

Tears Analysis On Luxurious Hotel Endorsement Marketing Strategy

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ABSTRACT

Along with the development of the internet that has been very advanced in the present era, the development of marketing in Indonesia has also evolved which we can see on some social media using certain parties such as endorsers or celebrity with this opportunity that many companies make them effective marketing tools in the present term, Endorsement, but in this discussion, we will further analyze the marketing endorsement strategy at Hotel X and more in finding out what is needed from an endorser to become an endorser suitable for five-star hotels by means of the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, Similarity)

The methodology used is descriptive qualitative with the method of collecting data in an unstructured interview where correspondents can answer freely and express all their opinions in detail so that the authors get more results and information. The results of this study indicate that the way the TEARS model is very supportive in the process of selecting Endorsers for five-star hotels

1. Introduction

Competition in the luxury goods and services industry including hotels is increasing. The needs of hotel nowadays is more than just a place of accommodation, but it also tightly related to lifestyle and trends of staycation that is popular in the market at the current moment. Despite of the pandemic Covid 19 that occur at the end of 2019, new luxurious hotels are opening their doors during this period of time. This condition makes companies engaged in this industry must have a solid and unique strategy considering the competition in the market. [Assauri \(2013\)](#) explained that companies must increase the profit by increasing numbers of sales in order to develop the companies, and this can be done by having solid marketing strategy. Companies are required to create a unique set of strategy that differs from others yet, close with the market. Advertising is an indirect communication that based on the benefits of service or products which conduct the feelings of desire which changes one's mind to purchase a product or service

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([Tjiptono, 2012](#)). Therefore, companies must conduct a solid advertising strategy that strongly influence the buying decision of a customer.

Inline with the Government, Indonesia has been trying to promote its tourism, through various media both online and offline through digital platform like social media and website. (Wibawati and Adhiningasi, 2021). This opportunities being used by the private sectors to tap in to the promotion of the government to optimize their marketing and advertising efforts

Competition might also affect visibility of a brand, therefore many companies set their marketing goals to create brand awareness The purpose of brand awareness itself, according to Kotler and Keller (2012: 482) is to encourage consumers to better recognize or remember brands in a product category in sufficient detail to end up purchasing. And in order to achieve that, company must create a set of strategy of message delivery to the audience. This can be done by using celebrities, humor, fear, mistakes, music and comparative ([Suyanto, 2005](#)).

Some companies still carry out advertising in conventional ways such as making advertisements on television, making flyers or billboards on the streets, and advertising through print media such as magazines or newspapers. This is still being done by many companies in Indonesia, but many of them are no longer doing or making conventional advertising at this time because the development of communication channels and social media in Indonesia has also created a new marketing trend or style, thanks to the intervention of technology.

Aside from traditional marketing which cost relatively higher, companies start to create creative methods of advertising which make Integrated Marketing Communication becoming more popular. The utilization of Public Relations and Publicity considered an effective way to create brand awareness that leads to the decision of purchase, one of the most trending strategy is the utilization of Celebrity Endorser or Influencer.

Using a celebrity as an endorser trusted to bring a brand closer to its target audience and help to create brand awareness at the same time. They usually work based on agreement as a spokesperson to build awareness that leads to purchase decision ([Royan, 2005](#)).

This phenomenon makes many industries including hotels use the services of influencers in their marketing strategies. At the same time, many new influencers have emerged, relying on the number of followers on Instagram. The selection of the right endorser for a product will make the consumer have brand awareness that is in line with the company's expectations for the product including the decision of purchase, but on the other hand, choosing an inappropriate endorser will create an image and awareness from consumers that is not expected by the company and can result in decreased sales. Aside from that, psychological aspects like informative approach toward a tourism objects in the context of social media need to be done to effectively communicate with the audiences ([Firmansyah et al, 2022](#))

This paper is describing the effectiveness of using Influencer or celebrity endorser and also the criteria of choosing the right endorser with the case of Hotel X, Indonesia, especially in the public relations sector, namely the public figure or endorser factor that is used and the aim is to increase brand awareness according to the objectives of the Hotel.

