

Analysis Of Digital Marketing Implementation In Increasing Brand Awareness And Sales: A Case Study Of Pertiwi Village

(Analisis Implementasi Pemasaran Digital dalam Meningkatkan Kesadaran Merek dan Penjualan: Studi Kasus Desa Pertiwi)

Viko Rachmatullah Putra¹, Sri Mulyani², Arif Hidayat³

Universitas Pertiwi¹²³

24220016@pertiwi.ac.id¹, sri.mulyani@pertiwi.ac.id², arif.hidayat@pertiwi.ac.id³



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Abstract: The development of digital technology has transformed consumer behavior in the tourism industry, eliminating the need for tourism service providers to adopt more modern marketing strategies.

Objective : This study aims to analyze the implementation of digital marketing at Pertiwi Village in Cisarua, Bogor, and its impact on increasing brand awareness and sales.

Methodology : The method used was a descriptive qualitative case study approach. Primary data was obtained through in-depth interviews with the owner, management, digital marketing team, and consumers, while secondary data was obtained through digital media observations and company documentation.

Research results : The results show that Instagram and TikTok are used as primary media to build brand identity and attract consumer attention, while WhatsApp Business serves as a communication and reservation tool. Although reach and engagement have increased, content optimization, TikTok utilization, and digital reservation integration systems still need to be improved to drive more effective sales conversions.

Keyword: Digital Marketing Strategy, Brand Awareness, Sales Performance, Hospitality Industry

1. Introduction

Pertiwi Village is a hospitality company specializing in resorts, villas, and convention services, located in Cisarua, Bogor Regency, West Java. As a prominent provider of villa and room rentals in the Puncak area, Pertiwi Village caters to a diverse range of client segments. These include individuals and families for gatherings, educational institutions for graduation ceremonies and leadership training (LDKS), as well as university students and large corporations for annual meetings and employee engagement programs. Furthermore, the venue is a preferred destination for various enthusiast groups, such as automotive communities and other social organizations, to host their collective events.

In recent years, Pertiwi Village has faced significant challenges due to shifts in consumer behavior, as travelers increasingly rely on digital platforms and social media, such as TikTok and Instagram, to gather information, evaluate customer reviews, and make bookings. Currently, the company still depends heavily on conventional marketing tools, including physical brochures, direct selling through corporate presentations, word-of-mouth recommendations from previous guests, and third-party brokers in the Puncak area, while largely waiting for walk-in customers. This reliance on traditional methods has resulted in limited promotional reach, hindering the company's ability to compete effectively with other villas and hotels in the Puncak region that have more adaptively embraced digital platforms.

(Wiksana 2024) explains that communication strategies through digital marketing, influencers, and content creators are capable of fostering an emotional connection between potential tourists and the destinations featured in the content, thereby increasing travel interest and participation among viewers. This indicates that platforms such as Instagram, TikTok, and Facebook serve not only as information media but also as effective tools for building a consumer emotional experience that can trigger the decision to visit or stay at a tourist destination.

The growth in the number of domestic tourist trips to West Java during the January–September 2025 period showed a significant improvement compared to the same period in the previous year. Domestic tourist trips from January to September 2025

were recorded at 158.53 million, representing a 29.25 percent increase compared to the 122.65 million trips recorded during the same period in 2024. In September 2025 alone, domestic trips reached 17.03 million, an increase of 2.30 percent month-to-month (m-to-m) compared to August 2025, and a 17.32 percent increase year-on-year (y-on-y). As of September 2025, domestic tourism was dominated by travel to Bogor Regency, Bandung City, Bekasi City, Bandung Regency, Bekasi Regency, and Depok City, with the proportion

According to data from the Central Bureau of Statistics (BPS) for the period of January–November 2025, the total number of tourist visits across several provinces in Indonesia showed varying trends compared to 2024. The figures are as follows: East Java recorded 197,475,403 trips, a slight decrease of -0.47%; West Java reached 193,235,811 trips, an increase of 28.78%; Central Java had 133,920,136 trips, down by -0.49%; and DKI Jakarta saw 90,125,361 trips, rising by 15.03%. Furthermore, Banten recorded 57,366,937 trips (up 32.30%), North Sumatra reached 52,229,169 trips (up 35.63%), South Sulawesi saw 38,460,923 trips (up 18.05%), DI Yogyakarta recorded 36,720,397 trips (up 7.09%), Lampung reached 24,702,664 trips with a significant surge of 53.50%, and Bali recorded 24,416,681 trips, an increase of 18.62%.

