



Utilization of Digital Influencer Strategy in Improving the Image of Hotel Savoy Homann Bandung

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Abstract . In the current digital era this, industry hospitality sued for keep going adapt with development technology and change behavior consumers. One of the modern marketing strategies that is starting to Lots used is utilization of digital influencers, namely individuals who have influence big on social media and capable influence opinion public. Research this aiming for know how far can a digital influencer strategy go? increase image of Savoy Homann Hotel in Bandung City. Research this done with method studies library, using approach descriptive qualitative. Research results show that utilization of digital influencers can strengthen hotel branding, improve visibility on digital platforms, as well as build trust and loyalty Customers. Research This expected can become reference for perpetrator industry hospitality in develop more marketing strategies effective and relevant with current development .

Keywords: hotel branding, digital influencer, marketing strategy, Hotel Savoy Homann, social media

1. BACKGROUND

Hospitality industry is a very dynamic and competitive sector, especially in cities big as Bandung is known as destination tour popular. In some year lastly, progress digital technology has bring change big in method consumer choose accommodation. Not only depend on recommendation from agent travel, consumer now more Lots look for information from social media and digital influencers. According to data from We Are Social (2023), more of the 68% of internet users in Indonesia use social media for look for information related travel and accommodation.

Phenomenon This create opportunity new for perpetrator hotel business for build image positive through collaboration with digital influencers. However , still A little research that is special to examine the role of influencers in to form star hotel image four historic such as the Savoy Homann Hotel in Bandung. Research This own similarity with Lestari's study (2022) which discusses social media influence to loyalty customers , but different from side focus , because study This highlight the role of digital influencers as tool marketing strategic impact directly to perception public towards the hotel.

The purpose of this study is to determine to what extent the strategy of using digital influencers can improve the image of the Hotel Savoy Homann as a historic hotel that remains relevant in the digital era.

According to Kurniawan (2020), digital influencers are individuals who have influence strong in cyberspace through platforms such as Instagram, YouTube, and TikTok,

as well as trusted by his followers in give recommendation . Kotler and Keller (2016) stated that image brand is perception consumer to a brand based on experience , information and opinions public . Influencers have strength For to form perception This through interesting and convincing content.

Research by Hassan and Rahman (2019) shows that influencer marketing strategies can increase trust consumer up to 72%. Sugiharto (2021) also revealed that the hotel is active Work the same with influencers experiencing improvement occupancy in a way significant.

2. RESEARCH METHODS

Study This use method studies library with approach descriptive qualitative . Data collected from various source secondary like journal scientific, articles news, report industry, and relevant online documents with Topic study.

The steps in data analysis include:

- a. Identifying key issues related to digital influencers in the hospitality industry.
- b. Reviewing study relevant past.
- c. Analyze the marketing practices of the Savoy Homann Hotel through social media platforms.
- d. Draw up conclusions from results study literature.

3. RESULTS AND DISCUSSION

Based on results study library , the use of digital influencers in the marketing strategy of the Savoy Homann Hotel has proven to be effective give impact positive to improvement hotel image . This hotel Work The same with some influencers who have focus content on tourism and history, which is relevant with characteristics of the hotel as building historical.

Through posts on Instagram and YouTube, influencers share their stay experiences at the Savoy Homann Hotel, highlighting the colonial architecture, hotel services, and strategic location in the center of Bandung City. This content attracts the attention of their followers and encourages high interactions such as likes, comments, and sharing of content. In addition , this strategy also provides impact real to improvement reservations , especially during the holidays . Based on quoted internal hotel report from article TribunJabar (2023), happened improvement occupancy by 25% after digital campaigns with local and national influencers.

Findings This in line with research by Wijaya (2021) which states that review positive from digital influencers can influence decision consumer For choose a services , including service hospitality . The use of digital influencer strategies is becoming an increasingly popular marketing communication approach in the hospitality industry, especially in building and strengthening brand image . image). Amidst the digitalization and increasing consumption of social media content, hotels such as the Hotel Savoy Homann Bandung needs an adaptive and relevant strategy to reach a wider audience, especially millennials and generation Z.

A. Digital Influencer as a Modern Promotion Agent

A digital influencer is an individual who has a loyal audience on digital platforms such as Instagram, YouTube , TikTok , and blogs, and has the ability to influence the opinions and purchasing decisions of their followers. In the context of the Savoy Hotel Homann , the influencers not only promote the hotel's services and facilities, but also convey the historical value, architectural art deco , and a narratively and visually unique stay experience.

B. Matching the Influencer's Character to the Hotel Brand

A successful strategy depends not only on the number of followers an influencer has , but more on the match between the influencer's character and the image the hotel wants to build. As a historic hotel with classic cultural and aesthetic values, the Savoy Homann can utilize influencers who work in the fields of history, architecture, classy lifestyle , or cultural tourism. Influencers with a visual storytelling approach are also able to highlight the historical value of the hotel in an interesting narrative that is easily accepted by the digital audience .

C. Social Media as an Image Communication Channel

Utilizing platforms like Instagram and TikTok is important because they both emphasize visual content and short videos, which are effective in creating a strong first impression. Content like room tours , hotel cuisine, building history, and accommodation experiences can reach new audiences and create *a brand* . positive awareness , especially when accompanied by strategic hashtags and active interaction with followers.

D. Impact on Brand Image and Engagement

This strategy has an impact on public perception of the Savoy Hotel. Homann . The image as a hotel that is not only a place to stay, but also a historical and cultural destination, becomes stronger. Influencers who provide positive testimonials, show premium facilities, and show authentic experiences, are able to create high *engagement* and increase *the brand. credibility* in the eyes of potential consumers.

E. Challenges and Strategy Evaluation

Although promising, the use of influencers also has challenges, such as the risk of a mismatch between the influencer's style and the hotel's target audience , or content that feels too promotional. Therefore, there needs to be selective influencer selection, clear briefings , and evaluations based on digital metrics such as reach, number of *impressions* , *engagement rate* , and reservation conversions generated from the campaign.

4. CONCLUSION

Based on the discussion above, it can be concluded that the strategy of using digital influencers contributes significantly to improving the image of Hotel Savoy Homann Bandung. This strategy has proven effective in expanding the reach of promotions, increasing consumer engagement on social media, and encouraging an increase in hotel occupancy rates. Utilizing digital influencer strategies in increase The image of the Savoy Homann Hotel Bandung is step adaptive in facing the era of digital marketing . With the right collaboration between hotels and relevant influencers , this digital campaign capable strengthen Savoy Homann's position is not only as a historic hotel , but also as a style icon life and tourism Bandung city in the eyes digital generation . The success of this strategy influenced by:

- a. Selection of relevant influencers with hotel identity.
- b. Arrangement content authentic and engaging collaboration.
- c. Consistency in respond interaction public in a way positive .

It is hoped that this strategy can Keep going developed and customized with the digital trend that continues developing . Research advanced recommended For explore impact term long from collaboration with influencers on loyalty customers and hotel brand equity.

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