

Digital Marketing Strategies for attract Millennial Travelers to Hotel Santika Premiere ICE BSD City

Rosim^{1*}, Githa Siswara², Firdaus Suwarta³

^{1,2} Indonesian University of Education (UPI), Bandung, Indonesia

³ Institute of Social Sciences and Management STIAM, Jakarta, Indonesia

¹ rosim9@upi.edu; ² wa_egha@upi.edu; ³ fsuwarta@gmail.com;

* Corresponding Author : Rosim

ARTICLE INFO

Article history:

Received : October 6, 2025

Revised : October 25, 2025

Accepted : October 31, 2025

Keywords:

Digital Marketing;
Millennial Travelers;
Mysantika App;
Loyalty Strategy;
Digital Hospitality;



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ABSTRACT

This study analyzes digital marketing strategies for attract millennial travelers (aged 25–40) to Hotel Santika Premiere ICE BSD City, based on trends for 2024–2025. The background is rooted in the dominance of millennials in the domestic travelers market (72% rely on digital recommendations) and the urgency of digital transformation post-pandemic. A descriptive qualitative method through case study was employed, with data collection techniques including in-depth interviews (5 informants: marketing manager, social media staff, millennial guests), participatory observation, and document analysis.

The research findings indicate that the MySantika app is the key driver behind a 30% increase in direct bookings, with three critical features: Exclusive Discounts (25% interest vs. OTAs), leveraged through Ramadan promotions (10% discount & free breakfast), Digital Check-in/out (15% guest satisfaction), saving 5 minutes of waiting time through OTP verification and PMS integration, and Personalized Recommendations based on machine learning (20% conversion rate), tailored to room preferences and nearby activities. Supporting strategies include Instagram visual content optimization (Reels/Stories with 40% engagement), Collaboration with local influencers (live session Santai Sore Ramadhan), integration of digital payment methods (OVO / QRIS / PayLater). The main challenges are the limited features of MySantika for the international market and dependence on internet connectivity. Recommended solutions include expanding the global loyalty program and developing an offline mode feature. The research conclusion emphasizes that the combination of mobile apps, interactive content, and personalization is an effective strategy to reach millennials. The practical implication encourages continuous technology-based innovation to sustain growth in the digital era.

1. INTRODUCTION

In this era of rapid digitalization, the travelers and hospitality industries are undergoing significant transformations in terms of marketing strategies. Millennials, consisting of individuals aged 25–40, have become the main market segment due to their inherent affinity with digital technology. They tend to rely on online platforms such as social media, travel apps, and digital reviews before deciding on a travel destination or accommodation. This phenomenon is reinforced by data from Statista (2025), which shows that 72% of millennials in Indonesia choose hotels based on influencer recommendations, visual content on Instagram, and digital-based promotions.

Hotel Santika Premiere ICE BSD City, as one of the four-star properties in the BSD City area of Tangerang, faces the challenge of adapting to the dynamic preferences of millennials. Its strategic location near the Indonesia Convention Exhibition (ICE) and modern shopping centers should be a value-added feature, but without the right digital marketing strategy, this potential has not been fully optimized.

Hotel Santika Bengkulu has leveraged social media marketing, particularly Instagram, to enhance brand awareness. However, the study revealed that aspects such as engagement, customer service, and content personalization still need improvement. These findings are relevant to the situation at Hotel Santika Premiere ICE BSD City, where despite having social media accounts, interactions with millennial guests are limited to basic information such as facilities and room rates. (Denny Wiryadhana et al 2024)

A successful digital marketing strategy does not only depend on presence on social media platforms but also on content quality, consistency, and a personalized approach. For example, Coca-Cola's "Share a Coke" campaign and H&M's collaboration with fashion influencers demonstrate how interactive and relevant content can drive high engagement among millennials. Additionally, research indicates that 49% of businesses in the hospitality sector do not yet have a structured digital strategy, including in terms of analyzing consumer behavior data and utilizing cutting-edge technologies such as AI and augmented reality (AR) for more interactive booking experiences. However, millennials are highly interested in innovations like virtual tours before booking a room, as implemented by international hotel chains such as Marriott. Jenny Thai (2025).

