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Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 76 THE HOSPITALITY MARKETING COMMUNICATION ATTRIBUTE A Case Study @hrhbali (Hard Rock Hotel Bali) Arissetyanto Nugroho Faculty of Economics & Business. Mercu Buana University

Abstract This research explores the twitter @hrhbali (Hard Rock Hotel Bali) to obtain the marketing communications attributes @hrhbali.

This research focus on Hard Rock Hotel Bali as a case study, after exploring the hospitality marketing communication, then the hotel management can focus on developing the quality of hotel service attributes @hrhbali and understand the different service proposition submitted by hotel @hrhbali compare with the other hotels. The findings of this study indicate that @hrhbali hotel positioning on the combination of party, music, and fun, and on the other hand, @hrhbali major basic service proposition such as room comfort, hotel service quality, food, beverage and the other hotel facilities did not delivered as the positioning @hrhbali.

Further research on the hotel positioning delivered by the hotel marketing communication channel shall be conducted to enrich the varieties of hotel attribute. Keywords : Hospitality, Marketing Communication, @hrhbali, Hard Rock Hotel Bali, Exploratory Abstrak Penelitian ini mengeksplorasi tweet @hrhbali (Hard Rock Hotel Bali) untuk mendapatkan atribut komunikasi pemasaran @hrhbali. Fokus penelitian ini adalah Hard Rock Hotel Bali sebagai studi kasus komunikasi pemasaran hotel.

Penelitian ini mengungkapkan kualitas layanan hotel @hrhbali serta proposisi layanan yang berbeda disampaikan oleh hotel @hrhbali dibandingkan dengan hotel lainnya. Temuan-temuan dari studi ini menunjukkan bahwa @hrhbali menawarkan kombinasi

suasana pesta, dan musik yang menyenangkan, disisi lain tidak banyak menyampaikan layanan dasar seperti kenyamanan kamar, kualitas layanan hotel, makanan, minuman dan lain serta fasilitas hotel yang umum dari @hrhbali.

Penelitian selanjutnya perlu dilakukan dengan memanfaatkan data komunikasi pemasaran dari hotel-hotel lainnya. Kata kunci : Hotel, Komunikasi pemasaran, @hrhbali, Hard Rock Hotel Bali, Eksplorasi 1. Introduction Indonesia population growing in numbers, the middle-class groups in Indonesia also increases, therefore the Indonesian population income will also be growing until the year 2050.

This the period when Indonesia experience the demographic bonus, since more and more of Indonesia productive generation growing, Indonesia wil have improvement in revenue and expenditure. The financial capability that is owned by the people of Indonesia will be allocated to fulfill basic needs. Once basic needs are met, then the population will allocated the spending for leisure.

Furthermore, the middle class that have more income will allocate the bigger spending on leisure such as tourism and hospitality (Desfiandi, Fionita, & Ali, 2017) (Tafiprios, Kartini, Hilmiana, & Sari, 2015). The phenomenon of a growing population, rising incomes along with the growing number of residents who are productive, is an opportunity that needs to be optimalized by the government.

These opportunities aims to develop the economy and improve the people's income, which means that the economy is indeed improving the welfare of society in Indonesia. One of the growing phenomenon on the rising population number and the growing number of middle-class will increase the tourism industry. Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 77 The development of tourism influenced the growth of hotels in Indonesia. Hotel industry and tourism have shown a significant growth in the last few years.

The economic crisis apparently didn't decrease the interest in sightseeing. Looking at this hotel growth development and competition, hotel companies might earn smaller income (Rauch, Damian, Holzner, & Matt, 2016). Therefore each hotel should strives to provide optimal service and convince consumers with its service proposition through the marketing communications channels such as twitter and facebook. Hotels in Indonesia are growing rapidly, it shows that its market is indeed growing.

