INSTAGRAM CONTENT MARKETING STRATEGY TO INCREASE BRAND TRUST DURING COVID-19 PANDEMIC AT PULLMAN BALI LEGIAN BEACH

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Abstract

This study aimed to determine the implementation of Pullman Bali Legian Beach Instagram content marketing during the COVID-19 pandemic and to determine the right Instagram content marketing strategy for Pullman Bali Legian Beachinorder to increase brand trust during the COVID-19 pandemic. Data analysis techniques in this study were data reduction, data presentation, conclusion drawing, and method triangulation. This study used 2 types of informants, namely the main informants and key informants determined by purposive sampling technique. The main informants in this study were the Event Manager and Graphic Designer of Pullman Bali Legian Beach. The key informants in this study were the General Manager PT. Media Group Asia and CMO Bukamimpi.id. The results of this study indicated that Pullman Bali Legian Beach have not yet had a clear and detailed Instagram content marketing strategy to increase brand trust during the COVID-19 pandemic. The right Instagram content marketing strategy to increase brand trust during the COVID-19 pandemic at Pullman Bali Legian Beach is a strategy that consists of 7 stages, those are plan, audience, story, channels, process, conversation, and measurement.

Keywords: brand trust, content marketing strategy, COVID-19 pandemic, Instagram

Introduction

Tourism is a sector that focuses on providing tourism services, providing or operating tourist objects and attractions, business facilities and other businesses related to the tourism sector (Utama in Kristina et al., 2020). The tourism sector is a sector that is very vulnerable to disasters, both natural and non-natural (Susanti et al., 2021). This is evident from the decline in the tourism sector caused by the COVID-19 pandemic which has attacked almost all sectors in the world, including the Province of Bali as one of the main tourist destinations in Indonesia. The Central Bureau of Statistics for the Province of Bali (2022) stated that the decline in the number of tourist visits, both domestic and foreign due to the impact of the COVID-19 pandemic, was very significant. The number of tourist visits to Bali in 2019 before the COVID-19 pandemic was 16,820,249 tourists, but there was a decrease

of 66.32% in 2020 and a decrease of 24.07% or as many as 4,301,643 tourists occurred in 2021.

The marketing sector has also been affected by the COVID-19 pandemic. This can be seen from the difficulty of marketing products so that the promotion of goods and services is carried out using digital marketing. Juhaeri, et al. (2021) stated that digital marketing used during the COVID-19 pandemic was able to help increase sales and market value because it did not require direct interaction between sellers and buyers and was able to reduce the number of positive cases of COVID-19. Donthu and Gustafsson (in Dubbelink, et al., 2021) mentioned the COVID-19 pandemic created substantial growth by creating an online-based business, so that digital marketing during the COVID-19 pandemic felt appropriate to use.

One form of implementing digital marketing is the use of social media which is able to reach customers quickly and in a broad scope (Mahardika and Aji, 2018)**.** Marketing through social media is divided into two ways, namely content marketing and paid advertising (Varakas, 2017). Content marketing is an activity of creating content that contains product information offered in a persuasive way that focuses on creating and distributing valuable, relevant and consistent content to attract audience interest (Dasuki and Wahid, 2020)**.**

Pullman Bali Legian Beach is one of the hotels in Bali that is implementing content marketing and has been affected by the COVID-19 pandemic. The room occupancy rate at Pullman Bali Legian Beach from 2019-2021 fluctuated. In 2019 the room occupancy rate tends to reach the target every month. It's different in 2020 and 2021 which were unable to achieve monthly or annual targets and experienced a very significant decline, especially in March 2020 with a room occupancy rate of 0.2%. This resulted in the temporary closure of hotel operations for 1 year from May 2020 to May 2021 as a preventive action taken by Pullman Bali Legian Beach. This temporary closure has encouraged Pullman Bali Legian Beach to consistently carry out content marketing on social media.

