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AI-Based Digital Marketing Communication in Hotel Masa Inn Advertising

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ABSTRACT

This study examined the implementation of AI-based digital marketing communication in Hotel Masa Inn advertisements by applying the AIDA model. The study purpose was to analyze how artificial intelligence was utilized in digital advertising content to attract attention, build interest, stimulate desire, and encourage action among audiences on Instagram. This research employed a qualitative descriptive approach. Materials and methods involved field research conducted at Hotel Masa Inn, Kuta, Bali, using observation of Instagram content, in-depth interviews with hotel management, marketing staff, and consumers, as well as documentation of AI-based promotional materials. Data were collected through purposive sampling and analyzed inductively to capture patterns in audience responses and communication strategies across the AIDA stages. The results showed that AI played a strategic role throughout the communication process. At the attention stage, AI-supported visuals, voice-over narration, and consistent posting frequency successfully highlighted Balinese identity and created a calming first impression. At the interest stage, AI-generated storytelling maintained narrative consistency and strengthened audience engagement by presenting the hotel experience as warm and familiar. At the desire stage, AI-based copywriting emphasized comfort, historical value, and credibility, reinforced by organic audience testimonials that increased trust. At the action stage, clear AI-generated calls to action contributed to increased direct messages and story replies, indicating active audience responses. However, findings also revealed limitations, as some audiences perceived reduced emotional depth compared to human-generated communication. In conclusion, AI-based digital marketing communication at Hotel Masa Inn effectively supported all AIDA stages by enhancing message consistency, efficiency, and audience engagement. Nevertheless, human involvement remains essential to preserve emotional authenticity and strengthen long-term relationships with consumers.

Keywords: Artificial intelligence, digital marketing communication, AIDA model, hotel advertising online marketing communication

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INTRODUCTION

In an era of globalization characterized by rapid technological advancement and changing consumer behavior, digital marketing communication has become a central strategy for building brand image, expanding market reach, and maintaining competitiveness, particularly within the hospitality and tourism industries. These conditions encourage service-based businesses to adopt creative and adaptive strategies that prioritize customer experience (A. Wulandari & Yulianto, 2025). At the same time, digital technology has transformed how individuals communicate and interact with information, influencing various aspects of business management (Handayani et al., 2024). Since the late 1990s, continuous developments in information technology have reshaped how brands and organizations utilize digital tools in their marketing practices (Haryono & Hutasoit, 2023).

In the hospitality industry, digital marketing now plays a key role in communication and promotion strategies, enabling businesses to reach increasingly connected consumers through a variety of digital platforms (Sularno, 2025). However, the level of AI utilization in Indonesia's hospitality sector is still relatively low, with only around 28% of hotels having implemented it (Yolanda & Rakhmawati, 2025). This condition indicates both opportunities and challenges within the ongoing process of digital transformation.

AI as a digital technology now plays a role in encouraging more innovative human engagement and helping to realize original ideas in meeting creative needs (Kristianto & Yuono, 2023). In the

context of digital marketing, AI has become a central element, particularly in enhancing user retention, sustaining engagement with brands or services, and increasing lead conversion into customers (Alqurashi et al., 2023). Research by Mayangsari et al. (2025) indicates that AI-based personalization can increase customer engagement levels by up to 80% compared to marketing campaigns that do not apply personalized approaches.

In addition, through deep learning technologies that simulate human cognitive learning processes, AI is capable of automatically producing high-quality content, including image processing, voice recognition, and advanced content generation (Xu, 2024). As a result, the utilization of AI enables companies to optimize marketing strategies by improving conversion rates, targeting audiences more precisely, and supporting more strategic decision-making in marketing activities (Octavio Michael, 2023).

However, despite its various advantages, issues also arise regarding the use of AI in digital marketing communication. Limitations in moral perception and the extent of human intellectual capacity in programming AI mean that this technology is not fully capable of producing artistic works that comprehensively consider ethical aspects. Instead, AI tends to focus on calculating probabilities deemed profitable to generate patterns that may be perceived as art by audiences, without adequately considering ethical values or structured meaning within the work (Subadi, 2024). This condition provides a foundation for understanding how the application of AI can influence advertising within digital marketing communication strategies.