Bogor Regency, particularly the Puncak area, remains a premier destination for tourists. This is driven by the rapid growth of restaurants, cafés, and various types of villas continuing to emerge throughout the region. Many business owners within these sectors are aggressively utilizing social media and the internet for their promotional activities. As a result, numerous tourist spots in Puncak have gained significant online visibility, which in turn has further accelerated the growth of tourist arrivals to Bogor Regency, specifically the Puncak area.

The rapid development of technology, the digital world, and the internet has inevitably impacted the landscape of marketing. The prevailing global trend has shifted from conventional (offline) methods to digital (online) strategies. Digital marketing is considered more prospective as it allows potential customers to easily and efficiently access comprehensive product information and conduct transactions

over the internet. Digital marketing encompasses promotional activities and market acquisition through online digital media by leveraging various tools, such as social media. Today, the virtual world no longer simply connects people with devices but also fosters connections between individuals across the globe (Sulaksono 2020).

Digital marketing has become one of the most sought-after marketing media today, supporting a wide range of business activities. Society is gradually moving away from conventional or traditional marketing models in favor of modern digital marketing. Typically, digital marketing consists of interactive and integrated strategies that facilitate seamless communication between producers, market intermediaries, and potential consumers. Through digital marketing, both communication and transactions can be conducted in real-time and achieve a global reach

One of the driving factors behind the current high adoption of digital marketing is the massive number of internet, smartphone, and social media users worldwide. Today, the internet and smartphones are no longer considered luxury items; rather, they have become essential daily necessities that are inseparable from human activity. According to data released by 'We Are Social' and 'Meltwater' on February 5, 2025, the number of global internet users reached 5.56 billion at the beginning of this year. This figure is equivalent to 67.9% of the total global population, marking an increase of 136 million users (+2.5%) compared to the previous year.

Furthermore, mobile phone penetration continues to rise. Currently, 5.78 billion people (70.5% of the global population) use mobile devices, with 87% of them being smartphone users. This vast number of smartphone and internet users highlights how closely human life is intertwined with these technologies. Almost every modern activity including work, ordering food, online shopping, booking transportation, making daily payments or transactions, accessing media and entertainment, and socializing through social media requires a smartphone and internet connection. Based on the data above, social media has also seen a surge in users; as of early 2025, there are 5.24 billion social media identities, representing 63.9% of the world's population.

The rapid evolution of digital technology has fundamentally transformed consumer behavior within the global tourism and hospitality industry. In the current digital era, the marketing paradigm has shifted from traditional, one-way communication to a more dynamic, data-driven, and consumer-centric approach. Social media platforms, particularly Instagram and TikTok, have evolved beyond simple networking tools into essential digital infrastructures where travelers seek information, evaluate peer reviews, and make final booking decisions.

Pertiwi Village, an accommodation provider offering resorts, villas, and convention facilities in Cisarua, Bogor, West Java, operates within one of Indonesia's most competitive tourism hubs. The Puncak area remains a primary destination for domestic tourists, with West Java recording over 158 million trips by late 2025. Despite this massive market potential, Pertiwi Village faces a significant gap between its current performance and its maximum operational capacity.

