

The effectiveness of Instagram ads as a promotional platform in selling product at Sthala Ubud Bali using the EPIC model method

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Abstract: Current technological developments affect global marketing trends. This development has made marketers change their marketing strategies to internet marketing, one of which is Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International which wants the products marketed to cover the global market, the objective in this study is of course to measure the role of Instagram in carrying out promotions and sales so that the level of effectiveness of the advertisements that are run must be measured. The researcher was interested to analyse the effectiveness of hotel advertisements through the Instagram platform in selling products Using variables from EPIC (empathy, persuasion, impact, and communication) the level of advertising effectiveness can be determined. The sampling technique used for this study was purposive sampling, consisting of Instagram followers of this hotels, with total 100 respondents were collected as samples. This study uses the EPIC model as a method for calculating effectiveness which consists of four dimensions, namely empathy, persuasion, impact, and communication. The results of research and examination of Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International's Instagram is considered very effective for the empathy dimension, the persuasion dimension, the impact dimension, and the communication dimension. Overall, these findings conclude that advertising Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International via Instagram is very effective. The effectiveness of hotel room sales growth was also tested which shows positive growth results but due to Covid-19, sales growth has decreased. This is indicated by data on room sales from 2018 to 2019 it rose significantly and in 2020 it dropped dramatically and experienced another increase in 2021 to 2022.

Keywords: ads effectiveness, EPIC model, instagram ads, promotional platform, room product sales

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Introduction

Instagram has become a very popular digital marketing tool nowadays, with a wide market reach and many Instagram features that can help hotels in marketing. The effectiveness of using Instagram needs to be tested so that it is in line with the target market being reached considering that tourism in Indonesia has increased quite rapidly, quoted from CNBC Indonesia, Minister of Tourism and Creative Economy Sandiaga Uno said that tourism is the second largest foreign exchange earnings (aka. GDP) in 2020 for Indonesia and Bali is the largest contributor (Widyastuti et al., 2020). Even, Indonesia has an intention to make tourism as the biggest contributor for GDP, while Smith (in PWC 2022) stated that tourism's contribution to Indonesia's GDP can grow higher. This is in line as reported that tourism has been relied to be the main support to the GDP. This shows that tourism has a very important role in Indonesian economics. Therefore, the objective of this research is to measure the role of Instagram in carrying out promotions and sales so that the level of effectiveness of the advertisements that are run must be measured. The

researcher was interested to analyse the effectiveness of hotel advertisements through the Instagram platform in selling products using variables from EPIC (empathy, persuasion, impact, and communication) the level of advertising effectiveness can be determined.

To increase room sales, a hotel needs to promote its product by advertising or ads (Fakhradyan, 2021). The development of the Internet nowadays has changed most of the way we act. This includes marketing as well. Previously the term conventional marketing, then moves to electronic marketing and now it is becoming digital marketing. Along with the rapid development of the internet, therefore most of companies are taking this opportunity to increase their market share by using the digital marketing.

One of the Internet application used for digital marketing is Instagram. This hotel used Instagram as the main tools for the digital marketing. It has one billion monthly active users (Dixon, 2023a). Instagram is a suitable platform to reach a large audience. Individuals spend 53 minutes each day on Instagram, which is the second most visited social media site after Facebook and Instagram has been a powerful marketing tool for businesses looking to expand their presence and product visibility through Instagram ads (Rahmadanti et al., 2021). Because Instagram is a highly visual platform, it's an excellent social media marketing tool for showcasing cool, innovative, interesting, and beautiful products and services.

An Instagram user statistical data Dixon (2023b) shows that Indonesia ranked fourth as the largest Instagram user in the world after India, US and Brazil with around 60,000,000 users, and Indonesia also ranked has the fourth social network users in the world after China, India and the US (Dixon, 2023a). Therefore, Instagram users will become promising marketing targets. To make use that, therefore the hospitality industry needs to make marketing efforts through Instagram social media efficiently and right on target. Along with the rapid development of social media users, the development of digital advertising can also be seen from the increasing cost of spending in digital advertising, a study conducted by eMarketer in 2016, the expenses on digital advertising were \$ 72.09 billion compared to spending on TV advertising of \$71.29 billion, this indicates a change in the advertising process compared with conventional.

