STRENGTHENING BRAND IDENTITY TO INCREASE BRAND AWARENESS: A CASE

STUDY OF "JALAN JALAN THAILAND" IN THE INDONESIAN MARKET.

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STRENGTHENING BRAND IDENTITY TO INCREASE BRAND AWARENESS: A CASE

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This research study aims to explore how a strengthened brand identity can increase brand awareness and its impact on the revenue of "Jalan Jalan Thailand" (JJT) in the Indonesian market. Based on Keller's Customer-Based Brand Equity (CBBE) model and Kapferer's Brand Identity Prism, this paper argues that a strong brand identity communicated through digital marketing is a key factor in increasing brand awareness among a target audience. Data were collected using a mixed-method design, including a structured online survey of 192 Indonesian tourists and observational analytics from JJT's Instagram and TikTok accounts over a 90-day period. Findings suggest that brand awareness is strongly influenced by a clear brand identity promoted via digital marketing, as evidenced by significant growth in online engagement and follower counts. However, the study also found that this increased awareness did not directly lead to increased revenue during the observed period. The paper suggests future research implications, such as using more specific respondents and conducting pilot tests before survey distribution, as well as practical implications for JJT to better convert brand awareness into sales by addressing specific traveler needs and incorporating clearer calls-to-action.

Keyword : Brand Identity, Brand Awareness, Digital Marketing, Communication, Data Collection.

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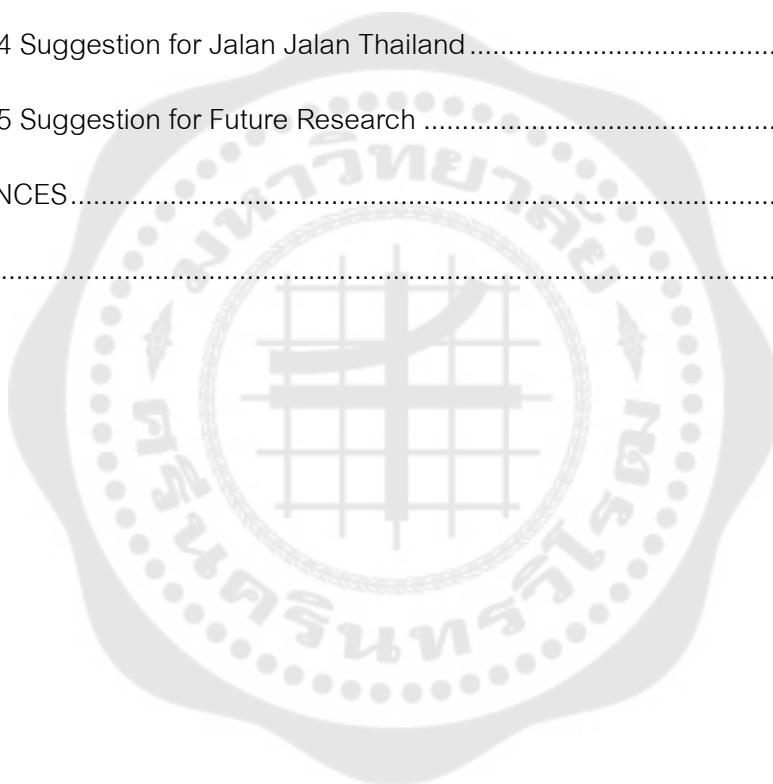
ANGELIC UMBOH

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CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is one of the largest and fastest-growing industries in the world. Today, more people are able to travel than ever before. This is mainly because transportation has improved, incomes have increased, and it is now easier to find travel information online through websites and social media platforms ("UNWTO World Tourism Barometer and Statistical Annex, May 2023," 2023). However, the COVID-19 pandemic caused a major decline in tourism, especially across Southeast Asia. In 2020 and 2021, the number of tourists dropped sharply, which had a serious impact on countries that depend heavily on tourism. Government actions like travel restrictions and lockdowns were a big part of this decline, and many people also avoided traveling due to fear and uncertainty (Alunaza et al., 2022).

When these travel restrictions began to ease, the region started to recover step by step. Many efforts were made to promote safe travel, such as creating travel corridors and using digital platforms to share important travel information. These actions helped rebuild trust and made people feel more confident about traveling again (Alunaza et al., 2022). ASEAN also played an important role by encouraging countries to work together. This included creating shared health protocols and making visa rules easier so that people could travel more smoothly between nations (Alunaza et al., 2022). These improvements have been especially helpful for travel between Indonesia and Thailand, two countries with strong cultural and economic ties. Thanks to affordable prices and better transportation, Southeast Asia continues to be a popular region for tourists ("UNWTO World Tourism Barometer and Statistical Annex, May 2023," 2023)

As tourism in Southeast Asia improves, travelers' needs and expectations are also changing. People are not just interested in regular sightseeing anymore. Many now want unique experiences, such as learning about local culture, relaxing in peaceful

places, or going on exciting adventures. This change has increased the demand for personalized travel. Travelers are also more interested in local and less crowded places, where they can feel a more real connection to the place. But many tourists still face problems, like not knowing where to go or how to plan everything on their own. This creates new opportunities for travel agencies that offer customized services. These businesses help connect tourists with local culture by offering private guides, local transportation, and travel plans that match each person's needs and preferences.

Today, many Indonesian tourists are looking for more than just popular tourist spots. They want trips that match their culture, religious values, and make their experience smooth and easy. They often look for family-friendly activities, halal food, and easy communication. Thailand is a popular destination for Indonesians because it is affordable, easy to reach, and has great food and shopping. But there are still some challenges. Many Indonesian travelers struggle with the language, get confused about transportation, and don't know about hidden or less popular places. Because of this, many of them want services that are personal and easy to use. This could be an opportunity for business owner to recognize the gap and find solutions for it.

1.2 Research Topic: Jalan Jalan Thailand

Jalan Jalan Thailand (JJT) is a travel agency based in Thailand and owned by Indonesians. It was founded in July 2022, with a name that means "traveling" in Indonesian, reflecting its goal to serve Indonesian tourists. JJT is the first agency to focus on offering personalized travel services for Indonesians visiting Thailand. It was created to fill a gap in the tourism market by giving Indonesian travelers a chance to explore Thailand in a way that feels familiar, comfortable, and meaningful. Even though Indonesians make up a smaller portion of Thailand's tourist numbers compared to Chinese tourists, Thailand is still one of the top travel destinations for Indonesians, alongside Malaysia, Saudi Arabia, and Singapore. JJT's mission is to make every trip smooth, fun, and unforgettable by providing high-quality service and real local

experiences. The agency helps Indonesians discover parts of Thailand they may have never seen before, from cultural sites and historic landmarks to lesser-known destinations. By offering these unique and personal experiences, JJT hopes to become more than just a travel service, but also a connection between Indonesian tourists and Thai culture.

Currently, Jalan Jalan Thailand (JJT) focuses on corporate clients and family or group travelers. Customer acquisition is driven mainly by personal connections and word-of-mouth (WoM), reflecting the trust-based nature of Indonesian consumer behavior. Rather than relying on digital advertising, JJT's growth has so far depended on interpersonal networks and direct referrals, especially within close-knit communities.

To meet different travel needs, JJT provides two main types of services: Single Services and Integrated Services. Single Services include options such as transportation (city cars, vans, VIP vans, Alphards, and buses in different sizes), tour guides who speak Indonesian and English, and travel arrangements like hotel booking, planning support, and special prices at JJT's partner accommodations. These services allow travelers to choose only what they need. On the other hand, Integrated Services are for customers who prefer everything to be planned for them. These include Tour Packages, which are pre-arranged trips with fixed schedules and budgets, and Personalized Tours, which are fully flexible based on the traveler's own budget and interests. These options make JJT a great choice for a variety of travelers, from families to company groups, offering both convenience and local insight.

Even though the number of Indonesian tourists visiting Thailand is still small compared to Chinese tourists, Thailand remains one of the top destinations for Indonesians, alongside Malaysia, Saudi Arabia, and Singapore (Jakarta Globe, 2024). Despite the large number of Indonesian tourists visiting Thailand, Jalan Jalan Thailand still faces a low frequency of bookings. As a result, income remains unstable and growth is limited. At the same time, smaller competitors have started entering the same market. While they are not yet as established as JJT, their presence is growing and could

become a threat if the situation is not addressed. This research is important to understand how Jalan Jalan Thailand can overcome these challenges, attract a wider range of customers, and strengthen its position in a competitive market.

1.3 Research Problems

According to recent market observations, Jalan Jalan Thailand faces challenges that impact its growth and stability in the competitive tourism sector. The company experiences unstable income and limited business growth, which restricts its ability to expand and strengthen its market position. At the same time, emerging competitors are entering the customized travel market, intensifying competition and posing a growing threat to Jalan Jalan Thailand's customer base. The main problems identified in this context include:

1. The increasing number of new competitors offering similar travel services, which intensifies market competition and threatens Jalan Jalan Thailand's market share.

2. Lower income streams that limit sustainable business growth.

These problems highlight the urgency to explore effective strategies that can stabilize revenue, support growth, and maintain a competitive edge. Understanding these challenges is essential to guide efforts in improving business performance and securing a stronger position in the evolving tourism market.

1.4 Research Questions

Indonesia is one of the main countries in Southeast Asia that sends many tourists to Thailand. Even though more Indonesian tourists visit Thailand every year, not many of them use travel services owned by Indonesians, like Jalan Jalan Thailand. At the same time, more companies are joining the market. Many of them offer similar services. This makes the competition stronger. Because of this, it is important to find out what problems Jalan Jalan Thailand faces in getting more Indonesian tourists to use their service. This study focuses on two main questions:

1.	How to increase the brand awareness of Jalan Jalan Thailand utilizing digital marketing strategies?

2.	How does brand awareness affect the revenue of Jalan Jalan Thailand?

These problems are connected. They show that it is important to understand how Indonesian tourists behave, how well digital marketing works to reach them, and what makes Jalan Jalan Thailand different from other travel services.

1.5 Research Objectives

This study aims to explore and understand how Jalan Jalan Thailand (JJT), a travel agency based in Bangkok, can attract more Indonesian tourists. Even though more Indonesians are visiting Thailand each year, not many of them are using JJT's services. This shows that there is room for the company to grow in this market. With more travel companies entering the industry and customer preferences constantly changing, it is important for JJT to learn more about what Indonesian tourists want and how to connect with them more effectively. This research will focus on the following objectives:

1. To explore effective strategies for increasing the brand awareness of Jalan Jalan Thailand.

2. To explore the relationship between increased brand awareness and the revenue of Jalan Jalan Thailand.

These research objectives are closely linked to the research questions. The first question looks at how digital marketing can help JJT become more well-known among Indonesian tourists. This connects to the first objective, which is to find the best ways to grow JJT's brand awareness. The second question asks how better brand awareness might lead to more sales. This supports the second objective, which is to understand if being more recognized can help the company get more sales. By

answering these questions, the study can give useful insights that help JJT grow in a competitive market.

1.6 Limitations

This study hopes to give helpful ideas for improving Jalan Jalan Thailand's marketing strategies and understanding what Indonesian tourists are looking for. However, there are a few limits that may affect how deep or wide the findings can go. It is important to mention these limits so readers know what to expect from the results and understand how far they can be applied. The main limitations of this research are:

1. Limited Access to Internal Business Data

Since some business information is private, the study may not be able to look at JJT's full financial records, long-term plans, or customer return rates. This could make it harder to analyze how the company performs in terms of profit and business efficiency.

2. Sample Size and Customer Feedback

The research may use a small number of survey responses. Because of this, the findings might not fully represent all Indonesian tourists visiting Thailand.

3. Short Time Frame

As this is an independent project with a fixed deadline, there may not be enough time to study the long-term effects of the marketing strategies discussed.

4. Competitor Analysis Limitations

Although the study may mention new competitors, it may not be able to deeply study their business methods or how they grow, since not all data about them is available to the public.

5. Instagram Analytics Limitation

Instagram only allows users to view performance insights from the past 90 days. Because of this, the measurement of digital marketing performance on Instagram is limited to that period. To be fair and consistent, TikTok analytics used in this research

also follow the same 90-day time frame. This means that the analysis focuses on recent performance and may not reflect earlier results or long-term patterns.

Even with these limits, the study still aims to give useful and practical insights for Jalan Jalan Thailand. By focusing on what can be observed and measured within the available resources, the research can still highlight important trends and ideas. These findings can help guide future strategies and also serve as a starting point for more in-depth research later on, when more time or data may be available

CHAPTER 2

LITERATURE REVIEW

2.1 Brand Awareness

Visible factors like product development and promotional activities are the key to help a brand grow, but what is often forgotten is that a more basic element often plays a bigger role in long-term success. That element is brand awareness; it refers to how familiar people are with a brand and how easily they can recognize or remember it. It is an important part of marketing because it helps people notice a brand when they are thinking about buying a product or service. When a brand is easy to remember and feels familiar, people are more likely to choose it over others. According to (Keller, 2016), brand awareness can be divided into different levels, including brand recognition and brand recall. Brand recognition happens when people can identify a brand after seeing or hearing it. Brand recall is when people can name a brand without any help, just by thinking about a type of product. Both levels are important, but brand recall is usually seen as stronger because it shows that the brand is already in the customer's memory.

Brand awareness also helps build trust. When people are familiar with a brand, they tend to feel more confident about choosing it. This trust can lead to repeat purchases and long-term loyalty. Several studies, including those by Christodoulides, Jevons, and Bonhomme (Schivinski et al., 2015), suggest that strong brand awareness leads to better market performance. Brands with high awareness often get more attention, more sales, and a better image compared to less-known competitors. In addition, brand awareness supports the effectiveness of advertising. When people already know a brand, they are more likely to notice and remember ads related to it. Research by Iglesias, Singh, and Batista-Foguet found that customers are more likely to buy from a familiar brand, even if the product quality is similar to others ("The Role of Brand Experience and Affective Commitment in Determining Brand Loyalty," 2011). This

shows that being known in the market can be a powerful advantage, especially in crowded industries.

To summarize, brand awareness is a basic but important part of building a successful brand. It affects how people choose products, how much they trust a brand, and how they react to marketing efforts. Because of this, many businesses and researchers continue to focus on ways to improve brand awareness and understand how it influences customer behavior.

2.1.1 Customer-based Brand Equity (CBBE) Theory

Customer-Based Brand Equity (CBBE) theory is one of the most well-known frameworks in brand management. It was introduced by Kevin Lane Keller in 1993 and is widely used to understand how customers build relationships with brands. The main idea of this theory is that the value of a brand depends on how customers think, feel, and behave toward it (Keller, 1993). In other words, a brand becomes strong when customers have positive responses to it. This theory helps businesses know what steps to take in order to build a brand that people trust and remember.
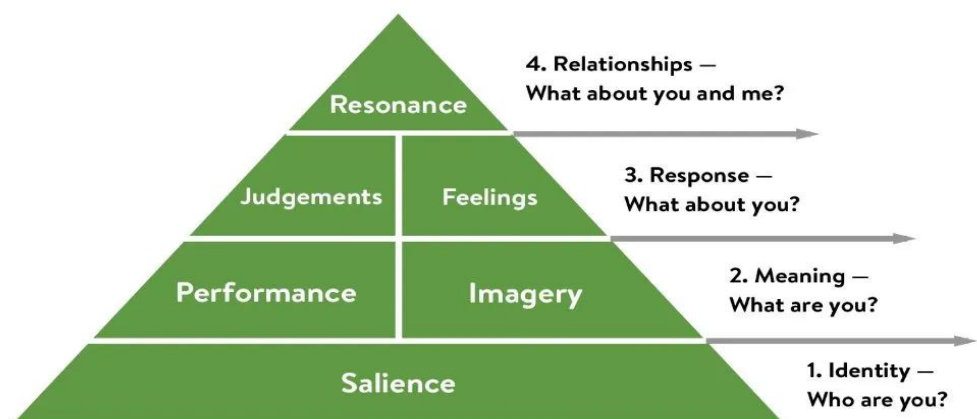
Figure 1 Keller's Brand Equity Pyramid

Medium.com (n.d.). Keller's Brand Equity Model — What It Is & How to Use It.

