

APPENDICES

Appendix 1

Interview Script – Miss. Nadya Teja (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: Interesting. The photos and contents displays a modern and lifestyle theme.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: I can see quite a lot of it. Most consists of contents from fashionable Instagram accounts and it is easy to see which figures have stayed in the hotel.

Author: What about employee-centric photos?

Interviewee: I haven't seen much of the employee-centric pictures. It seems that there's almost none.

Author: How do you feel about its product photos?

Interviewee: I can see more of the facilities outside of the rooms. The accommodation side of the hotel doesn't pop out much as compared to the restaurants, bars and swimming pool.

Author: Do you think that there are enough photos with bloggers?

Interviewee: They really define the hotel as a lifestyle hotel and shows what facilities that they have at the hotel.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: It would be fine if they hold Instagram contests to increase engagement and to make them aware of the existence of Alila SCBD. With

promotions that were already done by influencers and bloggers, it would be suitable to hold it via social media.

Author: What image do you think they are trying to portray and based on which type of image?

Interviewee: Modern, youthful and fancy. Based on photos with bloggers because there are a lot of images of bloggers in Alila SCBD's hangout spots.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: Someone like Vinna Gracia. A businesswoman, stylish, youthful and high-class.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: When I think about having short escapes, I think of Alila SCBD. They have an all-in facilities especially if I'm planning on having a girls' night out, then I would stay in the rooms, work-out and swim

Author: Based on which type of image?

Interviewee: Based on the product photos especially of the pool and food pictures.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: In general, I can see that they have a different concept than other hotels. For example, when I think of Hotel X, I would think of family buffets. But when I think of Alila, I think of it being a great place for hangouts.

Author: Based on which type of image?

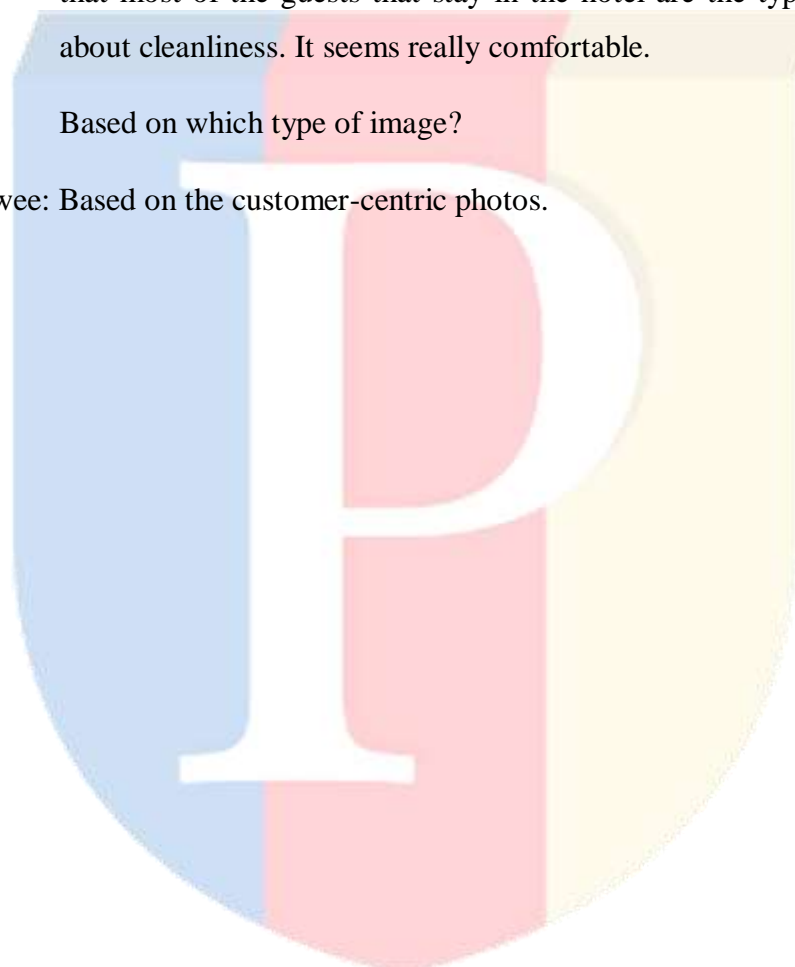
Interviewee: Based on its product photos and customer-centric photos. I can see more youthful customers with less family pictures.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: The location in SCBD has easy access to other places and comfortable facilities. I'm picky when it comes to hotel cleanliness and I can see that most of the guests that stay in the hotel are the type that cares about cleanliness. It seems really comfortable.

Author: Based on which type of image?

Interviewee: Based on the customer-centric photos.



Appendix 2

Interview Script – Miss Christine Lie (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: I love it. It seems vibrant and modern. Basically it's like a young and modern hotel.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: I love it, they seem to be natural and candid.

Author: What about employee-centric photos?

Interviewee: I love them. For me they actually sell more because you can see how sincere they look and how they are so excited to be there.

Author: How do you feel about its product photos?

Interviewee: I love the food pictures. I love how good the food pictures are. I love the small details like the Marshall pictures, it's personal. The room, building, facilities and others are good but sometimes you can see that other posts it similarly. I love how good the food pictures are.

Author: Do you think that there are enough photos with bloggers?

Interviewee: They show people that those bloggers are enjoying Alila SCBD Jakarta and they basically stay and have fun during their important events.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: It depends. If you can hold an exclusive and nice contest, it will be great. But if it's not, it may seem cheap.

Author: What image do you think they are trying to portray?

Interviewee: I can actually tell that Alila is showing a different kind of feeling. It is colourful, fresh, chic. Whatever you want at Alila you can have that. You can tell that if you want a nice and comfortable place, you can

have it. If you want great food, you can have it. If you want comfort you can have it. There are also a lot of picture of sports activities, so they try to cover all sorts of needs, which is good.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers and product photos.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: I think they are unapologetic, confident and they know what they want. Basically young and confident.