Pullman Bali Legian Beach content marketing focuses on the use of Instagram social media with the consideration that the number of Pullman Bali Legian Beach Instagram followers is more than its Facebook account. Content marketing is carried out by uploading photo and video content that displays hotel facilities, products and services offered, promos offered, as well as hotel guest content which links their uploads to the Pullman Bali Legian Beach Instagram account. This was done as an effort by Pullman Bali Legian Beach to increase brand trust.

Brand trust is important in marketing to build buyer interest to repurchase the products offered (Masitoh et al., 2018). Rahayu and Harsono (2018) stated that brand trust is an important value for consumers to make purchases and has an impact on consumer loyalty. The indicators for measuring brand trust used by the Sales and Marketing Department of Pullman Bali Legian Beach include the number of followers, likes, comments, and shares on the hotel's Instagram social media. The number of Pullman Bali Legian Beach Instagram followers on March 3, 2022 was 30,150 followers. By comparing the number of Instagram followers of Pullman Bali

Legian Beach with its competitors, the number of followers owned by Pullman Bali Legian Beach has not been able to outperform its competitors. This shows that the credibility of the Pullman Bali Legian Beach brand is still not good compared to its competitors.

During the COVID-19 pandemic, the number of followers on the Pullman Bali Legian Beach Instagram account fluctuated. The increase in the number of followers occurred in 2020 which was able to reach the target, but it was different from 2021 which tended not to reach the target number of Instagram followers. This can be seen from the decrease in the number of Instagram followers of Pullman Bali Legian Beach in August, September and October. Looking at the number of likes, comments and shares on uploaded content on the Pullman Bali Legian Beach Instagram account, it tends to fluctuate in 2020 and 2021. An increase in the number of likes, comments and shares on uploaded content only occurs in certain months, such as May, July, September, October and December, while other months tend to experience a decline. This indicates that Pullman Bali Legian Beach brand trust is still not good.

Pullman Bali Legian Beach social media content marketing activities during the pandemic were carried out by the Event Manager who was assisted by a Graphic Designer. The content marketing carried out does not yet have a clear and directed strategy to increase brand trust in the target market and the Pullman Bali Legian Beach brand trust is still low. Seeing these conditions, it is necessary to conduct studies related to the development of social media content marketing strategies, especially Instagram Pullman Bali Legian Beach to increase brand trust during the COVID-19 pandemic.

Literature Review

1. **Steps in Developing Effective Communication**

Kotler, et al (2017) suggest that in developing integrated and effective communication and promotion programs, marketers must do things which include identifying target audiences, determining communication objectives, designing messages, selecting communication channels, selecting message sources, and gathering feedback.

2. **Content Marketing**

An effective campaign of content marketing requires marketers to create original content on resources owned by both internal and external resources (Permata, 2019). The content marketing framework according to Pullizzi and Rose (in Lofgren and Utterberg, 2016) that can be used in building a content marketing strategy is as follows:

a. Plan

The first step of content marketing is planning. When developing a plan, there are several important questions the plan must answer such as what the business should achieve, what makes the business unique, and what differentiating factors it has. Garner (in Lofgren and Utterberg, 2016) provides

a planning strategy that includes the creation of an editorial plan and a publishing calendar which functions as a production framework for the content created.

b. Audience

The audience is who you want to reach with content marketing. This framework divides the audience into two, namely internal stakeholders who are involved in content marketing and stakeholders who will be reached externally.

c. Story

The next step is the story or stories. Having a good plan and knowing your audience is useless if a good story isn't clearly identified and communicated. The aim of the story is to build a strong emotional bond with the audience.

d. Channels

The channel is the next step which involves identifying the channel through which the message will be conveyed. A channel plan has to be developed, some of the key points are to identify all the channels and determine which channel is more effective. Editorial and budgeting is another key point of the channel plan.

e. Process

In this case, the process involves 4 stages namely creating and managing; optimize, aggregation, and curation; speak and listen; measure and learn. An important part of this step in the process is deciding what content to distribute and how.

f. Conversation

Another important element that needs to be built is conversation and connection with the audience. Companies in this case need to actively respond to audience responses.

g. Measurement

Measurement should be built into every part of the content marketing process to measure effectiveness. The core question for measuring activity is "what isn't working?" and "How can we improve this next time?".