On the other hand this is a positive thing, because improving the economy of the community, but on the other hand there is the level of competition which are also

getting higher. So the only way to be able to manage the risks in the industry is developing a focus on the diverse needs of the market. The growth of the hotel services varieties evolve to meet the multi market target needs.

There are hotels that provide basic services such as a bedroom for rest, bathroom with additional minimum features. On the other hand, there is also a hotel that puts convenience services such as the luxury hotel, service enhancements in addition to the basic features of the hotel. Nevertheless, some studies have shown there is no difference in these hotel services.

Variations of the services provided by the hotel is indeed diverse, to be able to understand what is communicated by the hotel, then we need to do the services measurement. A good measurement for hotel services can be the benchmark, and can be used as a tool to monitor the development of the performance. If we can measure the services and the hotel positioning therefore we could build a good strategy in the future.

These relationships exposed from the marketing communication research in the hospitality industry. Every hotel has an effort to be able to build a strong bond and strive to not imitate the other hotels. A strong bond is an effort to be able to win the competition, since growing number of hotels provide a basic services which is a place to stay for tourists.

This challenge is even more difficult, because of the tourists had a novelty seeking, or commonly referred to as an attempt to keep looking for new things. Therefore, the hotel need extra effort to be able to build a bond between the visitor's hotel with the existing human resources of hotel, building emotional bonds are indeed unique, which is only obtained within the process.

One of the scale measurement proposed by (Ariffin & Maghzi, 2012), which is called the scale to measure commercial hospitality for hotel services. From 101 international and local hotel guests in the study, the results showed that expectations for hospitality hotels are influenced by personal factors, such as gender, the purpose of stay, nationality, as well as hospitality in the domain the private (Ariffin & Maghzi, 2012).

The main question is how we could measure the attribute proposed by the hotel. The indicators obtained from the attribute delivered by the hotel to the target market. Each hotel conveys different things, depends on the positioning of which services delivered to the market. Although we know that every hotel provides service to stay, such as mattresses, room conditions, the condition of the bathroom, food, as well as facilities

stay at the hotel. This research seeks to identify hotel services proposition delivered from the @hrhbali marketing communication channel.

Hard Rock Hotel Bali Hotel is a hotel which is known to have an international brand, the Hard Rock Hotel have many attractions in the world and has a high prestige in the eyes of the young people. This research explores @hrhbali during the period 2016 so that we can obtain service the @hrhbali proposition toward to the target audiences.

This research has the benefit of being able to reveal the attributes delivered by the hotel to their target market. The attribute gained can be used as benchmark for services provided by Hard Rock hotel Bali. This research has a special purpose to explore the marketing communications of Hard Rock Hotel Bali via a twitter account @hrhbali so that the lecturer and students have the insight of service proposition desired by the tourism industry and hospitality.

Through the data processed from social media, we can obtain the empirical evidence of the services by the company to its target market. Research conducted for this study is the pioneer of research that would explore other hotel in Indonesia. From the results of this research, we could obtain the basic findings for the service delivered compared to the other hotels via social media.

Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 78 This research will also show that the hotel did have different competitive advantages. But there are also the basic needs provided by a hotel to its customers. We are exploring these competitive advantages through the utilization of social media data from the Twitter. 2.

Literature Review The hospitality research is increasingly attractive for academics. This research is interesting because the reality of the society that is indeed demanding tourism and leisure. More population traveling because of the cost of the flight is cheap.

More people exposed to the images with many tourist destinations that they see from the social media. This development make the research on tourism are growing and generate more article. (Sainaghi, Phillips, Baggio, & Mauri, 2018) stated that hotel is a growing research topic in the last decade.

Research on the hospitality can also become a proxy that reflects the community interest in Hotel. Existing journal also attribute receive the article on Tourism and Hospitality (García-Lillo, Úbeda-García, & Marco- Lajara, 2016; Leung, Sun, & Bai, 2017). Therefore the number of percentage topic journal on Hospitality from the marketing

perspective is 39% from the overall Hospitality journal published between the years 1998 until 2015 (Köseoglu, Sehitoglu, & Craft, 2015).