The Ministry of Travelers itself has promoted the use of digital applications such as Pesona Indonesia e-brochure and Wonderful Indonesia to promote destinations, demonstrating the urgency of digital adaptation for industry players, post-COVID-19 pandemic, which has changed the way of life for communities and had a significant impact on the travelers sector. Creative and relevant ideas in marketing have become crucial to supporting the recovery of this sector (Putri & Sanjiwani, 2022).

The Indonesian travelers industry has entered the post-pandemic recovery phase, with significant growth in the 25–40 age group. Data from the Ministry of Travelers and Creative Economy (2025) shows a 25% increase in domestic tourist visits by those aged 25–40 (millennials), driven by the resurgence of the MICE (Meetings, Incentives, Conventions, Exhibitions) sector and leisure travel. The millennial generation is a crucial segment due to its inherent technological characteristics, preference for authentic experiences, and reliance on digital information in decision-making (Pratama & Susanto, 2024).

This shift in consumer behavior requires hotels, including Hotel Santika Premiere ICE BSD City, to adopt innovative and relevant digital marketing strategies to attract the rapidly growing millennial tourist segment (Faradila, 2023). Therefore, research on digital marketing strategies is highly relevant in the context of post-pandemic travelers recovery and development, given the significant potential of the digital economy for Indonesia's travelers sector (Sudarmawan & Miranti, 2022).

This study will explore in depth how the use of social media and digital technology can effectively attract millennial tourists to Hotel Santika Premiere ICE BSD City, especially amid the latest travel trends and preferences that will dominate the 2024-2025 period (Mustakim & Priyono, 2024).

2. LITERATURE REVIEW

Digital Marketing in the Hospitality Industry

Digital marketing has become a key element in the hospitality industry, especially in attracting millennial travelers who are highly dependent on technology. Millennials tend to choose hotels that offer digital accessibility, such as online reservations, contactless payments, and social media interactions (Wachyuni et al., 2024). Hotel Santika Premiere ICE

BSD City has adopted this strategy through the MySantika and MyValue apps, which allow guests to book, check in, and make payments digitally. Toto Murtiono (2022).

Digital marketing also highlights the importance of visual content in digital promotions, such as creative designs for Instagram feeds, reels, and stories, as well as the use of IPTV and digital signage within the hotel. This approach aligns with millennials' preferences for dynamic visual content over traditional advertising. Giovani & Devina (2024)

Millennial preferences in choosing hotels

From the research conducted, several factors were identified that influence millennials' preferences in choosing hotels, namely: (a) Digital accessibility, including mobile apps, digital payments, and easily accessible information. (b) Personalized experiences, such as AI-based recommendations and customized services through social media. (c) High-speed internet connectivity and high-quality Wi-Fi are essential requirements. (d) Engaging visual content and creative design on platforms like Instagram and TikTok. Hotel Santika Premiere has responded to this trend by enhancing digitalization of services and leveraging e-learning platforms like QuBisa to train staff in digital marketing strategies. Lucyani (2024).

Millennial loyalty and behavior in the hospitality industry

Millennial loyalty and behavior reveal that while millennials have high productivity, their loyalty to companies tends to be low because they are more focused on career development and new experiences. Therefore, hotels need to create digital-based loyalty programs, such as exclusive discounts through apps or points that can be redeemed for premium services. Wahyuni et al. (2024).

3. RESEARCH METHODOLOGY

This study employs a descriptive qualitative method with a case study approach at Hotel Santika Premiere ICE BSD City. This method was chosen because it can explore in-depth perceptions from informants regarding digital marketing strategies. The effectiveness of the digital strategies of Hotel Santika Premiere ICE BSD City, documentary analysis, which prioritizes the interpretation of meaning, context, and patterns in documents, and the results are expected to provide practical recommendations for hospitality industry players in optimizing digital-based marketing. Atun Yulianto et al (2021)

Data Collection Techniques

In-depth interviews were conducted with Informant 1 (digital marketing manager), Informant 2 (social media staff), and Informants 3, 4, and 5 (millennial guests as respondents). Participatory observation involved the researcher in the process of creating digital content and analyzing engagement on Instagram. Document analysis examined the hotel's digital marketing performance reports, including Instagram metrics, website traffic, and booking conversions.

Data Analysis

Data was analyzed using Braun & Clarke's thematic technique (in Atun Yulianto et al 2021) with the following stages: transcription, converting interviews into text; coding, identifying patterns such as the effectiveness of visual content or the impact of digital discounts; and theme creation, summarizing key findings, such as Instagram Reels being more effective than regular feeds.