Data from 2023 to 2025 shows a positive growth trend in occupancy, with check-ins rising from 747 in 2023 to 1,782 in 2025. However, internal analysis reveals that the company is still operating far below its potential. Based on its available units, Pertiwi Village has a minimum annual capacity of 2,760 check-ins, yet it has only managed to reach approximately 64% of this baseline. This underperformance is largely attributed to a historical reliance on conventional marketing methods, such as brochures, direct selling, and word-of-mouth recommendations.

Recognizing the shift in traveler habits, Pertiwi Village has begun to adopt digital marketing through four primary platforms: Instagram, Facebook, TikTok, and WhatsApp. Nevertheless, preliminary observations indicate that these efforts are still in their infancy often described as "The Beginning" stage. Several critical issues hinder their digital effectiveness: Lack of Structured Strategy: Digital activities lack consistent content planning, storytelling, and viral strategies, resulting in low audience engagement despite decent view counts.

Infrastructure Gaps: The absence of an official website and the lack of integration with major Online Travel Agents (OTAs) like Traveloka or Agoda limit the company's digital reach and credibility. Inefficient Conversion: While visual content on

Instagram and TikTok generates interest, there is a disconnect in converting "viewers" into "buyers," with sales still heavily dependent on manual, non-automated interactions via WhatsApp.

In the modern hospitality landscape, simply having a social media presence is insufficient. Research suggests that digital marketing must build an "emotional connection" and "brand trust" to influence final purchasing decisions. Pertiwi Village's current content remains largely functional and documentary, missing the storytelling elements and call-to-action triggers necessary to drive high-volume sales.

Given the surge in domestic tourism in the Bogor Regency which remains a top destination in West Java there is an urgent need for Pertiwi Village to optimize its digital marketing implementation. This research, therefore, seeks to analyze the current digital marketing implementation at Pertiwi Village and identify how a more structured, integrated approach can effectively enhance brand awareness and maximize sales conversion.

2. Theory

2.1 Digital Marketing

According to (Purwana et al. 2017), digital marketing is the activity of promoting and offering products to the market through online digital media by utilizing various tools such as social networks. In a simpler sense, marketing can be defined as the development and maintenance of mutually beneficial relationships between companies and consumers. Based on the various definitions of digital marketing discussed above, it can be concluded that digital marketing encompasses marketing activities carried out digitally through internet-based technology, enabling global reach.

(Saifuddin 2020) defines digital marketing as the utilization of electronic technology, particularly information technology, to execute all business processes. This includes the buying and selling of products, services, and information, as well as increasing demand and providing customer service with a digital touch. Digital

marketing enables advertisers to communicate directly with potential consumers without being hindered by time or geographical location. According to Mahalaxmi and Ranjith (2016), one of the most effective ways to overcome market noise and communicate directly with customers is through digital marketing strategies

Digital marketing is defined as a tool that establishes relationships a medium that connects and facilitates interaction between sellers and buyers (Berthon et al. 1996). It assists companies in promoting and marketing their products and services. Furthermore, digital marketing can create or open new markets that were previously inaccessible due to time constraints. The use of digital information provides various benefits to society, including efficiency, convenience, more relevant information, competitive pricing, and cost reduction (Bayo-Moriones and Lera-López 2007). Digital marketing is undoubtedly highly beneficial for a company; this advantage is evident through its effective implementation, which allows customers to respond to the company directly (Mangold and Faulds 2009).

2.1.1 Types and Dimensions of Digital Marketing

According to (Salya 2010: 4) in (Anshari and Mahani 2018), there are several dimensions that can be utilized in internet/digital marketing, including:

1. **Website:** Developing a company or organizational website aimed at providing essential and engaging information to consumers. The website serves as a hub for the entire digital world and is arguably the most critical component of a digital marketing strategy, as it directly channels online activities toward potential customers.
2. **Search Engine Marketing (SEM):** Utilizing business directories to attract visitors by collaborating with search engines, such as Google and Yahoo. SEM is a vital part of a website or the process of managing website content so that it is easily discoverable by internet users seeking relevant information, while also ensuring the content is easily indexed by search engines.
3. **Web Banner:** Creating attractive advertising boxes or banners within a company or organizational website.