Author: Based on which type of image?

Interviewee: Based on the product photos as they try to show what they are and what they have.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: I love your swimming pool. I think it's quite special because it's different. It's a long and nice swimming pool. City life but you can get comfort here. When it's busy down there but actually nice up.

Author: Based on which type of image?

Interviewee: Based on product photos.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: From what I see, of course I will trust it. I feel sorry that I haven't been there, I want to go there. We live in the city so we don't really go around hotels, but if I was invited to stay, of course I would.

Author: Based on which type of image?

Interviewee: Based on product photos. I really want to try the food and I want to swim there.

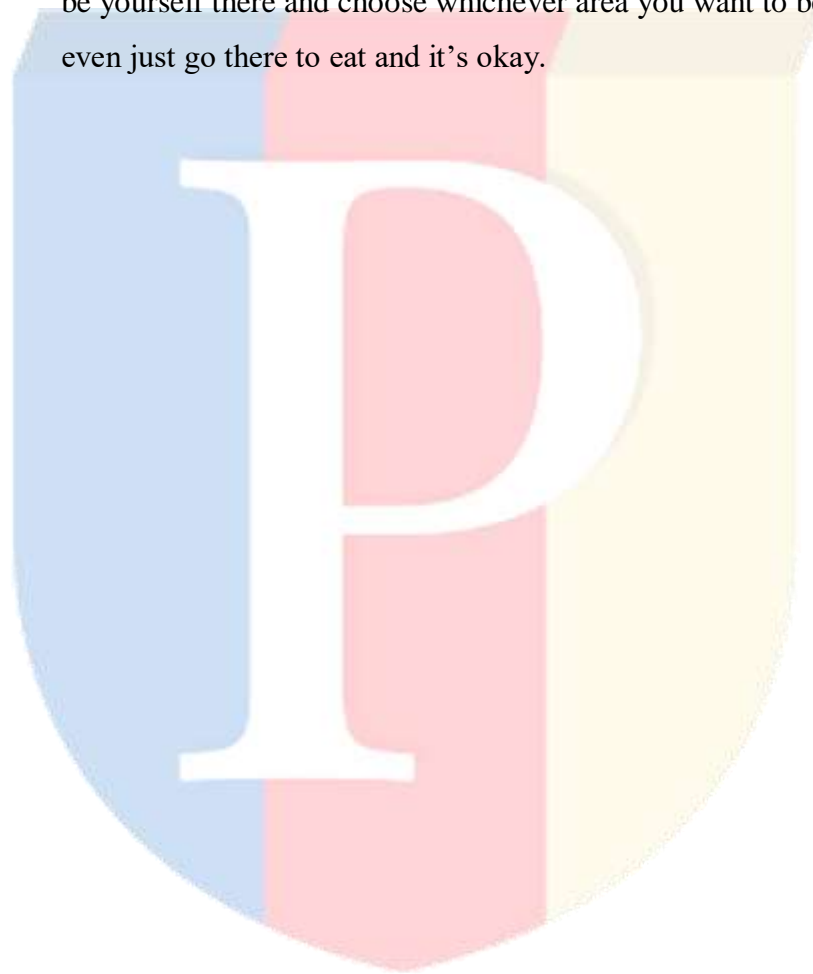
Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: For me, I need to feel safe when I go to a hotel. I don't want to be bothered or pretentious. I don't want to feel obligated to do this or

that. I can see from the pictures that it feels like a personal hotel, like a boutique. Not so big that we don't have our own safety and comfort.

Author: Based on which type of image?

Interviewee: Based on photos of bloggers and customer centric photos, because there are pictures of bloggers enjoying themselves or regular customers just laying down just basically enjoying themselves without some of them having to worry about wearing special clothes. You can be yourself there and choose whichever area you want to be. You can even just go there to eat and it's okay.



Appendix 3

Interview Script – Miss Mercien Grace (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: It's very structured and is one of the most up-to-date and trendy hotel Instagram accounts in Jakarta. It involved many up and coming influencers and its feed is really tidy.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: The customer centric photos are very visible in Alila SCBD Jakarta's Instagram and it shows that Alila SCBD Jakarta cares about their consumers seen from how they seem very social. Therefore, their service must be 5-star.

Author: What about employee-centric photos?

Interviewee: It's really nice and as social beings, it makes us realize that Alila SCBD Jakarta prioritizes their employees as well and not just their guests and hotel quality.

Author: How do you feel about its product photos?

Interviewee: From the pictures I've seen on the feeds, I think they are very dedicated because of the picture quality that they have chosen, which means that they either have professional photographers or that they use high resolution cameras.

Author: Do you think that there are enough photos with bloggers?

Interviewee: Very enough. It shows that Alila is very up-to-date with the development of social media and it shows a lively and vibrant side.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: That's good because that means that they don't have the need to push marketing using Instagram Contests. They operate by auto-pilot

without having to sell themselves cheap. The images and service itself can intrigue consumers as much as if other hotels make Instagram contests.

Author: What image do you think they are trying to portray and based on which type of image?

Interviewee: Comfortable, focuses of human being, high-quality. Based on product photos.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: Warm and comfortable to be around.

Author: Based on which type of image?

Interviewee: Based on product photos and customer centric photos.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: Nature, serenity, and up-to-date.

Author: Based on which type of image?

Interviewee: Based on customer centric photos, product photos and photos with bloggers.

