

## CHAPTER IV

### RESEARCH RESULTS AND DISCUSSION

#### 4.1 General Description of the Hotel

Alila SCBD Jakarta is a 5-star luxury hotel that first opened its door in November 2018. It is currently the only Alila brand hotel located in Jakarta. The hotel has 227 rooms and suites in total. It is home to three restaurants and one lobby lounge; Vong Kitchen, Le Burger, Hakkasan and Artisian Lounge. Facilities in the hotel includes a spa named Spa Alila, a gym named Fitness Alila and an outdoor swimming pool named Catwalk Pool. The event facility in the hotel is called the Event Galleries. The hotel building itself has been recognized by EarthCheck as a sustainable building.



**Figure 4.1 Hotel Lobby**

Source: Alila SCBD Jakarta

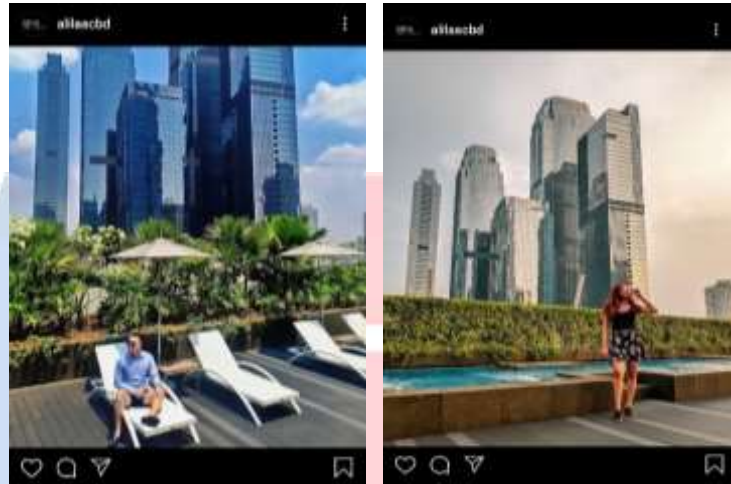
As of April 2020, the Alila brand has 18 destinations ranging from hotels, resorts, villas and Phinisi ship in Indonesia, India, Cambodia, Oman, China and the United States. The Alila brand itself is part of the Hyatt Boundless Portfolio.

#### 4.2 Alila SCBD Jakarta's Instagram Photos

Alila SCBD Jakarta's Instagram had its first photo posted on 6<sup>th</sup> May 2019 and has been active ever since. They regularly post photos that highlights various key points of the hotel in the page which combines these types of photos:

#### 4.2.1. Alila SCBD Jakarta's Customer Centric Photos

A number of customer centric photos can be found in Alila SCBD Jakarta's Instagram page. Most of the pictures has guests of the hotel in frame. Examples of the customer centric photos found can be seen as below.

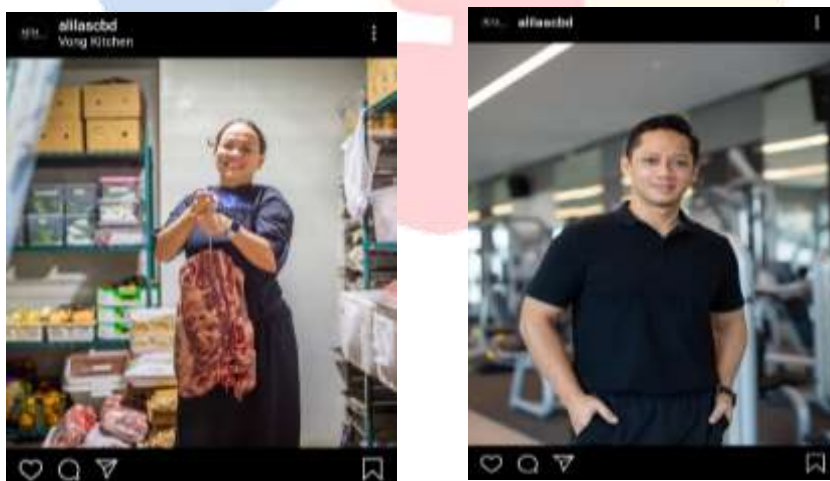


**Figure 4.2.1 Alila SCBD Jakarta's Customer-centric Photos**

Source: Instagram @alilascbd

#### 4.2.2. Alila SCBD Jakarta's Employee Centric Photos

Employees of Alila SCBD Jakarta are also seen on their Instagram account. The staffs are seen smiling at their work places. The sample of the images are as seen below.

