



## The Influence of Instagram Social Media Marketing on Brand Awareness at Fairfield by Marriott Bali Legian

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### ABSTRACT

This study aims to analyze and describe Instagram social media marketing on brand awareness of potential customers at Fairfield by Marriott Bali Legian. This study was conducted by reviewing the effectiveness of the content and distribution questionnaires in measuring marketing influence. One hundred Instagram users who are active participants in the survey provided the quantitative data. The period from January to June 2025 saw the execution of these activities. The data demonstrate that Instagram social media marketing efforts successfully raise brand recognition and recall, accounting for 54.1% of the variation in brand awareness. In the highly competitive hospitality industry, targeted and interactive content plays a crucial role in raising brand recognition.

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## INTRODUCTION

Social media has become an important part of marketing strategies, especially in the hospitality industry. The hospitality industry uses social media to introduce services and build closer relationships with potential guests. Instagram social media is one of the most widely used platforms because its able to display interesting and interactive visual content. Instagram reaches 85,3% of users in Indonesian and is the 2nd social media with the most users in Indonesian after WhatsApp, making it a very potential platform to strengthen brand awareness (Riyanto, 2024).

Fairfield by Marriott Bali Legian, as one of Marriott International hotels, actively uses Instagram as one of the media to promote its services. Various content such as room promotions, hotel atmosphere, and video reels are often uploaded to attract user attention. However, despite being quite active in producing content, the number of followers of Fairfield by Marriott Bali Legian Instagram account is still much lower, at 7.074 followers compared to competitors in the same area, as shown in table 1. Having a large number of followers and active social media users is now seen as a measure of a strong brand, so this is definitely something to be concerned about. This raises the question of whether or not Instagram marketing has been effective in increasing brand recognition and recall by potential guests.

Tabl 1. Data on Number of Followers and Number of Posts

Hotel Name	Number of Instagram Account Followers	Number of Posts
The Stones Hotel Legian	26.021	1.910
Legian Beach Hotel	12.632	1.693
The ONE Legian Hotel	11.483	300
The Bandha Hotel & Suites	11.413	718
Bali Garden Beach Resort	8.295	518
Mercure Kuta Beach Bali	8.115	964
<b>Fairfield by Marriott Bali Legian</b>	<b>7.074</b>	<b>798</b>

To address these issues, this study will analyze the impact of Instagram marketing on brand recognition, with a focus on the Fairfield by Marriott Bali Legian. The results will hopefully add to the body of knowledge regarding digital marketing in the hotel industry. This study also employs a special sample selection to capture the perceptions of the audience that the digital strategy is actually aiming for. The sample consists of active Instagram users who are followers of the hotel official account.

Additionally, the study aims to quantify the impact of social media marketing strategies like content production, content sharing, connection, and community building on brand awareness in terms of being unaware of the brand, recognizing the brand, recalling the brand, and having the brand at the forefront

of one's mind (Wijaya & Winduwati, 2022). In addition to helping hotel management with their content strategy, this study's findings should serve as a reference for future studies on the topic of social media marketing for the hospitality sector.

## LITERATURE REVIEW

### *Social Media Marketing*

Social media marketing is one of the strategies that many companies use to introduce their products or services more broadly and personally. Social media provides space for companies to interact directly with audiences, build closeness, and create brand perception through interesting content. In order to expand the reach of a company and attract more customers, social media marketers use various social media platforms (Wati et al., 2020). According to Palda et al. (2024), there are four aspects to Instagram social media marketing: content production, content sharing, connection, and community building. These dimensions describe how content is created, shared, and how emotional connection and a sense of community are built with the audience.

A number of previous studies show supportive results. For example, research by Julvirta et al. (2021) found that social media was able to build brand awareness by 41,5% at Amaris Hotel. Similar findings were also presented by Almuricha & Chaerudin (2022) and Mandala (2023), who stated that Instagram had a major influence in increasing brand awareness. According to studies done by Pitanatri et al. (2024), Instagram ads can explain up to 70% of the variance in brand recognition. Nevertheless, there is a lack of consensus among research. One study found that social media marketing does affect brand recognition, although not significantly (Fedriyan et al., 2018). This shows that the content strategy still needs to be adjusted to the characteristics of the audience.

H1: "Instagram social media marketing has a positive effect on brand awareness at Fairfield by Marriott Bali Legian."

### *Brand Awareness*

Brand Awareness is the extent to which a person recognizes or remembers a brand when faced with a particular product category. This is a key performance indicator (KPI) for marketers since it reveals how strongly customers feel about the brand. According to Purnomo et al. (2022), brand awareness is the capacity of consumers to identify certain brands. Wijaya & Winduwati (2022) outline four stages of brand awareness: being oblivious of the brand, recognizing the brand, recalling the brand, and having the brand at the forefront of one's mind. Visuals that are both consistent and dynamic can help build brand exposure on social media, particularly Instagram. Several studies have shown that creative and regular content can increase brand recognition and recall. However, achieving top of mind requires a more robust and thorough approach. For example, research by Putu Bella Ayu Virdani et al. (2024) shows that although InterContinental Bali Resort is already known through Instagram, the level of interaction is still low, so it has not managed to reach the top of mind.