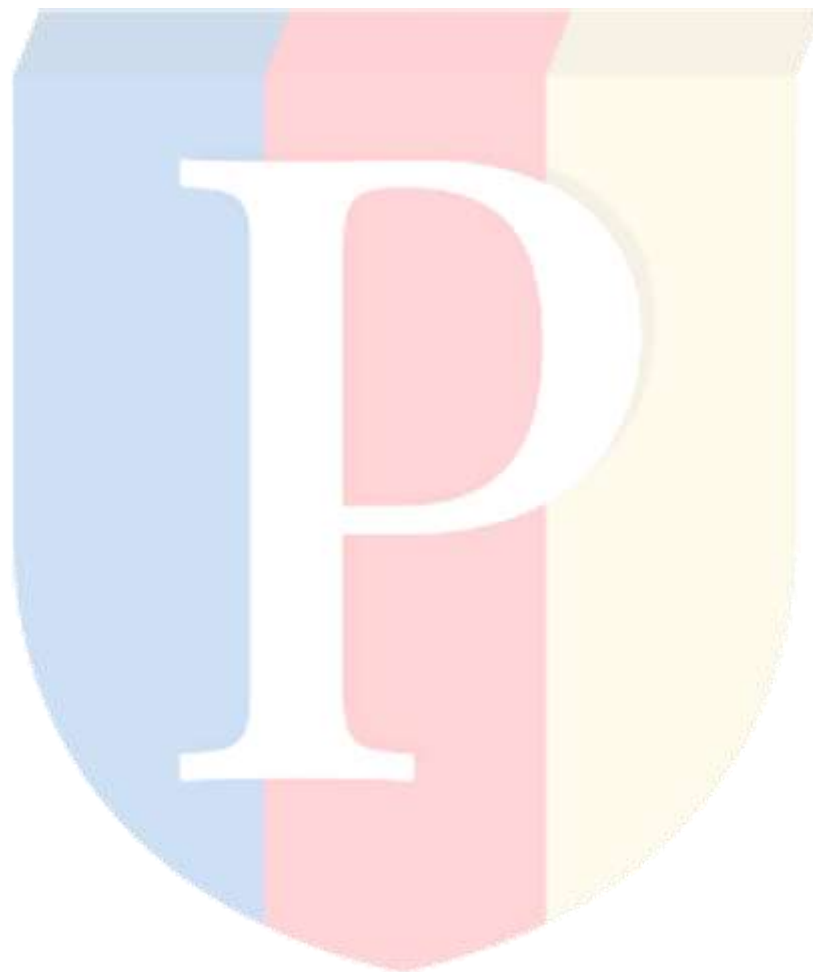
Author: Overall, what is your opinion on the Alila SCBD Jakarta brand and based on which type of image? Will you trust this brand?

Interviewee: I would trust it based on customer centric photos and photos with bloggers. Sceptics can easily trust the comfort of Alila SCBD Jakarta by seeing the stories and reviews of influencers.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta and based on which type of image?

Interviewee: Comfort for sure. And happy because the service is top notch and the servers must be really friendly based on its Instagram pictures as it

really shows that it is 5-star. Based on customer centric and photos with bloggers.



Appendix 4

Interview Script – Mr. Richard Nursalim (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: It's good because it shows the audience what exists at the hotel so they would know what they will be getting.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: For me, it's great as a customer we really need to see what we will get. And it is really shown in Alila's Instagram.

Author: What about employee-centric photos?

Interviewee: It's a good idea because we want to know what is inside the hotel. Whether the employees are happy or in difficulty, we need to know that too. I think there should be more of it but not too much.

Author: How do you feel about its product photos?

Interviewee: It's already good. The products that the hotel has is already visible on the Instagram, but maybe it needs to be a bit tidier.

Author: Do you think that there are enough photos with bloggers?

Interviewee: It's quite enough. Alila's photos with bloggers is already good enough. By inviting bloggers makes it engaging enough.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: I think that if Alila has giveaways, it would be really good. There are lots of people who would like to stay in Alila and especially if they are giving out one free night, many people would engage in it and I think there would be a lot of participants.

Author: What image do you think they are trying to portray?

Interviewee: City-life, luxurious and youthful.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers. The bloggers also indirectly defines what the hotel is like.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: Energetic yet elegant.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers. Because the bloggers invited had the same characters.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: Luxurious hotel yet youthful.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: I would trust this brand because of the testimonies. The most important thing is that the images used in their Instagram account is their own photos, not free pictures taken from Google and use it as campaign images. The images are truly their products and I think it's the most credible.

Author: Based on which type of image?

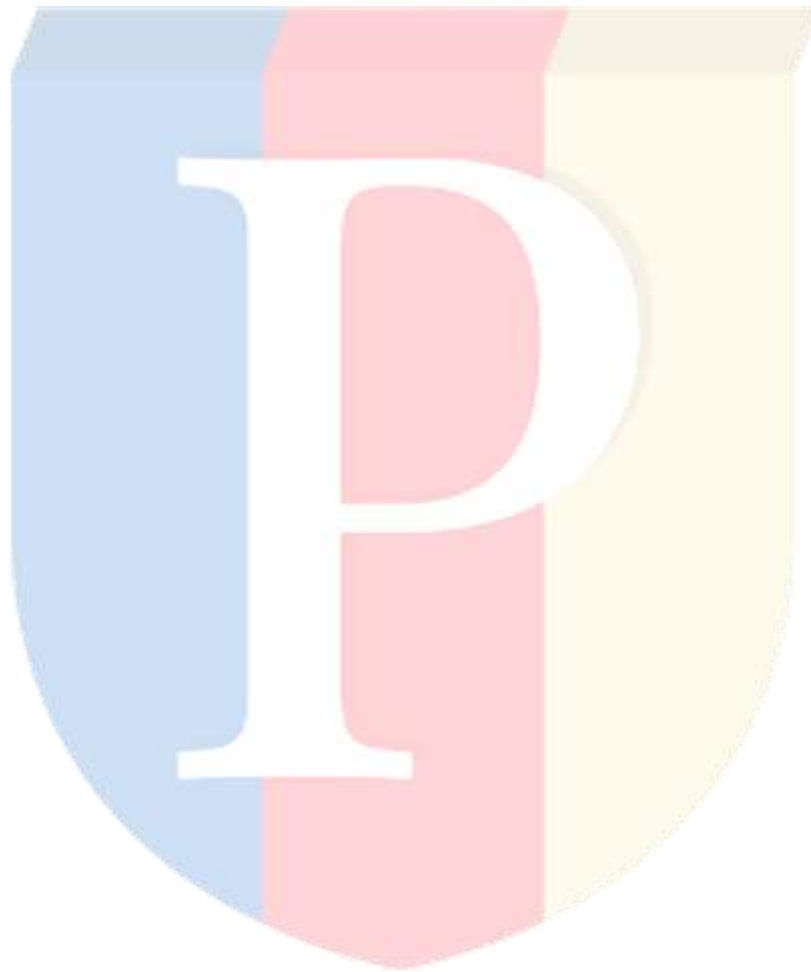
Interviewee: Based on customer centric and photos with bloggers.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: The first one would be Instagrammable. The second one is how luxurious the hotel is. The service is obviously great. The food must be really great based on the pictures of food that has been posted.