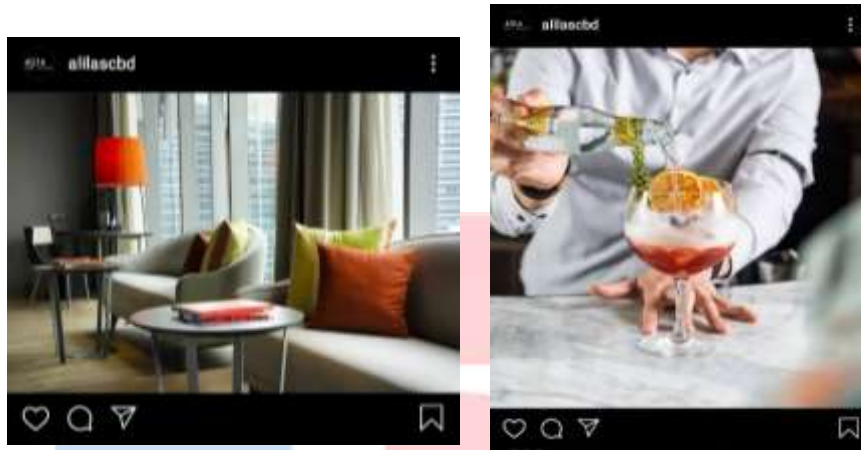


**Figure 4.2.2 Alila SCBD Jakarta's Employee-centric Photos**

Source: Instagram @alilascbd

### 4.2.3. Alila SCBD Jakarta's Product Photos

Product photos that are posted on Alila SCBD Jakarta's Instagram does not have any human figure inside the frame. The images focuses solely on the products



**Figure 4.2.3 Alila SCBD Jakarta's Product Photos**

Source: Instagram @alilascbd

### 4.2.4. Alila SCBD Jakarta's Photos with Bloggers

Alila SCBD Jakarta posts photos that features bloggers that have visited the hotel and poses in the hotel premises. Examples of this type of photo can be seen as below.



**Figure 4.2.4 Alila SCBD Jakarta's Photos with Bloggers**

Source: Instagram @alilascbd

#### **4.2.5. Alila SCBD Jakarta's Instagram Contest Photos**

There isn't any Instagram contest done by Alila SCBD Jakarta. Thus Instagram contest photos does not exist in the page.

### **4.3 Findings on Interview Results**

#### **4.3.1. Alila SCBD Jakarta**

The interview for this research was done with two expert sources that have elaborated their opinion in terms of the importance of the five image types and the brand image that Alila SCBD Jakarta intends to show to the audience. The results of the interview have been recapped and separated according to the source as below:

1. Ms. Marisa Fera is the Director of Sales and Marketing of Alila SCBD Jakarta and she had expressed that she is very satisfied with Alila SCBD Jakarta's Instagram account. She stated that the importance of customer centric photos is to gain engagement and customer awareness, while employee centric photos are to show the audience that the hotel cares about their employees. To her, product photos are used to sell the hotel to the guests and photos with bloggers are to influence people to visit the hotel based on the bloggers' segmentations. She thinks that Instagram Photo Contests would be useful to add followers and impressions and to give the public knowledge and awareness about the hotel. According to her, Alila SCBD Jakarta aims to portray a luxurious and urban image with a modern and boundless personality. She wants the audience to associate things that are contemporary, sustainable and authentic to the hotel. In her opinion, Alila SCBD Jakarta is to be trusted because they are a sustainable brand. Every guest who stays at Alila SCBD Jakarta will have a surprisingly different experience.
2. Ms. Candy Herwinda is the Marketing Communications Executive of Alila SCBD Jakarta and mentioned that she is not satisfied with their Instagram account. She wants to show the public a different point of view through customer centric photos and has mentioned that employee centric photos is not part of Alila SCBD Jakarta's concept. She thinks

that by posting product photos, the audience will be able to see what the hotel has and therefore sell itself to the potential customers. She expressed that she expects to have more photos with bloggers as the pictures are very good-looking and can intrigue others to stay at the hotel. She also thinks that Instagram photo contests are important to boost awareness and curiosity of the public. According to her, Alila SCBD Jakarta is contemporary, artsy, modern, luxurious and attractive to people of all ages. The brand personality of Alila SCBD Jakarta itself is young, unique, vibrant and full of surprises. She wants people to think of Alila when they see luxurious brands. She explained that Alila SCBD Jakarta is trustworthy as their service is excellent and that guests will have an experience like no other. The benefit of staying at Alila would be the easy access and the level of sustainability that the hotel has.