Advertising can be considered effective when it is able to capture audience attention, remain memorable, and encourage consumers to take concrete actions, such as making transactions or purchases (Budiman & Erdiansyah, 2021). Therefore, the application of advertising personalization is essential to align promotional content with the characteristics of the brand's target audience, enabling stronger interest and increasing the likelihood of purchase decisions (Wulandari & Kurniawati, 2022). This condition forms the basis for examining how the use of AI in digital marketing communication strategies shapes message delivery, from attracting attention and building interest to encouraging consumer actions toward Hotel Masa Inn promotional content.

Hotel Masa Inn is one of the historic hotels located in the Kuta area and has been operating since 1970. With 89 rooms that combine traditional Balinese architecture with modern elements, the hotel is known for having a strong image among senior tourists. However, amid changes in consumer behavior and the increasing dominance of digital technology in marketing practices, Hotel Masa Inn faces challenges in maintaining its relevance in the era of modern communication, particularly in attracting younger audiences without losing its existing customers. The selection of Hotel Masa Inn as the research site was based on its implementation of AI-based digital marketing communication, including the use of AI voice-over in promotional videos and AI-generated copywriting in social media captions.

To date, research that specifically examines consumer responses to AI-based hotel advertising within the context of digital marketing communication remains limited. This gap highlights the need for studies that analyze consumer perceptions of the authenticity and credibility of AI-based hotel advertisements compared to those produced by humans, particularly in response to changing patterns of digital media consumption.

The urgency of this research lies in Hotel Masa Inn's need to adapt to the development of AI-based digital marketing communication in order to maintain its relevance and competitiveness. As a hotel that experienced its peak during the 2000s with a dominant customer base aged over 50, Hotel Masa Inn faces challenges in reaching a new generation that is more responsive to digital content, without neglecting the emotional relationships established with long-standing customers. Therefore, this study focuses on analyzing the implementation of AI-based digital marketing communication in Hotel Masa Inn's advertising.

THEORETICAL FRAMEWORK

According to (Diandra et al., 2024), digital marketing communication theory is understood as an approach that integrates strategic and tactical aspects of marketing decision-making. In practice, this integration is realized through the delivery of messages to potential consumers by utilizing various

digital platforms, with the aim of providing basic product knowledge, attracting attention, influencing attitudes, and ultimately encouraging consumers to take consumption-related actions toward the promoted goods or services.

Digital marketing communication is characterized by the use of various internet-based media, including websites, social media, email, as well as mobile devices and digital television. (Pratiwi et al., 2023) explain that the main characteristics of digital marketing communication involve the use of internet-based media such as websites, social media, email, mobile and wireless devices, as well as digital television. These media not only expand the reach of target consumers but also provide marketers with opportunities to obtain structured information regarding customer profiles, behavioral patterns, value perceptions toward products, and customer loyalty, thereby enabling marketing objectives to be achieved more effectively.

Digital marketing communication plays an important role as a strategic means for companies to build interactions with consumers. According to Sucipto & Yahya (2022), marketing communication is used by companies to inform, persuade, and remind customers about the products or brands offered, either directly or indirectly. One of the conceptual frameworks frequently used as a reference in digital marketing strategies is the AIDA model, which consists of the stages of attention, interest, desire, and action (Sari & Utami, 2021).

The AIDA model (Attention, Interest, Desire, Action) is a theoretical framework in marketing communication that explains the psychological process of consumers, beginning with awareness of a product's existence and ultimately leading to a purchasing decision (Ridlo et al., 2025). Furthermore, the AIDA model introduced by Elias St. Elmo Lewis in 1898 emphasizes that marketing messages must pass through the stages of attention, interest, desire, and action, highlighting that effective marketing communication not only serves to deliver information but also plays a crucial role in stimulating interest and encouraging consumers to progress toward the decision-making stage (Halim et al., 2024).

Specifically, the stages within the AIDA model begin with how consumer attention is captured, followed by the development of interest, the emergence of desire, and ultimately the encouragement of consumers to take concrete action. The following description outlines each of these stages (samuel, 2021).

1) Attention

   Attention is directed toward potential customers or target consumers and can be built through clear visual and textual messages, the use of engaging and memorable wording, and the presentation of distinctive characteristics that differentiate the message from others.

2) Interest

   Interest refers to a condition in which the conveyed message is able to stimulate curiosity, encourage consumers to pay closer attention, and foster a desire to explore and understand the content of the message in a more structured manner.