Based on the brand image, the company wants to create a luxurious and classy image. Therefore, the company always chooses several celebrities and public figures to collaborate as endorsers who have a positive impression in the community and of course have a classy lifestyle and perspective and give the endorser a luxurious impression.

2. Research Methodology

The study used a descriptive qualitative method where in depth interview with some parties which are Mr. A as PR Manager of Hotel X, which manages the hotel's publication strategy including selecting the right influencer for the hotel. Ms CC as a loyal guest of Hotel X and has experience of staying in some luxurious hotels. She is really active in social media and utilize social media as one of the reference platforms before purchase decision. And also

Ms. GA a public influencer with 27.200 followers on Instagram and focus in the field of lifestyle, travel and beauty.

Data analysis in this study began by data reduction, then sorting them into specific categories, then in the next step, the writer made a descriptive and systematic summary, then furthermore, draw conclusions based on data obtained from various sources, then looking for other supporting data. At this stage, a study of the conclusions is made to be drawn with comparative data from certain theories (Cresswel, 1998). The process is being done in order to see the truth of the results of the analysis that will create a conclusion that is reliable.

3. Results and Discussions

Hotel X, Indonesia

Hotel X, Indonesia is located at Jalan Goa Lempeh, Banjar Dinas Kangin, Uluwatu, Bali which is classified as luxurious and is 4 km from Uluwatu Temple. Like most hotels in many travel destinations, a strategic location with a breathtaking view is the main reason tourists love this hotel. This 5-star hotel is located on a cliff as high as 150 meters above sea level with views of the Indian Ocean combined with a contemporary architectural style which is a blend of modern Italian and traditional Balinese architectural styles. So aside from natural sights, guests also can experience the sense of culture through architecture and also the overall ambiance of the hotel.

Most hotels in tourism destinations especially Bali emphasizes more to the natural resources that integrates with the hotel facility as one of the selling points. Numerous of outdoor area with a lot of places with good sun exposure is something that is favorable by the guests moreover international guests from non-tropical countries. That is why Hotel X is considered one of the most favorite luxurious hotel in Bali with international clientele.

Figure 4.1 Hotel Architecture & Interior



(Source: Hotel X, Indonesia)

Luxurious hotels usually known for its breathtaking views or state of the art facilities. As one of the prominent hotel in Bali, Hotel X, Indonesia also has so much to offer. it has 59 rooms, 5 mansions, Spa, Chapel and 4 Food & Beverages Outlets as well as 1 Hallroom and 1 Ballroom

Figure 4.2 Chapel and Ballroom



(Source: Hotel X, Indonesia)

So far Hotel X itself already has 6 hotels in 5 countries, namely Indonesia, Milan, London, Dubai, Beijing and Shanghai and will open other branches in 3 countries in the next few years, namely Paris, Moscow and Tokyo.

Endorsement Marketing Strategy of Hotel X, Indonesia Via Social Media Instagram

Over time, technology is also developing rapidly. The involvement of technology of course affects the marketing strategy of hotels and tourism products too. Marketing techniques with the help of technology media are limitless. Marketing techniques have also changed with the presence of social media. Social media is an application where users can create or exchange information on the application. Social media that are widely used in Indonesia today are Facebook, Twitter, Instagram, and others. Instagram is one of the most widely used applications today, because this application focuses on the use of images and videos.

Currently Instagram has added new features, not only Insta Story that allows interaction on photos and videos uploaded by users, Instagram Reels which at first glance is similar to an application named TikTok is now also increasingly favored by its users. These features are then optimized by the hotel for promotion.

With these technological facilities, Hotel X Indonesia also uses a marketing endorsement strategy to improve the hotel's marketing process. Because Hotel X Indonesia is a five-star hotel with a fairly large name, there are numbers of endorsers who are willing to cooperate with the hotel. This makes the hotels works in selecting the endorsers getting easier.

Steps of selecting the right influencer:

1. Sorting out the list of influencers based on the criteria that has been set by the hotels
2. Dealing with the influencers including negotiating and contract drafting.