Retrieved June 18, 2025, from https://medium.com/@keatonhawker/kellers-brand-equity-model-what-it-is-how-to-use-it-84e42d562299

The CBBE model is often explained using a pyramid that includes four levels. Each level represents a different stage in how customers connect with a brand. These levels are brand identity, brand meaning, brand response, and brand relationships. At the base of the pyramid is brand identity, which focuses on brand awareness. At this stage, the main goal is to make sure that customers can recognize or recall the brand. If people do not know a brand exists, they will not consider it when making choices. The second level is brand meaning, which looks at how customers understand the brand. This is built through brand performance and brand imagery. Brand performance refers to how well the product or service meets customer needs, while brand imagery includes the emotions or images that people associate with the brand. At this stage, it is important for customers to see the brand as both useful and meaningful.

The third level is brand response, which is how customers react to the brand. This includes their judgments and feelings. Judgments are based on things like quality, credibility, and how well the brand matches personal values. Feelings refer to the emotional responses the brand creates, such as trust, excitement, or pride. Strong brands often create both positive judgments and positive feelings. The top of the pyramid is brand relationships, which is about building a deep connection between the customer and the brand. When customers feel loyal, connected, and attached to a brand, they are more likely to stick with it over time. This level shows true brand equity because it leads to long-term support and advocacy. Customers at this stage often recommend the brand to others and may even see it as part of their identity.

The CBBE model also highlights the importance of building a brand step by step. Each level supports the next, so a strong foundation of awareness and meaning is

needed before customers can have strong responses and relationships. This model suggests that brands should use clear strategies at each stage, such as increasing visibility through consistent messaging, improving product quality, and creating emotional connections with customers. These strategies are important because they help shape how people think and feel about the brand, which directly influences their buying decisions and loyalty. Recent studies by have shown that brands with higher customer-based brand equity have better performance in customer loyalty, market share, and overall brand strength (*Top 53 Journal of Brand Management Papers Published in 2011*, n.d.).

2.2 Brand Identity

Brand identity is the way a company presents itself to the public. It is one of the key elements in building a brand. Recent research by Beverland and Farrelly (2019) builds on earlier concepts by explaining brand identity as a unique set of brand associations that a company actively manages to create meaning and value ("(PDF) The Quest for Authenticity in Consumption," n.d.). These associations represent what the brand stands for and imply a promise to customers. The identity is shaped by visual elements like logos, colors, and typography, as well as deeper meanings like values, personality, and mission. Beverland and Farrelly emphasize that a clear brand identity helps a company differentiate itself and create long-term value.
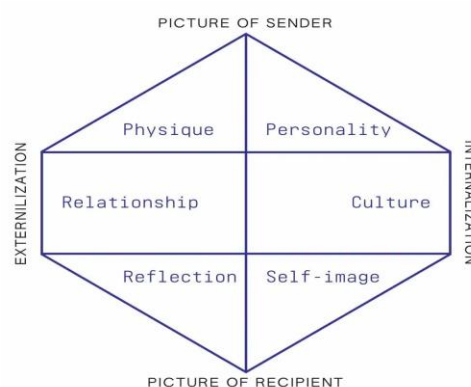
Figure 2 Kapferer's Brand Identity Prism

howbrandsarebuilt.com (n.d.). The Brand Identity Prism and how it works. Retrieved June 21, 2025, from https://howbrandsarebuilt.com/the-brand-identity-prism-and-how-it-works/

Kapferer's Brand Identity Prism concept has also been revisited and expanded in recent literature (Azoulay & Kapferer, 2003). The prism includes six key parts: physique, personality, culture, relationship, reflection, and self-image. Physique refers to the physical or visual features of the brand, such as the logo, packaging, or design style. Personality reflects the tone and style the brand uses in communication, like being fun, serious, or professional. Culture refers to the brand's values and principles, which often come from the organization's roots or country of origin. Relationship represents how the brand interacts with customers and the emotional connection it builds. Reflection is about how the brand sees its target audience, while self-image is how customers see themselves when they use the brand. According to Kapferer, these parts must work together to form a strong and consistent identity. If the brand's image is not consistent with its identity, customers may become confused or lose trust in the brand.

The importance of consistency in brand identity has been reinforced by recent studies emphasizing global-local brand strategies. For example, Urde, Baumgarth, and Merrilees discuss how brands keep their core identity stable while adapting elements like tone, language, or visual style to fit different markets (Urde et al., 2013). This balance between consistency and flexibility helps brands remain relevant and respected across different customer segments. Inconsistent branding, on the other hand, can lead to confusion and reduce trust among consumers.

This idea becomes even more important in today's digital environment, where customers meet brands across many different platforms like websites, apps, and social media. Each of these platforms requires a slightly different way of communication, but the core message must remain the same. Wheeler further suggested that a clear

and well-defined identity not only helps customers understand the brand, but also helps employees stay aligned with the brand's purpose(*Wheeler, A. (2009). Designing Brand Identity An Essential Guide for the Whole Branding Team. New York John Wiley & Sons Inc. - References - Scientific Research Publishing*, n.d.). When internal teams have a shared understanding of what the brand stands for, it becomes easier to deliver consistent experiences to customers.

2.2.1 Brand Identity of Jalan Jalan Thailand

Jalan Jalan Thailand (JJT) was created to serve the unique needs of Indonesian travelers visiting Thailand. Its brand identity is built around comfort, familiarity, and trust. The name "Jalan Jalan Thailand" is easy to remember and feels friendly to Indonesian people. It uses casual Indonesian language, which immediately creates a sense of connection. This shows that JJT is not just a travel company, but one that truly understands its audience. The brand is positioned as the first Indonesian-owned travel agency in Thailand that offers fully personalized services. It helps travelers who want more than just a standard tour. JJT's identity is about making travel feel easy, smooth, and meaningful. It provides services that match Indonesian preferences, such as halal food, Indonesian-speaking guides, and comfortable transportation. These features make the travel experience feel personal and stress-free.

The vision of Jalan Jalan Thailand is to become the go-to travel agency for personalized trips from Indonesia to Thailand. This means JJT wants to be the first brand that comes to mind when Indonesian travelers think about visiting Thailand. The company focuses on giving travel experiences that match each customer's personal style, needs, and interests. Whether the trip is for a family, a group of friends, or a company, JJT wants each journey to feel special and made just for them. To support this vision, JJT follows a simple mission: to provide amazing travel experiences with top-quality service, making every trip smooth, fun, and unforgettable. JJT helps travelers from the beginning of the planning process until the end of their journey. The team offers helpful support, speaks the same language as the customers, and shares local

knowledge to make the trip easier and more enjoyable. The goal is to make travelers feel relaxed, confident, and happy during their time in Thailand. JJT's mission also shows the company's friendly personality. It is not only about providing a service but also about building a connection with the customer. JJT wants travelers to feel welcome, well taken care of, and excited to come back again. Through this mission, JJT hopes to create long-lasting memories and help Indonesian tourists explore Thailand in a personal and meaningful way.
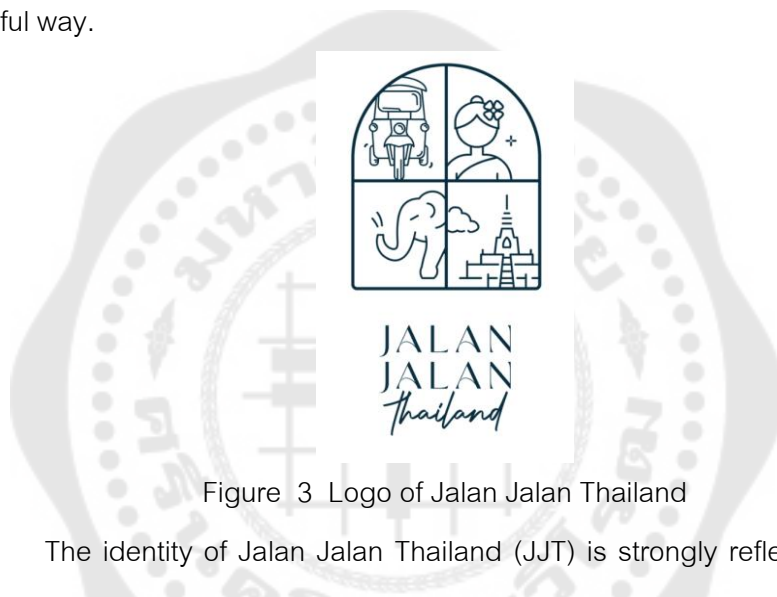
Figure 3 Logo of Jalan Jalan Thailand

The identity of Jalan Jalan Thailand (JJT) is strongly reflected in its brand visualization, especially through its logo. The logo is designed in the shape of an arch divided into four parts, resembling a window. This window represents the idea that when you look outside, there is a whole world waiting to be explored. Each section of the logo highlights a unique part of Thai culture. The top left shows a tuk tuk, which represents the local street life and transportation experience in Thailand. The top right features a Thai woman, symbolizing Thai hospitality, traditional values, and cultural warmth. The bottom left displays an elephant, a national symbol of Thailand that reflects nature, adventure, and wildlife. The bottom right shows a temple, representing Thailand's spiritual roots and iconic architecture. Altogether, the logo sends a clear message that JJT opens a window for Indonesian travelers to experience and explore the real and diverse beauty of Thailand.

Figure 4 Jalan Jalan Thailand Logo Variation and Color Palette

The colorways of Jalan Jalan Thailand logo also played a part in the brand identity. There are two versions of the logo that can be used depending on where it is placed. Both versions use the same brand colors: deep navy blue and warm yellow. The deep navy blue stands for trust, reliability, and professionalism, which reflects how JJT wants to be seen as a dependable and serious travel agency. The warm yellow brings a sense of joy, energy, and optimism. It also gives a friendly and welcoming feel, which matches JJT's personality as a brand that is easy to talk to and always ready to help. Yellow makes the brand feel more approachable, cheerful, and full of positive energy. These colors not only make the logo look clean and bright but also help people easily recognize and connect with the brand. The typography also supports this identity. The words "Jalan Jalan" are written in an elegant serif font, giving a sense of a high-quality and well-organized service. On the other hand, the word "Thailand" is written in a handwritten script font, which feels personal and warm to symbolize the customizable service of Jalan Jalan Thailand. This mix of fonts shows that JJT offers professional services while staying friendly and approachable.

Together, all these elements such as the logo symbols, color palette, and typography work as a complete visual system that helps express Jalan Jalan Thailand's brand, which is a travel agency that is not only reliable and professional but also warm, personal, and deeply connected to both Thai culture and the needs of Indonesian travelers.

2.3 The Travel Industry in Southeast Asia

Southeast Asia has become one of the most popular and fastest-growing tourism regions in the world. This growth is supported by several key factors. The region offers a rich mix of cultures, beautiful natural scenery, lively cities, and affordable travel costs. These features appeal to many types of travelers, including backpackers, families, and luxury tourists. Visitors come to experience local traditions, taste unique food, relax on beaches, and visit historical sites. According to the World Travel & Tourism Council, tourism in Southeast Asia is not only growing quickly but also plays an important role in the economy. Globally, the tourism industry supports over 319 million jobs and contributes more than 10% to the world's total GDP. In Southeast Asia, tourism helps local businesses grow, provides jobs, and brings in foreign income. This highlights tourism's value not only to individual countries but also to the region's overall development and cooperation.
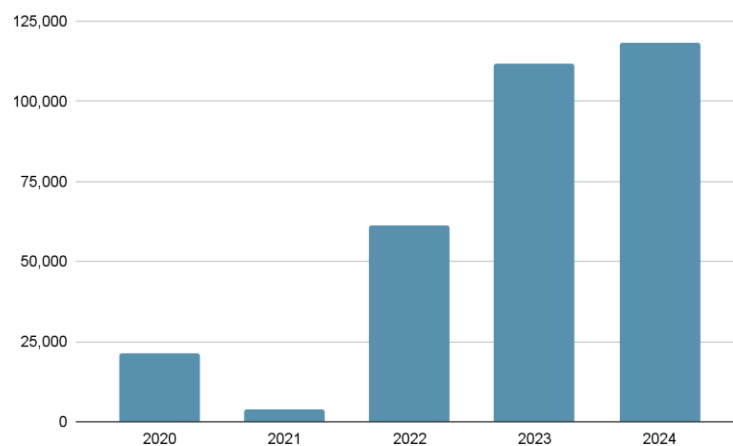

Figure 5 Indonesian Travelers visit Thailand

Statistics Indonesia. (n.d.). Tourist visits abroad by month. Retrieved May 26, 2025, from https://www.bps.go.id/en/statistics-table/2/MTQ3MCMy/tourist-visits-abroad-by-month.html

Among the countries in Southeast Asia, Thailand stands out as one of the top tourist destinations. It regularly appears at the top of global tourism rankings

because it offers a wide range of travel experiences. Tourists can explore busy cities like Bangkok and Chiang Mai, enjoy relaxing beaches in places like Phuket and Krabi, or visit cultural sites such as temples and historical parks (Gössling, 2025). Thailand's success in tourism is also supported by strong infrastructure, tourist-friendly visa rules, and a high-quality hospitality industry. The country is known for good service, modern transportation, and ease of travel. These factors help make visits enjoyable and smooth for both first-time and returning tourists. In addition, Thailand attracts many travelers from nearby countries, making it a central travel hub in the region.

Overall, tourism in Southeast Asia continues to grow and evolve. Thailand's strong position is built on its variety of attractions, reliable services, and government support. As countries across the region work together to promote sustainable tourism, including better planning, safety improvements, and environmental care, Southeast Asia is expected to stay competitive in the global tourism market.

2.4 Digital Marketing Strategies for Tourism

Digital marketing has become a crucial part of the tourism industry because it changes the way travelers find information, plan their trips, and make bookings. More and more people now use the internet to search for travel ideas and services, so tourism businesses must use digital platforms to connect with these potential customers effectively. Through digital marketing, companies can reach a wider audience, build meaningful relationships, and promote their offerings in a way that fits modern travelers' habits. Common tools in this field include search engine optimization (SEO), social media marketing, email marketing, content marketing, and influencer marketing. Each of these tools plays an important role in helping tourism businesses stay visible and competitive in an increasingly crowded market (Cox et al., 2009).

SEO is especially useful because it helps tourism websites improve their ranking on search engines like Google. When a site uses well-chosen keywords, writes clear and relevant descriptions, and builds strong links from other websites, it becomes

easier for travelers to find it during their online searches. This approach is particularly effective when targeting specific traveler groups, such as families or halal tourists, who may have unique needs or interests. The success of SEO can be tracked by measuring how many visitors the website receives, the ranking of important keywords, and how many visitors complete desired actions like bookings or inquiries (Wu et al., 2023).

