

MARKETING COMMUNICATION STRATEGY TO DEVELOP BRAND AWARENESS AT SAVAYA BALI COMPANY

I Made Sutika¹⁾, Ni Nyoman Cipta Dewi²⁾, and Putu Ayu Risky Nandha³⁾

¹⁾ Dwijendra University

e-mail: sutika@undwi.ac.id

²⁾ Dwijendra University

ninyomanciptadewi84@gmail.com

³⁾ Dwijendra University

ayuriskynandha@gmail.com

ABSTRACT

Savaya Bali, formerly known as OMNIA Dayclub Bali, faced challenges in rebuilding brand awareness after a name and concept change. This study aims to analyze the marketing communication strategies applied in increasing brand awareness and consumer appeal. The research approach uses a qualitative method with a descriptive design, through observation, in-depth interviews, and document analysis. Data were analyzed using the Miles and Huberman models. The results show that Savaya Bali uses communication strategies through social media, digital advertising, event marketing, and word of mouth promotion, with an emphasis on exclusive experiences and luxury branding. This strategy is effective in attracting high-end consumers, despite the challenges of maintaining brand consistency and expanding market share. It is necessary to strengthen digital marketing strategies, increase audience interaction, and collaborate more widely with local communities to strengthen brand awareness in the future.

Keywords: *Marketing Communication Strategy, Brand Awareness, Savaya Bali*

1. INTRODUCTION

A business is highly dependent on the existence of customers. There is nothing more important in business than creating and fostering good relationships with customers, other than the aspect of the completeness of the resources owned by the company. Creating and fostering good relationships with customers is one of the keys to success in running a business in any field. In fact, the presence of business activities is not spared from the strength of the brand. The more influential a brand is, the better and easier it will be to remember. Brands can create an attraction for customers to come and enjoy it. The development of information and communication technology has also changed marketing communication towards a consumer-based interactive approach. This requires companies to use channels such as social media as marketing communication activities. Social media brought a major change to corporate communication practices, enabling two-way communication between companies and consumers. Lack of participation in social media can result in companies missing out on many opportunities.

This situation is relevant to be studied considering the high use of the internet in Indonesia and especially Bali, where the penetration of internet users reaches 59% of the population. The use of social media such as Youtube, Whatsapp, Facebook, and Instagram is an important means of attracting potential consumers and building *brand awareness*. In this context, the change of concept from OMNIA Dayclub Bali to Savaya Bali is a challenge in itself. Even though Savaya Bali has been operating since December 26, 2020, certain people are still more familiar with the brand before. This change requires massive marketing communication efforts through social media to rebuild *brand awareness*.

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requires massive marketing communication efforts through social media to rebuild *brand awareness*. In order to strengthen the brand of its products, companies need to conduct marketing communication, not only to introduce products, but also to increase customer awareness of the brand's existence. Effective and consistent marketing communication can provide *good impact* and *good value*. Marketing communication through social media is important as a form of adaptation to changes in the business environment. Social media marketing activities allow companies to form brand profiles, introduce online customer service, share product information, and offer special offers in a simple and sustainable way. Through a social media-based marketing communication strategy, companies like Savaya Bali are expected to rebuild *brand awareness* and strengthen the new brand image in the minds of the public.

The formulation of the problem and the purpose of this study is to analyze the marketing communication strategy applied by Savaya Bali in building brand awareness after the name change of OMNIA Dayclub Bali. Marketing communication is a means by which companies apply communication as a strategy to inform, persuade, and remind consumers directly or indirectly about the products or brands offered (Philip Kotler & Kevin Lane Keller, 2012). Social media as a communication channel is defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or content sharing between users in general (Kim & Ko, 2012). Social media marketing activities allow for fast and dialogical communication between companies and their consumers, replacing traditional one-way communication (Breitsohl et al., 2015).