Normally the influencer will get all in one package of stay which includes; night stay, full board meal, and other services, like spa, bar, etc, and in return they will be required to create some engaging content about the stay experience and post them on their Instagram account.

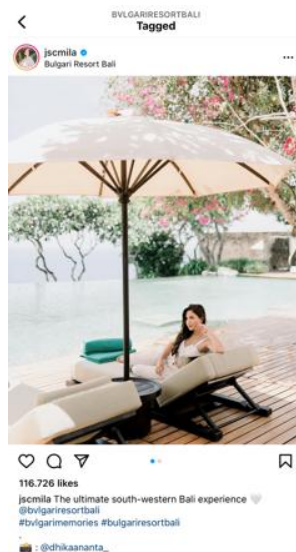
Effectiveness of Endorsement As Marketing Strategy.

The use of public endorsers as a marketing advertising strategy can be said to be effective in increasing brand awareness and sales of five-star hotels. In accordance with the results of the interview quoted from Mr. A as Public Relations Manager at Hotel X, Indonesia, "Effective, because this strategy is also a trend in today's marketing world, because if there are visuals that move and talk, it will be more interesting than just showing hotel's facilities."

Apart from the fact that the trend of advertising using public endorsers is on the rise, public interest can also increase with advertisements with attractive sound and visuals through

people who speak and convey more and more in-depth information, compared to just the physical appearance of the five-star hotel.

Figure 4.2 An Endorser Post on Instagram



Source: Instagram @jscmila

Above post is a good example. From a post from an Endorser, Ms. Jessica Milla with Instagram account @jscmila. This single post got 116.726 likes and 268 comments. Those numbers are quite huge and create such a buzz in Instagram. With this kind of measurable result, the marketing effort can be considered successful and effective.

Criteria of An Effective Endorser

Factors that are used to measure the effectiveness of an Endorser known as TEARS which stands for Trustworthiness, Expertise, Attractiveness, Respect, Similarity to the target market or potential customers ([Shimp, 2010](#))

Trustworthiness

Trustworthiness is related to the sincerity and honesty of the endorser when it comes to hotel reviewing. MR. A the Public Relations Manager of the hotel said that their honest and sincere review will create a positive image and also will gain customer's trust, therefore in choosing an endorser a hotel must first check the credibility of the endorser, and make sure that their reviews are honest and sincere in both good reviews or the not so good one. This will build the trust from their audience as well.

Endorser with less credibility most probably tell only good reviews and shows the tendency of delivering pre-setup messages. This kind of review will not gain trust from the audience and later on process, it leads the potential guests to have false expectations and at the end of the day, this will leads to customer disappointment.

An endorser, Ms. GA said that their followers often follow their recommendation, therefore they have to tell the truth for the sake of both the endorser and also the brand that they endorse.

From the statements above, the honesty and sincerity of an endorser when reviewing a hotel is very important for the image of both the endorser as well as the company they represent. This honesty can be seen when the audience finally tried the product with some expectations given through the review given by the endorsers. If they don't think that the review of the

endorser is true, so the endorser and hotel they represent will lose trustworthiness from the audience.

Expertise

In order for the endorsers to tell the truth firstly they must have a comprehensive expertise in the area they are reviewing. In this case, hotels must use endorsers that are experience and understand about luxurious lifestyle and moreover, the ones that live with the lifestyle that the hotel has to offer to the public too.

One of the loyal customers as well as follower of Hotel X, Ms CC said that she likes to use endorsers review for her consideration before deciding to which hotel she will stay. She uses Instagram to gather information including from the endorsers. She said that the endorser must have the expertise to cover and tell the story about added value of the hotels. This can be seen from the endorsers experience of staying in many luxurious hotels, so that she really can compare the values given by the hotels and really can tell in detailed manner.

This thing will not be achieved when some random person trying to give review without expertise in the field that they review, due to lack of experience and inability to compare.