Influencer marketing has also grown into a powerful tool in the tourism sector. Many travelers tend to trust recommendations from social media influencers, especially when these influencers share values and interests similar to their followers. Tourism businesses that collaborate with influencers who have followers matching their target market can increase brand awareness and encourage more bookings. It is important for brands to carefully choose influencers by considering who their followers are, how engaged these followers are with the content, and how well the influencer's style fits the brand's message. The effectiveness of such campaigns can be seen in higher engagement rates, increased website traffic, and ultimately, more bookings (Lou & Yuan, 2019).

Alongside SEO and influencer marketing, peer-generated content has become a vital part of digital marketing in tourism. Peer-generated content refers to the reviews, photos, videos, and stories shared by travelers themselves on social media and review sites. This type of content is highly trusted by potential tourists because it reflects honest, real-life experiences rather than promotional messages. Many travelers rely on this authentic content when deciding on destinations, accommodations, or activities. Tourism businesses can benefit greatly by encouraging their customers to share their travel stories online, which creates a more genuine and convincing image of their services or locations. Platforms like Instagram, Facebook, and TikTok are especially effective for sharing peer-generated content because they allow users to post and engage with visual and storytelling content easily (Cox et al., 2009).

In addition to these strategies, other digital tools help tourism businesses maintain strong connections with travelers. Content marketing, such as writing

informative blog posts or helpful travel tips, provides valuable information that supports travelers' decision-making. Paid advertisements on search engines and social media allow brands to target specific audiences based on age, interests, or travel behaviors, making marketing efforts more efficient. Email marketing is useful for keeping travelers updated about promotions, news, or special offers, which helps build loyalty and encourages repeat bookings over time (Holliman & Rowley, 2014).

Overall, research shows that combining multiple digital marketing strategies leads to the best results when trying to reach today's travelers. Tourism businesses that effectively blend SEO, social media, influencer content, peer-generated content, useful articles, paid ads, and email communication create a strong online presence that helps them connect with their audience more deeply. This approach builds trust, increases brand awareness, and ultimately drives more bookings. In the highly competitive tourism industry, using a well-rounded digital marketing mix is essential for success and long-term growth (Moro et al., 2016).

2.5 Consumer Behavior in Tourism Marketing

Consumer behavior in tourism refers to how people decide, buy, experience, and review travel services and products. It includes more than just booking a trip. It also involves the reasons behind their decisions, the influence of others, and their personal or cultural preferences. In tourism marketing, understanding how travelers behave is very important. Since tourism services are based on experiences and cannot be seen or tested in advance, businesses must understand what travelers want in order to meet their expectations. According to Prayag, Cohen, and Yan, knowing what motivates travelers helps businesses target the right audience, improve customer satisfaction, and build stronger brand loyalty (Prayag et al., 2015).

Figure 6 The Five-Stage Decision-Making Model

Carrapichano, A. (n.d.). Consumer Decision-Making. Retrieved May 28, 2025, from

https://openbooks.uct.ac.za/uct/catalog/download/29/52/1580?inline=1

One common model used to explain how tourists make decisions is the Five-Stage Decision-Making Model. This model includes five steps: recognizing a need, searching for information, comparing choices, making a decision, and reflecting after the trip (Solomon, 2015). In places like Indonesia, this decision-making process is shaped by local culture. For example, travelers may feel the need for a short break or a family trip. Then they search for travel information online or ask for advice from family and friends. When choosing between options, they often consider things like whether the place is family-friendly, halal-certified, affordable, and convenient. After the trip, if they are happy with their experience, they are more likely to share it with others and return in the future. Priyatmoko and Maulana explain that in Indonesian culture, people often make travel decisions together with family and friends (Priyatmoko & Maulana, 2022).

There are many things that influence how people make travel decisions. One of the most important is culture. In a Muslim-majority country like Indonesia, many travelers want services that match their beliefs, such as halal food and places to pray (Priyatmoko & Maulana, 2022). Traveling with family is also very common. Besides culture, psychological factors like motivation and perception affect choices. Some people travel to relax, learn new things, or see something new. They also look at how safe the destination is, how good the service is, and how much they trust the brand ("(PDF) The Impact of Social Media Marketing on Purchase Intention in a Transition

Economy," 2025). Trust is very important in tourism because travelers cannot see or try the service before they buy it.

Social factors are also very powerful. Travelers are often influenced by what their friends and family say, and what they see on social media. This influence is even stronger now that people can easily share travel content online. Fatila found that many Indonesian travelers follow what people in their social circle are doing, including influencers and celebrities (Fatila et al., 2022). These recommendations help shape where they go and what they expect from the trip.

The rise of digital platforms has changed how people plan their trips. Travelers now use Instagram, TikTok, and other online tools to explore destinations and compare options. These platforms not only inspire people but also let them read real experiences from others. Indonesian consumers trust peer-generated content more than traditional advertising. Influencers, especially those who share a similar background or culture, play a big role in making places look appealing, especially to younger travelers (Fajri et al., n.d.).

Even though online content plays a big role, it is not the only thing that matters. For trips that cost more or involve large groups, people still rely on personal advice, their own past experiences, and how much they trust the service. This shows that tourism marketers need to think about both online and offline factors when trying to understand consumer behavior.

2.6 Hypotheses

Building a brand means having a brand identity that distinguishes itself from others, especially from competitors. In a fast-paced digital world, of course, the brand identity should be reflected into digital platforms clearly and consistently. This helps the brand stand out in crowded online spaces, making it easier for customers to recognize and connect with the brand. A strong digital presence with a clear identity builds trust, encourages engagement, and supports long-term relationships with the audience. As

more people use social media platforms like Instagram and TikTok to find travel information, tourism businesses need to use these channels effectively to stay visible and competitive. This research proposes the following hypothesis to examine how Jalan Jalan Thailand's digital marketing efforts influence its brand awareness.

H1: A strong brand identity built through digital marketing significantly increases brand awareness of Jalan Jalan Thailand (JJT) among Indonesian travelers.

This hypothesis reflects the importance of creating consistent and clear brand messages across digital platforms to make the brand easy to recognize and remember. It supports the objective of improving JJT's brand visibility and attracting more Indonesian tourists through focused online marketing efforts.

2.7 Research Framework

This section presents the research framework that guides this entire study. The framework provides a clear model of the variables being investigated and shows the relationship that is proposed to exist between them. It is built upon the key concepts discussed earlier in the literature review. The main purpose of this framework is to illustrate the logical connection that links a strong brand identity, when built using digital marketing, to an increase in brand awareness.

The relationship between the variables in this study is shown in the figure below.
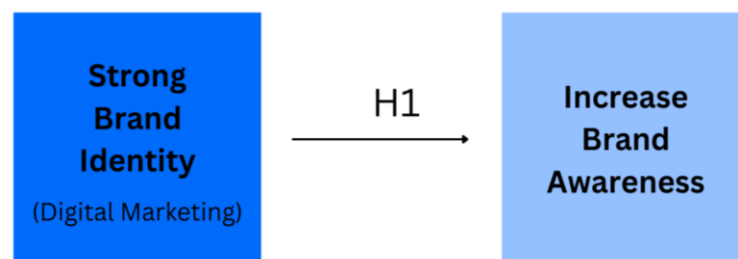

Figure 7 Research Framework

Variables

Independent Variable: Strong Brand Identity

Dependent Variable: Increase Brand Awareness

Hypotheses Summary

H1: A strong brand identity built through digital marketing significantly increases brand awareness of Jalan Jalan Thailand (JJT) among Indonesian travelers.

First, the starting point of the framework is Strong Brand Identity. This was selected as the independent variable because a brand cannot effectively communicate or be remembered if it does not first have a clear idea of what it is. A brand identity is the foundation. It is the unique set of ideas, values, and visual cues that a company wants to project (Beverland & Farrelly, 2019). For a travel brand like JJT, this identity might include its personality (e.g., adventurous, relaxing, luxurious), its visual style (e.g., logos, color choices), and its core message. Without a strong and consistent identity, any marketing efforts would be confusing and forgettable. Therefore, establishing a strong identity is the necessary first step before any awareness can be built. The framework places a specific focus on building this identity through Digital Marketing because Indonesian travelers are increasingly using social media, travel websites, and online content to plan their trips. Digital platforms are the most relevant and effective channels to reach this specific audience today.

Next, the framework identifies Increase Brand Awareness as the dependent variable. This choice is based on the fundamental goals of marketing for any new or growing brand. Brand awareness is a measure of how many people in the target audience know that a brand exists (Keller, 2016). Before a traveler can consider visiting a place, book a tour with JJT, or recommend it to a friend, they must first be aware that JJT even exists. For JJT, which aims to attract more Indonesian travelers, achieving high brand awareness is the primary and most crucial marketing objective. It is the gateway to all other potential consumer actions like interest, desire, and purchase.

Finally, the arrow in the framework represents the proposed relationship, which is the core of this research. The logic connecting a strong brand identity to increased brand awareness is direct and sequential. When JJT uses its digital marketing

channels, such as Instagram, TikTok, or its website, it is repeatedly sending out messages and visuals that reflect its brand identity. The consistency of this identity across all platforms makes the brand more professional and memorable. When Indonesian travelers see these consistent posts, videos, and ads over and over, it creates a clear memory of the brand. This repeated exposure makes it easier for them to recognize the JJT brand when they see it again, and to recall it when they are thinking about traveling to Thailand. This process of building memory through consistent communication is how a strong brand identity directly causes an increase in brand awareness (Keller, 2016). This framework is therefore designed to test this specific, logical, and highly relevant process in the context of JJT and the Indonesian travel market.
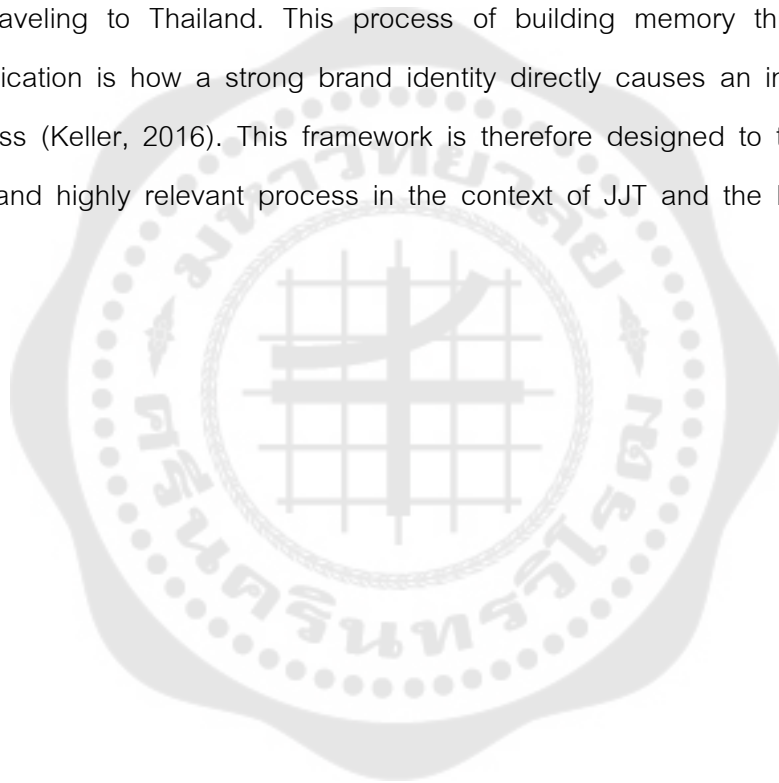
CHAPTER 3

METHODOLOGY

3.1 Research Design

This study uses a mixed-method descriptive research design with an explanatory approach. The purpose is to explore how a strong brand identity, supported by digital marketing, can increase brand awareness of Jalan Jalan Thailand (JJT) among Indonesian tourists and whether that increased awareness also leads to better sales performance. This design allows the researcher to describe actual tourist behavior and observe how brand exposure on social media may connect to customer interest and booking outcomes.

The first part of the study uses a structured online survey to collect quantitative data from Indonesian tourists. The questions focus on their travel behavior, including how often they travel, how they choose destinations, what platforms they use to plan their trips, and how they make decisions when selecting travel services. This part helps the researcher understand how Indonesian travelers interact with digital content and whether they rely on platforms like Instagram and TikTok as the main used social media in Indonesia especially for the younger generation. The results help confirm that digital media is a key channel for reaching the target audience, even though the survey does not directly measure brand awareness or identity.

The second part of the study uses observational data collected from JJT's Instagram and TikTok analytics. This data covers a three-month period during which the company actively applied its digital marketing strategies. The researcher will observe how many followers the accounts gained, how much engagement each post received, and how widely the content was shared or viewed. This information helps measure brand awareness based on real digital performance. Growth in followers, likes, comments, and video views will indicate how well the brand is being noticed by Indonesian users on these platforms.

The third part of the study involves collecting internal data from JJT to understand changes in sales during the same three-month period. The researcher will review data such as the number of bookings and types of services purchased. This internal information will be used to support the second research objective: to explore the relationship between increased brand awareness and sales performance. By comparing changes in social media awareness with booking, the study can suggest whether digital branding efforts also led to sales outcomes.

By combining data from travelers, social media analytics, and internal business performance, this study gives a more complete view of how digital strategies can influence both brand visibility and customer action. Although this design does not claim to prove direct cause and effect, it allows the researcher to observe useful patterns and draw meaningful connections between marketing efforts and results based on Jalan Jalan Thailand as the case study.

3.2 Participants and Data Set

This research targets Indonesian tourists who have experience traveling internationally or who express a strong intention to travel abroad, particularly to Thailand. These individuals are the main focus because they are directly related to the study's goal of finding effective marketing strategies and understanding traveler behavior. The target group includes people from various age groups and regions across Indonesia, such as Java, Sumatra, Borneo, Celebes, and Papua. Including such diversity is important because it reflects the wide range of cultural backgrounds and market segments in the Indonesian tourist population. This variety helps ensure the findings apply to many different types of travelers.

To collect relevant and meaningful data, the study uses a non-probability purposive sampling method. This method was chosen because it allows the researcher to select participants who have specific knowledge or experience with international travel, focusing on those who have visited or plan to visit Thailand. Purposive sampling

is commonly used in tourism research when the goal is to gather insights from people who fit certain criteria. This approach makes it easier to reach respondents who are more likely to provide informed and useful answers, especially regarding their travel habits and how they choose travel services. By focusing on this particular group, the research can better understand the behaviors and preferences that matter most for customized travel planning.

participants. It starts with basic demographics such as age, gender, and domicile, which help identify differences in travel preferences among regions and generations. Understanding these details is crucial for designing marketing messages and travel offers that suit different segments of Indonesian tourists. Beyond demographics, the survey asks about travel frequency, past visits to Thailand, length of stay, preferred accommodation types, and usual travel companions. These questions help reveal travel patterns and preferences that influence the kind of services travelers look for. Additional questions explore how participants plan their trips, what factors they consider when choosing destinations or activities, and which modes of transportation they prefer while in Thailand. The survey also examines perceptions of travel agent services, focusing on budget and customization, as well as common challenges travelers face and suggestions for improving their experience. Overall, this focused data collection supports the goal of developing effective marketing strategies for Jalan Jalan Thailand and provides a clear picture of Indonesian tourists' decision-making processes in order to develop a strategic way to increase brand awareness.