Tourism offers the concept of experience, experience delivered by destination or by hotel is a form of experience that will be consumed by tourists as they are participating in tours and where the stay in the hotel. This concept is important to understand to explore in the context of hospitality. The concept of hospitality requires a measurement which can help the hotel to monitor the performance of the hotel toward the tourist.

This measurement is necessary, even though the concept is abstract. If we only see the facility of the hotel, and didn't stay at the hotel, we would not necessarily be able to obtain the Hospitality as the experience offered by the hotel to the guests.

But if we go through a process of staying and interact with the human resources at the hotel and also enjoy the services, which are the room, breakfast, swimming pool, events, and other activities. We can feel the new experience or experience offered by the hotel to the guests. (Pijls, Groen, Galetzka, & Pruyn, 2017) stated that the basic concept of Hospitality explains that the fundamental of the hospitality product is the availability of food, drink, shelter and a range of clean amenities for Traveler's who are far from their home.

Therefore the product and services delivered by the owner of the Guest House are known as Hospitality, the concept of Hospitality was very closely related to the experience of how the first party that is the owner of the place interact to provide a place to live for the guests. Previously we have discussed about the novelty seeking and the concept of experience that continues demand the new experience provided by the stakeholders in tourism toward the guests.

Context of the novelty seeking to convey that a tourist looking for a novelty from the experience gained by his experience as a concept that is obtained through the process, of course, hotel need to build the experience so that the hotel could have a uniqueness compared to the other hotel experiences. Both this concept shows the need for innovation or novelty that can give birth to a new experience in meeting the needs of novelty seeking (COTEC, 2006).

This novelty as the definition of (Hall & Williams, 2008) said that all activities that introduce new things and can solve the problem that recently referred to as a breakthrough or innovation. From the concept conveyed, therefore innovation can overcome problems of boredom, make them fresh, refreshed. The novelty is the essence of tourism that aims to overcome the boredom.

The tourism need to know the attributes delivered to the target audience, so that it can develop or provide the service attributes that are unique to the target market. (de la Peña, Núñez-Serrano, Turrión, & Velázquez, 2016) conduct a research which is relevant for the hospitality. The basic idea proposed by (Rosen, 1974), convey that different goods or services due to certain attributes upon request to the consumers.

Therefore, the attribute becomes important, because overall attributes gained from this research process is the overall package offered by companies to their target audiences. The whole package is the value of a whole which is offered to the consumer. In various studies, we see that the price of the cheaper rooms are part of the services provided by the Hotel in a period of 10 to 20 years, a low price is a great representation of consumer needs. On the other hand in addition to Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 79 low prices, we could dig many attributes from different consumer segments.

There is a segment of consumers who want a Hotel with a more premium services, and less considered the price given for the service. Based on the various attributes of the service desired by the consumer from certain consumer categories. Research on the attributes of the hotel, carried out with the latest literature studies can reveal the various attribute of the hotel.

There are studies that convey that innovation activities is presented in services attributes. There is also a study at how attributes of the services delivered by the hotel compared to the other hotel. Many of the research stated that the hotel services is closely related to what is done by the staff when serving their consumers. (de la Peña et al.,

2016) research evaluates the influence of innovation activities in the hotel industry against the desire of the consumers to pay. In this study, the researcher estimated how hedonic price function when innovation is identified, indirectly connected with some of the attributes in the previous literature related with the innovativeness of the hotel. According (Ariffin, 2013), the place to stay is the only basic services provided to tourists.

To be able to give a newness that could break down exhausted, could overcome boredom and restore energy, evoke passion, therefore the services provided should be able to give a newness. The experience gained when staying in the hotel must be different compare with staying at home, and this is the reason the hotel provides an experience of staying at a convenient place with good facilities.