Therefore, special attention is needed during the discussion process on Instagram advertisements and its targets. The more achievements by an advertisement, it also means the more effective the advertisement (Widyastuti et al., 2020). The effectiveness of an advertisement can be seen from 2 sides, namely the result/ impact of communication where the impact includes effects on awareness, knowledge, and preferences while the second is the impact of sales which is more difficult to measure because sales are influenced by many factors besides advertising. Based on the background above.

Several previous studies serve as references in this study. These studies are as follows. The first research was conducted by Sukanya & Subbulakshmi (2022), entitled Effectiveness of YouTube advertisement among viewers in Chennai City. This research examines the role of YouTube as an advertising medium in the city of Chennai with the aim to know the effectiveness of YouTube advertisements, and to analyze the factors which influence the viewers in their purchase behavior and intention, and to provide suggestions for improvement. This is an analytical research conducted by using a structured questionnaire with 100 respondents through convenient sampling in and around Chennai. While the difference of this research is the methodology specifically in the approach taken between the two studies. The similarity between this research is that both of these studies analyze a social media platform as an advertising tool or media promotion.

The second research was conducted by Belanche *et al.* (2019), entitled Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. This research aims to investigate advertising effectiveness in Instagram and Facebook. The results indicate that Instagram Stories not only enhances consumer attitude toward ads but also increases perceived intrusiveness, compared to Facebook Wall or effective in a way (Rachmatiyah, 2021). Millennials are more disturbed by Facebook Wall ads than non-millennial users. A triple interaction effect reveals that non-millennial men are more loyal toward Facebook Wall ads, whereas millennials of both genders and non-millennial women are more loyal to ads on Instagram Stories.

Several literature reviews used to support this research are the EPIC Model, The EPIC (Empathy, Persuasion, Impact and Communications) model is an advertising effectiveness analysis model developed by AC Nielsen, one of the world's leading marketing research companies. Epic Model and includes four critical dimensions, namely empathy, persuasion, impact and communication (Durianto & Sugiarto, 2001).

The following will describe the dimensions in the Epic model.

1. Dimension of Empathy

The empathy dimension provides valuable information about the attractiveness of a brand.

Empathy is a mental state that makes a person identify himself or feel himself in the same state of feeling or thinking with other people or groups. Empathy involves consumer affection and cognition; affect and cognition refer to two types of psychological internal responses that consumers have towards environmental stimuli and events that take place. Basically:

Cognition: involves thinking

Affective: involves feelings. Variations in affective responses can be in the form of positive, negative, pleasant or unpleasant ratings, and consumers can feel four types of affective responses, namely emotions, special feelings, moods and evaluations which differ in their level of intensity and improvisational power.

2. Dimensions of Persuasion

The persuasion dimension informs what an advertisement can provide to increase or strengthen the character of a brand, so that advertisers gain an understanding of the impact of advertising on consumers' desire to buy and gain the ability of an advertisement to develop the attractiveness of a brand. In the world of advertising, persuasion is a change in beliefs, attitudes, and behavioral intentions caused by a promotional communication. Promotional communications, such as advertising, which can influence consumers can use two cognitive processes, namely: "central path" and "peripheral path" to persuasion. The persuasion process to be used is determined by the level of consumer involvement in the product message.

The central route to persuasion tends to emerge when the level of consumer involvement increases. On the central channel, the consumer "focuses on the product message" in advertising. Consumers translate product messages in the advertisement, then form beliefs about the characteristics and consequences of the product, and integrate these meanings to form attitudes and desires.

The peripheral route to persuasion tends to occur when the level of consumer involvement is lower. In the peripheral channel, consumers do not focus on the product message in an advertisement but on "peripheral" stimuli, such as celebrities or popular and attractive music.

3. Dimension of Impact

The Impact dimension shows whether a brand can stand out compared to other brands in a similar category and whether an advertisement is able to involve consumers in the message conveyed. The desired impact from the results of advertising is the amount of product knowledge that consumers achieve through the level of consumer involvement with the product and or the selection process. Consumers have different levels of product knowledge, which can be used to interpret new information and make purchase choices. Consumers can have four levels of product knowledge, namely: product class, product form, brand, and model.

4. Dimensions of Communication

The communication dimension provides information about the consumer's ability to remember the main messages conveyed, consumer understanding, and the strength of the impression left by the message.