3.3 Data Analysis and Measurement

To analyze the survey data collected through Google Forms, the researcher will first use descriptive statistics to summarize the general information about the respondents. This includes the number of people in each age group, gender distribution, where they live, how often they travel, and how they usually travel to Thailand. Frequencies and percentages will be used to give a clear picture of the

common patterns among Indonesian tourists. For example, most respondents are between 18 to 24 years old and live in Java or Sulawesi. Many of them travel for leisure with family or friends, plan their own itineraries, and rely on social media to find destination ideas. Next, cross-tabulation may be used to analyze the relationship between two or more categorical variables. For example, the analysis can show whether there is a relationship between age group and the choice to use a travel agent, or between gender and preferred length of stay. Microsoft Excel is used as the main tool for this analysis, offering accessible functions such as pivot tables, filters, and conditional formulas to process and interpret large sets of categorical data efficiently. These statistical tools help identify which groups prefer certain types of services or have specific challenges. Since the survey focuses on preferences and behavior, this step is important for understanding different traveler segments in the Indonesian market.

Brand awareness will not be measured through the survey directly. Instead, the researcher will collect social media data from Jalan Jalan Thailand's Instagram and TikTok accounts. Data will be taken over a three-month period, covering the time when digital marketing strategies were actively used. Metrics such as the number of new followers, average likes and comments per post, video views, and overall engagement rates will be recorded. Trend analysis will help show whether brand awareness increased during this time. This is especially important because the survey results show that most Indonesian tourists use the internet and social media as their main source of travel information. Comparing the content performance and follower growth will help understand which posts or campaigns are more effective in increasing visibility.

To understand whether higher brand awareness leads to increased sales, the researcher will also gather internal data from Jalan Jalan Thailand. This includes the number of bookings, types of services purchased, and revenue over the same three-month period. Time series analysis will track sales trends and compare them with social media activity. Regression analysis may be used to see if there is a connection between growth on Instagram or TikTok and actual sales numbers. If social media engagement

and follower growth go up along with bookings, it would support the idea that digital marketing plays a key role in attracting more customers. Using all these methods together allows the researcher to connect tourist behavior, online brand visibility, and business performance in a complete and practical way.

3.4 Validity and Reliability

To ensure the quality and trustworthiness of the research, both validity and reliability were considered in this study. Validity refers to how well the tools and methods used in the research actually measure what they are meant to measure. To improve understanding, the questionnaire was written in Bahasa Indonesia, which helped reduce confusion and supported clearer responses. Most of the questions were close-ended, such as multiple choice and Likert-scale items, which helped guide participants and made their answers easier to compare. This structure supports the content validity of the survey because the questions clearly reflect key aspects of tourist behavior, such as travel preferences, planning methods, and destination choices.

In terms of reliability, the survey was designed with consistent and simple wording to avoid misunderstanding. The use of structured question types like multiple choice and checkboxes helped reduce the chance of different interpretations among respondents. A pilot test was not conducted before distribution, which may be seen as a limitation, but the survey questions align well with similar studies on travel behavior and follow common research formats. This helps improve the dependability of the results.

The second part of the research uses social media analytics from Instagram and TikTok to measure brand awareness. These platforms give direct and real-time data like how many followers were added, how many likes or comments a post received, and how many times a video was viewed. This type of data is valid because it comes straight from the platform and reflects real user actions. It is also reliable because it is tracked in the same way each time, making it easy to compare over a period.

In the third part, sales data from Jalan Jalan Thailand is used to explore how brand awareness might affect bookings. The number of customers, types of services purchased, and overall income are taken from company records. These figures are trustworthy because they are recorded for daily business use and updated regularly. Since they represent real transactions, they also support the validity of the research. By combining survey responses, social media performance data, and internal sales reports, this study is based on strong and consistent sources. This makes the findings more meaningful and dependable.

CHAPTER 4

RESULTS OR FINDINGS

4.1 Introduction

This chapter presents the findings of the study titled "Strengthened Brand Identity to Increase Brand Awareness: A Case Study of Jalan Jalan Thailand in the Indonesian Market." The data was collected using a structured online questionnaire. The survey targeted Indonesian tourists and aimed to understand their travel behavior and preferences. The results from this survey also support the decision to focus on Instagram and TikTok as the main marketing platforms. This is because many respondents shared that they prefer to plan their own trips and rely on the internet as their main source of travel information. These insights help the researcher better understand how to raise brand awareness among Indonesian travelers through digital channels that match their behavior. Based on these findings, the study explores the relationship between brand identity, digital marketing, and brand awareness in the following hypothesis:

H_1: A strong brand identity built through digital marketing significantly increases brand awareness of Jalan Jalan Thailand (JJT) among Indonesian travelers.

This hypothesis is based on the idea that a clear and strong brand identity, when promoted through the right digital platforms, can help the brand stand out and stay in the minds of potential customers. It also reflects the growing role of social media in shaping travel choices among Indonesian tourists.

To examine this hypothesis, the study uses two main sources of data. First, an online questionnaire was distributed to Indonesian tourists to learn more about their travel behavior, such as how they plan their trips, what platforms they use, and what influences their travel choices. This helps to confirm that digital channels like Instagram and TikTok are the main sources of travel information among the target audience. Second, brand awareness is measured through Instagram and TikTok analytics from

Jalan Jalan Thailand's official accounts. The data includes the number of followers, views, likes, and engagement rates collected over the past three months, during which the company actively used digital marketing strategies. These two sets of information help assess whether stronger digital efforts and a clearer brand presence online are linked to increased awareness among Indonesian travelers.

4.2 Survey Findings on Travel Habits and Preferences

4.2.1 Demographics Findings

This subtopic gives a detailed look at survey responses from Indonesian travelers, focusing on their preferences and habits when it comes to visiting Thailand. The main goal was to understand their background, reasons for travel, planning needs, and the challenges they face. These data results support the use of Instagram and TikTok as the main digital marketing platforms for Jalan Jalan Thailand. Those are the two platforms that are the most used among Indonesian users, especially in the younger age group.
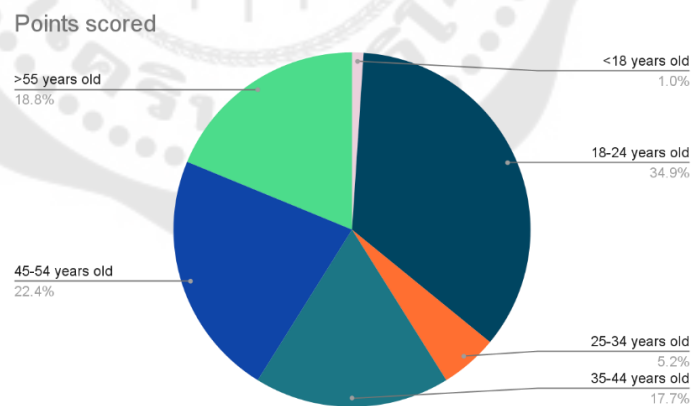

Figure 8 Respondent Age Distribution

Data derived from a survey of 192 respondents on Thailand travel conducted in [March, 2025].

The age distribution of the respondents shows that interest in traveling to Thailand comes from a wide range of age groups. The largest group was people aged 18 to 24 years, making up the biggest portion of the sample. This was followed by travelers aged 45 to 54 years and those above 55 years, who were also strongly represented. The other age groups, including those aged 25 to 34, 35 to 44, and under 18, made up the rest of the responses. The strong presence of younger participants, especially those in the 18 to 24 age group, suggests that international travel is becoming more popular among young Indonesians. This group's active use of social media and strong interest in new experiences also makes them a key target for tourism promotions.

Figure 9 Respondent Gender Distribution

Data derived from a survey of 192 respondents on Thailand travel conducted in [March, 2025].

The survey results show an uneven gender distribution, with more female respondents than male. Out of all participants, a majority identified as female, while a smaller number identified as male. This could mean that women are more likely to take part in surveys like this, or it may suggest that women often play a bigger role in planning and making travel decisions. It also points to the possibility that women are an

important target group in Indonesia's outbound tourism market, especially when it comes to travel to Thailand.
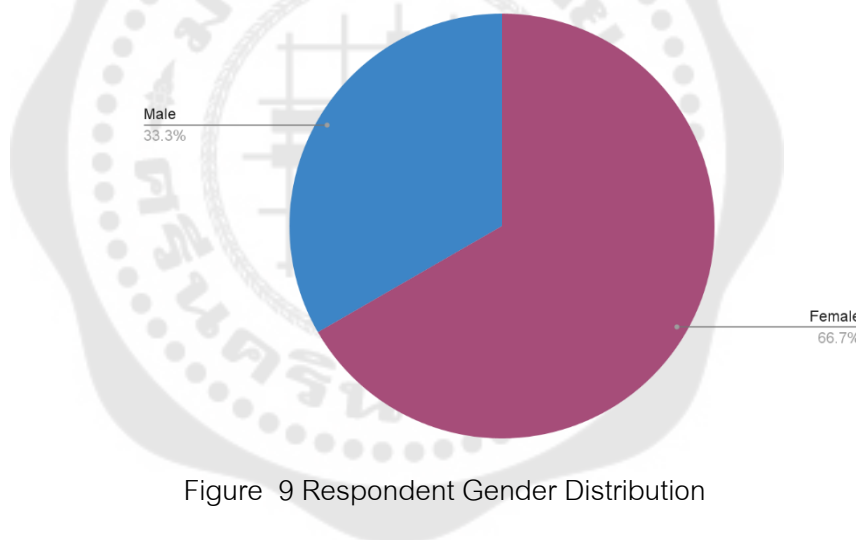

Figure 10 Respondent Domicile Distribution

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Most of the survey respondents came from specific areas of Indonesia, with the majority living in Java, the country's most populated island. Sulawesi made up the second-largest group, while other regions such as Sumatera, Bali and Nusa Tenggara, and Kalimantan had only a small number of responses. Because of this, the results mainly reflect the travel preferences and habits of people from Java and Sulawesi. These two regions may be considered important source markets for Thai tourism when targeting Indonesian travelers. At the same time, the limited responses from other areas suggest that future research and marketing activities could benefit from reaching a wider range of regions to better understand national trends and opportunities.

4.2.2 Overview of Travel Habits of Indonesian Tourists to Thailand

Looking at overall travel habits helps give a better picture of how Indonesian tourists connect with international destinations like Thailand. This section explores how often respondents travel abroad, whether they have visited Thailand or plan to, their

main reasons for traveling, how long they usually stay, and who they prefer to travel with. These insights help explain what Indonesian travelers are looking for and how they usually plan their trips.

How often do you travel abroad?

Figure 11 International Travel Habits of Respondents
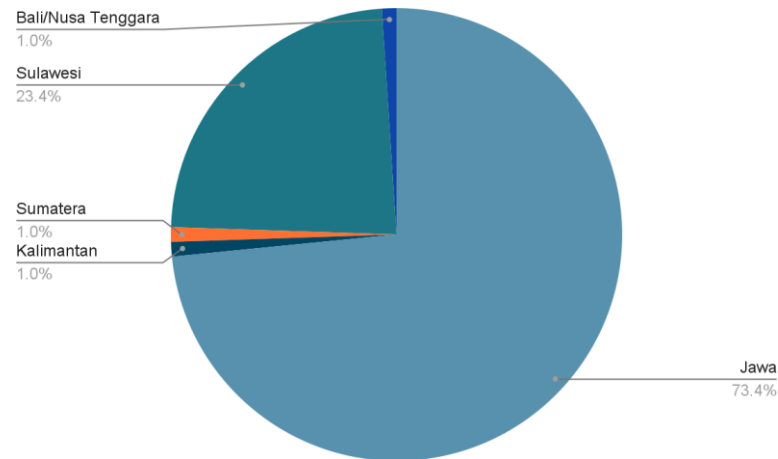
Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

The survey shows a wide range in how often respondents travel abroad. The largest group, made up of eighty-four people, said they travel internationally on an irregular basis. Another fifty-three respondents mentioned they have never been abroad. A smaller number, thirty-six people, said they travel once a year, while only nineteen reported traveling twice or more each year. These results suggest that many Indonesian travelers, at least in this sample, are either new to international travel or do not travel abroad very often. This might affect how quickly they respond to travel promotions, as those with less experience may need more guidance or reassurance before booking a trip.

Have you ever visited Thailand?
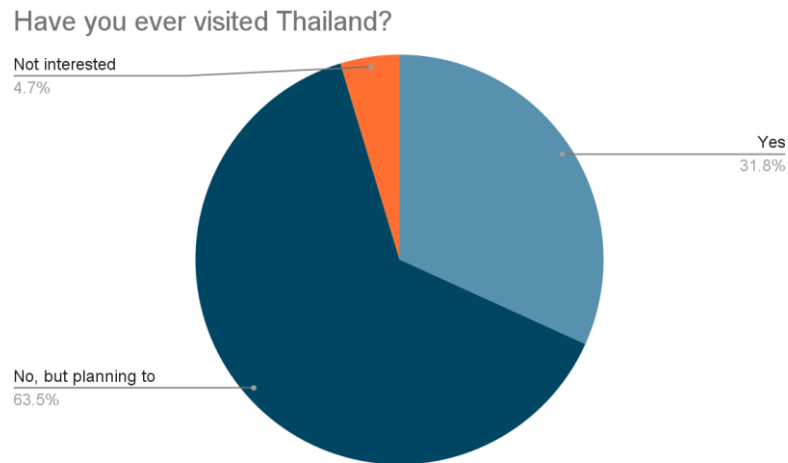
Figure 12 Respondents' Travel History

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

A key takeaway from the survey is that most respondents have not yet been to Thailand but plan to go. This group includes one hundred and ten people, which is much larger than the sixty-nine who have already visited. Only a small group of thirteen said they are not interested in visiting Thailand at all. The large number of potential first-time visitors shows strong future demand. It also highlights the need to focus on this audience, many of whom are still in the planning or decision-making stage. Marketing efforts that answer their questions, build confidence, and highlight what makes Thailand special could help turn their interest into real travel.

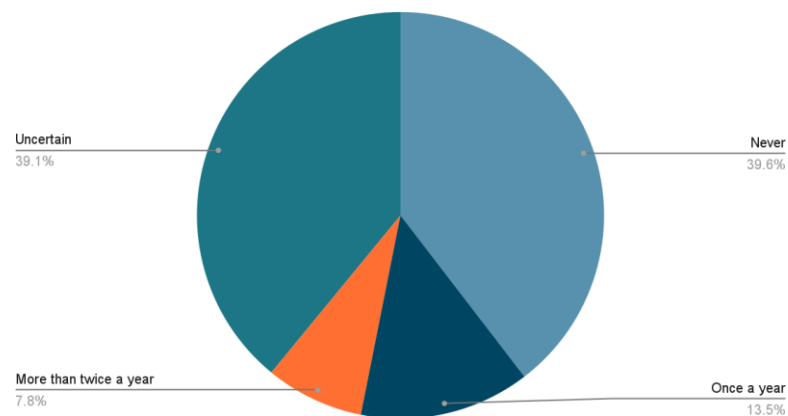What was the purpose of your trip to Thailand?

Figure 13 Reasons for Travel to Thailand Among Respondents

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Leisure is clearly the main reason Indonesians want to visit Thailand. Out of all responses, one hundred and seventy-seven people said their purpose was for a holiday. Other reasons, such as business, shopping, or post-Umrah tours, were mentioned by only a few. This suggests that most Indonesian travelers see Thailand as a place to relax, explore, and have fun. Because of this, travel campaigns should focus on promoting leisure-related activities like local food, cultural attractions, shopping experiences, and beautiful places to visit.

