

**ANALISIS PENGGUNAAN FACEBOOK DAN INSTAGRAM SEBAGAI
MEDIA SOSIAL UNTUK PERIKLANAN HOTEL**
(Systematic Literature Review)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Studi S1
Program Studi Manajemen Pemasaran Pariwisata



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2022

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Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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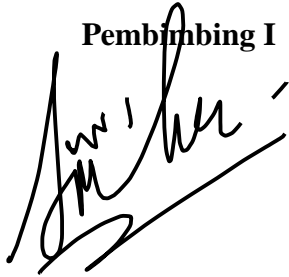
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MEDIA SOSIAL UNTUK PERIKLANAN HOTEL
(Systematic Literature Review)**

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SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Analisis Penggunaan Facebook dan Instagram Sebagai Media Sosial Untuk Periklanan Hotel (Systematic Literature Review)**” ini beserta seluruh isinya adalah benar karya penulis sendiri. Penulis tidak melakukan penjiplakan atau pengutipan dengan cara - cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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ABSTRAK

Sidiek Sulistyawan (2022) Analisis Penggunaan Facebook dan Instagram Sebagai Media Sosial Untuk Periklanan Hotel (*Systematic Literature Review*)

Pada era serba modern seperti saat ini pengguna internet terus meningkat setiap tahunnya. Perkembangan internet yang begitu pesat khususnya dalam penggunaan media sosial. Media sosial dibutuhkan manusia zaman sekarang dalam berbagai bidang. Sebagian besar perusahaan telah mencoba menargetkan pelanggannya melalui media sosial dengan menggunakannya untuk membuat kampanye iklan dan untuk menyiarkan berbagai jenis pesan. Oleh karena itu, memaksimalkan platform media sosial untuk media *advertising* atau pengiklanan menjadi sangat penting. Peneliti mencoba untuk mengisi celah penelitian tersebut dari penelitian sebelumnya yang memberikan saran penelitian kedepannya mengenai media sosial. Diantaranya dengan mengkaji mengenai analisis penggunaan Facebook dan Instagram sebagai media sosial untuk periklanan di industri perhotelan. Metode yang akan digunakan dalam penelitian ini adalah tinjauan pustaka sistematis (*Systematic literature review*). Berdasarkan metode pengumpulan data diperoleh total 17 *final paper* yang akan diidentifikasi oleh peneliti untuk menjawab kedua pertanyaan penelitian. Dari studi 7 tahun terakhir bahwa media sosial telah dikaitkan dengan 29 variabel. Salah satu tujuan utama dari promosi adalah untuk membentuk proses pengambilan keputusan konsumen. Dibandingkan dengan iklan media massa tradisional atau periklanan online, iklan dengan menggunakan media sosial lebih interaktif dengan pelanggan. Hal tersebut akan membantu bisnis mencapai banyak tujuan pemasaran, seperti meningkatkan kesadaran pelanggan, membangun pengetahuan produk, membentuk kesadaran pelanggan, mendorong perilaku pembelian pelanggan, dan mempromosikan pembelian aktual.

Kata Kunci: Sosial Media, Instagram, Facebook, Iklan, Strategi Media Sosial, Industri Perhotelan

ABSTRACT

Sidiek Sulistyawan (2022) Analysis of the Use of Facebook and Instagram as Social Media for Hotel Advertising (Systematic Literature Review)

In this modern era, internet users continue to increase every year. The development of the internet is so rapid, especially in the use of social media. Social media is needed by humans today in various fields. Most of the companies have tried to target their customers through social media by using them to create advertising campaigns and to broadcast various types of messages. Therefore, maximizing social media platforms for media advertising or advertising becomes very important. The researcher tries to fill the research gap from previous research that provides suggestions for future research on social media. Among them by reviewing the analysis of the use of Facebook and Instagram as social media for advertising in the hospitality industry. The method that will be used in this research is a systematic literature review. Based on the data collection method, a total of 17 final papers were obtained which the researchers identified to answer the two research questions. From the last 7 years study that social media has been associated with 29 variables. One of the main goals of promotion is to shape the consumer's decision-making process. Compared to traditional mass media advertising or online advertising, advertising using social media is more interactive with customers. This will help businesses achieve many marketing goals, such as increasing customer awareness, building product knowledge, building customer awareness, driving customer buying behavior, and promoting actual purchases.

Keywords: Social Media, Instagram, Facebook, Advertising, Social Media Strategy, Hotel

DAFTAR ISI

LEMBAR HAK CIPTA.....	ii
LEMBAR PENGESAHAN	iii
SURAT PERNYATAAN	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR.....	Error! Bookmark not defined.
UCAPAN TERIMA KASIH	Error! Bookmark not defined.
DAFTAR ISI.....	x
DAFTAR GAMBAR.....	xii
DAFTAR TABEL	13
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Rumusan Masalah Penelitian.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Manfaat/Signifikansi Penelitian.....	Error! Bookmark not defined.
1.5 Sistematika Penulisan	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA	Error! Bookmark not defined.
2.1 Kajian Pustaka	Error! Bookmark not defined.
2.1.1. Media Sosial Sebagai Bagian Dari Digital Marketing.....	Error! Bookmark not defined.
2.1.2. Definisi Digital Marketing.....	Error! Bookmark not defined.
2.1.3. Definisi Media Sosial.....	Error! Bookmark not defined.
2.2 Periklanan pada Media Sosial di Industri Perhotelan. Error! Bookmark not defined.	
2.2.1. Konsep Periklanan	Error! Bookmark not defined.
2.2.2 Konsep Perhotelan	Error! Bookmark not defined.
2.2.3 Penggunaan Facebook di Industri Perhotelan....	Error! Bookmark not defined.
2.2.4 Penggunaan Instagram di Industri Perhotelan ...	Error! Bookmark not defined.
2.3 Penelitian Terdahulu	Error! Bookmark not defined.
2.4 Kerangka Pemikiran	Error! Bookmark not defined.

BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Metode Penelitian	Error! Bookmark not defined.
3.2 Pengembangan dan Validasi Protokol <i>Review</i>	Error! Bookmark not defined.
3.3 Merumuskan Pertanyaan Penelitian (<i>Research Question</i>)	Error! Bookmark not defined.
3.4 Strategi Pencarian Sistematis.....	Error! Bookmark not defined.
3.5 Penilaian Kualitas Studi.....	Error! Bookmark not defined.
3.6 Ekstraksi Data.....	Error! Bookmark not defined.
3.7 Analisis dan Sintesis Data	Error! Bookmark not defined.
3.8 Demonstrasi Data.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	Error! Bookmark not defined.
4.1. Gambaran Umum Kajian Strategi Periklanan Hotel dalam Menggunakan Media Sosial	Error! Bookmark not defined.
4.1.1. Final Paper	Error! Bookmark not defined.
4.2 Data Extraction	Error! Bookmark not defined.
4.3. Pembahasan Penelitian	Error! Bookmark not defined.
4.3.1 Variabel pada penelitian terdahulu yang terkait dengan Facebook dan Instagram sebagai media sosial periklanan di Industri perhotelan.	Error! Bookmark not defined.
4.3.2 Strategi Periklanan Yang Diterapkan Oleh Hotel Melalui Media Sosial.	Error! Bookmark not defined.
4.3.2.1 Strategi Periklanan Yang Diterapkan Oleh Hotel Melalui Media Sosial Secara Umum.....	Error! Bookmark not defined.
4.3.2.2 Strategi Periklanan Yang Diterapkan Oleh Hotel Melalui Media Sosial Facebook	Error! Bookmark not defined.
4.3.2.3 Strategi Periklanan Yang Diterapkan Oleh Hotel Melalui Media Sosial Instagram.....	Error! Bookmark not defined.
4.3.2.4 Perbandingan Strategi Periklanan Yang Diterapkan Oleh Hotel Melalui Media Sosial Sebagai Media Periklanan	Error! Bookmark not defined.
4.3 Sintesis Data	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Rekomendasi.....	Error! Bookmark not defined.

DAFTAR PUSTAKA	14
Lampiran	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 2.2 Kerangka Konseptual**Error! Bookmark not defined.**

Gambar 3.1 Flow Diagram of Literature Search and Evaluating for Inclusion
.....**Error! Bookmark not defined.**

NO TABLE OF FIGURES ENTRIES FOUND.

DAFTAR TABEL

Tabel 2.1	Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 3.1	Pendekatan PiCo	24
Tabel 3.2	Kata Kunci Rumusan Masalah.....	26
Tabel 3.3	Kriteria Penyertaan dan Pengecualian	26
Tabel 3.4	Templat Ekstraksi Data Dasar.....	29
Tabel 4.2	Final Paper	Error! Bookmark not defined.
Tabel 4.3	Ekstraksi Data Artikel 1	Error! Bookmark not defined.
Tabel 4.4	Ekstraksi Data Artikel 2	Error! Bookmark not defined.
Tabel 4.5	Ekstraksi Data Artikel 3	Error! Bookmark not defined.
Tabel 4.6	Ekstraksi Data Artikel 4	Error! Bookmark not defined.
Tabel 4.7	Ekstraksi Data Artikel 5	Error! Bookmark not defined.
Tabel 4.8	Ekstraksi Data Artikel 6	Error! Bookmark not defined.
Tabel 4.9	Ekstraksi Data Artikel 7	Error! Bookmark not defined.
Tabel 4.10	Ekstraksi Data Artikel 8	Error! Bookmark not defined.
Tabel 4.11	Ekstraksi Data Artikel 9	Error! Bookmark not defined.
Tabel 4.12	Ekstraksi Data Artikel 10	Error! Bookmark not defined.
Tabel 4.13	Ekstraksi Data Artikel 11	Error! Bookmark not defined.
Tabel 4.14	Ekstraksi Data Artikel 12	Error! Bookmark not defined.
Tabel 4.15	Ekstraksi Data Artikel 13	Error! Bookmark not defined.
Tabel 4.16	Ekstraksi Data Artikel 14	Error! Bookmark not defined.
Tabel 4.17	Ekstraksi Data Artikel 15	Error! Bookmark not defined.
Tabel 4.18	Ekstraksi Data Artikel 16	Error! Bookmark not defined.
Tabel 4.19	Ekstraksi Data Artikel 17	Error! Bookmark not defined.
Tabel 4.20	Variabel Media Sosial dari Perspektif Konsumen...	Error! Bookmark not defined.
Tabel 4.21	Variabel Media Sosial dari Perspektif Organisasi atau Industri.	Error! Bookmark not defined.
Tabel 4.22	Perbandingan Strategi Media Sosial ..	Error! Bookmark not defined.

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