A brand is an additional identity of a product, a manufacturer's promise to consumers, and a name that represents a product, service, company, and other related things (Philip Kotler, 2012). *Brand awareness* is the ability of potential buyers to recognize and remember a brand as part of a certain product category (Aaker, 2009). The higher the *brand awareness*, the more likely the product is to be considered in the purchase decision. This research is expected to provide an understanding of marketing communication strategies in building *brand awareness* in Savaya Bali. In addition, the results of this research can be input for companies in developing marketing strategies, as well as enriching the literature on the importance of the role of social media-based marketing communication in shaping and strengthening brands in the midst of changing business concepts.

2. RESEARCH METODOLOGY

This study uses a qualitative descriptive design directly by conducting a deepening in accordance with the research objectives. Qualitative descriptive studies help researchers to gain an in-depth understanding of the phenomenon being studied and allow researchers to understand the subjective perspectives of the participants which can help in gaining insight into a person in responding to a phenomenon. In this study, the researcher *purposively selected* five people as informants based on several considerations, including the length of service both before and after the change of company name. In addition, other sources of research are documentation of secondary data from official social media accounts and internal documents of Savaya Bali. The data collection technique was carried out from January to February 2025, using source triangulation techniques to ensure the validity and reliability of the data. Through observations in the field, researchers documented real marketing communication practices, including digital campaigns implemented, events held, and consumer interactions on social media. Interviews with the marketing team and guests still provide an in-depth perspective on how the communication strategy is received by the audience and how the perception of the Savaya brand is formed among consumers. In addition, the researcher also selected recurring guests in the period of January 1 – February 28, 2025 who were considered to be able to provide relevant and useful information to develop research data.

Before explaining the data collection technique, it is first necessary to describe the definition of the concept used in this study. The definition of the concept aims to provide clarity on the important terms that are the focus of the research. In this case, the definition of the concept used includes *brand awareness* and social media as a means of marketing communication. *Brand awareness* is defined as consumers' awareness of the existence of a brand as measured by their ability to recognize or remember the brand when faced with a particular product. Meanwhile, social media is defined as a digital platform that allows interaction, collaboration, and content sharing between users, and is an effective medium in conveying marketing communication messages to consumers.

To obtain data and information, researchers use several data collection techniques, namely observation, interviews, and documentation. Observation is carried out by directly observing a certain object, phenomenon, or situation to obtain relevant information. The interview was conducted as a meeting of two people to exchange information and ideas through questions and answers to obtain the information needed, where the researcher used an unstructured interview method. Questions develop based on interactions between interviewers and respondents without a fixed question format, with the aim of obtaining more in-depth data and facilitating the disclosure of broad and varied information according to the flow of the conversation. Meanwhile, documentation is carried out by collecting various sources of written data related to objective conditions, genealogy, and other supporting data.

In the data analysis stage, this study uses qualitative techniques based on Miles and Huberman theory, which includes three main steps, namely data reduction, data presentation, and conclusion drawn. Data reduction is carried out through selection, focusing, and simplification of field data so that it becomes meaningful information. The presentation of data is carried out in the form of a narrative to organize complex information to be easier to understand, thus allowing conclusions to be drawn or taken action. Furthermore, conclusions are drawn by analyzing data that has been compiled in a qualitative descriptive manner, by comparing between data to obtain patterns, meanings, and in-depth understandings.

The main instruments of this study are interview guidelines and observation lists used as tools in the data collection process. The presence of researchers in this study is very important, considering that in qualitative research, researchers function as the main instrument. The research was carried out in Savaya Bali, Pecatu Uluwatu, South Kuta District, Badung Regency, Bali, with a data collection period from January to February 2025. The presence of researchers allows direct interaction with informants as well as direct observation of the phenomenon being studied. To maintain the validity of the research results, the researcher used the triangulation technique. This technique is carried out by examining data from various different sources and methods, so that the results of the research can be more reliable and in accordance with the reality in the field.