How long do you usually stay in Thailand / How long do you plan to stay in Thailand?

> 14 days 2.6%
8-14 days 5.7%
1-3 days 29.2%
4-7 days 62.5%

Figure 14 Length of Stay in Thailand Among Respondents

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Most respondents said they would prefer to stay in Thailand for four to seven days. This matches common vacation patterns, where travelers want enough time to explore but still keep the trip manageable. Shorter trips of one to three days were also fairly popular, while longer stays of more than a week were less common. These answers suggest that mid-length trips are the most appealing. Travel businesses can use this insight to design packages that offer a complete experience within a week, including highlights that suit a short holiday.

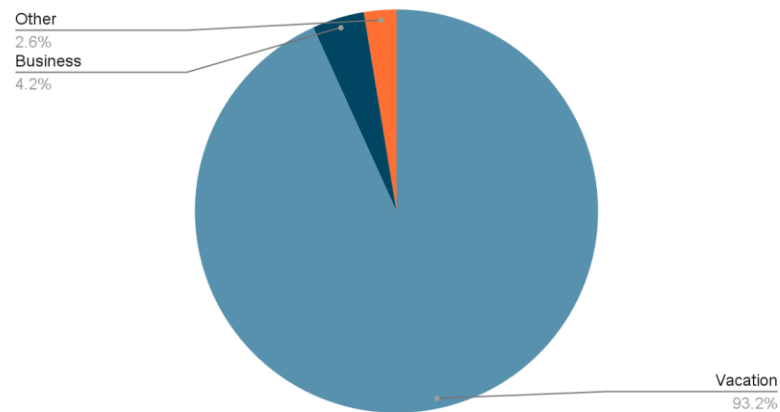Figure 15 Travel Companions for Trips to Thailand Among Respondents

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

The majority of respondents prefer traveling with others instead of going alone. Most said they would travel with family, and many also mentioned going with friends. Fewer respondents chose to travel with a partner, join a tour group, or go by themselves. This pattern shows that Indonesian tourists often enjoy group travel, where they can share the experience with people they know. Travel promotions that focus on spending time together, such as family activities or group packages, are likely to be more appealing to this audience.

4.2.3 Factors Influencing Destination Choice and Travel Logistics

This part of the report looks into the specific factors that influence how Indonesian tourists choose their destination and organize their trips to Thailand. It covers their preferences for accommodation, the kinds of activities they enjoy, how they plan their travel schedules, what motivates their choices, how they usually get around, and how they manage their travel budgets. These details offer a deeper understanding of their behavior and expectations when visiting Thailand.
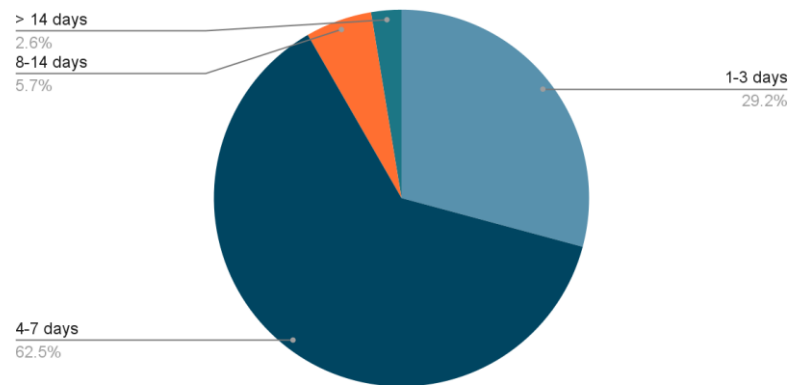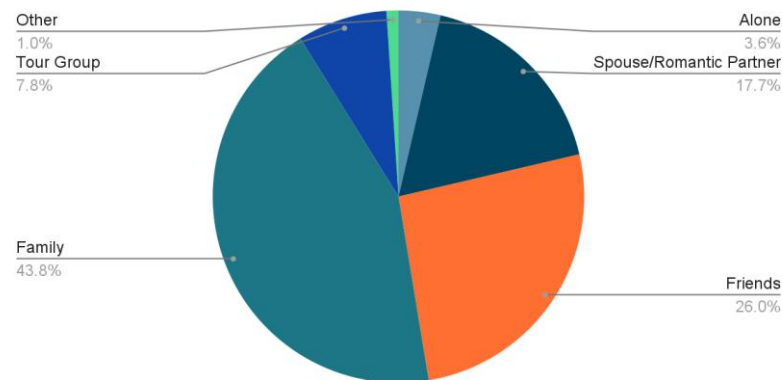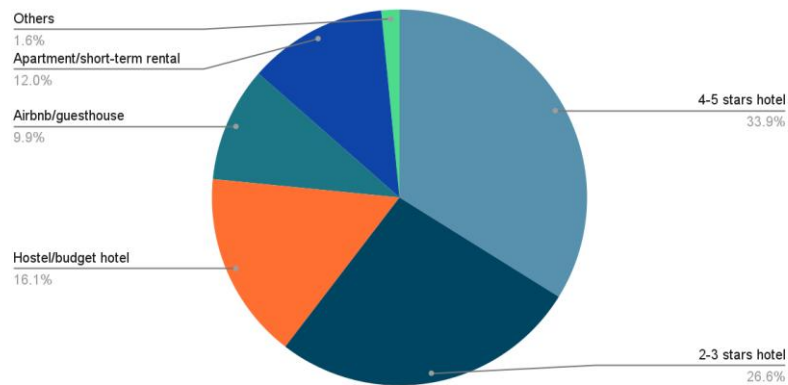
Figure 16 Accommodation Type Preferences for Trips to Thailand Among Respondents

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Indonesian travelers show a fairly even interest in different types of lodging when staying in Thailand. Most respondents preferred staying at either 2 to 3 star hotels or 4 to 5 star hotels, with both options receiving almost the same number of responses. This shows that travelers are open to a range of hotel standards, depending on their needs and budgets. Other options like Airbnb, guesthouses, and budget hostels were also quite popular, although not as widely chosen as hotels. Overall, these results suggest that Thailand offers a good variety of accommodation types that can meet different levels of comfort and spending.

Figure 17 Main Activities of Indonesian Tourists in Thailand

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

When asked about their main interests in Thailand, most Indonesian travelers said they are excited about food. Culinary tourism was the top activity by far, followed by shopping and visiting cultural sites. Nature and beach tourism were also chosen by many, though not as much as the other three. These preferences show that travelers are drawn to experiences that feel authentic and enjoyable while also being affordable. The popularity of food and shopping lines up well with the idea that Thailand is a great value destination for Indonesian tourists.

How do you usually plan your travel itinerary?

Joining a tour group
15.1%

Using a travel agent's
16.7%

Following a friend'
23.4%

Self-planning
44.8%

Figure 18 Itinerary Planning Methods Used by Indonesian Tourists

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Most respondents said they prefer to plan their trips on their own. A large number also mentioned that they like to follow plans made by friends or family. Very few people said they use travel agents or join tour groups. This shows that many Indonesian travelers value flexibility and want to explore at their own pace. They may also rely on personal recommendations from people they trust. For tourism providers, this means there is a good opportunity to offer clear, easy-to-use information and digital tools to help travelers create their own plans.

What is the most important factor when you choose a destination or activity in Thailand?
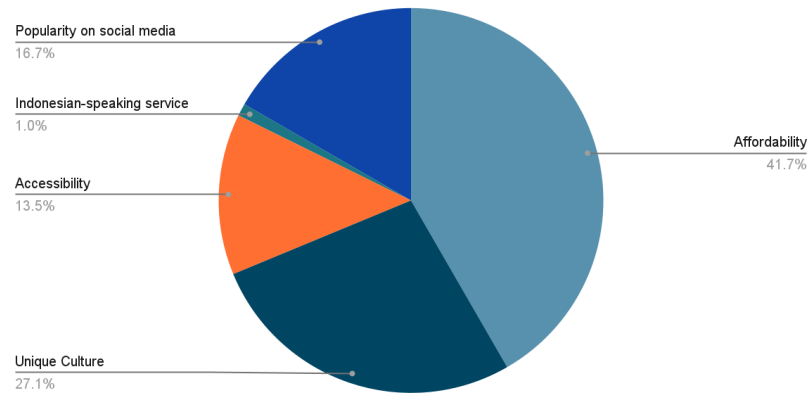
Figure 19 Key Factors Influencing Destination/Activity Choices in Thailand Among Respondents

Data derived from a survey of 192 respondents on Thailand travel conducted in [March, 2025].

The two most important things Indonesian tourists look for when choosing a destination or activity are affordable prices and cultural uniqueness. These were followed by social media popularity, though to a much smaller degree. Many travelers are motivated by good value for money, and they also want to see something different from their usual surroundings. Since food, shopping, and culture are already strong points for Thailand, promoting these features in a way that highlights both affordability and local charm could be a good strategy.

What is your main mode of transportation when traveling in Thailand?

Tour Group 28.6%

Car Rent 14.6%

Public Transportation 35.4%

Taxi/Online Taxi 21.4%
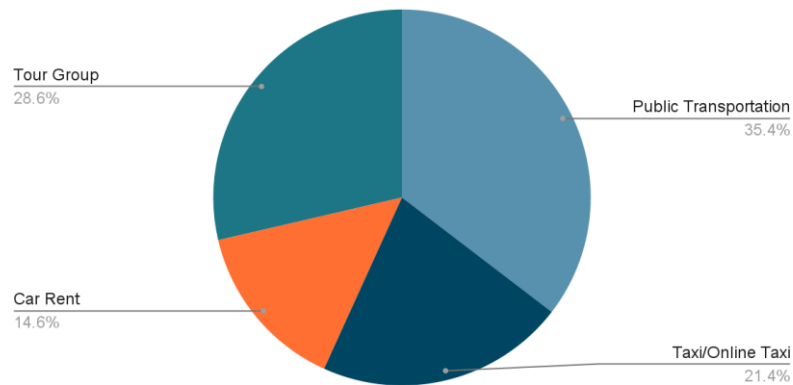
Figure 20 Primary Mode of Transportation Used in Thailand by Indonesian Tourists
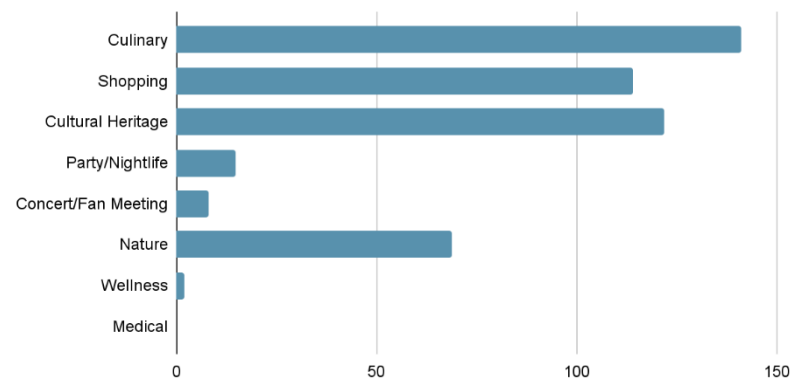
Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Once in Thailand, most tourists prefer to get around using public transport such as buses, the BTS, or the MRT. A large number also rely on ride-hailing services like Grab and taxis. This shows that visitors value transportation that is easy to access and convenient. For tourism services, making sure that visitors know how to navigate these systems can help improve their experience and make moving around more comfortable.

What is your average budget for a holiday in Thailand?
(Excluding airfare)

> IDR 10.000.000
16.7%

<IDR 3.000.000
5.2%

IDR 3.000.000 - IDR 6.000.000
41.7%

IDR 6.000.000 - IDR
36.5%

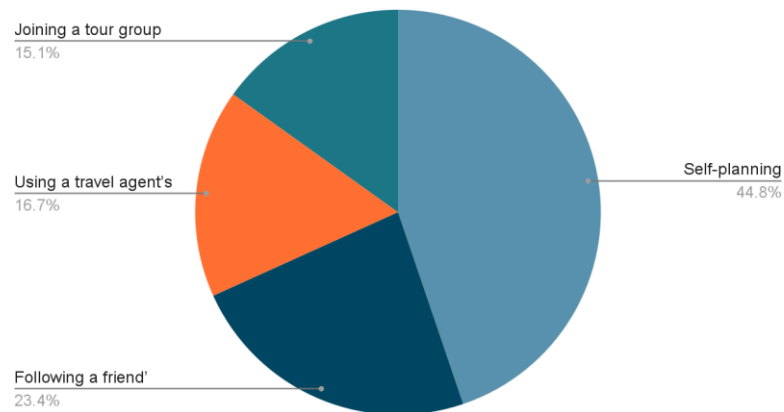Figure 21 Average Holiday Budget in Thailand for Indonesian Tourists

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

When asked about their spending, most respondents said they plan to spend between 3 to 10 million rupiah on their trip, not including airfare. The largest group chose the 3 to 6 million range, followed closely by those selecting 6 to 10 million. These numbers, along with the mix of hotel preferences, suggest that Thailand attracts both budget-conscious travelers and those who are willing to spend more. This shows that Thailand is seen as a flexible destination where people can adjust their spending based on what they want to experience.

4.2.4 Use of Travel Agent Services and Common Travel Barriers

Beyond general travel behavior, the survey also looked at how Indonesian tourists view travel agent services and what challenges they often face when visiting Thailand. This section provides a closer look at those two areas, along with suggestions that respondents shared for improving the overall travel experience.

How important is it for you to have a travel agent that can adjust to your budget?
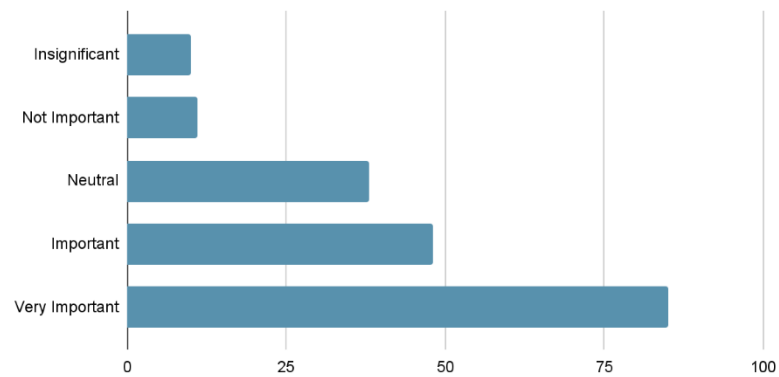
Figure 22 Importance of Customizable Travel Agent

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Many respondents showed a strong interest in using travel agents that offer budget-friendly and flexible services. A large number rated this kind of service as either very important or important. This shows that travelers are not just looking for convenience but also want help planning trips that match what they can afford. The interest in budget-friendly planning suggests a real opportunity for travel agencies to offer personalized support that fits a range of financial needs.

If you have used a travel agent service to Thailand, how was your experience?