Figure 4.3 Celebrity endorser Patricia Gouw's Post on Instagram



Source: Instagram @patriciagouw

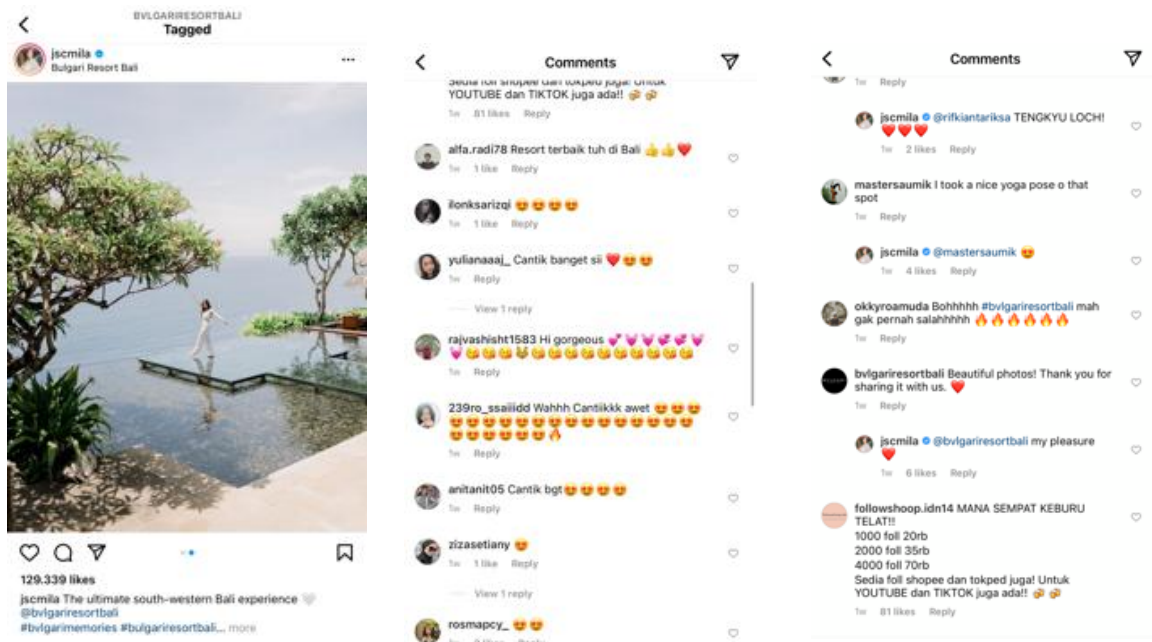
From the image above, a celebrity endorser Ms Patricia Gouw which happen to be a Supermodel in Indonesia post on her instgram account reviewing Hotel X. On the post that were liked by 36.370 instgram users gained 255 comments can be considered as a good result of an endorsement. From the post, Ms Patricia Gouw explained abot how happy she was to finally able to stay in the hotel, she also said that she liked the hotel moreover about the privacy and the serenity the hotels offered, and she also invited her audience whom are seeking for a place with great deal of privacy and serenity to come to the hotel. On the picture she also complimented about the food offered by the hotel.

Attractiveness

Visual plays an important role in terms of endorsement in social media. Aside from that, the ability of an endorser to present themselves in a way that is visually attractive is another important part. People using social media where the endorsers put their content expect something attractive to their sights; scenery, design also human object in this case the endorser themselves in the post on social media must be attractive. CC, a loyal customer of Hotel X said that aside from endorser's physical features, the way they dress also play an important role. Fashion and make up are two of the things add up to the list when it comes to visual attractiveness.

Using endorser that can present good visual to their post is somehow one of the criteria that must be considered by hotels. Somehow, their post will attract so many people and from there the brand image of the hotel is increasing too. In this case the person in charge in setting up the strategy of social media must put extra effort in curating endorsers that are not only can represent the image of the hotel, credible, also visually attractive in person or in the way they present their social media.

Figure 4.4 Positive Engagement From The Audience



Source : Instagram @jscmila

In the post shared by Ms. Jessica Milla, a Celebrity Endorser which gained More than 129.000 likes received some comments from the audience complimenting the hotel facility. This post present a very good visual. The combinaton of the nature as the backdrop, the human object with a good physical appearance, the color tone, the layout and not to mention the short but catchy caption complement overall look of this post. In the comment section not only about the endorser herself, but the audience also notice about the features of the hotel and acknowledge the hotels too and this makes this post is a good example of a success endorsed post.