Author: Based on which type of image?

Interviewee: Based on product photos which convinces me that those will be my personal benefits if I were to stay at the hotel.



Appendix 5

Interview Script – Ms. Shannon Lie Sjamsuddin (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: It's very aesthetic, good and interesting to see. It's not boring.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: I really like the pictures because it's really intriguing for us to come and stay there. The pictures are really good.

Author: What about employee-centric photos?

Interviewee: They are also really good because we can see how the employees work and all about them too.

Author: How do you feel about its product photos?

Interviewee: I like it because for a hotel, you need to show what you have so that people are interested to stay there. I see a lot of the product photos and it makes me want to stay there too.

Author: Do you think that there are enough photos with bloggers?

Interviewee: Yes, I think that there are lots of pictures with bloggers and it's enough. The photos are really good.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: I think it would invite customers if they have some kind of Instagram contest. Also to promote the Instagram itself so that people can view it.

Author: What image do you think they are trying to portray?

Interviewee: Luxurious and modern.

Author: Based on which type of image?

Interviewee: Based on product photos and photos with bloggers.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: High-class.

Author: Based on which type of image?

Interviewee: Based on product photos.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: For me it's their food and facilities.

Author: Based on which type of image?

Interviewee: Based on their product photos.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: Definitely I would trust the brand and I really feel like staying there because from what I see here it looks really nice. The food looks really good as well.

Author: Based on which type of image?

Interviewee: Based on their product photos.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: We can take pictures. This day, everyone wants to take great pictures. People also want to enjoy the view and city life.

Author: Based on which type of image?

Interviewee: Based on product photos.

Appendix 6

Interview Script – Ms. Maulidah Hannah (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: Overall, it's clear to see the type of hotel and its location. The images are great, however I think that the pictures are focused more on its facilities. As a customer, when I take a look at a hotel's Instagram, I expect to see more pictures of their room.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: In my opinion they're good. They show a lot of the hotel's ambience and I see how good the ambience is and that it's cozy, clean and luxurious.

Author: What about employee-centric photos?

Interviewee: I can see several of it, for example the chef, and fitness trainer. Actually, I think that it leans more as an introduction that they have quality staffs that are ready to serve the guests. It feels more directed to customers, but exposes the employees.

Author: How do you feel about its product photos?

Interviewee: For me, their facilities are the champion. They are able to show that the facilities are complete, cozy, luxurious and comfortable. I think that the ones they are trying to sell are the facilities and food menu. There are lots of pictures of them and they are really interesting. But then again, they are quite lacking in pictures of the rooms. They do have posts about their bedrooms and bathrooms, however they aren't as good as pictures of the facilities and food. It feels different. When people see the food and facilities, they think of how good it is and how delicious the food are. People can see that there is a bathtub present in the room and that they have views of the city, but they can't actually

grasp the dimensions within the room as they don't show that they have spacious rooms.

Author: Do you think that there are enough photos with bloggers?

Interviewee: I think it's enough. When I scroll from the top to the bottom, there are lots of photos with bloggers especially at the beginning. They're also good, artistic and shows that the hotel is Instagrammable and has got great views. They also show that the facilities are great.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: It comes back to the purpose. The objective of having photo contests is to make both the people who has visited and not yet visited the hotel intrigued to come. It's for marketing and publication to expose the hotel. I think that to show the facilities, views and restaurants of the hotel, having just a photo contest won't be necessary. However, if it's with a caption contest as well, I think it will be beneficial as they will be able to receive testimonies from people. For example, if a blogger tries a dish at Alila's restaurant, they will write a review and post a picture. It will be really positive as it can invite new tourists and visitors to come. If the contest is solely based on pictures, what the hotel is currently doing on Instagram is already enough.

Author: What image do you think they are trying to portray?

Interviewee: Luxurious and city-life. It is clearly shown in the pictures, and even for people who do not know what SCBD is, they can still know that it's located in the city. The view is really shown with buildings and skyscrapers. It shows that a view of skyscrapers can be really good and the Jakarta Metropolitan life can be felt. If people want to enjoy the Jakarta nightlife or the business and the beauty of Jakarta as a metropolitan, it can be experienced in Alila SCBD Jakarta.

Author: Based on which type of image?

Interviewee: Based on customer-centric photos.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: They are a luxurious person. They are a successful business person with a luxurious lifestyle and a highly city person. Even though they eat burgers, it still seems luxurious and at their own class unlike the others.

Author: Based on which type of image?

Interviewee: Based on customer-centric photos.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: Business district. When people say Alila, then what I would picture a five-star hotel and business district.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: I would trust it. In general, I would say that this hotel does not need to be questioned in terms of its quality and is really convincing based on its facilities. We definitely will have the best facilities, comfort, and delicious food from the restaurants. I think businessmen shouldn't think too hard to choose this hotel to receive a satisfying experience.

Author: Based on which type of image?