#### **4.3.2. Audiences' Opinion on Image Types Found**

The interview done to represent the audience side was conducted with 10 individuals that has never visited Alila SCBD Jakarta before and were directed to view the Instagram page of the hotel on the 1<sup>st</sup> of April 2020 with the total Instagram feed post of 2013. The author did not provide specific images for the correspondents to look at as visiting the Instagram page itself would give the opportunity of the audience to see the dynamics and combinations of the images that the Instagram account had posted in the very order, which is how audience would view any Instagram feeds in a natural setting.

They explained their opinions on the different types of photos that had been posted on the hotel's Instagram page.

**Table 4.3.2.1. Audience’s Opinion of Alila SCBD Jakarta’s Instagram Page in General**

Interviewee	Opinion
Ms. Teja	Interesting and displays modern lifestyle as a theme.
Ms. Lie	Young, vibrant and modern.
Ms. Grace	Up-to-date, trendy, tidy and structured.
Mr. Nursalim	Good, it shows what is available at the hotel.
Ms. Sjamsuddin	Good aesthetics, interesting to see.
Ms. Hannah	Expected to see more pictures of the room.
Mr. Cionardes	It looks professional in terms of its pictures and photo-taking techniques.
Mr. Surya	It shows a lot of the hotel's amenities and it promotes trendiness.
Mr. Tjandra	He doesn't see a lot of pictures of the hotel in general and it focuses more on the food and customers.
Mr. Sasmita	Interesting page and photos.

**Table 4.3.2.2. Audience's Opinion of Alila SCBD Jakarta's Customer-centric Photos**

Interviewee	Opinion
Ms. Teja	The pictures seem fashionable.
Ms. Lie	They look natural.
Ms. Grace	It seems like the hotel cares about their customers based on how social they are being on Instagram by posting those images.
Mr. Nursalim	They show what the hotel has to offer well.
Ms. Sjamsuddin	They intrigue me to come and stay.
Ms. Hannah	Expected to see more pictures of the room.
Mr. Cionardes	It shows that the location is wonderful and photogenic.
Mr. Surya	They show a great quality of service.
Mr. Tjandra	They give the sense of confirmation that the hotel is a good place to stay and that they look nice.
Mr. Sasmita	They showed the great facilities and the delicious looking food that the hotel has.

**Table 4.3.2.3. Audience's Opinion of Alila SCBD Jakarta's Employee-centric Photos**

Interviewee	Opinion
Ms. Teja	There's almost none.
Ms. Lie	They sells more to me as I can see the sincerity and excitement of the employees.
Ms. Grace	I realize that the hotel prioritize their employees as well through them.
Mr. Nursalim	There should be more.
Ms. Sjamsuddin	They how how the employees work.
Ms. Hannah	I feel like it acts only as an introduction of how good the employees are at the hotel.
Mr. Cionardes	There aren't enough and should be more.
Mr. Surya	I did not sense a strong presence of them.
Mr. Tjandra	I won't mind seeing personal stories or testimonies from the employees working there, however they will not make much of a difference in my decision making process.
Mr. Sasmita	They're still lacking.

**Table 4.3.2.4. Audience's Opinion of Alila SCBD Jakarta's Product Photos**

Interviewee	Opinion
Ms. Teja	There's not much of the rooms to see as compared to the facilities.
Ms. Lie	The photos of the room, building and facilities are of similar manner with other hotels, however I appreciate the food and detailed shots.
Ms. Grace	They are of high quality.
Mr. Nursalim	Good, in terms of content but should be a bit tidier.
Ms. Sjamsuddin	They make me interested in staying there and shows what the hotel has to offer.
Ms. Hannah	They are interesting but I hope to see more pictures of the rooms and its dimensions.
Mr. Cionardes	The image quality of the product photos are of great quality but i would prefer to see photos of the products being in the process of used
Mr. Surya	I see a great deal of quality in them and it gives me the sense of the high-end location.
Mr. Tjandra	The pictures of the food products are of great quality but I do not get a general view of how the rooms in the hotel look like.
Mr. Sasmita	Good.