Highly Dissatisfied 0.5%
Neutral 21.9%
Never used 52.1%
Satisfied 16.7%
Highly Satisfied 8.3%
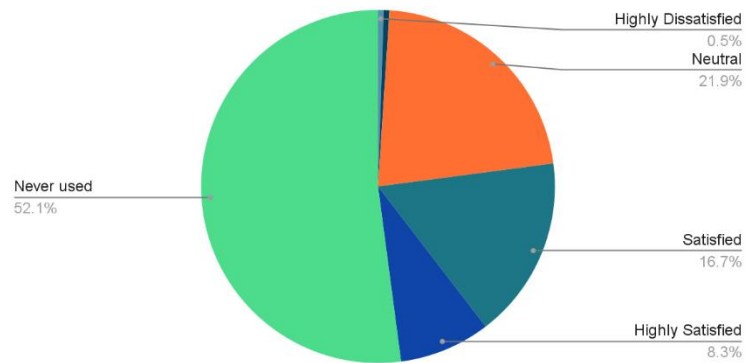
Figure 23 Travel Agent Service Experience by Indonesian Tourists

Data derived from a survey of 192 respondents on Thailand travel conducted in [March, 2025].

Although many respondents said these services are important, most have never actually used a travel agent when visiting Thailand. Among those who had tried one, the experiences were mostly positive. Some found the service moderately satisfying, while others described it as very satisfying. A small number mentioned having less positive experiences. The gap between how much people value travel agent support and how few have used it suggests that many travelers may be unaware of available services or do not yet feel the need. This could be an area for travel agencies to improve visibility and show how they can meet specific needs, especially when it comes to planning trips within a certain budget.

What was the biggest challenge you've faced when traveling in Thailand?

No significant challenge
39.1%

Language-barrier
47.4%

Unexpected prices
5.2%

Weather
5.7%

Transportation
2.6%
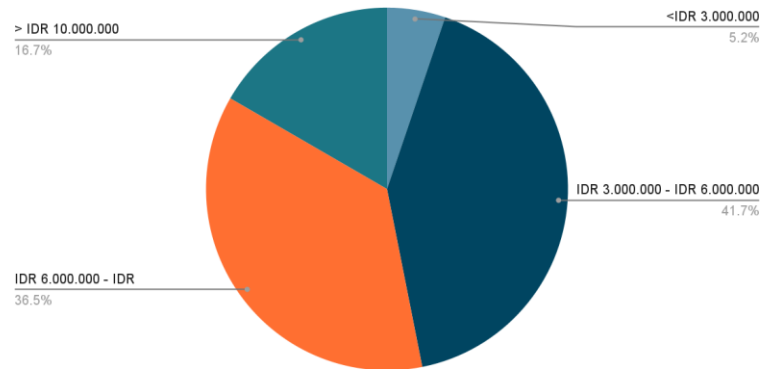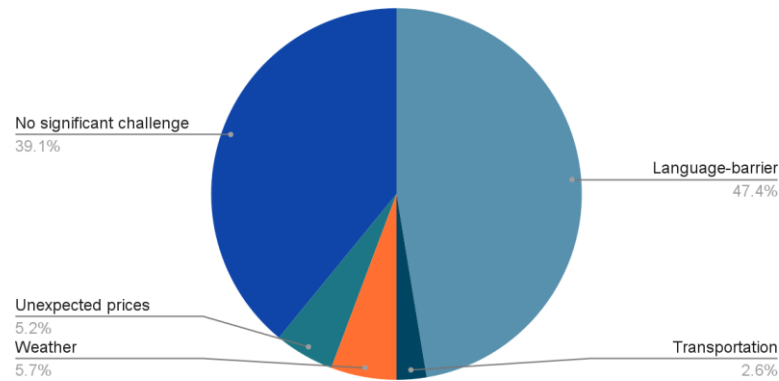
Figure 24 Travel Challenges in Thailand by Indonesian Tourists

Data derived from a survey of 192 respondents on Thailand travel conducted in

[March, 2025].

Language and communication stood out as the most common challenge Indonesian travelers face in Thailand. Many respondents shared that it was difficult to communicate with locals or understand signs and information. At the same time, a large group also said they did not face any major problems during their visit. Other issues mentioned included weather and prices that did not match expectations, though these were brought up less often. The fact that language came up most frequently shows that this is an important area to improve, especially for travelers who want more independence or who are visiting for the first time.

Respondents also offered several suggestions to make traveling in Thailand more comfortable for Indonesian visitors. One of the most common ideas was better language support. This could include easier access to translators or more use of English in public spaces and tourism services. Many also asked for more halal food options, which is important for Muslim travelers. Other ideas included keeping prices affordable, improving public safety, making transportation easier to use, and encouraging friendly service from locals. These suggestions are closely tied to the main challenges people

reported, and they offer clear, practical steps that could help improve the travel experience and attract more repeat visitors from Indonesia.

4.3 Cross-Tabulation Analysis of Survey Responses

This section presents a closer look at patterns found through cross-tabulations between selected survey variables. The aim is to identify possible connections between different factors, such as age, travel habits, preferences, and perceptions. By comparing the frequency of responses across categories, we can observe trends that may suggest a relationship between variables. Although no formal statistical tests are used here, the interpretation is based on noticeable differences in proportions and how frequently certain answers appear together. These patterns do not prove a direct link or cause and effect, but they offer useful clues about how different groups of travelers behave or make decisions. This kind of analysis is helpful for spotting potential target segments and for guiding further research or strategy development based on how certain characteristics align with specific travel attitudes or choices.

4.3.1 Relation between Visitation Status and Age Group

Table 1 Cross Tabulation between Age and Visitation

Age	No, but planning to	Yes	Not interested
<18 years old	2	0	0
18-24 years old	56	4	7
25-34 years old	6	4	0
35-44 years old	23	11	0
45-54 years old	19	23	1
>55 years old	16	19	1
Total	132	61	9

The cross tabulation between age and visitation status reveals a clear pattern in how different age groups engage with travel to Thailand. Respondents in the older age brackets, particularly those aged 45 and above, show a higher likelihood of having already visited the country. For instance, among respondents over the age of 55, 19 out of 36, which is more than half, reported previous visits. Similarly, for the 45-54 years old group, 23 out of 43 have visited Thailand. This suggests that older individuals may have had more opportunities, resources, or motivations to travel internationally, making them part of Thailand's more experienced tourist base.

In contrast, the data strongly points to a different trend among younger respondents. The largest segment of the sample, those aged eighteen to twenty-four years, predominantly falls into the category of those who have not yet visited Thailand but plan to. Specifically, fifty six out of sixty seven respondents in this group indicated future travel intentions. This overwhelming interest from younger travelers positions them as the most promising segment for growth in Thai tourism. They represent a large untapped market that is already aware of Thailand and is considering it as a destination, even if they have not yet taken the first step.

These findings highlight the importance of age as a key factor in travel behavior and have direct implications for tourism marketing. For older travelers, promotional strategies may be more effective when focused on comfort, familiarity, convenience, and perhaps revisiting favorite locations. These travelers are already familiar with the destination and may be looking for upgraded or easier experiences. On the other hand, younger travelers are likely to be influenced by social media content, peer recommendations, and new or adventurous experiences that are culturally immersive and visually engaging.

Since a large portion of the younger group is in the early stage of the travel decision process, they are especially open to inspiration and persuasion. This group is primed for conversion, and marketers should consider strategies that highlight affordability, authenticity, and the kind of unique local experiences that align with their

values and lifestyles. Content that speaks to exploration, creativity, and personal storytelling may resonate more with this audience. In short, this age-based distribution calls for tailored messaging, with different approaches for current visitors and those who are still planning their first trip. Understanding these distinctions can help tourism stakeholders design more effective outreach efforts for both new and returning travelers.

4.3.2 Relation between Visitation Status and Primary Activities

Table 2 Cross Tabulation between Visitation Status and Preferred Activities

Primary Activities	No, but planning to	Yes	Not interested	Total
Culinary	88	45	8	141
Shopping	62	45	7	114
Culinary Heritage	74	44	4	122
Nature	52	15	2	69
Party/Nightlife	11	4	0	15
Concert/Fan Meeting	4	2	2	8
Wellness	0	2	0	2
Medical	0	0	0	0

An in depth look at the relationship between visitation status and preferred activities reveals a clear pattern in what Indonesian travelers find appealing. Regardless of whether they have already visited Thailand, plan to visit in the future, or are currently uninterested, certain types of experiences remain consistently popular. Among these, culinary tourism emerges as the most favored activity overall, with 88 respondents in the "No, but planning to" category, 45 in "Yes," and 8 in "Not Interested," totaling 141 mentions. It is closely followed by shopping, with 62, 45, and 7 mentions respectively, totaling 114, and visits to cultural heritage sites, with 74, 44, and 4 mentions, totaling 122.

These three activities appear across all categories of visitation, maintaining high levels of interest regardless of prior travel experience or intent.

This consistency suggests that these preferences are not necessarily driven by Thailand's unique appeal, but rather reflect broader travel habits and interests commonly held by Indonesian tourists. In other words, food experiences, shopping opportunities, and cultural exploration are not only popular in the context of Thailand but are core elements that Indonesian travelers tend to look for in many destinations. Their strong presence in all groups indicates that these are general travel motivations, not necessarily the key factors that convince someone to choose Thailand over another country.

That said, this pattern does not lessen the significance of these activities in the context of Thailand's tourism appeal. On the contrary, it highlights how well Thailand is positioned to meet the existing expectations and desires of the Indonesian market. The country's vibrant street food culture, dynamic retail scenes from markets to malls, and abundance of historical and cultural landmarks all align naturally with what Indonesian travelers enjoy. Moreover, the strong interest in culinary and shopping activities also reflects a broader perception of Thailand as an affordable, value driven destination. These experiences are seen as enjoyable and financially accessible, making them especially attractive to price-sensitive tourists who still seek meaningful and engaging travel.

In conclusion, the widespread popularity of culinary tourism, shopping, and cultural sightseeing among all types of Indonesian travelers reinforces Thailand's alignment with the core preferences of this market. Even if these activities are not the main factors that drive destination choice, they validate Thailand's reputation as a destination that delivers what travelers want. To build on this strong foundation, Thailand could benefit from developing new ways to highlight and enhance these experiences through deeper storytelling, interactive cultural events, or exclusive offerings that set it

apart from other destinations in the region. By doing so, it can continue to appeal to familiar interests while also introducing fresh reasons to choose Thailand specifically.

4.3.3 Relation between Visitation Status and Average Budget

Table 3 Cross Tabulation between Visitation Status and Average Budget

Average Budget	No, but planning to	Yes	Not interested	Total
IDR <3 million	4	4	2	10
IDR 3-6 million	49	27	4	80
IDR 6-10 million	47	22	1	70
IDR >10 million	22	8	2	32

The comparison between visitation status and average travel budget shows some interesting patterns. Among the group of respondents who have not yet visited Thailand but plan to go, 49 out of 110, or 44.5%, fall within the 3 to 6 million IDR budget range. This group has a slightly higher concentration in this mid-range compared to those who have already visited Thailand, where 27 out of 61 respondents, or 44.3%, fall into the same budget. Those who have visited show a more balanced spread across the 3 to 10 million IDR range, with 27 in the 3 to 6 million IDR range and 22 in the 6 to 10 million IDR range. This suggests that they are more flexible with their spending and may be more open to a wider variety of travel options.

This difference shows that for many first-time visitors, cost is still an important part of their decision. Offering affordable travel packages, good value accommodation, and reasonably priced activities could be the key to attracting this group. Since they are still in the planning stage, clear and affordable pricing can help build trust and make it easier for them to choose Thailand as their next destination.

One surprising finding is from the group that said they are not interested in visiting Thailand. A higher number of them, 2 out of 9, or 22.2%, fall in the over 10 million IDR budget range, which is the highest proportion for that budget tier across all

visitation statuses. This means budget is probably not the main reason they are not considering Thailand. Instead, it may be related to other reasons such as personal interests, lack of excitement, or how they see the value of a trip to Thailand. For this group, showing what makes Thailand special or different might be more effective than simply focusing on pricing.

4.3.4 Relation between Age and Preferred Activities

Table 4 Cross Tabulation between Age and Preferred Activities

Age	Culinary	Shopping	Cultural	Nature	Party	Concert	Wellness	Medical
<18 years old	1	1	1	0	1	0	0	0
18-24 years old	58	43	36	29	11	7	0	0
25-34 years old	6	5	7	3	1	0	0	0
35-44 years old	24	22	28	8	0	0	0	0
45-54 years old	31	25	31	16	0	1	1	0
>55 years old	20	17	18	13	2	0	1	0
Total	140	113	121	69	15	8	2	0

The relationship between age and travel activity preferences shows some interesting patterns based on the survey results. Culinary tourism is the most popular activity across almost all age groups. Travelers aged eighteen to twenty-four show the highest interest in culinary tourism, with fifty-eight respondents choosing this activity. This group is active on social media, curious about new experiences, and often shares food content online. For them, food is not just about eating but also about creating moments worth sharing. Culinary tourism is also popular among older age groups, especially those aged forty-five to fifty-four and thirty-five to forty-four. These travelers often see food as a safe and enjoyable way to connect with local culture. This shows that food experiences appeal to a wide age range and offer both excitement and comfort.

Cultural heritage tourism also ranks highly, especially among older age groups. For example, 45 to 54 year olds and 35 to 44 year-olds show strong interest in cultural activities, while the 18 to 24 group also lists it as a top choice. At this stage in life, many people travel with family or seek deeper experiences. They enjoy visiting temples, museums, and traditional shows that offer learning and reflection. Younger adults also show interest in culture, but they often balance it with more flexible and fun experiences like shopping and exploring. Shopping is another top activity across all age groups. Younger travelers enjoy finding unique clothes, accessories, and tech items. Older travelers focus more on souvenirs and practical products at good prices. Even those over fifty-five show strong interest in shopping, especially for local crafts and handmade items.

Nature or beach related activities are moderately popular. Young adults aged 18 to 24 and older adults over 45 show some interest in nature and outdoor experiences, although not as much as food or shopping. On the other hand, activities like nightlife and concerts are mostly chosen by the youngest age group. This suggests that party and entertainment options mainly appeal to younger travelers. Meanwhile, wellness and medical tourism receive very little attention, with only one or two mentions from respondents aged over 45. This shows that these are specific interests and not the main reason why most Indonesians choose to travel.

These findings help explain why Jalan Jalan Thailand, chooses to focus its social media content on food, culture, and shopping. These topics match what most Indonesian travelers are actually interested in. They are also easy to show in photos and videos, which works well on social media platforms like Instagram and TikTok. According to research, culinary tourism, shopping, and cultural experiences are among the top reasons Indonesians travel abroad. Highlighting these activities not only meets their expectations but also increases the chance of engagement with the content. By focusing on what most travelers care about, JJT can create content that feels relevant

and interesting to a wide audience, especially those who are planning their first trip to Thailand.

4.3.5 Key Findings and Implications

The survey findings make it clear that Indonesian travelers face real challenges and have specific needs when visiting Thailand. Many of them say that the language barrier makes them feel unsure about exploring on their own. As a result, they often stay in busy tourist spots and miss out on real local experiences. At the same time, they look for travel agents who can speak Indonesian, offer simple translation tools, and give support during the trip. For Jalan Jalan Thailand, offering these kinds of services can help travelers feel safe and confident, and it can set JJT apart as the clear choice for support.

Another key insight is how much travelers love food and shopping. These activities show how important cost is to Indonesian tourists. Thailand's reputation as a place where you can have fun without spending too much fits these interests perfectly. But simply saying that prices are low is not enough to grab attention today. JJT can do more by sharing the full story of Thai street food markets and bargain shopping areas. Short videos and images on Instagram and TikTok that show busy food stalls or colorful market scenes will help young travelers see that they can enjoy these experiences on their own budgets.