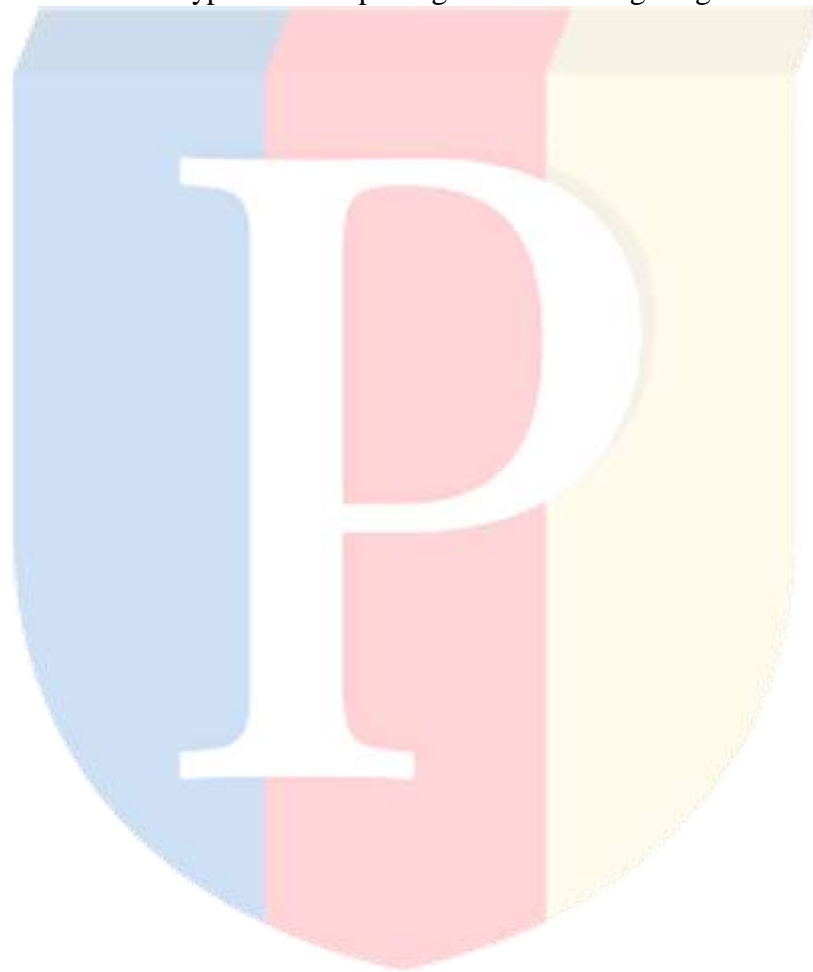
Interviewee: Based on customer-centric and photos with bloggers.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: 100% comfort, close to transportations. For foreigners, it will be close to the MRT and Transjakarta. It has easy access to public transports and also taxi. It leans more to the comfort of the facilities and the environment in which it is located.

Author: Based on which type of image?

Interviewee: Based on customer-centric, product photos, and photos with bloggers. All three types are completing each other in giving the statement.



Appendix 7

Interview Script – Mr. Michael Cionardes (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: It's professional in terms of pictures and photo-taking techniques, it focuses on the consumers and bloggers.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: I think that since it sells service, then they should focus on consumers. I think that Alila SCBD Jakarta is trying to show how wonderful and Instagrammable its location is and it is great since people nowadays are looking for that type of place.

Author: What about employee-centric photos?

Interviewee: I think there is not enough employee-centric pictures. There should be more so we can know how good the service is and the process of they work such as in the kitchen and reception. However it is not enough in amount compared to the other types of images.

Author: How do you feel about its product photos?

Interviewee: The image quality of the product photos are already great. But I think that it would be better if we can show the products when they are in use so we can show the enjoyment of the guests when they are using it. For example when they are working out in the gym, eating or drinking. It can add the interest of the audience.

Author: Do you think that there are enough photos with bloggers?

Interviewee: I think it's enough and is really eye-catching.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: It would be nice but it depends on the target market. But I think it would be nice to have Instagram contests.

Author: What image do you think they are trying to portray?

Interviewee: After looking at the images briefly, I think it is modern, youthful and playful.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: Fashionable and elegant.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers and product photos.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: I'm very interested with the photos with bloggers as it feels very complete.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: I will trust the brand for sure. We can see that they are not playing around because they are serious in curating the pictures and captions on Instagram. They think about it in a detailed manner.

Author: Based on which type of image?

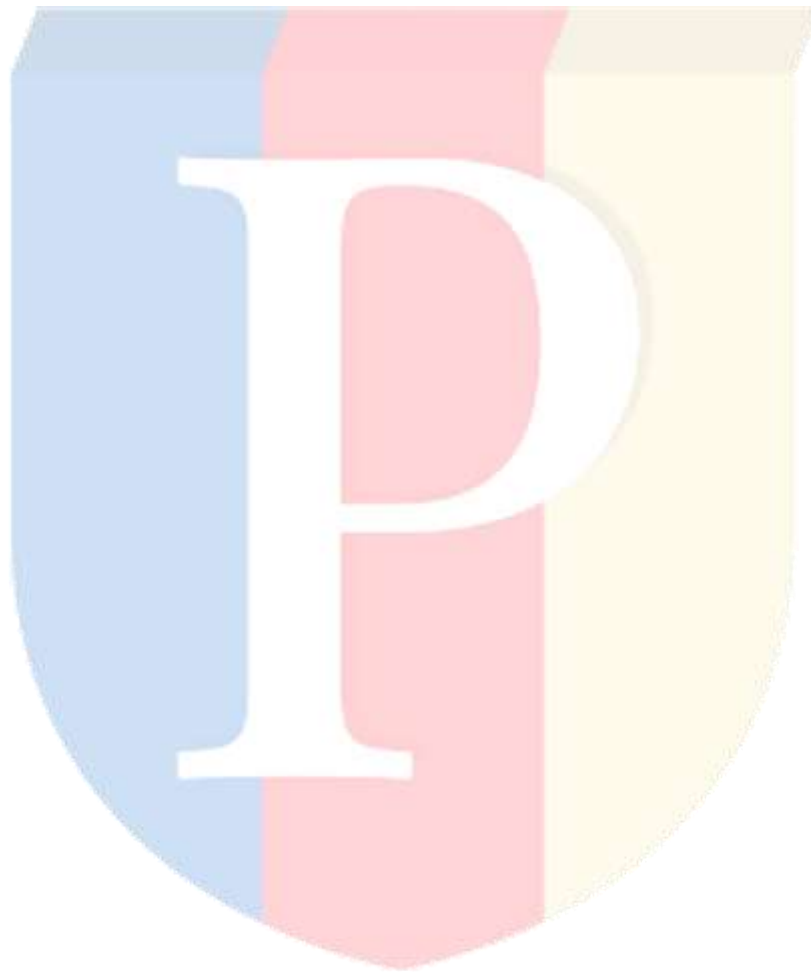
Interviewee: Based on all types of images.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: I think that we can have everything that we are looking for in a hotel in Alila SCBD Jakarta especially its facilities.