3. Brand Trust

Gozali (2015) mentions brand trust is when consumers face a situation of uncertainty in choosing a product or brand when consuming it. According to Kustini (2011), there are 2 dimensions that can be used to measure brand trust, namely:

1. Viability

This dimension is used to represent an assumption that a brand can meet and satisfy consumer needs and values. This dimension is measured through indicators of satisfaction and value.

2. Intentionality

This dimension represents the feeling of security that an individual has towards a brand. This dimension can be measured by indicators of security and trust.

Research Methodology

This research is located at Pullman Bali Legian Beach by examining Instagram content marketing strategies to increase brand trust during the COVID-19 pandemic. This study uses qualitative data in the form of interviews and documentation studies which are sourced from primary and secondary data. The primary data of this research is the latest strategy for Instagram content marketing which was carried out to increase brand trust during the COVID-19 pandemic, while the secondary data is in the form of documentation related to content marketing carried out.

Purposive sampling technique is used to determine research informants related to research so as to be able to provide precise and accurate information. There are 2 types of informants used in the research, namely the main informants and key informants. The main informants include the Event Manager (I.1) and Graphic Designer (I.2) who provide an overview of Instagram content marketing carried out by Pullman Bali Legian Beach, while the key informants are the General Manager of PT. Media Group Asia (I.3) and CMO Bukamimpi.id (I.4) as social media marketing experts who provide input regarding the development of Instagram content marketing strategies for Pullman Bali Legian Beach.

The stages of this research analysis use the unit of analysis proposed by Pullizzi and Rose (in Lofgren and Utterberg, 2016) regarding the content marketing framework in the content marketing strategy to increase brand awareness which includes plan, audience, story, channels, process, conversation, and measurement. The analysis technique in this study used three stages, namely data reduction, data presentation, and drawing conclusions. Test the validity of the results using the triangulation method with the interview method and documentation studies regarding Instagram content marketing strategies to increase brand trust during the COVID-19 pandemic at Pullman Bali Legian Beach.

Results and Discussion

1. Data Description

The research data was obtained using the interview method with 2 main informants, namely the Event Manager and Graphic Designer who are in charge of conducting social media marketing, especially Instagram at Pullman Bali Legian Beach and 2 key informants namely the General Manager of PT. Media Group Asia and CMO Bukamimpi.id. Key informant interviews were conducted to develop Pullman Bali Legian Beach's Instagram content marketing strategy to increase brand trust during the COVID-19 pandemic.

The interviews conducted with the Event Manager (I.1) and Graphic Designer (I.2) aimed to find out the current situation of Instagram content marketing at Pullman Bali Legian Beach. The two main informants said that during the COVID-19 pandemic, Pullman Bali Legian Beach often uploaded hotel visuals, uploaded promos offered, and uploaded health protocol implementation at the hotel. The statements made by informants I.1 and I.2 are as follows:

"Our post during the pandemic featured hotel visuals, promotional campaigns from Accor or from Pullman Bali Legian Beach itself, as well as regarding safety and security during the COVID-19 pandemic." (I. 1).
"The content that we uploaded during the pandemic was mostly photos and videos of hotel facilities and regarding health protocols." (I.2).

With regard to the content marketing strategy, it is known that Pullman Bali Legian Beach does not yet have a clear and detailed content marketing strategy. Content marketing was carried out during the COVID-19 pandemic by collaborating with several influencers or celebrities to create content that the audience liked, as well as trying to align the colors and appearance of the main page of the Pullman Bali Legian Beach Instagram account. This is in accordance with the statements made by the following informants I.1 and I.2:

"We don't have a clear strategy yet, we're just trying to make content more liked by hosting influencers." (I. 1).
"We don't have a strategy yet. Usually we just try to work with celebgrams, align colors and feeds." (I. 2).