3. RESULTS AND DISCUSSION

In building *brand awareness*, companies need to implement a planned and effective marketing communication strategy. According to Rogers in Cangara (2013), a communication strategy is a design that is designed to change human behavior on a large scale through the transfer of new ideas. Middleton (2013) also states that a communication strategy is the optimal combination of all communication elements, including communicators, messages, media, recipients, and expected effects, to achieve effective communication goals. In line with that, Chris Fill (2013) emphasized that marketing communication strategies have a role in providing information, persuading, and reminding consumers about the products or services offered.

Brand awareness itself is an important component in building brand strength. Durianto (2013) defines *brand awareness* as the ability of potential consumers to

recognize or remember a brand in a certain product category. Kotler (2015) expands the definition of brand as a symbol or identity that distinguishes a product from its competitors, while Aaker (2015) mentions brand awareness as one of the key elements in building strong brand equity. Departing from these concepts, this study aims to analyze how the marketing communication strategy implemented by Savaya Bali is able to build brand awareness in the midst of competitive competition in the entertainment industry.

The findings in this study show that Savaya Bali's marketing communication strategy has succeeded in creating *awareness* of new brands in a relatively short time. The transformation process from OMNIA to Savaya Bali was not only a name change, but also included an update of concepts, management, and communication approaches. This rebranding was responded to by strengthening visual identities such as The Cube icon, the use of digital technology, and narrative campaigns designed to convey the value of exclusivity and uniqueness of the Savaya experience. The results of the interviews show that Savaya Bali adopts an integrated marketing communication strategy that includes social media Instagram, TikTok, Facebook, organizing world-class events, collaborations with influencers, international media publications, and enhanced digital reservations. Each of these channels is geared towards creating high exposure, building a consistent brand narrative, and shaping an emotional and memorable customer experience. Event marketing is the main backbone of Savaya's brand campaign. By bringing international DJs and top artists to events such as Elrow, Zamna, and The Chainsmokers, Savaya has managed to create a *buzz* that not only attracts the masses but also creates viral visual and emotional content. The visitor's experience is then reprocessed into organic content, such as *repost stories* and *recap videos*, which strengthen the consumer's psychological connection with the brand.

In addition, the use of digital ads such as Instagram and Google Ads is aimed at reaching a wider target in a segmented manner, strengthening awareness, especially in new audiences from foreign markets. The consistency of the message and tone of communication, both visually and verbally, makes Savaya's brand communication easily recognizable and associated with an exclusive experience. This is in accordance with the IMC theory by Kotler & Keller (2012), that synergy between communication channels is key to marketing success. Savaya also takes a *customer-based approach*, which makes the visitor experience not just a result, but part of the communication strategy itself. Elements such as premium service, cliff locations with sea views, VIP concepts, and world-class electronic music not only increase visitor satisfaction, but also create stories that consumers voluntarily share on social media. This reinforces aspects of *brand recall* and *brand recognition*, two important components of Aaker's theory of *brand awareness*. This research also confirms the results of previous research, such as a study from Kim & Ko (2012) which emphasizes that social media as a means of communication can accelerate the process of forming brand perception, especially in the entertainment and tourism industry.

The challenges faced by Savaya include *post-rebranding brand consistency*, social media algorithm dynamics, and fierce competition between premium beach clubs in Bali. However, the company was able to answer these challenges through a data-driven approach, the adoption of technologies such as *virtual reality*, and the optimization of cooperation with the media and five-star hotel partners. All of this shows that Savaya is not only focused on one-way communication, but also invests in building an actively engaged community of audiences.

These findings enrich contemporary marketing theory, particularly in the experiential aspects of communication. This study proposes a modification to the classic marketing communication model that focuses too much on messages and media, to emphasize more on the elements of real experience and consumer narrative as the main driver of the formation of brand awareness and long-term loyalty. With this approach, Savaya Bali has not only succeeded in rebuilding its brand after *the rebranding*, but has also positioned itself as a *role model* for premium entertainment destinations that are able to integrate modern marketing communications effectively and sustainably.