4. **Social Network:** Engaging in free social forums (social media) that discuss current topics, such as WordPress, Facebook, and Twitter. Social networks represent a marketing opportunity; however, at the time of writing, no system has yet offered advertising that focuses specifically on very small (niche) community groups based on profile information gathered from social networking sites.
5. **E-mail Marketing:** Electronic mail (e-mail) remains an essential tool for digital marketing, sent with the objective of maintaining relationships with existing consumers as well as potential customers who have agreed to receive information via e-mail.
6. **Affiliate Marketing and Strategic Partnership:** Partnering with other organizations, companies, and websites to achieve mutual benefits through collaborative efforts to promote products or services.

2.1.2 Digital Marketing Indicators

According to (Viedy E. and Samadi L. 2022), digital marketing consists of several indicators, as follows:

- 1) **Accessibility:** The ability of users to access information and services provided online, including advertisements.
- 2) **Interactivity:** The level of two-way communication, referring to the reciprocal ability between advertisers and consumers to interact and respond to the inputs received.
- 3) **Entertainment:** The ability of an advertisement to provide pleasure, enjoyment, or entertainment to consumers.
- 4) **Credibility:** The level of consumer trust in the advertisements they encounter, or the extent to which the information provided is perceived as trustworthy, impartial, competent, credible, and specific.
- 5) **Informativeness:** The ability of an advertisement to supply information to consumers and provide an accurate representation of a product, thereby offering economic benefits.

2.2 Brand Awareness

Brand awareness is the general objective of all promotional communication strategies. Promotion helps establish brand awareness to ensure effective marketing by fostering communication between the company and consumers. Brand awareness can be measured by asking consumers to identify which brand names are familiar to them. Whether a brand's recall or awareness is sufficient depends on the place and time of the purchasing decision. The appropriate brand awareness strategy depends on how well-known a product is in the eyes of the consumer (Peter and Olson, 2000:190).

According to (Durianto et al. 2017:54), brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a specific product category. Consumers tend to prefer or purchase well-known brands because they feel secure with something familiar. Most consumers assume that a recognized brand is likely to be reliable, business-stable, and of accountable quality. Brand awareness ranges from a person's uncertain feeling regarding brand recognition to a point where they are convinced that the brand is the only one in its particular product class (Pamungkas 2014).

2.2.1 Level Of Brand Awareness

Brand awareness consists of several levels, ranging from the lowest level of being unaware of the brand to the highest level, which is Top of Mind. These levels can be illustrated in the form of a pyramid. The Brand Awareness Pyramid, from the lowest to the highest level, is as follows:

1. Unaware of Brand

This is the lowest and initial level of brand awareness. At this stage, customers or the audience are completely unaware of the brand's existence.

2. Brand Recognition

Brand recognition is the minimum level of brand awareness. It refers to the stage where a brand is recognized or recalled with assistance (aided recall). Respondents can be tested via telephone surveys, provided with several brand names within a specific product category, and asked to identify which

ones they have heard of before.

3. Brand Recall

Brand recall is based on a person's ability to name a specific brand within a product category. This is often termed "unaided recall" because, unlike the recognition task, respondents do not require assistance to bring the brand to mind. Unaided recall is a significantly more difficult task than recognition and is associated with a much stronger brand position.

4. Top of Mind

This represents the ultimate stage of brand awareness success. Top-of-mind awareness is a privileged position. In simple terms, the brand becomes the "leader" among various brands in a person's mind. While it does not mean the brand is invincible against competitors as other brands may still be closely associated at this stage, customers will immediately recall a specific product or brand just by thinking of the relevant industry.