During the COVID-19 pandemic, Pullman Bali Legian Beach faced the problem of low brand trust. This is reflected in the decreased audience engagement on Instagram social media accounts and the difficulty of increasing audience engagement to increase brand trust. This is in accordance with the statements of informants I.1 and I.2 as follows:

"The problem is decreased insight or views on content which indicates a decrease in brand trust." (I. 1).
"Usually the problem is that our brand trust is low, judging by Instagram's insight numbers, which tend to be small and it's difficult for us to increase this insight." (I. 2).

Increased brand interest has been attempted by Pullman Bali Legian Beach. Efforts are being made to try to keep up with trends and collaborate with influencers who have high influence and are in great demand by many people. This statement was conveyed by informant I.1 as follows:

"Our efforts are to follow trends, such as trying Instagram reels and posting health protocol implementation content. We also work with influencers who are on the rise." (I. 1).

The same thing was conveyed by informant I.2 who revealed that efforts to increase audience interest had been made by uploading various promotions and content related to issues that were developing in society:

"In general, we do business by uploading promotional content and content related to what is of concern, for example health protocols." (I. 2).

2. Discussion

2.1 Theoretical and Empirical Analysis of the Implementation of Instagram Content Marketing Strategies to Increase Brand Trust during the COVID-19 Pandemic at Pullman Bali Legian Beach

Based on the results of interviews with key informants, the results of theoretical and empirical analysis of the implementation of the Instagram content marketing strategy to increase brand trust during the COVID-19 pandemic at Pullman Bali Legian Beach are as follows:

a. Plan

Content marketing begins with planning and goal setting (Pulizzi & Rose in Lofgren & Utterberg, 2016). Signal height in Wealthy (2017) stated that companies must set quantitative and qualitative goals before conducting social media marketing. Garner (in Lofgren and Utterberg, 2016) revealed that the planning strategy also includes editorial plans and publishing calendars that function as production plans for content creation. Pullman Bali Legian Beach has set qualitative objectives which aim to market hotel products, increase brand trust to generate brand awareness, and increase audience engagement. This qualitative goal setting is not accompanied by quantitative goal setting. Pullman Bali Legian Beach also doesn't have a content calendar that includes editorial planning, but only does content marketing by uploading it regularly. This condition shows that the purpose of content marketing carried out by Pullman Bali Legian Beach is not ideal and there is no clear definition of the content marketing strategy used.

b. Audience

Audiences in content marketing are individuals or groups who are the target of social media content marketing. There are 2 types of audience frameworks, namely internal stakeholders who have involvement in terms of content marketing, and external stakeholders who refer to the target market for content marketing with special characteristics. Pullman Bali Legian Beach has defined audiences in content marketing. The internal audience for Instagram content marketing includes the head office team (Accor) as well as the sales and marketing team which includes Event Managers and Graphic Designers, while the external audience includes domestic guests, namely the millennial generation in the age range of 18-45 years with characteristics namely the desire to always be connected, fast, efficient, and flexible.

c. Story

Stories in this case are captions written on content aimed at building a strong relationship with the audience. According to Pulizzi and Rose (in Lofgren and Utterberg, 2016). Pullman Bali Legian Beach has not yet decided on a narrative story plan for uploaded content, but the captions included are made to attract and trigger audience reactions related to trends during the COVID-19 pandemic, such as the implementation of health protocols that have been well implemented at Pullman Bali Legian Beach and have passed CHSE certification.

d. Channel

The channels used in content marketing need to be identified in order to determine which channels are most effectively used (Pulizzi & Rose in Lofgren and

