishes to thank the guests of Kayu Arum Resort who kindly participated in the survey and shared their experiences during their stay.

In addition, the author expresses deep appreciation to the academic supervisor, whose guidance, constructive feedback, and continuous encouragement were essential throughout the writing and completion of this journal.

## **NOVELTY**

This study offers a more in-depth approach to understanding how digital marketing through social media can improve hotel room occupancy rates, particularly in the context of hotels in Salatiga. Previous research has largely discussed the relationship between digital marketing and occupancy rates in a general manner without delving into the specific strategies employed or their direct impacts.

This study introduces a novel concept: the consistent, creative, and data-driven use of social media can serve as an effective solution to address the issue of low occupancy, especially during low-season periods. Through a combination of social media activity observation, in-depth interviews with hotel management, consumer perception analysis, and the examination of occupancy and social media insights data, the study emphasizes the importance of content consistency, adaptive promotional strategies, and optimal use of various social media platforms to attract and retain customer interest.

The findings are expected to serve as a valuable reference for hospitality industry players, particularly medium-scale hotels, in developing more targeted and effective digital marketing strategies. Ultimately, such strategies can help mitigate fluctuations in room occupancy rates and enhance business sustainability.

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