2.2.2 Efforts to Enhance Brand Awareness

According to (Aaker 2018:105), brand awareness can be achieved, maintained, and enhanced through several methods:

- 1) Be Different and Memorable: An awareness message should provide a reason to be noticed and should be memorable. There are many ways to achieve this, but the most common is to be distinct and unique within a specific product class.
- 2) Involve a Slogan or Jingle: A slogan or a musical jingle can exert a significant influence. The association with a slogan becomes stronger when product characteristics are visualized, and a jingle can be a powerful tool for creating awareness.
- 3) Symbol Exposure: If a symbol has been established or can be developed that is closely linked to a brand, it will play a major role in creating and maintaining awareness. A symbol involves visual imagery, which is much easier to recognize and recall than a word or phrase.
- 4) Publicity: Advertising is highly effective for increasing awareness as it

allows for proximity between the message and the audience. Generally, advertising is an efficient way to gain exposure.

- 5) Event Sponsorship: The primary role of most event sponsorships is to create or maintain awareness. Through sponsorship, a brand can be recognized directly on television or by those attending the event in person.
- 6) Consider Brand Extensions: One way to achieve brand recall is by placing the brand name on other related products (extensions).
- 7) Using Cues: Brand awareness campaigns or advertisements can sometimes be assisted by providing cues on the product, the brand, or both, which serve as signals that point back to the campaign or advertisement.

2.3 Sales

In the business world, Sales is understood as the activity of transferring the ownership of goods or services from a seller to a buyer in exchange for money. According to [\(Kotler 2016\)](#), a leading authority in modern marketing, sales is a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others. Kotler emphasizes that sales is not merely a one-time transaction but an integral part of the marketing function aimed at satisfying consumer needs.

Mulyadi, an Indonesian accounting and management expert, views sales from a company's operational perspective, where sales are activities conducted by a seller to trade goods or services with the expectation of generating a profit from the transaction. Mulyadi explains that physical selling involves the transfer of ownership rights. Furthermore, he distinguishes between cash sales and credit sales within a company's accounting system [\(Mulyadi 2016\)](#).

2.3.1 Sales Volume Indicators

According to Kotler and Armstrong (2016: 5), "the measures of sales volume

include price, promotion, quality, distribution channels, and the product itself":

- a. Asking Price: The selling price is crucial and has a direct impact on the quantity of manufactured goods or services sold.
- b. Product: Regardless of how well it meets customer needs, the product is one of the most influential factors in a company's ability to sell a specific volume of goods or services.
- c. Promotion: A company engages in promotion when it aims to inform potential customers about the business and the goods or services it provides.
- d. Distribution Channels: Distribution channels are business activities that transfer resources to make a company's products available to the target consumers.
- e. Product Grade and Quality: Product quality is a key factor affecting sales volume. Customers will continue to purchase a company's goods if the quality remains high.

3. Research Methodology

This study employs a descriptive qualitative research method with a case study approach. Qualitative research is descriptive and analytical in nature. In qualitative research, descriptive means describing and explaining the events, phenomena, and social situations under study clearly and in detail. Analytical involves assigning meaning, interpreting, and comparing the research data. There are several definitions of qualitative research: according to Bogdan and Taylor, as cited in (Nugrahani 2008), qualitative research is defined as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors. Furthermore, Creswell, as cited in (Murdiyanto 2020), defines qualitative research as a process of investigating a social phenomenon and human problems.

This research employs a qualitative approach with a case study design. According to Mudjia Rahardjo, as cited in (Yusanto 2020), a case study is a series of scientific activities conducted intensively, in detail, and in-depth regarding a program, event, or activity to obtain thorough knowledge of the event within its actual context. Case

study research is characterized by the use of multiple sources of evidence.

- **Primary Data Sources.** Primary data sources are data sources that provide data directly to the researcher. In other words, primary data is obtained firsthand through observation methods and in-depth interviews with relevant parties from Pertiwi Village who served as informants.
- **Secondary Data Sources.** Secondary data in this research includes guest occupancy information from Pertiwi Village over the last few years, evidence of social media activity, photographs of Pertiwi Village and its daily activities, and other supporting data sources that substantiate the statements obtained from interviews with relevant parties at Pertiwi Village.

