ABSTRACT

James Kurniawan
Hotel Business Program
Influencer Effectivity on Instagram Account of Pullman Jakarta Central Park

Social Media has become a necessity in a business force, connecting people all over the world instantly. In Social media Instagram is one of the leading platforms having over a billion users in 2018. The Term influencer is also coined when business starts to rely with influencer which means they are established in an industry, has a large following, and can sway their following in one direction or another. Businesses in all sectors are starting to adopt the usage of influencer, even hotels. Pullman Jakarta Central Park has been implementing influencer as one of its social media marketing tools, hence an effectivity analysis is conducted to see the effectivity of influencer in the Instagram account of Pullman Jakarta Central Park. This research is going to be conducted using qualitative methodology through interview with Marketing & Communication team as primary data and reports by the marketing team as a secondary data. Both primary and secondary data are measured with AIDA method. Which is proven to be an effective method for increasing brand awareness however it does not directly linked with sales.

Keyword: Instagram, Social media, AIDA (Attention, Interest, Desire, Action)