**Table 4.3.2.5. Audience’s Opinion of Alila SCBD Jakarta’s Photos with Bloggers**

Interviewee	Opinion
Ms. Teja	They show the hotel facilities and its side of lifestyle.
Ms. Lie	I can see bloggers enjoying their stay and having fun in events located at the hotel.
Ms. Grace	They're vibrant.
Mr. Nursalim	They're good and engaging.
Ms. Sjamsuddin	There are lots of it and they’re really good.
Ms. Hannah	They're enough, good and artistic and that they show the hotel views and facilities.
Mr. Cionardes	They're eye-catching.
Mr. Surya	There's enough and there’s not much need to add more of those as a mode of advertising
Mr. Tjandra	I'm unsure of how they make me feel as I would trust more of the regular customers’ reviews.
Mr. Sasmita	Good.

**Table 4.3.2.6. Audience’s Opinion of Instagram Photo Contests for Alila SBCD Jakarta**

Interviewee	Opinion
Ms. Teja	It would be good to boost engagement and awareness.
Ms. Lie	An exclusive Instagram photo contest will be great however if done otherwise, it will seem cheap.
Ms. Grace	It’s good that there are no Instagram photo contest since it means that they don’t have to sell themselves cheap with the contests.
Mr. Nursalim	By having Instagram photo contests or giveaways, there would be many people engaging with it.
Ms. Sjamsuddin	Having an Instagram photo contest will help promote and invite people to view the page
Ms. Hannah	If the hotel was to hold an Instagram photo contest that is judged based on the captions as well, it would help the hotel collect more reviews and testimonies too. But if it was solely based on pictures, then the hotel has already done well enough with the ones they posted.
Mr. Cionardes	It would be nice to have Instagram photo contests with the directed target market.
Mr. Surya	As long as Instagram photo contests are done tastefully, it could be done.
Mr. Tjandra	Instagram photo contests would work with a low-class hotel and it is a good thing to not have a contest as it would dilute the hotel’s image.
Mr. Sasmita	It would be nice to have an Instagram photo contest to increase the account’s followers.

### 4.3.3. Audiences' Perception of Brand Image

#### 4.3.3.1. Perceived Brand Identity

The table below shows a summary of keywords on how the ten audiences perceived Alila SCBD Jakarta's brand identity categorized by the type of photos that their perception was driven on:

**Table 4.3.3.1 Audience Perceived Brand Identity**

	<b>Type of Photo</b>	<b>Key Words</b>
<b>Perceived Brand Identity</b>	Customer Centric Photos	Sophisticated Luxurious (2) Trendy City
	Employee Centric Photos	<i>Null</i>
	Product Photos	Professional Trendy Modern New-Era Luxurious Sophisticated Comfortable High-quality Colourful Fresh Chic
	Photos with Bloggers	Modern (3) Youthful (3) Playful Luxurious (2) City Colourful Fresh Chic

Based on the opinion of the audiences towards Alila SCBD Jakarta's brand identity as seen on their Instagram photos, the most frequent adjective used were 'luxurious' which was seen from customer centric photos, employee centric photos and photos with bloggers and 'modern' as seen from the product photos and photos

with bloggers. Employee centric photos have no contribution in driving the audiences' opinion. Most of the perceived identity were made after looking at product pictures.

#### 4.3.3.2. Perceived Brand Personality

The table below shows a summary of keywords on how the ten audiences perceived Alila SCBD Jakarta's brand personality categorized by the type of photos that their perception was driven on:

**Table 4.3.3.2 Audience Pwrceived Brand Personality**

	<b>Type of Photo</b>	<b>Key Words</b>
Brand Personality	Customer Centric Photos	Warm Comforting Luxurious Businessperson Cityperson Fashionable Elegant
	Employee Centric Photos	<i>Null</i>
	Product Photos	Young Confident Warm Comforting High-class Sophisticated Fast-paced Expensive Exclusive Perfectionist
	Photos with Bloggers	Businessperson Stulish (2) Youthful High-class (2) Energetic Elegant (2) Expensive Exclusive

The most frequently stated trait of the Alila SCBD Jakarta brand was driven by photos with bloggers, being ‘stylish’, ‘high-classed’ and ‘elegant’. Employee centric photos also did not have any contribution to the perceiving of brand personality. Product photos lead in giving audience their opinion regarding brand personality.

#### 4.3.3.3. Perceived Brand Association

In the table below, there can be seen a different type of keywords that can be categorized as objects or activities other than adjectives that the audience associate the Alila SBCD Jakarta brand with.