There is indeed a standard hotel, there are hotels that provide luxury when we went into the bedroom, and variation integrate into a differentiation and develop a positioning for the hotel. Various differentiation can be explored through the research on marketing communications by the hotel toward the target market. If we look at what delivered by the hotel via the marketing communication channel, therefore we could expose the process of conveying the differentiation of different services compare to the other competitors. Within this context, the research conducted can obtain an overview of the positioning delivered by Hard Rock Hotel Bali.

(Ariffin, 2013) stated that hospitality is a service that gives other people a place to stay in a room or an environment. Therefore this service activities can be categorized as behavior for hosting or to give place to other people, this concept fits with what was identified by (Lovelock, Wirtz, Keh, & Lu, 2002). The idea that every hotel has various attributes are part of the supporting attributes that support the main core of the hospitality service.

This is meant as a process to be able to distinguish the services of one hotel with the other hotel. In short the diverse attributes is part of the efforts on differentiation for hotel services with the other hotel. The challenge is to be able to provide a variety of attributes to the consumer, because the hotel is a place of interaction between consumers who will stay with the overall hotel services.

The interaction will happen when consumers begin the journey by searching the hotel options then check in and then meet the needs such as bath, bed, breakfast in the hotel while also enjoy the music and formal activities such as discussion meetings, even concerts. A wide range of services provided by the brain which become the source of differentiation toward other hotel.

The main objective of this research is to identify the attribute of the hotel services, and also explore the attribute of the star rating hotel that different compared to the generic dimension for customer satisfaction. The response from 305 hotel guests from home and abroad by passing a detailed questionnaire that analyzed using SEM techniques (Structural Equation Modelling), the generic services of the hotel was identified as personalized or special service giver for everyone, the comfort, and warmth when welcoming guests.

This research aims to improve hospitality literature that can give a new insight on the dimensions of the different hotel (Ariffin, 2013). The scale of the hotel experience using a broader perspective conducted to measure how the behavior of the hospitality of the staff to develop the measurements scale for organizations in the hospitality industry.

This scale measures the three factors of experiential hospitality.

The first is experiences that consist of openness, attractiveness, and freedom. Then there is also the experience of care, the presence of servitude or behaviors that serve, the existence of empathy and understanding. Then there are also experiences regarding comfort, namely ease, relaxed, and comfortable (Pijls et al., 2017). Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 80 Comfort and environmental factors is an important factor for consumers or those who want to experience adventure.

This cozy atmosphere delivered by staff to the guests or toward the consumer influenced the nuance of the environment. Color is one of the key dimensions for the environment which have an impact on the emotions and behavior. Emotions are affected by color, which is important in the hospitality industry because emotions are shaped by a strong effective component for consumer satisfaction (Siamionava, Slevitch, & Tomas, 2018). A review of the literature that was built in this research can map two-part of the hotel's attribute toward the consumer.

The first group consists of how interaction between the staff toward the consumers, the convenience, hospitality, homey warmth from the staff to the guests who come to the hotel. It also deliver the services facilities provided by the hotel to the guest. These facilities consists of a parking lot facilities, lobby, restaurant, room, bed, swimming pool, fitness, place, office room, as well as various other facilities that support the activities of the guests. (de la Peña et al., 2016) conduct a research to explore the attributes measured in the hedonic hotel rates.

The results show that the attributes such as room, hotel services, hotel facilities, location, and marketing are the attributes developed in the typology constructed by (de la Peña et al., 2016). The attributes that tend to build was the physical attributes that can be viewed easily for example the costs as measured by the cost of the room, the facilities, the hotel's service can be measured with a restaurant, bikes, money, and doctor practices in the hotel.

In addition there are attributes comprised of restaurants, movie theaters. The attributes of the hotel facilities such as swimming pool, business facilities, sports. Attributes of the site such as the proximity to the city center, close to the natural attraction, located in the area of tourism. Other marketing attributes consist of the market, the social status of the background of the target market.

