

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

By combining the data that the author has collected and analyzed through interviews with two experts from the marketing team of Alila SCBD Jakarta and 10 audiences with no experience of coming to the hotel, it can be summarized that:

1. Similar to the other research results found by various authors, by using Instagram posts, Alila SCBD Jakarta has been able to induce the audiences' image perceiving process. Most of the traits that were utilized by audiences to describe Alila SCBD Jakarta's brand attributes are in relation to its quality and sense of lifestyle. Most of the perceiving of the hotel's brand image comes from product photos and customer centric photos as audiences receive a clear visual of the hotel products and premises. Due to the lack of presence of employee centric photos, audiences did not find those pictures to be aiding their brand image perceiving process. The audiences' relate the brand image attributes based on the characteristics of the human interests that are featured in the customer centric photos and photos with bloggers. Thus, the traits fashionable, stylish and youthful were deducted from those images. Overall, the image attributes that were mentioned by the sources are positive with luxurious being its highlighted trait.
2. Alila SCBD Jakarta's Instagram has partially delivered the idea of what the hotel's brand image attributes are, however it is still lacking in several elements. By comparing Alila SCBD Jakarta's desired brand image and the audiences' perception, the former's Instagram is successful in delivering a luxurious, urban (or as the audiences have phrased, 'city-life') and modern identity and personality, also an overall image of so. However, the audiences did not grasp any element of Alila SCBD Jakarta's sustainability from the Instagram pictures.

5.2 Suggestions

Based on the conclusion above, the author has several suggestions as follows:

1. Alila SCBD Jakarta's Instagram's photo quality and dynamic should be maintained with additions of images that could highlight more of the hotel's rooms, authenticity and sustainability.
2. Employee centric photos could be introduced more to show the human side of the hotel, however is not entirely vital to represent the brand image if it does not suit the concept.
3. Alila SCBD Jakarta's marketing communications team should collaborate more with bloggers that suits their brand image and have followers similar to the hotel's target segment.
4. Future researches should dig deeper into how the Instagram image types affect purchase intentions while analyzing insight data such as website clicks and post engagements.