Tabel 1. Savaya Bali Monthly Report for the Period of January – February 2025

Jan-25	GRAND TOTAL	AVERAGE Per Days
SAVAYA		
Total Unique Messages (WA + IG)	8913	311
Whatsapp	6887	238
Instagram	2026	73
Savaya Table Form Submitted	2492	84
Savaya Payment Confirmed	257	9
Savaya Payment Link Sent	325	11
Savaya Tix Link	994	35

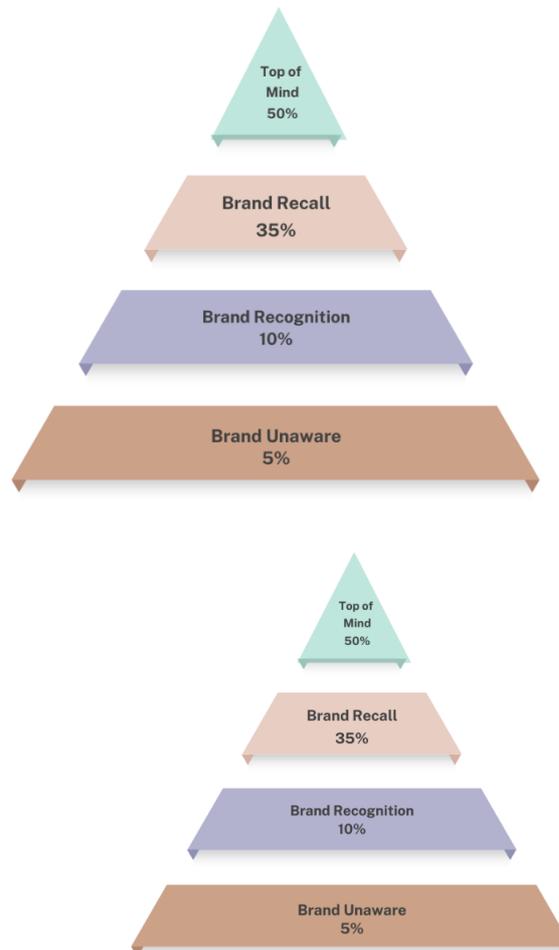


Figure 2. Savaya Bali's brand awareness pyramid by audience recognition rate, shown in percentage
Source: researcher's processed data, 2025

4. CONCLUSION

This research shows that the marketing communication strategy implemented by Savaya Bali in building *brand awareness* is designed in a structured and directed manner, targeting high-end audiences in accordance with the exclusive image carried. Operating in a competitive premium entertainment industry, Savaya Bali understands the importance of creative, innovative, and experience-based marketing communications to maintain brand relevance and strength in the minds of target audiences. Savaya Bali utilizes various marketing communication techniques, such as digital advertising Facebook Ads, Instagram Ads, Google Ads, organizing exclusive events with a *presale ticket* system, public relations through local and international media, digital marketing through social media and influencers, and direct sales through VIP reservations and hotel *concierge cooperation*. The packaging of communication messages is carried out with consistent visual branding, *engaging* storytelling, and an emphasis on the uniqueness of the location and VIP experience, strengthening the perception of premium among consumers. Evaluation of the elements of the marketing communication process, ranging from the sender of the message, the content and encoding of the message, communication channels, to the audience's response, shows that the strategy implemented by Savaya Bali is effective in building *top of mind awareness*. This is reflected in the high level of social media interaction, the success of major events such as Elrow and Zamna, and the high level of recommendations from visitors. Despite facing challenges such as competition between beach clubs, changing entertainment trends, and changes in social media algorithms, Savaya Bali was able to answer them through data-driven innovation and adoption of new technologies, including *virtual reality* to introduce immersive destination experiences. Based on these findings, it can be concluded that Savaya Bali has successfully implemented consistent, innovative, and customer experience-based marketing communications, thereby strengthening *brand awareness* and maintaining its position as a premium entertainment destination in the local and international markets.

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