The group that plans to visit Thailand but has not yet gone offers an exciting opportunity. This group makes up more than half of the survey participants and is mostly young, curious, and ready to discover new places. At the same time, they worry about finding halal food, using transport safely, and understanding local customs. JJT can help by creating clear guides in Bahasa Indonesia. Simple posts about where to find halal restaurants and how to use buses or trains in Bangkok will make people feel ready to book their trip. By answering these practical questions, JJT can turn interest into confirmed bookings and build trust with new visitors.

The survey shows that even though social media sparks ideas, most Indonesian travelers still plan their own trips. They use posts and videos for inspiration, but they like to make their own schedules and choices. This means JJT should not only post eye catching images but also offer real planning help. Sample itineraries, packing checklists, and tips on local customs will give travelers useful tools. When people find both inspiration and clear guidance in one place, they will see JJT as a trusted resource from first idea to the last day of their trip.

4.4 Social Media Insight

Social media results show how well Jalan Jalan Thailand (JJT) reached Indonesian travelers online. The content shared on both Instagram and TikTok was carefully planned and created as part of a digital marketing strategy based on peer-generated content and trend analysis. The team behind JJT actively studied current trends on both platforms, including popular travel topics, visual styles, and sound choices that Indonesian users often engage with. By using trendy music, creative storytelling formats, and culturally relatable messages, JJT was able to create posts that felt natural and trustworthy to the audience.
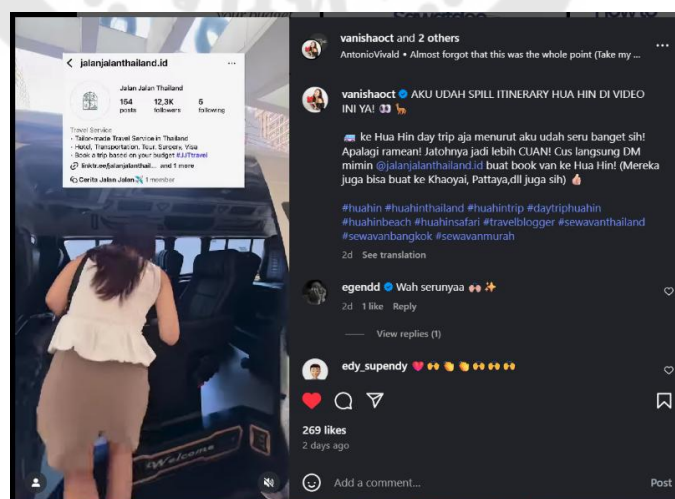

Figure 25 Instagram @jalanjalanthailand.id Influencer Collaboration

Retrieved from Instagram [June 21st, 2025].

Influencer marketing also played an important role. JJT collaborated with selected influencers who already had a strong connection with Indonesian travelers. These influencers shared their experiences using JJT's services, which helped build trust and interest. Because the content came from real people with authentic voices, it blended well into users' feeds and was more likely to be shared and engaged with. This approach created a ripple effect, expanding the content's reach beyond paid promotions or basic posts. As a result, the combination of peer-generated content, influencer collaboration, and trend-based strategies led to higher views, more profile visits, and better engagement. It shows that when a brand understands its audience and speaks their language, social media becomes a powerful tool to raise awareness and attract real interest.
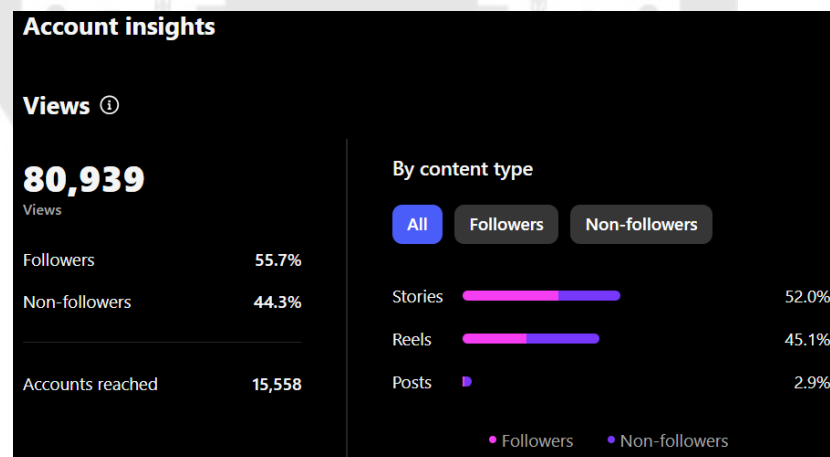
Figure 26 Instagram @jalanjalanthailand.id Total Views

Data derived from Instagram Account Insight [June 15th, 2025].
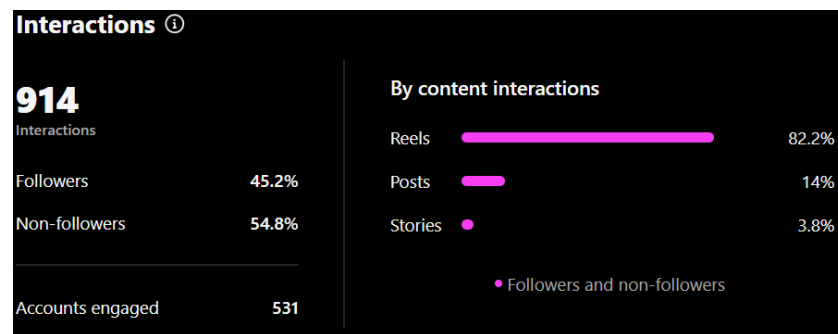
Figure 27 Instagram @jalanjalanthailand.id Content Interactions

Data derived from Instagram Account Insight [June 15th, 2025].

On Instagram, JJT received 80,393 views over a ninety-day period. Almost half of the views came from people who did not yet follow JJT. This means the content reached new audiences beyond the existing followers. When many views come from non-followers, it shows the posts appear on more feeds and explore pages. This helps the brand attract potential customers. Stories accounted for 52 percent of views and Reels made up 45.1 percent. Both formats are short and easy to watch, which explains why they were so popular. Stories feel personal and temporary, while Reels allow creative highlights of destinations or travel tips.
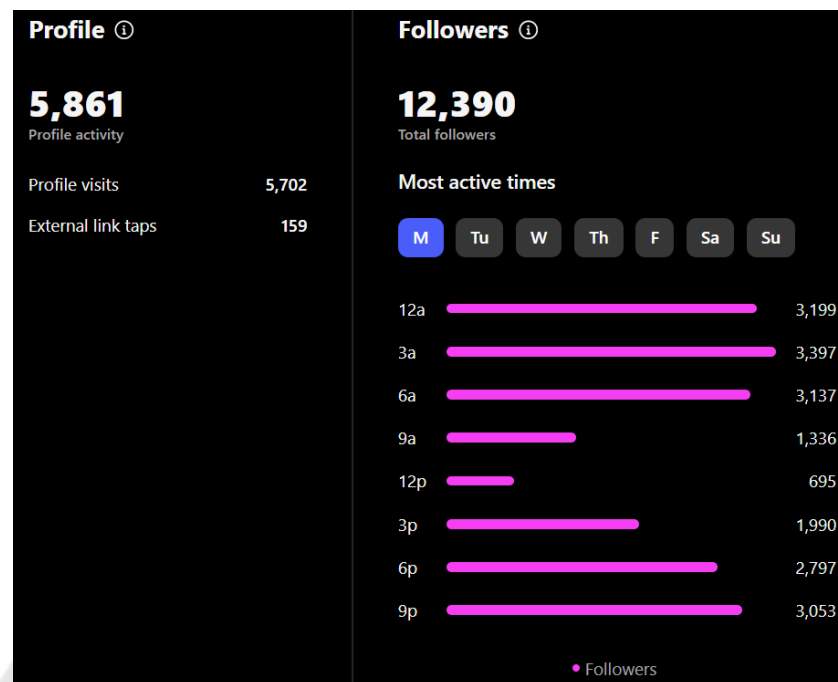
Figure 28 Instagram @jalanjalanthailand.id Followers Activity

Data derived from Instagram Account Insight [June 15th, 2025].

The engagement numbers give more insight into audience interest. The account recorded 5,702 profile visits and 159 link taps. Profile visits show that people were curious about JJT. Link taps show they wanted to learn more or contact the agency. These actions often lead to bookings. The follower count grew to 12,390, which confirms that new users chose to stay connected. Engagement was highest in the early morning and late evening, which suggests that posting at those times will reach more people when they plan their day or unwind. By posting when users are most active, JJT can increase both reach and interaction.

Figure 29 TikTok @jalanjalanthailand.id Overall Account Performance
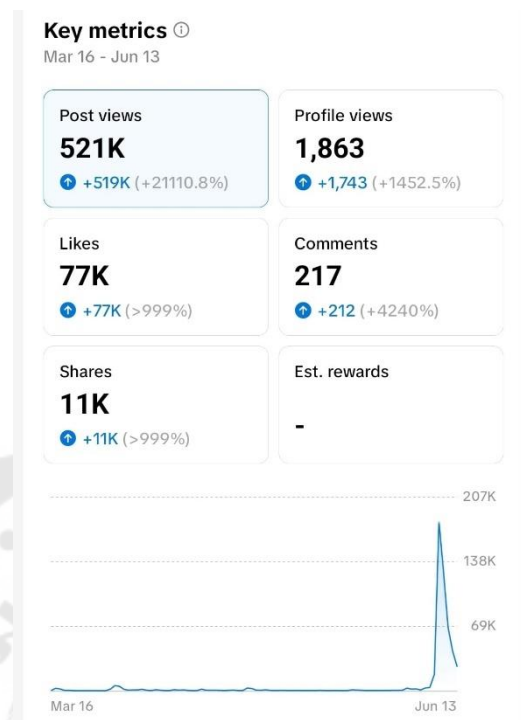
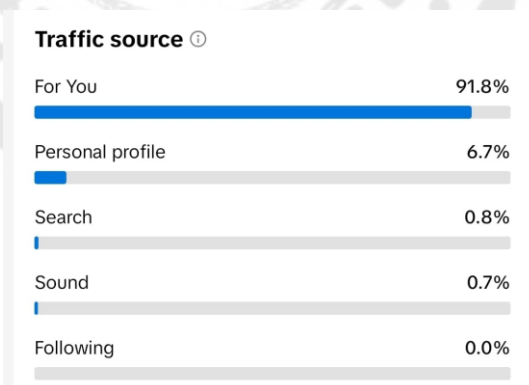Data derived from TikTok Account Insight [June 15th, 2025].

Figure 30 TikTok @jalanjalanthailand.id Traffic Source

Data derived from TikTok Account Insight [June 15th, 2025].

On TikTok the growth was even stronger. The account reached 521,000 views in ninety days. This amounts of views is more than two hundred times higher than before the new

digital strategy was used. Over ninety-one percent of these views came from the "For You Page". This shows that TikTok's algorithm recommended JJT's content to users who had not yet heard of the brand. The account also gained 77,000 likes, 217 comments, and 11,000 shares. Shares are especially important because they spread the content through personal recommendations. The account logged 1,863 profile visits. This shows that people moved from watching videos to exploring JJT's profile and services.

Along with improvements in visibility and online engagement, Jalan Jalan Thailand also saw a clear increase in direct inquiries from potential customers. More people reached out through Instagram messages and WhatsApp, often asking for help with planning their own trips after seeing the content. This change shows not just growing interest but also a stronger intent to book. Many of these inquiries were about flexible travel packages, especially for small groups or independent travelers. These packages were mostly aligned with public holidays in Indonesia during the time of the campaign, which made it easier for people to plan short getaways. As a result, the company recorded a noticeable increase in bookings. This suggests that the strategy did more than just raise awareness. It helped turn attention into action by meeting real customer needs.

The results from this campaign clearly show that using research-based strategies can bring strong and useful outcomes. The approach focused on authentic content, relatable storytelling, and engaging posts that matched what Indonesian travelers look for. Because of this, Jalan Jalan Thailand was able to increase conversions, build stronger relationships with customers, and grow its overall brand presence. These results confirm that when a digital strategy is built around understanding real consumer behavior, it can lead to long-term growth and a stronger position in a competitive market like tourism.

4.5 Sales Data Insight

This section presents the sales insights based on the researcher's personal records, collected over two separate 90-day periods. One period reflects the sales activity before the digital marketing campaign, while the other covers the same length of time following the

campaign. It is important to note that the sales data used here represents only a portion of the company's overall transactions. These records were gathered from the researcher's own role within the organization and do not include sales made by other staff members or through other channels. Therefore, the findings should be interpreted as a case-specific reflection rather than an overview of the company's full performance.

The analysis reveals a significant decline in sales during the period after the campaign, despite increased brand visibility and engagement on social media platforms. This outcome means that while brand awareness may have improved, it did not directly lead to an increase in bookings during the observed time frame. One possible reason for this is the nature of digital marketing itself. Campaigns focused on visibility often generate interest and recognition in the early stages, but converting that awareness into actual purchases can take more time. Customers may come across the brand, follow its content, and even engage with posts, but still choose to postpone their travel decisions until a later date. This delay between exposure and action is common in the tourism industry, where bookings often involve a longer planning process.

External factors may also have contributed to the drop in sales. These include the timing of the campaign in relation to seasonal travel trends, changing visa policies, currency exchange rates, or the overall economic situation in the target market. Even if potential travelers are inspired by online content, their decisions are also shaped by personal circumstances and external conditions that are beyond the brand's control. Furthermore, many Indonesian travelers, particularly younger ones, tend to rely on social media for inspiration and prefer to organize their trips independently. They may enjoy travel content but choose not to engage with agencies when it comes to making actual bookings.

The content and direction of the campaign itself may be another contributing factor. Much of the marketing focused on building a strong visual presence and encouraging engagement, rather than offering direct incentives such as promotions or limited-time offers. While this strategy can help build long-term recognition and loyalty, it may not be effective in driving immediate conversions without a clear call to action. Additionally, because the sales

data used in this section only covers the researcher's individual transactions, it is possible that bookings from other sources during the same period have different outcomes. However, this does not mean the digital marketing strategy was unsuccessful. Many factors can affect sales performance, such as the delay between the audience seeing the content and booking.

In conclusion, this case shows that building brand awareness is an essential step in digital marketing, but it does not always produce instant results in terms of sales. Awareness often sets the foundation for future growth, but to achieve a measurable increase in revenue, it needs to be supported by follow-up strategies that focus on conversion. For Jalan Jalan Thailand, a more balanced approach that combines awareness-building with timely offers, clearer booking pathways, and customer follow-up may be necessary to translate visibility into consistent business growth.

4.6 Analysis

This analysis addresses two key objectives: first, to explore effective strategies for increasing the brand awareness of Jalan Jalan Thailand and second, to examine the relationship between increased brand awareness and the company's sales performance. The survey data reveal that most Indonesian travelers in the eighteen to twenty-four age group prefer to plan their own trips, value cultural authenticity, and turn to social media for inspiration. They are drawn to peer-generated content, like friends' photos, short videos of local experiences, and honest reviews, because it feels trustworthy and relatable. Recognizing this behavior suggests that strategies which encourage user-generated storytelling, such as branded hashtags or travel challenges, can effectively spark interest and draw attention to JJT's offerings. Bringing in real stories from past travelers into JJT's own content helps build trust and creates a more relatable and community-driven brand image.