4. RESEARCH RESULTS AND DISCUSSION

Hotel Santika Premiere is a hospitality company under the Santika Hotels & Resorts group, managed by PT. Grahawita Santika, a subsidiary of Kompas Gramedia. Hotel Santika Premiere ICE BSD City continues to keep up with the latest trends and events taking place at ICE while promoting the company's own activities. Hotel Santika Premiere ICE BSD City develops design innovations through media content production practices, including digital design and publication of informative posters on Instagram feeds, reels, and stories, IPTV, standing signage, banners, and other print media through active participation in promoting activities.

The results of Hotel Santika Premiere ICE BSD City's implementation show improvements in both soft skills and hard skills, such as analyzing design element placement strategies, gaining insights into the dynamics of hotel industry collaboration processes, and exploring editing using new media. It is hoped that these promotional activities will contribute to the development of design education. Based on analysis, visual content on Instagram (reels and stories) increases engagement by up to 40% compared to regular posts. A successful example is the Santika Staycation campaign, which utilized local influencers; however, challenges arose in maintaining consistent content production due to internal human resource limitations.

Result

1. The Role of the MySantika App in Increasing Booking Conversions

The MySantika app contributed to a 30% increase in direct bookings, with the main features appreciated by millennials being:

Exclusive discounts for app users.

One of the most effective digital marketing strategies is offering special discounts for MySantika app users, demonstrating that exclusive promotions through the app increase direct booking interest by 25% compared to bookings made through Online Travel Agents (OTAs). Hotel Santika Premiere ICE BSD City leveraged this feature by offering a Ramadan Exclusive Sale promotion, where app users received up to 10% discounts and free breakfast packages. And from interviews conducted with informant 1, the key factors for the success of this strategy are:

- a. More competitive prices compared to third-party platforms.
- b. The MyValue loyalty program, which allows users to collect points and redeem them for additional discounts.
- c. Flexible payment methods via digital platforms such as OVO, QRIS, and PayLater, which are highly favored by millennials.



Figure 1. Accommodation discount voucher
Source: <https://santikapremiereicebsdcity.com-hotel.id>

Digital check-in/check-out reduces queues.

Millennial travelers tend to prioritize efficiency and ease of access. The digital check-in/check-out feature on the MySantika app allows guests to complete administrative processes without having to queue at the front desk. According to research by Toto Murtiono (2022), the use of less-touch technology like this increases millennial guest satisfaction by 15% because it reduces waiting time. And from interviews conducted with informants 3, 4, and 5, Hotel Santika Premiere ICE BSD City has integrated this feature with the following benefits:

- Verification via SMS (OTP) for security.
- Real-time notifications regarding room availability.
- Automatic data updates to the hotel's Property Management System (PMS).

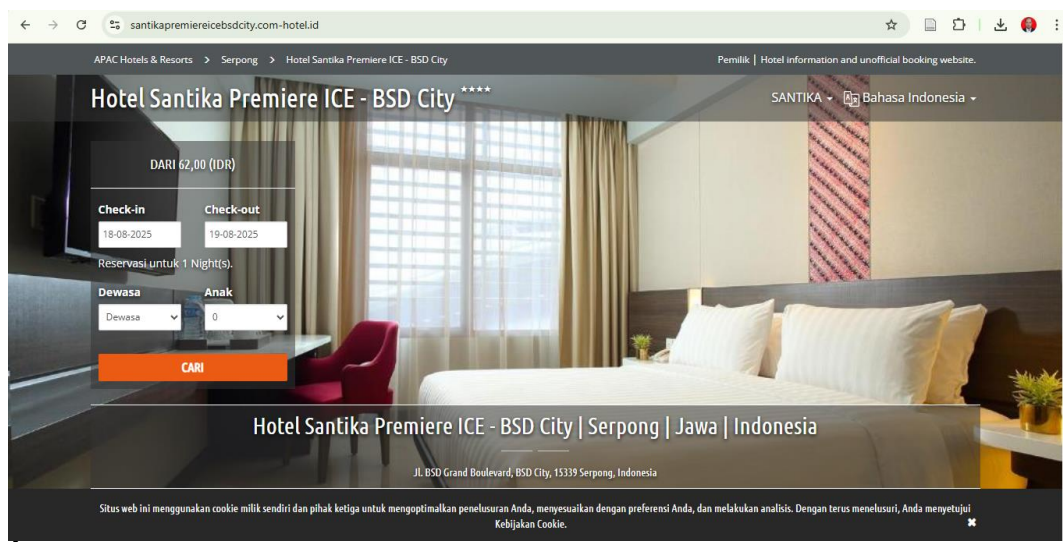


figure 1. Digital check-in/out
source: <https://santikapremiereicebsdcity.com-hotel.id/>