If we look at the attributes built, there is also an attribute of experience or experience

gained from the combination of the overall process. This attribute became important because of the numerous facilities delivered by the hotel should build a good sense, developing an experience. Therefore, this is the research objective which are managing data, leveraging twitter in obtaining the attributes delivered by the hotel to the target audience.

After all in attempts to provide a sense of emotional, good experience when staying in the hotel, we can differentiate the hotel with the other group attribute. The more different services delivered by the hotel to satisfy its customers, is part of the hotels efforts to build differentiation compared to the hotel main service. The process to build a different differentiation within the hospitality industry hotel between one another is necessary for the hotel industry. 3.

Methods The data in a data which is delivered by a company through Twitter. Characters of data presented are information delivered to the company's target market. Therefore the data being processed is the official data of the hotel company that delivered to prospective customers. Based on the characteristics of the information then we can be sure that the data is valid.

Data from twitter is unstructured data, unlike research quantitative research that uses the Likert Scale, the study tried to find answers or findings of the research submitted by the company through tweets. Therefore, this research does require a basic understanding of what attributes delivered by the hotel to satisfy its customers. Therefore after we are processing the data received, we have already had the wisdom and understanding toward the category of attribute groups of services delivered by the hotel. In this research the data processed during the period January to December 2017.

Data with an interval of one-year will be able to reveal the activity for one year operational marketing Hard Rock Hotel Bali. But not all data can be processed, because there is also irrelevant information for this research to reveal the proposition of services delivered by @hrhbali. The process of data processing start with cleaning the data, removing data that is not needed in this research.

Since the numbers of the data is very much and the data consists of words. Then the next process is to utilize the analysis program, the Provalis software, which will map the dominant topics topic delivered by twitter @hrhbali. Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 81 The dominant topics obtained from this research will further analyzed thorough the relevant subject for the purpose of the research.

The next process, the topics which are not relevant will be removed from the analysis. Topic results from this last process will then be analyzed further, and also in the elaboration in the explanation of the research results. The result of this last topic was later shown in the visual form, namely, a dendrogram topic that can be more easily understood and shows a group of major topics retrieved.

This method is a method that is continuously performed in an effort to build a new method that can take advantage of social media data on the internet (Arissetyanto Nugroho & Sihite, 2018) (Arissetyanto Nugroho, 2017; Arissetyanto Nugroho & Sihite, 2016; Sihite & Nugroho, 2017) (Arissetyanto Nugroho & Janfry Sihite, 2015a, 2015b, 2015c; Arissetyanto Nugroho & Janfry Sihite, 2015). This methods can respond the need for faster analysis on the company's marketing communications activities.

This method also conducted to explore the attributes the stock markets Indonesia, the regional tourism organization, attributes the national tourism organization, as well as the attributes in the industry with various case study. The process to take advantage of a wide range of data from a variety of industries, is part of an effort to build a method to reveal the attributes with the unstructured data sets forth from twitter more reliable and can be utilized by practitioners who need a rapid response, and can also build a theory by leveraging data that are still new in the research data, namely data on social media or big data. This methods make use of unstructured data to reveal the attributes of a service company.

This method is still in the process of development, therefore, this method is using a new software program that is Provalis research QDAMiner. 4. Results & Discussion Research conducted to explore the novelty or differentiation on Hard Rock Hotel Bali compare with the other hotel. It is becoming important as hotels try to give novelty that can parse fatigue and make the guests refresh. Research conducted by (de la Peña et al.,

2016) exposed the attributes measured that indeed can be seen, but in addition to the attributes that can be seen there is also the new attributes that we could enjoy through the process. The attributes we are trying to expose in this research by analyzing data from social media, we believe that the identity of the hotels presented by the hotel through its marketing communication channels. This identity is the soul that developed in the entire process of service and interaction between tourist hotels.

We are developing empirical argument to support this approach to express the abstract attribute which is more responsive through the whole process of interaction among the tourists. The results of this research were obtained by doing exploratory analysis that will classify the dominant topics submitted by the hotel to the target.