During the 90-day marketing campaign, social media results showed that brand awareness increased significantly. There were more likes, comments, shares, and followers, especially on Instagram and TikTok. Posts that featured honest traveler experiences or highlighted customer feedback had the most reach and positive reactions. This shows that

relatable content is one of the best tools for getting attention. But even though more people saw and engaged with the content, other metrics like clicks to booking pages and actual inquiries did not grow at the same rate. This shows a gap between being interested and taking action. It also ties back to the second goal of this analysis. Just building awareness is not enough. People also need a clear and simple path to make a booking or ask for more information.

The drop in recorded sales after the campaign shows how complex this connection really is. Even though the brand became more visible, it did not lead to more bookings in this short period. One reason could be that planning a trip takes time and money. People may feel excited after seeing the content but still need to sort out things like visas, travel dates, and their budget. Economic conditions also play a part. Many young travelers wait for the right time or special deals before they make a decision. Another reason is the style of the campaign. Most of it focused on storytelling and engagement rather than on special offers or direct booking links. Without those clear next steps, many people may have felt interested but not ready to act just yet.

In order to turn this interest into actual sales, Jalan Jalan Thailand needs a more complete strategy. The brand can continue using traveler stories by featuring customer posts or teaming up with small influencers whose followers are similar to JJT's audience. At the same time, the brand should give people simple and useful next steps. This could include retargeting those who interacted with posts, offering limited-time travel deals, or giving quick answers to visa and itinerary questions through chat support. When the brand combines real, relatable stories with clear reasons to book, it can both grow awareness and turn that into stronger sales results. This would help meet both goals of the study in a way that fits what the target audience really wants and needs.

4.7 Competitor Analysis

As Jalan Jalan Thailand (JJT) continues to serve Indonesian tourists with personalized travel experiences in Thailand, a new competitor called INDO IN THAI has started to gain

attention. Even though they are still new in the market, INDO IN THAI has grown quickly by focusing on affordable travel and airport transfer. These offerings are popular with travelers who need hassle-free pickup from the airport. One of their strong points is offering Hokkien-speaking guides, which appeals to Chinese-Indonesian tourists. This is a service that JJT does not yet offer, giving INDO IN THAI an advantage in reaching this specific group.

However, JJT's strength lies not in copying others but in improving what it already does well. JJT focuses on customization, flexible pricing, and a good understanding of what Indonesian tourists want. This is especially true for family trips, company groups, and now even younger solo travelers. The option to plan trips based on one's own schedule, budget, and interests gives a more personal and meaningful travel experience than fixed tour packages. This approach supports the findings from this study, which show that most Indonesian tourists prefer to plan their own itinerary and value flexibility and cultural comfort.

Another strength of JJT is the personal brand of its founder. The CEO is well known online and has built a wide network through social media and personal connections. This has helped the company grow through trusted channels like WhatsApp groups, Instagram stories, and word-of-mouth. On the other hand, INDO IN THAI is more focused on digital content and viral promotions but does not yet have the same long-term relationships with its customers.

From a strategy point of view, INDO IN THAI focuses on getting users quickly, especially first-time or price-focused travelers. However, they might struggle to keep these customers unless they improve their service and offer more flexible options. JJT's challenge is to stay active in the fast-moving world of social media while still staying true to what it does best. To keep up and stay ahead, JJT should make its CEO's online presence even stronger, clearly show its flexible pricing in its content, and work with influencers who share its values of trust and personalized service.

In the end, JJT's position in the market is strong, but it needs to act to keep its advantage. As more competitors appear with lower prices and special services, JJT must focus on connecting with both young and culturally aware travelers. By using smart marketing and continuing to offer custom services, JJT can stay a leader in this growing market.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Summary of Research

This study set out to examine how digital marketing strategies particularly through social media can influence the brand awareness and performance of Jalan Jalan Thailand (JJT), a travel agency targeting Indonesian outbound travelers. The research was built around the hypothesis that a strong brand identity developed through digital marketing would significantly increase awareness of JJT among Indonesian tourists. The findings from this study draw on a mix of theoretical frameworks, survey data, social media analytics, and sales performance, offering a full picture of both consumer behavior and marketing effectiveness in the context of regional tourism.

The literature review established that brand awareness is a foundational concept in consumer decision making. Studies by Aaker and Keller emphasized that familiarity with a brand improves recognition and recall, which often leads to trust and preference. In tourism, this effect is particularly important since travel decisions involve emotional expectations and practical planning. The literature also highlighted that digital marketing, especially through platforms like Instagram and TikTok, plays a central role in shaping how travelers discover destinations. Visual storytelling, peer recommendations, and interactive content are key tools in building emotional connection and brand visibility.

Building on this theoretical base, the study used a structured survey to explore the preferences, behaviors, and motivations of Indonesian tourists. The majority of respondents were in the eighteen to twenty four age group, with Java and Sulawesi as the most common regions of origin. Most respondents had not visited Thailand before but were planning to. Their main motivations for choosing Thailand included culinary experiences, shopping, and cultural exploration. These preferences were consistent across different visitation statuses, indicating that such activities have broad appeal regardless of travel history. The survey also revealed that most travelers prefer to plan their trips independently, though many still value travel agent services that are flexible and budget friendly. Language barriers and access to halal food

were among the most frequently mentioned challenges. These insights pointed to a strong desire for personalization, cultural familiarity, and affordability factors that can shape how JJT builds its services and marketing messages.

To complement the survey, the study also assessed JJT's digital performance. Over a ninety day campaign period, JJT focused its social media efforts on relatable storytelling, user generated content, and visual posts that highlighted Thai experiences. Engagement metrics, including likes, shares, comments, and follower growth, all showed positive trends. Many users reached out through Instagram and WhatsApp to ask about travel planning, which shows that the content not only built awareness but also sparked real interest. This supports the first part of the hypothesis by confirming that digital marketing successfully increased brand visibility and audience interaction.

However, when looking at sales data from the same period, the findings became more complex. Despite higher engagement and stronger brand recall, bookings decreased by eighty one percent. This outcome shows that higher awareness did not translate into higher conversions within the same short time frame. There are several reasons for this. Planning an international trip takes time, especially for younger travelers who often need to save money or wait for public holidays. External factors such as travel costs, visa concerns, or unclear booking options may have created hesitation. The campaign itself focused heavily on emotional engagement, but offered limited incentives or tools to make booking easier. This gap between interest and action suggests that while digital storytelling built a stronger brand identity, it was not enough on its own to drive immediate sales.

In relation to the research hypothesis, the results confirm that JJT's brand identity became stronger and more visible as a result of the digital marketing campaign. The brand became more familiar to its target audience, especially among younger Indonesian travelers who frequently use social media to explore travel ideas. This proves that the first half of the hypothesis was correct: digital marketing does significantly increase brand awareness. However, the second half implied but not directly stated relates to whether this awareness brings business success. In this case, the increased awareness did not lead to more

bookings. Therefore, the hypothesis is partially supported. The campaign was successful in creating interest and improving recognition, but other barriers prevented that awareness from turning into actual customer conversion.

In summary, the findings of this study show that digital marketing is a powerful tool for increasing awareness among modern travelers, especially when it uses real stories and culturally relevant content. JJT's approach matched the values and behaviors of its target market and positioned the brand in a relatable way. However, awareness must be paired with practical solutions, clear booking pathways, and timely offers if it is to drive sales. Future efforts should focus on not only building emotional connection, but also removing barriers that stand between interest and decision making. By understanding the entire journey of Indonesian travelers from inspiration to booking, JJT can refine its strategy and strengthen both its brand and its business outcomes.

5.2 Conclusion

This research aimed to explore whether a strong brand identity built through digital marketing could significantly increase brand awareness of Jalan Jalan Thailand among Indonesian travelers. Based on the results gathered from the survey, social media insights, and sales data, the conclusion shows that the hypothesis is supported in part.

There is clear evidence that Jalan Jalan Thailand became more visible and recognizable to its target audience during the campaign. The increase in social media engagement, especially on Instagram and TikTok, suggests that the brand was able to connect with younger Indonesian travelers in a way that felt familiar and trustworthy. Most respondents in the eighteen to twenty-four age group showed interest in visiting Thailand and often turned to social media for travel ideas. Posts that used relatable content, such as food, culture, and real traveler stories, performed the best. These results support the idea that digital marketing can strengthen brand identity and improve awareness when it matches the audience's values and habits.

However, the campaign's impact did not extend to sales performance. Despite the rise in interest and engagement, bookings dropped during the same period. This gap between attention and action highlights that awareness alone is not enough to drive business success. Many travelers may still be in the planning stage or face challenges such as budget limits, language concerns, or lack of information about halal services and transportation. In addition, the campaign focused more on storytelling than on encouraging direct bookings, which may have slowed the conversion process.

In conclusion, the hypothesis is supported in terms of increasing brand awareness. The digital marketing strategies used were successful in building a stronger presence for Jalan Jalan Thailand, especially among young, first-time travelers. However, the research also shows that turning awareness into bookings requires more than good content. To get results, marketing should also offer clear solutions, simple next steps, and reasons to act. This study helps underline the importance of combining emotional connection with practical support to move potential customers from interest to decision.

5.3 Contribution

This research contributes to the growing field of tourism marketing by offering a focused case study on how digital strategies can influence brand awareness in a real world business context. Specifically, it provides insight into how Indonesian travelers respond to brand identity efforts on social media, using Jalan Jalan Thailand as a practical example. By combining survey data, social media engagement analysis, and sales outcomes, the study shows how digital storytelling can improve visibility but also highlights where awareness does not always lead to immediate sales.

On the practical side, this research gives clear recommendations to travel businesses especially small or mid-sized agencies on how to tailor their marketing to match traveler behavior. It shows that young Indonesian travelers are not only influenced by peer generated content but also seek flexible, budget friendly services and clear planning support. For Jalan Jalan Thailand, the findings help shape future marketing strategies by identifying which kinds

of content attract attention, and which factors may hold back bookings despite high engagement.

On the academic side, this study contributes to the understanding of how digital brand identity functions in the tourism industry, especially in the Southeast Asian context. It adds value by focusing on a specific traveler segment of Indonesians interested in traveling to Thailand and documenting how their preferences, motivations, and concerns align with or differ from existing theories. The research also fills a gap in current literature by linking consumer perception data with actual digital performance and sales results, giving a more complete view of how awareness is built and what limits its impact.

In short, this research supports both theory and practice. It reinforces the idea that digital marketing can build awareness when done with authenticity and cultural relevance, while also reminding marketers that successful branding needs to be supported by action-oriented solutions if it is to achieve full commercial impact.

5.4 Suggestion for Jalan Jalan Thailand

Drawing from the insights gathered through survey responses, digital performance analysis, and sales trends, several targeted suggestions can help Jalan Jalan Thailand improve its services and strengthen its position in the Indonesian market. Halal friendly and Muslim convenient services represent a key area for differentiation. A growing number of respondents mentioned the need for better halal food access and prayer friendly locations. JJT can stand out by actively promoting halal certified eateries and sharing maps or guides for Muslim travelers. Simple content like "Halal Food in Bangkok" or "Mosque Locations Near Your Hotel" in Bahasa Indonesia can build loyalty with Muslim travelers looking for comfort and convenience.

To enrich traveler experiences, expanding beyond popular destinations is a valuable strategy. While culinary and shopping remain top attractions, many travelers also expressed interest in nature and cultural uniqueness. JJT can introduce less explored destinations like Chiang Rai, Krabi, or historical towns in central Thailand. Sharing photo stories, video clips, or

travel tips about these areas can inspire longer visits and attract repeat travelers who want something different from the typical Bangkok itinerary.

Furthermore, reassuring travelers with clear information is very important. JJT should strengthen its messaging around safety, ease of transport, and trip planning. Many travelers hesitate because they are unsure about how to get around or what to expect. Simple Instagram carousel posts or reels that explain transport options, currency tips, or how to get a SIM card can make travelers feel prepared. Highlighting the ease of travel through JJT services reinforces its role as a helpful, trusted companion.

Beyond just creating engaging social media content, Jalan Jalan Thailand should really think about making a website. This could help JJT a lot in a few ways. A good website acts like a main spot where travelers can easily find all the details they need, like trip plans, different package choices, prices, common questions, and what other people think. This is much better than trying to fit everything on social media. Having a professional website makes the brand seem more trustworthy, which is super important when people are booking trips to other countries.

Also, a website makes it easy for people to book directly or ask questions. This turns the interest from social media into real customers and sales, without just relying on chats. A website also helps JJT show up higher in search results, so people looking for Thailand trips and services can find them without already knowing about their social media. This helps JJT reach more people. Last, a website lets JJT gather more useful information about what visitors do on the site. They can see which pages are popular and how people move through the site. This kind of information can really help JJT plan better for future marketing and improve their services.

5.5 Suggestion for Future Research

While this study provides important insights into the relationship between digital marketing, brand identity, and consumer behavior among Indonesian travelers, several limitations should be acknowledged, and they open opportunities for future research. One of

the most important suggestions is to develop more detailed survey questions that focus specifically on brand recognition. In this study, most questions explored general travel behavior, destination preferences, and decision-making habits. Although this provided valuable context, future research should ask respondents directly whether they are familiar with Jalan Jalan Thailand as a brand, where they encountered it, and how they perceive its identity compared to other travel service providers. Questions can also explore the clarity of JJT's messaging, the trust level associated with the brand, and whether respondents would consider using its services. These targeted questions would provide clearer evidence about brand recall, brand perception, and brand positioning in the minds of Indonesian travelers.

In addition to refining the questionnaire, future studies should address the limitations that affected this research. One of the main limitations is limited access to internal business data. Because certain business metrics such as long-term financial performance, return customer rates, and strategic business goals are private, this study could not fully measure JJT's operational success or efficiency. Having access to this data in future collaborations would allow researchers to examine the link between digital engagement and actual long-term growth more accurately.

Another limitation involves the sample size and demographic reach of the survey. Since this study relied on a relatively small sample of Indonesian respondents, the findings may not fully represent the wider population of Indonesian tourists traveling to Thailand. Future research should aim to include more participants from diverse regions and backgrounds to create a more balanced and generalizable dataset. It would also be useful to gather more feedback from actual JJT customers, which could offer direct insight into service satisfaction and brand loyalty.

The time frame of the study was also very limited due to internal decisions from the University and professors. With more time, researchers could observe the long-term effects of digital campaigns and track changes in customer behavior over several months or seasons. Future research might consider longitudinal studies that follow engagement, inquiries, and

conversions over an extended period to better understand how interest turns into loyalty or repeat bookings.

Competitor analysis was another area with constraints. Although some emerging competitors were mentioned, the study did not have enough access to explore their strategies in depth. This leaves a gap in understanding how JJT compares in terms of pricing, marketing approach, and customer targeting. Future research could include a comparative study of regional travel brands to see how Jalan Jalan Thailand is positioned in the broader market. Finally, the digital performance analysis was limited by platform restrictions. Instagram analytics only allow access to data from the past 90 days, which meant that the campaign performance could only be analyzed within that recent window. To stay consistent, TikTok insights were also measured within the same time period. While this allowed for fairness, it may not fully reflect long-term trends or seasonal shifts in audience behavior. Future studies with ongoing access to business profiles could track analytics over a longer time span to better understand growth patterns.

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