Utterberg, 2016). Selection of an effective channel must also be balanced with budgeting. The content marketing channels used at Pullman Bali Legian Beach are Instagram and Facebook, but the main focus of Pullman Bali Legian Beach is that the use of the Instagram channel sees a greater number of Instagram followers than the number of Facebook pages like Pullman Bali Legian Beach. The informant revealed that Pullman Bali Legian Beach budgets IDR 3,000,000 in 1 month to do social media marketing.

e. Process

Lofgren and Utterberg (2016) states that the process relates to the company's way of implementing a content marketing strategy with strategic steps taken as part of the content marketing process by taking into account the value of uploaded content. Content uploaded in the content marketing process at Pullman Bali Legian Beach comes from various sources, namely hotel internals, head office (Accor), hotel colleagues, as well as re-uploading uploads linked to the hotel's Instagram account. Content uploaded during the COVID-19 pandemic is based on general guidelines provided by the head office that have been used before the pandemic and adjusts to trends by making observations independently and actively conducting discussions with internal and external parties. The time for uploading content is also adjusted according to the content so that it looks relevant to the current conditions of the hotel.

f. Conversation

Conversation and connection are important elements that need to be built in content marketing (Lofgren and Utterberg, 2016). This needs to be supported by the activeness of Pullman Bali Legian Beach in responding to the responses given by the audience (Pulizzi & Rose in Lofgren & Utterberg, 2016). Pullman Bali Legian Beach admits that they rarely respond to responses given by the audience on the Instagram page, especially during the COVID-19 pandemic due to the limited number of teams and the absence of people with positions specifically assigned to respond to responses from the audience.

g. Measurement

Measuring and evaluating effectiveness needs to be done at the end of the content marketing process (Lofgren and Utterberg, 2016). Measurements can be made using quantitative metrics such as the number of clicks, followers, and number of visits. Pullman Bali Legian Beach has taken measurements by recording audience engagement and regularly holding discussions to develop social media content marketing, especially on social media Instagram. The hotel said that the use of Instagram in content marketing during a pandemic was able to increase brand trust, but had not been able to outperform its competitors. The advantages of using Instagram compared to other social media according to Pullman Bali Legian Beach are that it looks more modern, attractive, in line with the hotel target market during a pandemic, and has a larger number of followers compared to other social media. However, it is also said that the market on social media Instagram is considered less varied.

2.2 The Right Instagram Content Marketing Strategy for Pullman Bali Legian Beach to Increase Brand Trust During the COVID-19 Pandemic

Based on the analysis of the current situation and the theoretical and empirical comparisons carried out, the right Instagram content marketing strategy

was formulated for Pullman Bali Legian Beach to increase brand trust during the COVID-19 pandemic. The strategies that can be used by adopting input submitted by 2 social media marketing experts as key informants are as follows:

a. Plan

According to Kotler, et al. (2017) marketers need to determine clear objectives before marketing so that the distribution and marketing is carried out on target. In this regard, Pullman Bali Legian Beach only sets qualitative goals, but has not set quantitative goals. Key informants emphasized the importance of setting goals because goals are the foundation and direction for conducting content marketing. According to I.3 and I.4, it is necessary to set quantitative goals in content marketing carried out by Pullman Bali Legian Beach such as the aim of increasing sales or revenue from incoming orders via Instagram. I.3 and I.4 also suggest having a content calendar that includes an editorial plan by determining the type of content to be uploaded and the amount of content to be uploaded for 1 month, content distribution schedule, the editing process, and then listing it on the content calendar. I.3 also emphasizes paying attention to caption and hashtag plans to be used in content marketing.

b. Audience

Kotler, et al. (2017) revealed that defining specific audience subsections will help marketers to create focused, sharp, and deeper content. Pullman Bali Legian Beach has determined internal and external audiences in social media content marketing. I.3 and I.4 reveal that it is necessary to adjust the internal audience based on strategic positions in charge of handling social media content marketing, especially Instagram. I.4 further added that these people have experience in their fields, are detailed, timely, and responsive to changes. I.3 and I.4 consider that the determination of the external audience by Pullman Bali Legian Beach is not appropriate and can consider determining the external audience based on Instagram insights by taking into account the demographic characteristics of the audience.