So through this research we will be able to obtain attributes that can further confirmed the attributes experienced by guests of the hotel after their visit from the Hard Rock Hotel Bali. An interesting idea is to convey the mechanisms to develop an identity with the construction that supports the creation of tourism environment. In this concept the mechanism to interpret an environment conducted by the mechanism on building relationships between tourists (visitors) and the environment.

Therefore the music festival, activities, encourage interaction between hotel guests with event organizers will improve the emotional relationship and also develop an identical environment to the hotel. Hard Rock Hotel choose to build an atmosphere of hotel environment with music, by building this relationship Hard Rock Hotel created an emotional bond.

The interesting thing is how the Hard Rock Hotel Bali is part of the Hard Rock Hotel network in the world. This means that experience delivered by Hard Rock Hotel Bali is an attempt to build an emotional bond that was built by the hotel with a target audience that has emotional bonding with the music.

Variation of Hard Rock Hotels around the world shows that the Hard Rock Hotel has the ability to manage a harmony to manage relationship and identity toward the consumer and being part of his identity (Aitken & Campelo, 2011). There are 271 tweets processed in the analysis. The initial findings of the exploratory process Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 82 conducted to @hrhbali show that Hard Rock Hotel Bali is not delivering basic service features such as hotel facilities, comfortable beds, swimming pool, check-in time, fitness and basic other service features. The exploratory results showed that none of the features of the services delivered through @hrhbali.

The interesting thing is @hrhbali convey the brand Hard Rock Hotel by strengthening the statement ThisIsHardRock. Furthermore conveying more intense activities @hrhbali music, parties, concerts, Bon Jovi, Melissa's Party at the pool party, foam and feel of music rock (Figure 1. Figure 1.

@hrhbali Dendogram @hrhbali also delivered a promo discount flash sale for the visitors, for example, "be able to enjoy flash sale by entering code SWEETROCK". Hard Rock Hotel Bali also deliver tweet that state they also have sauna facilities to be enjoyed when the weather is hot, which can make the body relax and calm. @hrhbali retweet posts from twitter account @hardrockfmbali.

The account @hardrockfmbali is a twitter account of radio organizations owned by Hard Rock Hotel Bali, @hrhbali delivering a diverse range of music information and as a means to share information about the activities that will be held at the Hard Rock Hotel Bali. In addition, the @hrhbali pass on the information to its culinary followers.

Hard Rock restaurant Splash Bistro, has a wide range of food and drinks that can satisfy the visitors. One of the foods promoted @hrhbali are ox-tail soup, pork steak schnitzel, pizza, fried rice, and a variety of dessert. The price of the food in the restaurant was range between 60-155 USD.

Review of the restaurant is the place and view a great view, friendly service, but the price of the food is quite expensive. In addition to the restaurant, Hard Rock Hotel Bali also has other facilities mentioned in the twitter, but there are also other facilities such as facilities for children, namely children's Club Lil ' rock, rock, boombox recording studio and also shopping Shop Hard Rock Hotel Bali.

As in the post @hrhbali promote one of the amenities, "Saturday shopping time at the Rock Shop at Hard Rock Hotel Bali #thisishardrock #hardrockhotelbali". Hard Rock Hotel Bali also provide Rock Spa which is useful to its visitors who want to experience the tranquility and only for relaxing the body. Rock spa has some sort of services such as massage, facials, nail care manicure and pedicure services.

And also provide Rock spa offers a package with a cheaper price, for example, a package which includes reborn foot cleanse, detox body mask, sole revival, green tea bath soak. Services from the Rock spa can be enjoyed also by those children because they provide the ingredients specifically for children. Not just for adolescents and adults only, but Hard Rock Hotel Bali also provides facilities for children educational purposes.