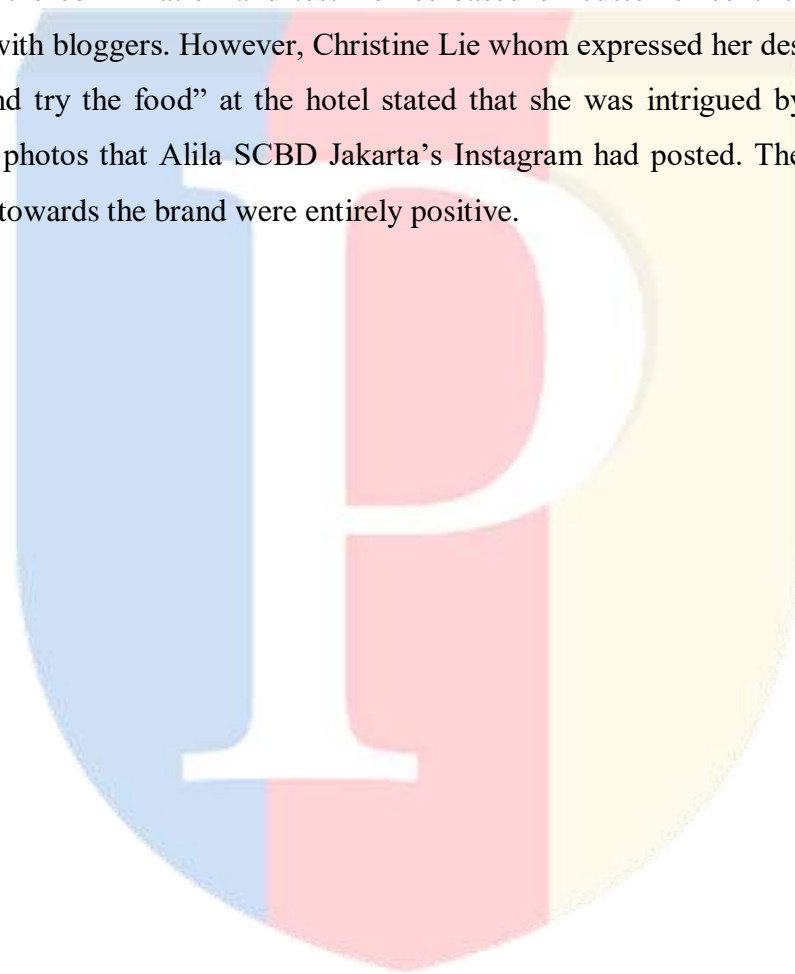
**Table 4.3.3.3 Audience Perceived Brand Association**

	Type of Photo	Key Words
Brand Association	Customer Centric Photos	Dining Experience SCBD Nature Serenity Up-to-date
	Employee Centric Photos	<i>Null</i>
	Product Photos	Business Striking façade Dining Experience SCBD Food Great Facilities Nature Serenity Up-to-date Comfortable city life Special swimming pool Short escapes
	Photos with Bloggers	Five-star hotel Business District Blogger photos Luxurious Youthful Nature Serenity Up-to-date

The audiences associated the brand with a range of adjectives, nouns and even ‘SCBD’ where the hotel is located. The opinions are driven strongly by the product photos. Employee centric photos did not drive any of it.

#### **4.3.3.4 Brand Behaviour and Attitude**

All of the audiences expressed their trust towards the brand and received most of the confirmation and testimonies based on customer centric photos and photos with bloggers. However, Christine Lie whom expressed her desire to “stay, swim and try the food” at the hotel stated that she was intrigued by seeing the product photos that Alila SCBD Jakarta’s Instagram had posted. The audiences’ attitude towards the brand were entirely positive.



### 4.3.3.5 Brand Competence and Benefit

The 10 interviewees were asked to state what they think would be the benefit of staying at the hotel and the answers obtained were categorized based on the type of pictures that drove their opinion as seen in the table below.

**Table 4.3.3.5 Audience Perceived Brand Competence and Benefits**

	Type of Photo	Key Words
Perceived Competence and Benefit	Customer Centric Photos	Easy Access Comfort (4) Non-pretentious Safe Easy Access (2) Everything is there Great Service Great Experience Great Location (2) Great Food
	Employee Centric Photos	Friendly Staff Everything is there
	Product Photos	Instagrammable Great food (2) Luxury Photospots Great View City Life Comfort (2) Easy Access (2) Everything is there Great Location
	Photos with Bloggers	Comfort (2) Easy Access Everything is there Great Food

A majority of the answer leads to the perception that the benefit that guests will be receiving mainly revolves around the hotel's great location and access, also the level of comfort they will be receiving and the great food they will be able to taste.