H2: “The higher the marketing intensity through Instagram, the higher the level of brand recognition and brand recall of customers towards Fairfield by Marriott Bali Legian.”

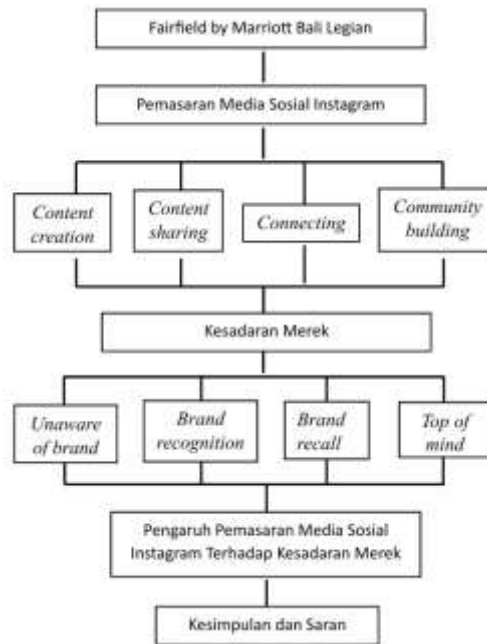


Figure 1. Framework

## METHODOLOGY

Aiming to analyze the impact of Fairfield by Marriott Bali Legian's Instagram social media marketing on brand recognition, this research employs a quantitative technique. Taking place at the Fairfield by Marriott Bali Legian, the study lasted six months, from January to June 2025. People who regularly followed the official Fairfield by Marriott Bali Legian Instagram account made up the demographic of this survey. From a total of 7,074 followers, 100 were selected as a sample using the Slovin algorithm. The margin of error was 10%. One method that was utilized for sampling was purposive sampling. The data was collected via an online survey that was structured using a Likert scale. Instagram marketing through social media (X) with four dimensions – creation, sharing, connection, and community building – serves as the independent variable. The level of brand unawareness, brand recognition, recall, and top of mind is used to quantify brand awareness (Y), the dependent variable. The data was examined using SPSS version 30 software and basic linear regression.

## RESEARCH RESULTS

This research was conducted with several stages of testing to ensure data validity and test the relationship between the independent variable (X) and the dependent variable (Y).

**Validity and Reliability Test**

Verify the validity and reliability of the questionnaire instrument. A comparison between the computed r-value and the r-table (0.196) was used to conduct the validity test. All entries on both variables are considered valid because their r count values are greater than their r table values. In addition, both the social media marketing and brand awareness measures had reliability tests that used Cronbach's Alpha values of 0.885 and 0.828, respectively. All instruments are considered dependable and ready for further examination because both are more than 0.70. See the table below for a description of the validity and reliability test findings.

Table 2. Validity and Reliability Test Results

Variable	Statement Item	R Value Count	Description	Cronbach's Alpha	Description
Social Media Marketing	X1	.647**	Valid	0.885	Reliable
	X2	.724**	Valid		
	X3	.759**	Valid		
	X4	.588**	Valid		
	X5	.802**	Valid		
	X6	.768**	Valid		
	X7	.758**	Valid		
	X8	.719**	Valid		
	X9	.730**	Valid		
Brand Awareness	Y1	.692**	Valid	0.828	Reliable
	Y2	.737**	Valid		
	Y3	.738**	Valid		
	Y4	.532**	Valid		
	Y5	.620**	Valid		
	Y6	.639**	Valid		
	Y7	.732**	Valid		
	Y8	.613**	Valid		
	Y9	.627**	Valid		

**Classical Assumption Test**

Before conducting regression analysis, the data is tested to fulfil the classical assumptions:

- a. Normality test, using the Kolmogorov-Smirnov test, obtained a significance value of 0.135 (>0.05). This indicates that "the data is normally distributed."
- b. Heteroscedasticity test conducted through the Glejser test, a significance value of 0.861 (>0.05) indicates that "the model is free from symptoms of heteroscedasticity."
- c. Linearity test using ANOVA test, the significance value in Deviation from Linearity is 0.192 (>0.05), so it can be concluded that "the relationship between

variable (X) Instagram social media marketing and variable (Y) brand awareness is statistically linear.”

### **Simple Linear Regression**

The aims of this study was to examine the impact of Instagram marketing on the Fairfield by Marriott Bali Legian brand awareness using a simple linear regression analysis. In order to conduct this analysis, SPSS version 30 was utilized. The data processing results display the following regression equation:

$$Y = -3.327 + 0,970X$$

The results of the regression equation show, if there is no marketing activity through Instagram at all, then brand awareness tends to be very low. However, every unit increase in Instagram marketing activities, such as creating content, sharing posts, connecting with audiences, and building digital communities, will potentially increase brand awareness by 0.970 units. This shows that social media marketing, especially Instagram, does have a big role in shaping brand awareness in the minds of consumers.