There is a tweet about Lil ' Rock Kids Club activity, one of which "today's Lil ' Rock Kids Club activity is Balinese Dance Lesson! Have you tried it?" There are also other exciting activities like putting together Lego, play-doh game, looking for the treasure. Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 83 @hrhbali also conveys about the activities that will be performed at Hard Rock Hotel Bali, and they also inform artists or guest star who will be present at the Hard Rock Hotel Bali.

These are an attraction for the @hrhbali followers for continuous monitoring or observing any tweet that delivered the Hard Rock Hotel Bali. The above findings also consistent with the topics clustered by document that categorized similar phrases (Table 1). Table 1. Topics by Document NO NAME KEYWORDS EIGENVALUE % VAR FREQ 1

THISISHARDROCK; HARDROCKHOTELBALI THISISHARDROCK; HARDROCKHOTELBALI; ROCKERS; HARD; ENJOY; PM; DAY; GOOD; ROCKIN; TRIBUTE; CENTERSTAGE; HRHBALI; SPLASH; BISTRO; HOPE 3.48 5.79 350 2 SPLASH BISTRO; ENJOY BISTRO; SPLASH; ENJOY; READY; POOL; ROCKIN; THISISHARDROCK; ROCKERS; CENTERSTAGE; TRIBUTE; PARTY; TONIGHT; FUN; BRONCOOK; FOAM 2.15 7.36 497 3 FOAM PARTY; FRIDAY FOAM; PARTY; FRIDAY; PM; FUN; ROCK; HRHBALI; GOOD; TONIGHT; CENTERSTAGE; HOTEL; HARDROCKHOTELBALI; THISISHARDROCK; MELISSABONJOVI; BRONCOOK 1.95 7.00 609 4 TONIGHT; TRIBUTE TONIGHT; TRIBUTE; CENTERSTAGE; HARD; ENJOY; BAND; NIGHT; DAY; WEEKEND; ROCKERS; POOL; BRONCOOK; MELISSABONJOVI; HARDROCKHOTELBALI; PARTY 1.62 5.30 473 5 ROCK HOTEL; HARD ROCKERS HOTEL; ROCK; HARD; ROCKERS; CENTERSTAGE; PM; ROCKIN; BRONCOOK; FOAM; MELISSABONJOVI; POOL; NIGHT; TONIGHT; DAY; GOOD 1.52 7.55 574 6 WEEKEND; FUN WEEKEND; FUN; POOL; ROCKERS; HARD; HOPE; ENJOY; HRHBALI; TRIBUTE; READY; PM; PARTY; THISISHARDROCK; FOAM; BAND 1.40 5.04 386 7 ROCKIN; HOPE ROCKIN; HOPE; ENJOY; HRHBALI; POOL; FRIDAY; PM; GOOD; NIGHT; ROCK; TONIGHT; WEEKEND; HARDROCKHOTELBALI; 1.36 4.65 377 Vol.50, 2018 84 FUN; BAND 8 BRONCOOK; MELISSABONJOVI BRONCOOK; MELISSABONJOVI; HRHBALI; HARD; ROCKERS; DAY; READY; ROCK; ROCKIN; CENTERSTAGE; NIGHT; HOPE; BISTRO; PARTY; PM 1.24 5.51 450 9 DAY; POOL DAY; POOL; FUN; CENTERSTAGE; HARDROCKHOTELBALI; PM; ROCKIN; MELISSABONJOVI; TONIGHT; SPLASH; ROCK; READY; BRONCOOK; HOTEL; BISTRO 1.19 4.50 336 10 NIGHT AT CENTERSTAGE; FRIDAY NIGHT; FRIDAY; CENTERSTAGE; READY; HARD; ROCKIN; HRHBALI; ROCKERS; TRIBUTE; POOL; FOAM; SPLASH; BISTRO; WEEKEND; GOOD 1.15 5.30 536 Managerial Implications We also look at how the major features of the hotel services are not delivered by @hrhbali, Hard Rock Hotel Bali even more focus to experience the music and the environment.