The cognitive processing perspective is core to developing a successful marketing strategy which is a matter of communication. The process begins when the promotional communication source determines what information should be communicated, then encodes the message in the most appropriate form of symbols (using words, pictures, or actions). Then, the message is transmitted to a recipient through various media, such as television shows, postal offers, billboards, or magazines. Recipients or consumers, if led to a promotion, must decoding or translating its meaning. Then, the consumer can take an action, such as going to a store or making a purchase.

Two-stage communication model is needed, especially for the successful implementation of the promotion strategy. The first stage occurs when the marketer creates promotional

communications to encode meaning. The second stage is decoding, in which consumers enter and understand the information in promotional communications and develop their personal interpretation of the captured meaning (Indah & Maulida, 2017).

Methodology

The object of this research is the effectiveness of using Instagram as a promotional platform in selling product at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. Effectiveness analysis is also needed to measure the effectiveness of advertising for product sales (Mellone, 2023).

The methodology in this research is quantitative research. This quantitative research methodology uses descriptive surveys in collecting data. In the descriptive method, the researcher used the simple tabulation analysis method. Quantitative analysis is a method of data analysis using calculations. In this quantitative analysis, scoring is used by transforming descriptive data from questionnaires into a quantitative form Sugiyono (2017).

Survey research is a type of research that takes samples from one population and uses a questionnaire as the main data collection tool. The use of descriptive case studies in this research is to enable to reveal or obtain information from research data through in depth interview (Sugiyono, 2017). Interviews were conducted with the Director of Sales and Marketing and Assistant General Manager of Sthala Ubud Bali.

The data collection instrument used is questionnaires with participants action research as the survey approach. The presence of researcher at research sites is needed as the main instrument. In this case the researcher acts as a planner, action provider, and data collector as well as a report maker. The questionnaire was compiled based on the indicators contained in the EPIC variable itself so that the questions used were said to be valid and reliable.

The number of respondents in this research is 100 respondents taken from the population of Instagram followers @sthalaubudbali which have seen and enjoyed advertisements from Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. The number 100 was determined by using Slovin formula. Measuring the effectiveness of advertising and sales using a Likert scale in determining the level of effectiveness of an advertisement.

The data analysis used is where validity and reliability tests are carried out first so that it shows valid and reliable data so that the process of tabulating the data and calculating the data using EPIC Rate is then carried out so that the results can be found whether an advertisement on Instagram is effective or not.

Results and Discussions

Epic Rate

To enable to analyze data obtained from respondents with existing theories, in this case the level of effectiveness measurement is very important. Without measuring the effectiveness, it will be difficult to find out whether the company's goals can be achieved or not. Sazali and Rozi in Hesti *et al.* (2021), stated that advertising is effective if it achieves the goals set by advertisers. The the effectiveness of online platform of Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International's Instagram can be measured using the EPIC model (Amira & Nurhayati, 2019) The EPIC Model according to Duriyanto & Sugiarto (2001) is one of the tools for measuring the effectiveness of advertising with a communication approach developed by AC Nielsen which is one of the world's leading marketing researcher companies. The EPIC model includes four critical dimensions including the empathy dimension, the persuasion dimension, the impact dimension and the communication dimension.

The EPIC model was used to measure the effectiveness of the company's communication with consumers in influencing consumers to make decisions. The data obtained was processed into percentage form using simple tabulation analysis, then from the questionnaires data which was the answers of the statements can be retrieved by using a Likert scale and the last step was calculating the EPIC rate. The four dimensions of the EPIC model are represented by 12 statements distributed via an online questionnaire.

Previously, the researchers presented field findings related to the four dimensions provided in the EPIC model. Then the results of field research regarding the four dimensions were calculated using a simple tabulation method. These results are represented on a Likert scale as a tool to determine the range of effectiveness of these four dimensions in online platform advertising via Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International.

In the data presentation points, the author has presented the findings related to the dimensions of Empathy, Persuasion, Impact and Communication. The average score was then calculated using a simple tabulation and the results of the average score will be analyzed using a Likert scale to determine the position of the average value. The results of the average score and the position of the Likert scale from the four dimensions of each statement can be seen on Table 1.

Table 1. Empathy dimension average score

Statement Attributes	Frequency X Weight (a)	Average Score Per Attribute (a/100)
1	459	4.59
2	448	4.48
3	465	4.65

Source: Author's Processed Data

After knowing the results of the average score of several statements shown in Table 1 above, the next step is to determine the level of effectiveness of the empathy dimension by calculating the average score of each statement as follows:

$$X_{emphaty} = \frac{4.59+4.48+4.65}{3} = 4.57 \tag{1}$$

From the calculation of the total average score above, the respondents' opinions on statements that measure the dimensions of empathy obtained a result of 4.57. This value is in the scale range where the empathy dimension of an advertisement is stated to be very effective. From the average score above it can be concluded into the decision scale range as and it can be seen on Figure 1.