4. Results

Pertiwi Village has utilized digital marketing as an activity to promote its services. Digital marketing was selected as a more effective and creative method to attract consumers. By creating various types of content on Instagram and TikTok, Pertiwi Village provides beneficial information for consumers seeking a villa for their vacation. The approach taken by Pertiwi Village aligns with the theory proposed by [\(Mariana Elida and Raharjo 2021:5\)](#), which states that digital marketing is the practice of promoting products or services in a more innovative manner, particularly through the use of database-driven distribution channels to reach potential and existing customers in a timely, personally relevant, and cost-effective way.

4.1 Digital Marketing Implementation at Pertiwi Village

Pertiwi Village has implemented several types of digital marketing. According to the theory by [\(Sudaryo Yoyo 2020:15\)](#), there are four types of digital marketing observed:

1. **Website:** A website serves as the hub for the entire digital world and is arguably the most critical part of a digital marketing strategy, where online activities are directed straight to potential consumers. Unfortunately, Pertiwi Village does not yet have its own official website; it currently relies solely on

information appearing on Google and Instagram.

2. **Search Engine Optimization (SEO):** A vital component of a website is SEO, the process of optimizing website content to make it easily discoverable by internet users searching for relevant topics and ensuring search engines can index it effectively. So far, SEO for Pertiwi Village has been quite functional. Despite the lack of a website and dedicated SEO management, the name "Pertiwi Village" easily appears when users search with keywords such as "Villa Puncak" or similar terms.
3. **Social Networks:** Pertiwi Village extensively utilizes social networks, particularly Instagram and TikTok, with Instagram being used more intensely. Social networks have become the primary pillar for acquiring new customers. These platforms are used for both hard-selling and soft-selling. It is through social media that Pertiwi Village shares information regarding prices, room types, villa types, availability, and general activities. Content is curated to be as engaging as possible to attract both new customers and repeat bookings from existing ones.
4. **Customer Relationship Management (CRM):** Retaining existing customers and building mutually beneficial partnerships are essential elements of digital marketing. Pertiwi Village maintains good relationships with past guests through WhatsApp Business. They maintain these connections by offering special discounts or promos for returning guests, sending birthday greetings, and providing exclusive offers. Additionally, Pertiwi Village is open to referral collaborations, providing bonuses to old customers who successfully bring in new guests.

4.2 Analysis of Digital Marketing Indicators

The digital marketing efforts of Pertiwi Village also meet several indicators based on the theory by [\(Viedy E. and Samadi L 2022\)](#):

1. **Accessibility:** The ability of users to access information and services provided online. The information delivered via Pertiwi Village's Instagram is well-structured and comprehensive. "Highlights" on Instagram provide clear

explanations of room and villa types, pricing, and high-quality visuals. Furthermore, information regarding road access, supporting facilities, the surrounding environment, nearby tourist attractions, villa regulations, and available activities are all clearly displayed. Beyond Instagram, the WhatsApp Business admin provides excellent service by delivering detailed information and patiently handling all consumer inquiries and requests.

2. **Interactivity:** The level of two-way communication between the advertiser and the consumer. Pertiwi Village demonstrates strong communication skills in providing feedback, responding to Instagram DMs, and explaining price packages or promotions. The WhatsApp Business admin is highly communicative and responsive. The researcher observed through chat archives that the feedback is consistently professional. Moreover, the quality of service provided directly by on-site staff to consumers is also satisfying and of a high standard.
3. **Entertainment:** The ability of advertising to provide pleasure or entertainment to consumers. In terms of entertainment, Pertiwi Village creates creative and interactive content. Using high-quality 1080P Full HD video, they showcase the villa's atmosphere and exciting activities, which entices both new and returning customers. The content is diverse and follows current trends to keep the audience entertained.
4. **Credibility:** Pertiwi Village builds consumer trust through positive Google Reviews, maintaining a 4.4 rating, and through testimonials from influencers. They also share reviews and impressions from past guests in their content. High view counts and social media interactions further enhance the brand's credibility, as a growing number of people showing interest fosters a positive reputation.
5. **Informativeness:** All essential information such as location, pricing, booking procedures, facility details, and the actual on-site atmosphere is poured into their Instagram content. Pertiwi Village consistently provides the most complete and attractive information possible to the public. This informative approach is also maintained through regular updates shared via WhatsApp