c. Story

According to Pulizzi and Rose (in Lofgren and Utterberg, 2016) stories are a tool for building strong relationships with audiences. Pullman Bali Legian Beach has not set a story narrative or caption plan and only makes captions based on trends during the pandemic to build audience reactions. I.3 and I.4 suggest establishing a story narrative plan that describes the content well so that the audience can imagine situations that are relevant to the content. I.4 also added that it is necessary to carry out a benchmarking process with competitors who have similar target audiences.

d. Channels

Selection of effective channels for content marketing needs to be done so that marketing can be carried out as efficiently as possible. The channel chosen by Pullman Bali Legian Beach is social media Instagram with the reason being that there are more Instagram followers compared to other Pullman Bali Legian Beach social media followers. This is supported by statements I.3 and I.4 which consider that choosing Instagram social media for content marketing is the right choice. This is because the target market for Pullman Bali Legian Beach is domestic guests aged 18-45 years who are classified as the millennial generation. I.4 added that Pullman Bali Legian Beach is an upscale brand so the use of Instagram is considered

appropriate because it is able to describe exclusivity. With regard to the budget used in content marketing of IDR 3,000,000, I.3 and I.4 feel the need to readjust the budget while still considering the media budget which is based on the duration of the ad and coverage of the ad area and the service budget which is based on ad maintenance services.

e. Process

According to Kotler, et al. (2017) in marketing, uploaded content must be of high quality, original and rich. The method of determining content by Pullman Bali Legian Beach is based on trends and refers to general guidelines provided by the head office. The timing of content distribution is also adjusted to the contents of the content. The main figures who play a role in marketing Instagram content during the pandemic are the Event Manager and Graphic Designer with marketing in charge or the Sales and Marketing Director as the person in charge. I.3 and I.4 assess the steps taken by Pullman Bali Legian Beach in determining the content to be uploaded and the content marketing process carried out is appropriate. It is deemed necessary to consider the timing of content distribution considering Instagram's insights to find out the best time to upload content so that it can be well received and responded to by the audience, so that brand trust will increase. I.4 suggests that the amount of content uploaded every week is no more than 4 content and shows more existence every day through Instagram stories. I.3 and I.4 also reveal the need for adjustments to strategic positions that play a role in running and being responsible for Instagram content marketing.

f. Conversation

According to Lofgren and Utterberg (2016) from having conversations with the audience, it can lead to viral marketing. Pullman Bali Legian Beach has not actively responded to any responses given by the audience. Therefore, I.3 and I.4 suggest the existence of a special position whose duty is to respond to every response given by the audience in detail, polite, informative, and solutive. This is done to maintain the company's image and prevent provocation among the audience.

g. Measurement

Varakas (2017) has developed a Key Performance Indicator (KPI) matrix to evaluate content after a measurement process that describes the development of social media content marketing. Pullman Bali Legian Beach routinely conducts measurement and evaluation by recording audience engagement and conducting discussions regarding content marketing developments. According to I.3 and I.4, the measurement and evaluation process carried out by Pullman Bali Legian Beach is appropriate. I.4 further added, other measurement steps that can be taken are looking at Instagram insights and using the concept of AIDA (Awareness, Interest, Desire, and Action) or ROI (Return of Investment), namely the length of time to pay back capital.

Conclusions

Based on the results of the analysis and discussion, it can be concluded that Pullman Bali Legian Beach does not yet have a clear and detailed content marketing strategy to increase brand trust during the COVID-19 pandemic. The right Instagram content

marketing strategy is used to be able to increase brand trust during the COVID-19 pandemic including 7 stages, namely plan, audience, story, channels, process, conversation, and measurement.

Acknowledgement

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