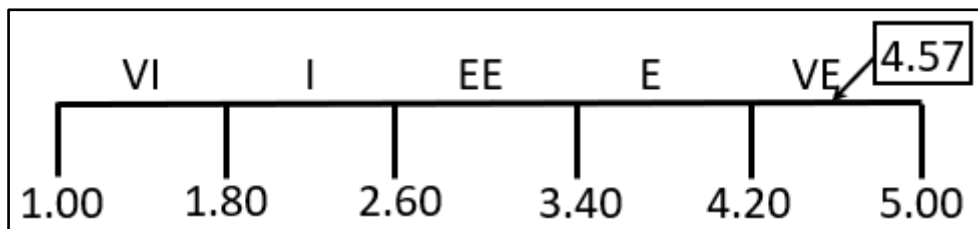


Figure 1. Scale range of empathy dimension

The empathy dimension has a weight of 4.57, which is classified very effective. Then it is concluded that the effectiveness of online platform advertising through Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International when viewed from the empathy dimension is very effective.

In the theory that has been explained that consumers like an advertisement and describe how consumers see the relationship between an advertisement and their personality (Durianto & Sugiarto, 2001). This means that from the results above, in general, many people like advertising carried out by Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International through online platform Instagram and this can encourage consumers to buy Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International products.

Table 2. Persuasive Dimension Average Score

Statement Attributes	Frequency X Weight (a)	Average Score Per Attribute (a/100)
1	456	4.56
2	465	4.65
3	464	4.64

Source: Author's Processed Data

After knowing the results of the average calculation of the several statements shown in Table 2 above, the next step was to determine the level of effectiveness of the persuasion dimension by calculating the average score of each statement as follows:

$$X_{persuasive} = \frac{4.56+4.65+4.64}{3} = 4.62 \tag{2}$$

The result of calculating the average score from the persuasive dimension above is 4.62 then the results can be summed up in the decision scale range and it can be seen on Figure 2.

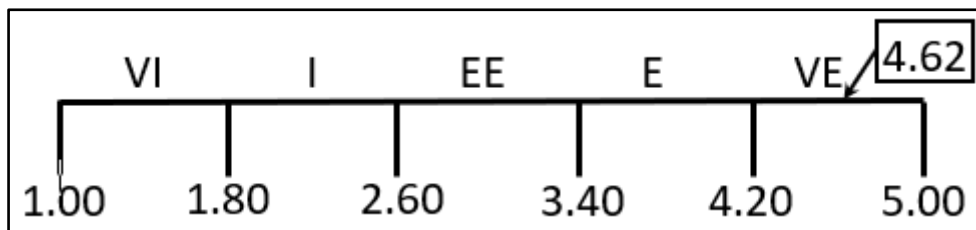


Figure 2. Scale range of persuasive dimension

The persuasive dimension has a weight of 4.62 which can be classified that it is very effective. Thus the effectiveness of online platform advertising through Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International when viewed from a persuasive dimension is very effective. In this case Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International is able to strengthen and enhance brand character to consumers through online platform advertising with Instagram facilities. And it can facilitate the consumers demands.

Table 3. Impact dimension average score

Statement Attributes	Frequency X Weight (a)	Average Score Per Attribute (a/100)
1	468	4.68
2	472	4.72
3	469	4.69

Source: Author's Processed Data

After knowing the results of the average calculation of the several statements shown in Table 3 above, the next step was to determine the level of effectiveness of the impact dimension by calculating the average score of each statement as follows:

$$X_{impact} = \frac{4.68+4.72+4.69}{3} = 4.70 \tag{3}$$

The result of calculating the average score from the impact dimension above is 4.70 therefore the results can be summed up in the decision scale range and it can be seen on Figure 3.