This makes the results of the research has interesting findings to be compared with other hotels who does have a different ion compare to the other the hotel in general. Exploratory analysis in this study reveal the main topics being delivered via twitter @hrhbali. This research can explain the positioning of the Hard Rock Hotel Bali toward the target market.

This analysis technique is also empirically proven to show the dominant topic delivered by the social media to its target audience. We can see in the figures one how the topics presented such as the music gimmick and also the music concerts held in Bali. 5. Conclusion Hard Rock Hotel Bali did not convey the main services such as another financial mattress.

However, Hard Rock Hotel Bali emphasize on the atmosphere of the luxury hotel, music, joy, party. Hard Rock Hotel Bali has a different positioning compared to other hotels. Hard Rock Hotel Bali positioned itself as the cheerful hotel, closely related to music, associated with the party.

Therefore the target markets are those which indeed provide more value to the hotel with the feel of the cheerful music party. The positioning delivered via twitter @hrhbali, the hotel did not deliver the comfort in the rooms and also the other basic services. The study also opened up space for more new research studies that can reveal the proposition of the hotel services in Indonesia.

The difference on economical and also premium hotel. Through the exploration and service proposition elaboration, delivered through the twitter, then we will be able to obtain empirical evidence of various differences between the varieties of hotel positioning.

The limitations of the data obtained from Hard Rock Hotel Bali need to be developed by conducting research studies with a longer time interval, because the dynamic of hotel which always evolving, this movement which can then be immediately captured and processed further via social media data analysis, which is more responsive and more easily to reveal the reality of what is delivered by the company to the target market.

This is the preliminary research to establish the attributes of Hard Rock Hotel Bali. The attribute will be developed further to build questionnaire, which will be tested through quantitative methods approach with a Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.50, 2018 85 survey presented to the guest of Hard Rock Hotel Bali.

This study will exposed the attributes delivered by the hotel, not only the physical measurable attributes, but also the identity of the brand. This research proves that music is part of the identity built by Hard Rock Hotel Bali. So presumably further research can prove whether this identity is successfully delivered to the guests after they enjoy the services provided by Hard Rock Hotel Bali.

Other research-related on budget hotels, luxuries hotel, air bnb, also need to be conducted so that we can gain an identity or an attribute other than physical attributes that are delivered by the hotel to the target audience. So that through this approach we could build a relevant questionnaire, and we could explore the brand identity and positioning intended by each hotel.

Finally, this research has contributed insight that can fill the gap for attribute consist the physical attribute of the hotel only. Other studies that can be conducted consist of research by leveraging Facebook data, data from the comments submitted by guests via social media, or even by pulling data from tripadvisor.

Through the extraction of application data from applications that promote tourist destinations and opportunity to provide reviews, we could reveal the attributes correspond to the perceived experience. The research process that are originated from literature review but also from the reality of hospitality marketing communication. This is relevant because this analysis would reveal the content of the attribute that are originated from the stakeholder top of mind attribute proposition.

The study also gives recommendations for further research to be able to construct a typology of the physical attribute and the intangible attribute obtained by the process. By doing the 7 P marketing mix categorization which are the product, price, place, promotion, physical evidence furthermore the people and process which are part of the more abstract attributes could be developed by building the hotel brand identity and provide a major influence in establishing the tourist experience.

This research also deliver recommendations for other research in disclosing the complaint submitted by tourists in the comments on my post on social media such as through trip advisor. This method utilizes the complaints data that can reveal the attributes that need to be improved, and the possibility of attributes not particularly into consideration the main hotel in providing service to the guests.

Eventually this research method can hopefully reveal a more valid findings based on experience data experienced by tourists. Researchers build terminology Experience based content analysis can reveal more relevant experience in the tourism industry. Reference Aitken, R., & Campelo, A. (2011). The four Rs of place branding. Journal of Marketing Management, 27 (9-10), 913-933. Ariffin, A. A. M. (2013).

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