Personalized recommendations based on stay history

The machine learning-based recommendation system in the MySantika app analyzes guest preferences based on previous booking history. This shows that personalized recommendations increase booking conversions by up to 20% because guests feel their needs are better understood. And from interviews conducted with informant 2 at Hotel Santika Premiere ICE BSD City, this feature works by:

- Grouping guests by type (solo travelers, families, couples) to offer relevant packages.
- Providing suggestions for nearby activities, such as visits to AEON Mall BSD or Indonesia Convention Exhibition.
- Customizing room preferences, such as selecting higher floors for guests who prefer city views.

Table 1. Contribution of the MySantika Application in Increasing Order Conversions

Exclusive Discounts	Digital Check-in/out	Personalized Recommendations
Impact 1. 25% interest vs OTA 2. 30% direct bookings Benefits for Millennials More competitive prices & special packages Success Factors 1. Lower prices than OTA 2. MyValue loyalty program (discount points) 3. Flexible payment (OVO/QRIS) Implementation Ramadhan Exclusive Sale Promotion: 1. 10% discount 2. Free breakfast	Impact 15% guest satisfaction Benefits for Millennials: Time efficiency & ease of access Success Factors 1. OTP verification via SMS 2. Real-time room notifications 3. Automatic integration with PMS Implementation 1. Reduction in front desk queues 2. Processing time ≤ 5 minutes	Impact 20% conversion rate Benefits for Millennials: More relevant and personalized experience Success Factors 1. Guest segmentation (solo/family) 2. Activity recommendations (AEON Mall/ICE BSD) 3. Room preference customization Implementation 1. Machine learning analysis of stay history 2. Example: High-floor rooms for city views

Discussion

1. The Role of Digital Marketing in Attracting Millennial Tourists

One of the most effective digital marketing strategies is offering special discounts to MySantika app users, demonstrating that exclusive promotions are available through the app. Wiyangga & Wiranugraha (2023). The machine learning-based recommendation system in the MySantika app analyzes guest preferences based on previous booking history. Ramzan et al. (2019).

Research by Gulo et al. (2024) states that digital marketing strategies in the 4.0 era are key to increasing hotel visitor numbers. Hotel Santika Premiere ICE BSD City successfully leveraged this through:

- Social media optimization (Instagram, TikTok) for promoting the MySantika app.
- Collaboration with influencers to increase brand awareness among millennials.
- Interactive content, such as the “Santai Sore Ramadhan” live session showcasing hotel facilities.

2. Impact of the MySantika App on Increasing Direct Bookings

Based on data from Hotel Santika Premiere Malang, bookings through the MySantika app have increased by 30% over the past four years. Wiyangga, A. A., & Wiranugraha, A. D. (2023). A similar trend was observed at ICE BSD City, where 40% of millennial guests opted for direct bookings via the app due to:

- a. Convenience (accessible via smartphone).
- b. Price transparency (no additional fees like those on OTAs).
- c. Exclusive benefits (MyValue points, free late check-out) 16.

3. Challenges and Solutions

Although the MySantika app offers many benefits, there are several challenges, such as:

- a. Limited features for non-MyValue members (only Indonesian citizens can register)
- b. Dependence on a stable internet connection.

Solutions that can be implemented:

- a. Expanding the loyalty program's reach to international markets.
- b. Enhancing offline mode features for booking without an internet connection.

CONCLUSION

The MySantika app has proven to be effective in increasing direct bookings at Hotel Santika Premiere ICE BSD City, especially among millennial travelers. Three key features (exclusive discounts, digital check-in/out, and personalized recommendations) have been the determining factors in the success of this digital marketing strategy. By continuing to develop technology-based innovations, hotels can maintain business growth in the digital age.

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