

ABSTRACT

The rapid development of the hospitality industry in Jakarta, particularly in the Central Jakarta area, has fueled fierce competition among hotels in attracting and retaining customers. The importance of Social Media Marketing Activities (SMMA) in the digital age has become a crucial factor for hotels in building brand equity and positive Electronic Word-of-Mouth (e-WOM).

This aims to analyze the influence of SMMA, the role of Instagram as a social media platform, and the methods that can be employed to foster brand equity and e-WOM that generate customer commitment. The study draws upon various theories, notably the SMMA theory by Seo & Park and other relevant prior studies. It also investigates how social media, specifically Instagram, has been utilized by the hospitality industry to establish and strengthen brand awareness.

The methodology employed is quantitative descriptive. Data collection was conducted through purposive sampling, which allows researchers to select respondents who possess a thorough understanding of the impact of the hotel's social media marketing activities (Sugiyono, 2017).

This study uses 385 respondents who are Instagram social media users at least 18 years old and are customers and potential customers and consumers who have interacted with the marketing content of the Grand Mercure Jakarta Harmoni hotel. The primary data was obtained through distributing questionnaires and then analyzed using the PLS-SEM (Partial Least Squares Structural Equation Modeling) method.

This study indicate that the Social Media Marketing Activities of Hotel Grand Mercure Jakarta Harmoni has a positive and significant influence on brand equity. Furthermore, brand equity has also been shown to have a positive and significant influence on e-WOM. This research contributes to Hotel Grand Mercure Jakarta Harmoni's understanding of the importance of SMMA in building strong brand equity and fostering positive e-WOM, which can ultimately enhance the hotel's business performance.

Keywords: Social Media Marketing Activities, Brand Awareness, Brand Image, E-Wom, Hotel