### **Determination Coefficient (R<sup>2</sup>)**

A measure of the efficacy of social media advertising in raising brand recognition is the R-squared value, also known as the coefficient of determination. A value of 0.541 for R<sup>2</sup> was obtained from the analysis. This states that hotel's Instagram marketing efforts account for around 54.1% of the variance in brand recognition. The remaining 45,9% is influenced by other factors such as direct service, guest reviews, offline promotions, or stay experience.

Tabel 3. Interpretation of the Coefficient of Determination

<b>Nilai R<sup>2</sup></b>	<b>Tingkatan Hubungan</b>
R <sup>2</sup> < 0,30	Lemah
0,30 ≤ R <sup>2</sup> < 0,50	Sedang
0,50 ≤ R <sup>2</sup> < 0,70	Kuat
R <sup>2</sup> ≥ 0,70	Sangat Kuat

Based on these results, the relationship between Instagram social media marketing and brand awareness can be categorized as strong, as the value is within the range of 0.50 - 0.70 as seen in table 3 according to Ghozali in Ibrahim et al. (2025). It is concluded that marketing through Instagram is not just a complement, but really contributes greatly in increasing brand awareness.

### **t-Test**

To find out if the relationship between the dependent and independent variables is statistically significant, the t-test is used. The t-count value of 10.757 with a significance value of less than 0.001 is significantly lower than the upper limit of 0.05, according to the t-test results. It is concluded that the alternative

hypothesis (H<sub>1</sub>) in the study is accepted, which means that “Instagram social media marketing does have a significant effect on brand awareness.” This means, the more active and appropriate the strategy carried out on Instagram, the more likely it is that consumer awareness of the Fairfield by Marriott Bali Legian brand will also increase.

## DISCUSSION

From the results obtained, it can be seen that “Instagram social media marketing has a positive and significant effect on brand awareness at Fairfield by Marriott Bali Legian by 54.1%.” This means that the more active and strategic marketing is done on Instagram, the higher the brand awareness among the audience. This shows that social media, especially Instagram, can be an effective medium to shape brand perception in customers’ eyes. This can also be proven through the t-test results, which show that “the alternative hypothesis (H<sub>1</sub>) is accepted.” Through attractive visual content, such as photos, videos, reels, and informative captions, the hotel can demonstrate its services’ uniqueness and excellence directly to its followers. The use of dimensions such as content creation, content sharing, connection, and community building also strengthens emotional attachment with potential guests. This finding is in line with the opinion of Wati et al. (2020), that explains social media marketing serves to build a long-term relationship with customers. This is also reinforced by previous research from Pitanatri et al. (2024), which shows that Instagram has a big role in increasing brand recognition and brand recall among hotel consumers. Using Instagram consistently and directing in accordance with brand identity, it can from stronger brand awareness.

However, the findings of this study also state that there is still room for improvement. Although brand recognition and recall have been well established, Fairfield by Marriott Bali Legian is not yet fully in the top-of-mind position among consumers. This means that the hotel needs to develop a sharper and more personalized content strategy to compete in the tight hospitality industry in the Legian area. In addition, it is not enough just to post content frequently; how the content can convey relevant messages is more important, build two-way interactions, and create a positive impression in the minds of followers. As stated by Putu Bella Ayu Virdani et al. (2024) The quality of interaction and audience engagement are key to increasing overall brand awareness.

This study indicates that Instagram social media marketing is effective in building and strengthening brand awareness, especially if executed with a targeted, creative, and consistent content strategy. Fairfield by Marriott Bali Legian already has a strong foundation in the use of social media, but continuous evaluation is needed to optimize the results.

## CONCLUSIONS AND RECOMMENDATIONS

This study concludes that “Instagram social media marketing has a significant and positive influence on brand awareness at Fairfield by Marriott Bali Legian.” The content strategies that include 4 dimensions, such as content

creation, content sharing, connection, and community building, are proven to be effective in increasing brand recognition and brand recall. This means that the level of brand recognition in the thoughts of users is directly correlated to the hotel's activity level and appropriateness on Instagram. Having said that, the data also reveal that Fairfield isn't exactly customers' first thought. This shows that although the digital marketing strategy is working well, it still needs strengthening in interaction and a more personalized approach. Based on these findings, the researcher recommends the following:

- a. Strengthen visual content that is consistent and in line with the brand identity to improve consumer recall.
- b. Focus on audience interaction, not just posting, but also building two-way communication.
- c. Utilize user-generated content to increase trust and emotional closeness with potential guests.
- d. Regularly evaluate social media performance to keep the strategy relevant and effective.

With a more targeted and interactive strategy, Fairfield by Marriott Bali Legian has the potential to strengthen its position as a brand that is recognized and remembered by consumers amidst the increasingly fierce competition in Bali's hospitality industry.

#### **ADVANCED RESEARCH**

This research has several limitations, such as only focusing on one social media platform, namely Instagram, so the results cannot be generalized to other social media platforms. In addition, the approach used is quantitative without digging deeper into respondents' perceptions qualitatively. Therefore, it is recommended for future research to consider other social media platforms such as Facebook or LinkedIn, and add variables such as brand loyalty or purchase intention so that the research results are more comprehensive and applicable to hotel marketing strategies.

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