Author: Based on which type of image?

Interviewee: Based on all types of images.



Appendix 8

Interview Script – Mr. Dennis P Surya (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: I think in general Alila's Instagram page is showing a lot of their amenities and that they're trying to promote a trendy lifestyle in the trendy part of the city.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: Alila's doing great in portraying the customer centric photos. I see a lot of customers that are having their stay, or just having lunch in Alila which is great because it shows that Alila has a great quality of service.

Author: What about employee-centric photos?

Interviewee: I don't feel there is a strong presence of employee centric photos in Alila's Instagram, not as much as the customer centric photos.

Author: How do you feel about its product photos?

Interviewee: Alila shows a great deal of quality in their product photos. We can see that Alila is located in SCBD which is a high-end location in Jakarta. I think the product photos suits their brand image and also they target customers on the high-end side.

Author: Do you think that there are enough photos with bloggers?

Interviewee: There's quite enough. I don't think there is much need to add more bloggers on the list except if there are some kind of event in Alila in which they can repost their photos. Other than that, I don't think they should use influencers as a mode of advertising since Alila is a high-end hotel. The brand speaks for itself so it doesn't need any help from influencers.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Instagram: They can do Instagram contests as long as it is done tastefully and suits the brand image.

Author: What image do you think they are trying to portray?

Interviewee: This hotel probably has a sophisticated image and it's luxurious but not too overwhelming. The trendy and upcoming type of luxury, subtle and not too showy. Minimalist and shows the hustle and bustle style of Jakarta.

Author: Based on which type of image?

Interviewee: Based on customer-centric photos, specifically pictures of people dining and pictures of people in the hotel premises, also product photos.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: The type of person that has a sophisticated and on-the-go lifestyle. I think Alila SCBD as a person is basically the same thing as where Alila is located which is SCBD, it's like a very fast paced type of lifestyle. The people of SCBD is the personage of Alila SCBD Jakarta.

Author: Based on which type of image?

Interviewee: Based on the product photos, specifically the interior and architecture of Alila.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: I think it's safe to say that when I think of the dining experiences, I think of Alila SCBD Jakarta. Also the quality of the products in SCBD

is the main feature. Also the location is very strategic. I think those three are the main.

Author: Based on which type of image?

Interviewee: Based on customer centric photos and product photos.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Author: Based on which type of image?

Interviewee: Based on seeing the customer-centric type of image, showing the kind of lifestyle that Alila offers, showing people exercising and having a dining experience. I think a lot of people enjoy this kind of experience, because I think that hospitality is about experience.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: I think they would get a great service, a great experience. If they are tourists then they will have a great hotel with a great location to stay in Jakarta. Author: Based on which type of image?

Interviewee: Based on customer-centric photos.

Appendix 9

Interview Script – Mr. Nielson Tjandra (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: I don't see a lot of pictures of the actual hotel, I see more pictures of food and the general architecture and façade of the hotel instead of instead the room. I see a lot of blogger photos and food. I think it doesn't focus more on the facilities but more of the customer side and food.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: It's pretty nice. They tell other potential customers that people have previously stayed and have definitely enjoyed the place based on the good pictures that they post. So it's a good advertisement for the hotel as well. Because I think word of mouth is something that is really important and you wouldn't want to stay somewhere that is not trustworthy in a way, so I think these customer pictures give you a sense of confirmation that the hotel is a good place to stay.

Author: What about employee-centric photos?

Interviewee: I don't see a lot of photos with employees in it and I don't think it will make a lot of difference in my decision making process because I think what I care most would be what other thinks about this place and the level of service that I would get from the place itself. It would be useful to show that the employees would be willing to serve the guests, but I'm talking more about a testimony or a personal story.

Author: How do you feel about its product photos?

Interviewee: The food pictures I think are of great quality, I think they captured it well. And in terms of the hotel facilities, I don't see a lot. I see the swimming pool and restaurants but I get bits of pieces here and there

of the bathroom and bed but I don't get a general overview of what the room looks like. So I think it would be better for me if I can get it instead of bits of pieces of it.

Author: Do you think that there are enough photos with bloggers?

Interviewee: I think they do and I don't know how I feel about that. I would probably trust normal customers more than bloggers as they are paid to so they had to post something. But normal customers' are more trustworthy because they are actually reviewing their experience at that place. For bloggers, it's more like an obligation instead of them actually enjoying their stay there.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: This idea would work if they were a low-class hotel, in which they're not so I think if they don't have anything related to Instagram contests so I think that would dilute the image a little bit if they're giving free stuff. If they want to maintain the serious image that they have, not having a contest is actually a good thing.

Author: What image do you think they are trying to portray?

Interviewee: They're trying to portray themselves as a trendy hotel from the food pictures and the design of the rooms. It's more modern as compared to other hotels. This is a type of hotel that screams new era and modern.

Author: Based on which type of image?

Interviewee: Based on product photos.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: To be frank, I don't think they would be friendly and welcoming. From the pictures posted, it screams high-class and exclusive in a way. I

don't feel that it's welcoming or service oriented because I don't see a lot of pictures about the level and type of service they offer. They're not cheap but expensive and exclusive.