Business to their customer base

4.3 Brand Awareness

The digital marketing activities conducted by Pertiwi Village to build brand awareness align with the theory proposed by Peter and Olson (2000:190), which states that brand awareness is the general objective of all promotional communication strategies. Promotion helps establish brand awareness to ensure effective marketing by fostering communication between the company and its consumers. Based on Google ratings, Pertiwi Village holds a score of 4.4 with over 400 positive reviews, indicating that the brand has become well-recognized by the public and potential consumers. Furthermore, with 391 followers and over 12,000 views on Instagram, the brand awareness in the eyes of the public continues to strengthen. Through these social media platforms, Pertiwi Village has built a level of brand awareness that has successfully introduced the brand to a wider audience, further bolstered by positive feedback on Google Reviews.

Based on observations of Pertiwi Village's social media and field operations, and in reference to the Brand Awareness Levels theory by Durianto (2004:54), the researcher concludes that Pertiwi Village has reached the Brand Recall level. This is evidenced by consumers who have visited Pertiwi Village consistently remembering the brand; particularly when vacationing in the Puncak area of Bogor, the name Pertiwi Village is recalled with a strong positive impression.

Pertiwi Village employs various social media strategies in its efforts to generate sales and build brand awareness. These actions align with the theory by Aaker (2018:105), which suggests that brand awareness can be achieved, maintained, and enhanced through several methods:

1. **Be Different and Memorabl:** Pertiwi Village strives to provide a distinct value compared to other villas in the Puncak area by focusing on a "Homey" atmosphere. The concept offers a vacation experience that feels like "returning to a grandmother's house" or a hometown quiet, cool, and comfortable while still being equipped with complete facilities and vast open

- spaces. This serene environment allows consumers to relax, rejuvenate their minds, and fully enjoy a peaceful physical and mental rest. This unique selling point is what makes the brand memorable and encourages guests to return. Additionally, Pertiwi Village prioritizes quality of service and food taste, focusing on meeting consumer needs with the best, fastest, and friendliest service possible.
2. **Involve a Slogan or Jingle:** To date, Pertiwi Village does not utilize any specific slogan or jingle in its branding.
 3. **Symbol Exposure:** While there is no specific symbolic mascot, the Pertiwi Village logo features a green color scheme on a white background. This reflects a "lush" and fresh environment, consistent with the brand values of providing vast, cool, comfortable, and tranquil surroundings.
 4. **Publicity:** Pertiwi Village actively carries out publicity through Instagram and TikTok. Their content consistently highlights the natural environment, guest activities, facilities, and the various types of accommodation available. By regularly sharing beneficial information, Pertiwi Village aims to attract consumer interest and maintain a constant flow of information to their audience.
 5. **Event Sponsorship:** Thus far, Pertiwi Village has not participated as a sponsor for any events. This could serve as a strategic recommendation for the management of Pertiwi Village in the future.

4.4 Sales at Pertiwi Village

Pertiwi Village carries out digital marketing in an effort to increase sales. These activities are aimed at acquiring as many consumers as possible and influencing them to make bookings at Pertiwi Village. This approach aligns with the Selling Theory proposed by Moekijat (2000:488), which states that selling or sales is an activity intended to find buyers, influence them, and provide guidance so that buyers can align their needs with the products offered, as well as reach a pricing agreement that is mutually beneficial.