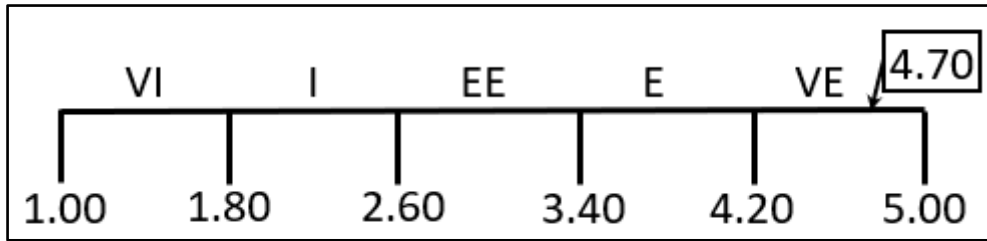


Figure 3. Scale range of impact dimension

The impact dimension has a weight of 4.70, it means that it can be classified that it is very effective. Thus the effectiveness of online platform advertising through Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International seen from the impact dimension is very effective. In this case, Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International was able to highlight its products compared to other places. Besides that, Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International was also able to attract consumers' attention through online platform advertisements with the instagram facility.

Table 4. Communication dimension average score

Statement Attributes	Frequency X Weight (a)	Average Score Per Attribute (a/100)
1	472	4.72
2	478	4.78
3	474	4.74

Source: Author's Processed Data

After knowing the results of the average calculation of the several statements shown in Table 4 above, the next step was to determine the level of effectiveness of the communication dimension by determining the average score of each statement, namely as follows:

$$X_{communication} = \frac{4.72+4.78+4.74}{3} = 4.75 \tag{4}$$

From calculation it's found that the average score of the communication dimension is 4.75, to find out how far the level of effectiveness is on the communication dimension, it can be summed up in the decision scale range below on Figure 4.

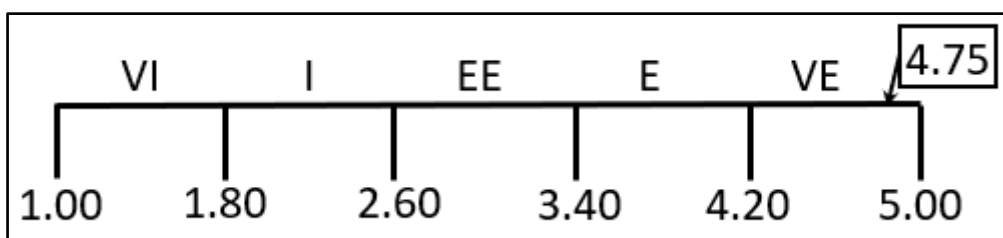


Figure 4. Scale range of communication dimension

The communication dimension has a weight of 4.75, which can be concluded that it is very effective. Then the effectiveness of online platform advertising through Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International seen from the communication dimension was very effective. In this case the Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International Instagram advertisement was able to convey information about Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International products to consumers.

The EPIC rate is a step for determining the average of each dimension, namely the empathy dimension, persuasion dimension, impact dimension and communication dimension. Then the EPIC rate value can be obtained in the following way on Table 5 and Table 6.

Table 5. Calculation results of each dimension

Dimension	Calculation Result
Empathy	4.57
Persuasive	4.62
Impact	4.70
Communication	4.75
Average	4.66

Source: Author's Processed Data

Table 6. Rating scale

Rating Scale	Rate Assessment
1.00 – 1.80	Very Ineffective
1.80 – 2.60	Ineffective
2.60 – 3.40	Effective Enough
3.40 – 4.20	Effective
4.20 – 5.00	Very Effective

Based on the EPIC rate assessment above, it can be concluded that the effectiveness of online platform advertising through Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International shows a result of 4.66, therefore according to the rating scale it was included in the very effective category. This can be seen from Figure 5 below which shows a graphic of the EPIC model from 4 dimensions, as follows:

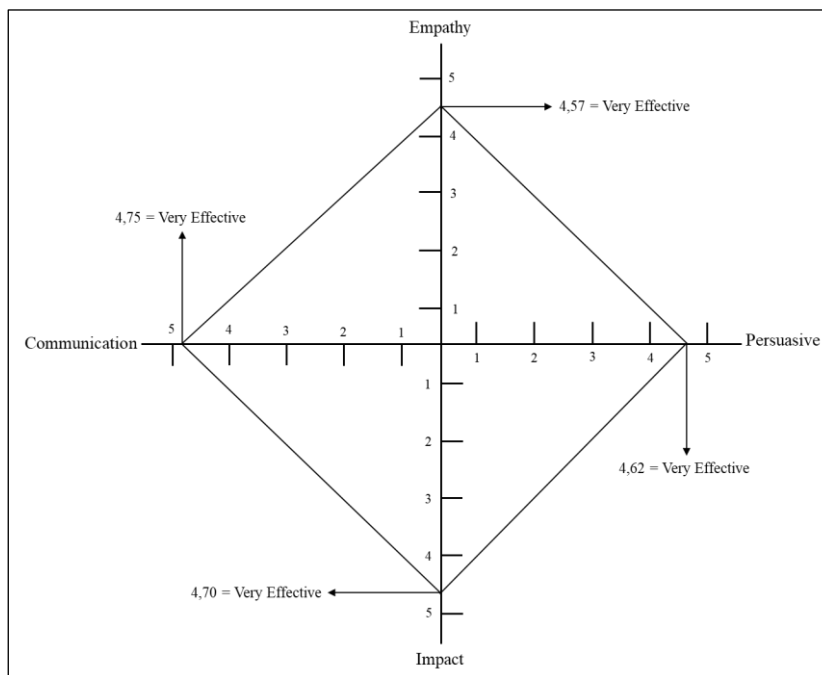


Figure 5. EPIC models graphics
(Source: Author's Processed Data)

From Figure 5, the Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International Instagram advertisement is a very interesting advertisement and was liked by the majority of respondents and the respondents were interested in the product. The advertisement of Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International was able to make respondents bought Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International products. On the other hand, this is also influenced by respondents' perceptions of Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International itself, as explained in the results of the communication dimension analysis above, namely the assumption that advertisements carried out by Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International via Instagram were very good at conveying

the purpose of the advertisement so that respondents enable to know what to see in the Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International advertisement on instagram.

Respondents also have a very high desire to enjoy the facilities or products sold by Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International which is indicated by the balance of the graph above which shows that it is very effective. This is in line with what was said by the hotel management Mr. Sugeng Purnomo as the Cluster Director of Sales and Marketing at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. Each dimension of EPIC, which is a benchmark for advertising effectiveness, is an important reference for running ads on Instagram social media. Mr. Sugeng Purnomo also explained that the Australian market has special steps to attract visitors from Australia, therefore the method of delivering advertisements from Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International will also be according to the target market. This similar kind of market was also shared by local competitor (Nurtirtawaty et al., 2021).

Selling Product Effectiveness

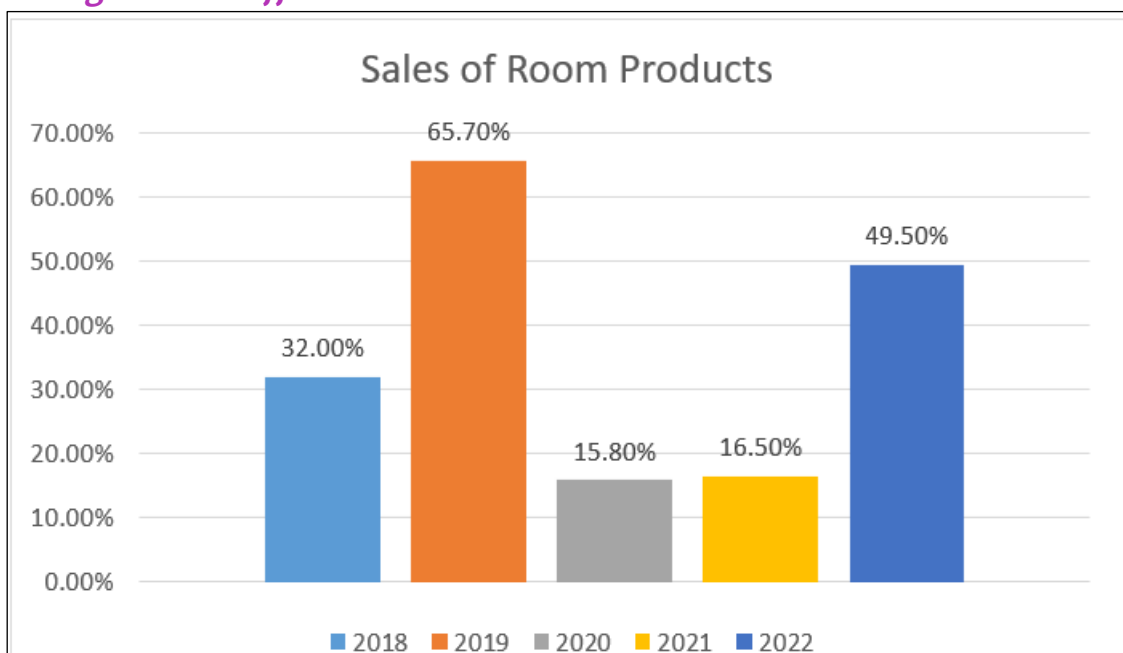


Figure 6. Room product report

(Source: Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott Internasional)