Author: Based on which type of image?

Interviewee: Based on photos with bloggers and product photos.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: I wouldn't be able to tell that Alila is a hotel based on the Instagram pictures. I see more pictures with food and people. One picture that I would associate with Alila is the building I think it's really striking and memorable. The lights on the façade is really memorable.

Author: Based on which type of image?

Interviewee: Based on product photos.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: I think it's a very high-end and exclusive brand from the pictures themselves. As a potential customer for Alila I think I would trust them based on the picture. It ensures me that the level of service that I would get is up to par and the food will be great. I think it's a very trustworthy hotel especially if you want to go out for a little bit.

Author: Based on which type of image?

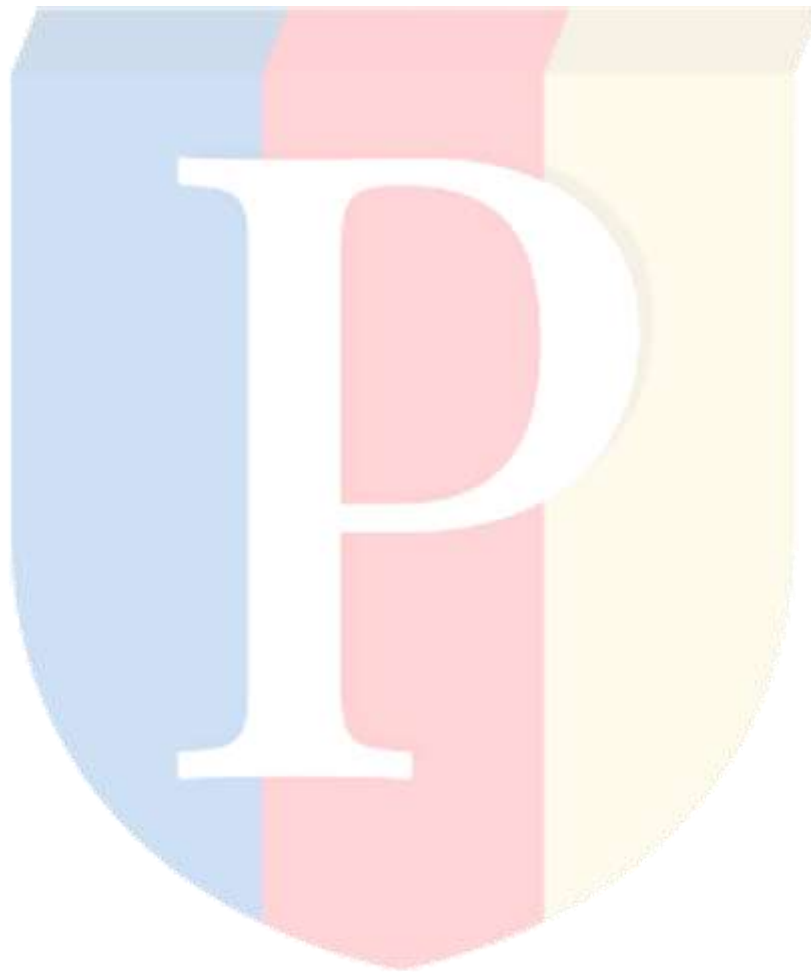
Interviewee: Based on product photos.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: I would have a comfortable stay because the rooms still look good and the interiors look well designed. I think the food will be great as well and overall, I would have a comfortable and enjoyable stay.

Author: Based on which type of image?

Interviewee: Based on all types of images except for employee centric photos.



Appendix 10

Interview Script – Mr. Rudy Sasmita (1st April 2020)

Author: What is your opinion on Alila SCBD Jakarta's Instagram Photos in general?

Interviewee: I think it's interesting enough because they have a lot of photos that are really interesting from the rooms, facilities and food.

Author: How do you feel about the customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: It's good enough. Those pictures show the great facilities, the rooms and the cleanliness, the restaurants and the food that looks really delicious.

Author: What about employee-centric photos?

Interviewee: It's still lacking.

Author: How do you feel about its product photos?

Interviewee: The facilities look great, the food looks delicious. Overall it looks good.

Author: Do you think that there are enough photos with bloggers?

Interviewee: It's enough. The quality is also good enough.

Author: As of now, Alila SCBD Jakarta does not have any Instagram Contest. What do you think of it?

Interviewee: It would be nice to have an Instagram contest too. It can increase the number of followers on Instagram.

Author: What image do you think they are trying to portray?

Interviewee: Professional.

Author: Based on which type of image?

Interviewee: Product photos.

Author: If Alila SCBD Jakarta is a person, what type of person do you think they are?

Interviewee: A perfectionist.

Author: Based on which type of image?

Interviewee: Based on product photos.

Author: From what you see in its Instagram posts, what do you think will remind you most of Alila SCBD Jakarta?

Interviewee: Business related things.

Author: Based on which type of image?

Interviewee: Based on product photos.

Author: Overall, what is your opinion on the Alila SCBD Jakarta brand? Will you trust this brand?

Interviewee: I think the brand is well-known and there are good testimonies from the customers on Instagram.

Author: Based on which type of image?

Interviewee: Based on customer centric photos.

Author: What do you think will be the benefit of staying at Alila SCBD Jakarta?

Interviewee: Easy to find food, strategic location and lots of access, especially for businessmen.

Author: Based on which type of image?

Interviewee: Based on product photos and customer centric photos.

Appendix 11

Interview Script – Ms. Marisa Fera (31st March 2020)

Author: Are you satisfied with Alila SCBD Jakarta's Instagram Photos as of now?

Interviewee: Very Satisfied.

Author: What do you think is the importance customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: For engagement and customer awareness.

Author: What about employee-centric photos?

Interviewee: To show audience that we care about our colleagues.

Author: What about its product photos?

Interviewee: To sell our hotel to the guests.

Author: What do you think is about photos with bloggers?