To achieve sales targets and exceed expectations, Pertiwi Village utilizes sales

volume indicators to ensure that marketing and sales activities run effectively. This is consistent with the theory by Kotler and Armstrong (2016:5), which identifies several "measures of sales volume that must be considered: price, promotion, quality, distribution channels, and the product":

- a. Asking Price.** The prices offered by Pertiwi Village are highly affordable and tailored to the facilities provided. Room rates start from IDR 500,000 to 750,000 per night, while villa rates range from IDR 900,000 to 2,700,000 per night. These prices are exclusive of discounts or promotions. Such competitive pricing serves as a significant attraction and added value for consumers seeking a comfortable vacation at an affordable cost.
- b. Product.** The products offered by Pertiwi Village consist of villa rentals. Options include villas with 2, 3, 4, and up to 7 bedrooms. Additionally, there are options for standard hotel rooms and family rooms with spacious living areas. These offerings constitute the primary "products" sold by Pertiwi Village.
- c. Promotion.** Pertiwi Village frequently conducts promotional activities, such as a 25% discount for Eid al-Fitr, a 35% New Year promo, a 15% discount on rooms, and special villa promos starting at only IDR 900,000. These various promotional types are strategically implemented to pique consumer interest.
- d. Distribution Channels.** The distribution channels utilized by Pertiwi Village serve as platforms to share content and current promotions. These include social media platforms such as Instagram and TikTok, as well as WhatsApp Business. It is through these digital distribution channels that Pertiwi Village attracts consumers and conducts product sales.
- e. Product Grade and Quality.** The grade and quality of both the products and services are highly prioritized by Pertiwi Village. Clean villas, complete facilities, and high-quality service have proven capable of increasing Pertiwi Village's sales figures annually, resulting in a very significant upward trend.

5. Conclusion

1) Digital Marketing Implementation

- **Primary Channels:** Pertiwi Village utilizes two main pillars for its digital activities: social media (Instagram and TikTok) as promotional media, and WhatsApp Business as the primary channel for communication and reservations.
- **Development Stage:** Pertiwi Village's digital marketing is currently in its early stages (the beginning). The company does not yet have an official website or integration with Online Travel Agents (OTAs) such as Traveloka or Agoda.
- **Strategic Constraints:** Several obstacles remain, including inconsistencies in the content posting schedule, limited content variety, and the suboptimal use of paid advertisements (Paid Ads) due to budget limitations.
- **Content Methods:** The produced content is dominated by short cinematic videos and guest activity documentation; however, it still lacks the use of strong storytelling techniques, user-generated content (UGC), and compelling calls to action (CTA).

2) Brand Awareness

- **Instagram Effectiveness:** The Instagram platform has proven to be the primary source of information for consumers. Through visual content, individuals who were previously unaware have become informed and interested in seeking deeper information regarding Pertiwi Village.
- **Branding:** The branding strategy has successfully highlighted a "Homey" impression a cool, serene, and comfortable stay reminiscent of one's own home or hometown.
- **Validity of Expectations:** Brand awareness is reinforced by the fact that the actual atmosphere and on-site facilities (such as the swimming pool, extensive green areas, and room cleanliness) align with what is portrayed on social media, thereby meeting consumer expectations.
- **Digital Credibility:** A high rating (4.4) and positive reviews on Google Reviews further build trust among potential customers before they proceed with a booking.

3) Sales

- **Occupancy Growth:** There has been a significant annual increase in the number of check-in records, rising from 747 records in 2023 to 1,519 records in 2024, and reaching 1,782 records in 2025.
- **Conversion Funnel:** The sales process begins with the audience viewing content on Instagram or TikTok, then transitioning to WhatsApp to inquire about pricing and availability, and ultimately concluding with a down payment (DP) and formal reservation.
- **Dependency on the Reservation Team:** Although social media reach and engagement have increased, sales conversion remains highly dependent on the speed and hospitality of the reservation team in responding to potential customers via WhatsApp.
- **Market Potential:** Despite the growth in sales, Pertiwi Village has not yet reached its maximum occupancy point. There remains a gap between current visitation levels and the maximum potential that could be achieved if digital marketing strategies were further optimized.

6. References

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