Respect

Another aspect that has to be considered in choosing an endorser is that the endorser chosen must be a figure that is considered important for the community in a specific field. Someone with this feature usually gained respect and have the ability to influence the audience. Mr. A, PR Manager of Hotel X said that having endorser who has a good achievement and a certain social status in the community is so important. They will help the hotel increase the brand awareness and also can promote the image of the hotel too.

Figure 4.5. Sassy Chris's Instagram



Source : Instagram @sassychrist1

Sassy Chris, a Celebrity Endorser / Influencer focusing on Travel and Leisure was chosen as one of the endorsers in Hotel X. Not only she is able to tell a story in a unique and appealing way, she also able to capture moments, which are stimulating and visually attractive, and also Ms. Sassy is considered very respected in the area of Travel and Leisure since she is awarded as one the Forbes Travel Guide Top Travel IG and not to mention the humongous number of followers which reached to more than 528.000 Followers on Instagram of course made her someone that is really reputable in the industry.

One of her posts in Instagram featuring Hotel X, then featured on @ForbesTravelGuide, a respected Travel Reference Page on Instagram is a sign that her content has a very high standard and at the same time has the power to influence audience to go and stay in the hotel she features.

Figure 4.6 Sassy Chris's Post Being Featured on Forbes Travel Guide



Source: Instagram @forbestravelguide

Similarity

Mr. A, Public Relations Manager of Hotel X said that the characteristic similarity between an endorser and the characteristic of hotel guests must be similar. Endorser has to be the mirror image of the hotel customers. In the case of Hotel X, the basic characteristics are:

- Ideal physical features
- Positive Attitude
- Classy and Glamorous
- Have a good image in the society
- An expert in a specific field (art, acting, music, sport, or even business)
- Updated and openminded.

The list above are the basic characteristics of endorsers that Hotel X is looking for to represent the brand. The characteristic of the endorsers is expected fits the character of the guest that the hotel wants to attract. And aside from the list above the endorser of course expected coming from the same group as the hotel customer segmentation in terms of demographic, geographic, psychographic as well as behavioral.

When a hotel has a very clear image in public, somehow the hotel do not have to make a significant effort to find the right endorser for the hotel. There are so many endorsers, which attracted with the image of the hotel, will sometimes offer their own service to the hotel to collaborate.

4. Conclusion

Based on the results of qualitative research using unstructured interview data collection techniques with three sources from different perspectives regarding the analysis of marketing endorsement strategies at five-star hotels through a case study at Hotel X several conclusions can be drawn which will be explained in several points according to the TEARS model:

Trustworthiness: Honesty given by an endorser is very important and becomes one of the criteria for a candidate for a 5-star hotel endorser because an honest assessment will create a good image and public trust will also be given to the quality of the five-star hotel.

Expertise: Skills or expertise that must be possessed by an endorser are also important and become one of the main criteria because with good skills, interesting captions, and way of presentation as well as good body language can convey the message of a product to be conveyed to the public to the maximum.

Attractiveness: Physical appearance is also important and is one of the main criteria in choosing an endorser for a luxury hotel such as Hotel X, Indonesia because an attractive physical appearance can attract more public interest to be able to see the post displayed by the endorser.

Respect: Position or an achievement is also an important thing and becomes one of the criteria, an endorser must be reputable and be respected in the field of their expertise.

Similarity: The similarity of taste between the endorser and the public is also very important and becomes one of the main criteria in choosing an endorser to market a product because people will be more interested if they know the tastes of the endorser are at the same level as the people who see the ad, making it easier for the endorser to convey a message or information from a product in detail, understandable and can attract public interest.

This endorsement method is very effective for today's era where this marketing strategy is becoming a trend, not only for millennials but for all circles. Due to high internet usage and carried out by all walks of life and ages.

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