Interviewee: To influence other people to come to our hotel based on the type of bloggers to have a focused segmentation.

Author: Do you feel that Instagram Photo Contests are important?

Interviewee: Of course it's very important. To add followers and impressions and to give the public awareness and knowledge about the hotel.

Author: What image is Alila SCBD Jakarta aiming to portray?

Interviewee: Luxurious and urban.

Author: What personality do you want people to see Alila SCBD Jakarta as?

Interviewee: One with a luxurious lifestyle, up-to-date, modern, and boundless.

Author: What aspect of Alila SCBD Jakarta do you want audiences to associate the brand with the most?

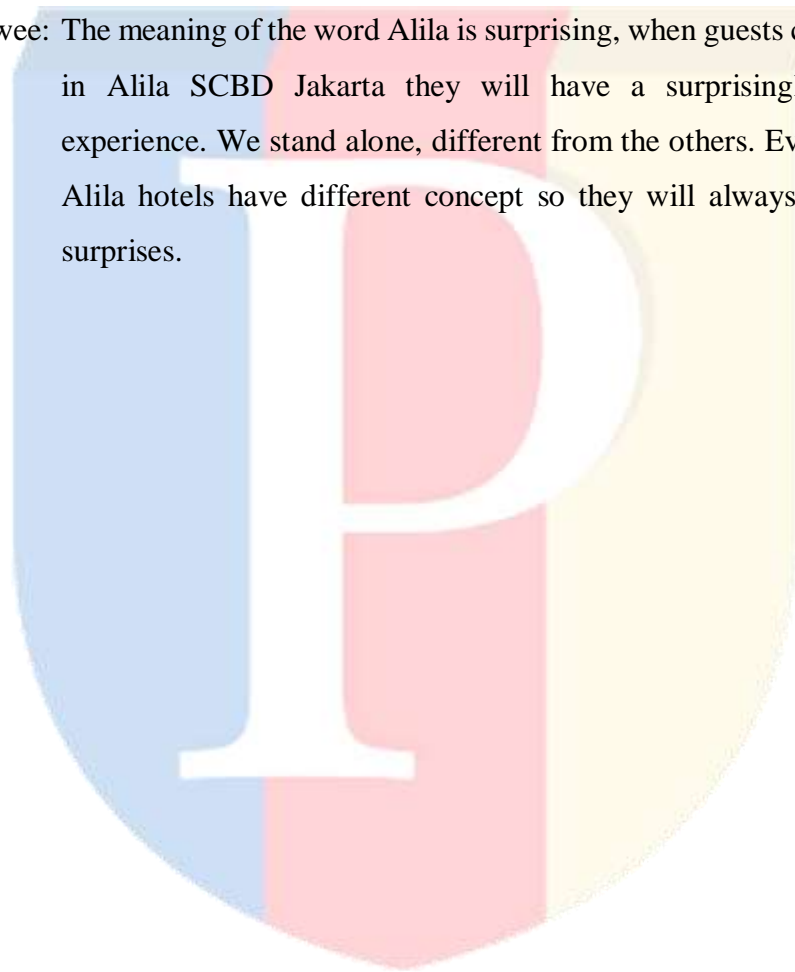
Interviewee: Contemporary, authenticity and sustainability. When they see three of those characters, they will be reminded of Alila SCBD Jakarta.

Author: Why do you think guests and audiences should trust Alila SCBD Jakarta?

Interviewee: We are sustainable so they can contribute to sustainability too.

Author: What will be the guests' benefit of staying in Alila SCBD Jakarta?

Interviewee: The meaning of the word Alila is surprising, when guests come to stay in Alila SCBD Jakarta they will have a surprisingly different experience. We stand alone, different from the others. Even different Alila hotels have different concept so they will always experience surprises.



Appendix 12

Interview Script – Ms. Candy Herwinda (31st March 2020)

Author: Are you satisfied with Alila SCBD Jakarta's Instagram Photos as of now?

Interviewee: Not really, we don't have a lot of photos to be posted on our Instagram so what we have been doing is try our best to use the photos that we have and add more pictures to our stock.

Author: What do you think is the importance customer centric photos in Alila SCBD Jakarta's Instagram?

Interviewee: We want to show the public a different point of view that they can rarely see with regular professional taken pictures.

Author: What about employee-centric photos?

Interviewee: We don't really post pictures of our employees but instead show blurred images without showing their faces as our concept is not having a human touch to it.

Author: What about its product photos?

Interviewee: We have to show the audience what we have at the hotel such as amenities. It sells the hotel by itself to the public

Author: What do you think is about photos with bloggers?

Interviewee: They can intrigue the public to stay and visit Alila SCBD Jakarta as they have nice-looking pictures and Instagrammable so we are really expecting to have more photos with bloggers.

Author: Do you feel that Instagram Photo Contests are important?

Interviewee: Yes at it can boost and raise awareness of the public to follow our Instagram page and have the curiosity to know about what goes on in our hotel.

Author: What image is Alila SCBD Jakarta aiming to portray?

Interviewee: We are a non-conventional luxurious hotel. We are contemporary and artsy, modern and attractive to people of all ages.

Author: What personality do you want people to see Alila SCBD Jakarta as?

Interviewee: Young, unique, vibrant and full of surprises.

Author: What aspect of Alila SCBD Jakarta do you want audiences to associate the brand with the most?

Interviewee: Whenever people see luxurious brands, they would remember Alila SCBD Jakarta as one of them.

Author: Why do you think guests and audiences should trust Alila SCBD Jakarta?

Interviewee: We offer excellent services. From the moment you enter the hotel until the moment you leave, you will have a different experience that you cannot find anywhere other than Alila SCBD Jakarta.

Author: What will be the guests' benefit of staying in Alila SCBD Jakarta?

Interviewee: We have easy access to go anywhere, only a short distance of walk to the mall. We are also a sustainable hotel so when guests stay at Alila SCBD Jakarta, they are indirectly supporting sustainability.