From the data obtained by the author at the place of observation namely Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International (Figure 6), it can be seen that there has been a significant growth as well as a very significant decrease in sales of room products at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. In the vulnerable time of 2018 room sales at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International had a pretty good percentage, this was the impact resulted by the application of ads on Instagram which aims to increase brand knowledge of the Tribute Portfolio. This statement was according to the the interview with Ms. Desi Ariani as Personal Assistant General Manager Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. She also stated that every month there would be advertisements run regularly with each target market adjusted to market conditions so that Tribute Portfolio brand knowledge has a significant impact on room sales. This has been indicated by the increase in room sales at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International in 2019 which has been doubled from the previous year.

In 2019 the increase in sales of room products at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International increased so significantly that it became the highest percentage of room sales in the last 5 years, namely at 65.70%. however, the following years, namely 2020

and 2021, were dark years for Bali tourism where tourism was closed so that no foreign tourists could come to Bali. This also had impacted Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International where in 2020 was the year when room sales were at their lowest point, namely at 15.80% and followed in the following year at 16.50%.

According to the results of the interview, the statement from Mr. Sugeng Purnomo explained that the transitional period from Covid-19 was quite a challenging time where hotels were required to be able to increase room sales to survive and pay hotel obligations, where one of the things that had a role was the intensity of advertising which was always budgeted every month to increase distribution of advertisements as well as being able to attract tourists who wanted to come and stay at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International. In 2022 which was a transitional year for the opening of Bali to foreign tourists resulting in a significant increase in sales of room products in the figure is 49.50% which was 3 times of the previous year. Therefore, it can be seen that sales of room products at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International have increased in the years before the Covid-19 outbreak in the world and experienced a significant decrease in the impact of Covid-19 pandemic. However Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International was able to rise and increase room sales in line with the level of effectiveness of Instagram advertising which has a very effective value as well as the development of an increase in room sales which has increased annually but there are other factors that make its development seem fluctuating.

Conclusions

According to the previous chapter of Result and Discussion, there are some conclusions obtained on this research as described as follows:

1. The results of measuring the effectiveness of online platform advertising Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International using the EPIC Model approach, show that the effectiveness of Instagram online advertising is considered very effective. The results of measuring the effectiveness of online platform advertising Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International in calculating the EPIC is 4.66 which indicates that the advertising carried out by Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International is very effective, and this is also proven by all dimensions of the EPIC Model approach were in very effective criteria. From the four dimensions of the EPIC Model method studied, all dimensions demonstrated very effective results. Therefore Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International needs to maintain these standards and maximize the opportunities that appear in every advertisement through the Instagram platform.

The suggestion of using Instagram as a promotional platform is the implications of advertising arrangement can be taken when we see advertisements that were previously only in the form of flyers or photos, so to follow the current trend, advertising data is packaged with animated concepts and can add music in it so that advertisements can attract someone's attention to see or convert them into room reservations.

2. Referring to sales of room products over the last 5 years at Sthala, a Tribute Portfolio Hotel, Ubud Bali by Marriott International, in general, the trend of increasing sales figures can be seen every year, but the impact of Covid-19 makes this necessary to be watched closely. The increase in room sales figures in 2018 towards 2019 was very significant it's from 32% to 65,7% but beginning on 2020 the sales figures dropped sharply to 15,8% due to the impact of Covid-19. The increase in room sales figures can be seen again from 2020 to 2021 from 16,5 % to 49,5%. Although this increase is not significant, however a significant increase can actually be seen when entering 2022 where this period was a transitional period from the Covid-19 pandemic, therefore the increase in sales of room products was seen so drastic.

The suggestion of this research is maintaining room amenities according to standards and also maintaining camera quality is also able to create an extraordinary stay experience coupled with excellent service so that this can open opportunities for guests to become repeat guests and review hotels with positive reviews on several e-commerce platforms that are indirectly also helps the marketing of the hotel.

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