3) Desire

   Desire describes the emergence of motivational drives related to consumers' motives and motivations in making purchase decisions. These motives are divided into rational motives, which emphasize considerations of a product's advantages and disadvantages, and emotional motives, which are more influenced by feelings and subjective experiences associated with the product.

4) Action

   Action refers to the stage at which strong consumer motivation is translated into concrete decisions to purchase or use a product, reflecting buying or subscription behavior as the final indicator in the decision-making process.

The application of AI within the AIDA model introduces both new possibilities and implications. On one hand, AI is capable of enhancing message reach and effectiveness; on the other hand, it has the potential to shift the emotional values that are typically formed through human interaction in marketing processes. Therefore, this study focuses on examining the role of communicators in utilizing AI technology to construct and deliver promotional messages at each stage of the AIDA model at Hotel Masa Inn. This model was selected because it effectively explains the

extent to which AI, when used by communicators, contributes to capturing attention, building interest, stimulating desire, and encouraging consumer action toward the conveyed messages.

METHOD

This study employed a descriptive qualitative approach. The research was conducted by capturing social phenomena inductively through direct field observations (Bado, 2021, h.42). The study focuses on describing "AI-Based Digital Marketing Communication in Hotel Masa Inn Advertising". Based on its objectives, this research is categorized as descriptive research. Qualitative research emphasizes the production of descriptive data (Sugiyono, 2023). In terms of data collection techniques, this study applied field research using a qualitative approach. Field studies are regarded as a primary form of qualitative research, as they allow researchers to directly observe the phenomena under investigation (Nur & Utami, 2022).

This research was conducted at Hotel Masa Inn, located at Jl. Poppies Lane I No. 27, Kuta, Badung Regency, Bali. The selection of Hotel Masa Inn as the research site was based on its unique position as a hotel that seeks to adapt to changes in consumer behavior in the digital era while maintaining traditional values and personalized service. The hotel has begun to utilize AI technology in its digital marketing communication strategy, particularly in the creation of visual promotional content and the management of online interactions with potential guests.

The data collection techniques in this study included observation, interviews, and documentation. Observation was conducted through direct examination to understand the implementation of AI-based digital marketing communication in Hotel Masa Inn's advertising, including visual communication forms and promotional messages presented to potential consumers. Structured interviews were carried out with Hotel Masa Inn's management as well as consumers targeted by digital advertisements to explore their perspectives on the use of AI in marketing communication strategies and its relationship with the stages of the AIDA model. In addition, documentation was used to examine various archives and AI-based digital advertising content, such as promotional materials, social media posts, and marketing activity records relevant to the focus of the study.

This study employed purposive sampling as the sampling technique, which involves selecting participants based on specific criteria or considerations. These considerations were grounded in the assumption that the selected informants possessed relevant knowledge aligned with the research objectives or held strategic positions that enabled them to assist the researcher in understanding the object and social context under investigation (Sugiyono, 2023). The informants in this study consisted of hotel management, marketing staff, and consumers who had been exposed to or had viewed Hotel Masa Inn's digital advertisements. The selection of these informants aimed to obtain diverse perspectives from both the message producers and message recipients. The number of participants was determined adaptively throughout the research process rather than being fixed from the outset, with data collection continuing until informational saturation was reached.

The selected consumers were individuals who had previously stayed at or used the services of Hotel Masa Inn and had been exposed to the hotel's digital advertisements. This diversity of backgrounds was considered important in order to obtain broader perspectives on how consumers interpret AI-generated promotional messages and how they respond to these messages in terms of emotional reactions and consumption decisions. The criteria for staff informants included individuals working in marketing and service departments, having a minimum of two months of work experience, and being directly involved in guest interactions and hotel promotions. In addition, the hotel manager was designated as a single informant due to their strategic responsibility in decision-making and the management of marketing communication.

FINDING AND DISCUSSION

Based on observations of Hotel Masa Inn's Instagram content, interviews with management and marketing staff, and audience responses, the implementation of AI-based digital marketing communication demonstrates a structured pattern that aligns with the stages of the AIDA model. Each piece of content is not produced randomly but is deliberately designed to guide audiences

through a gradual marketing communication process. AI is involved from the early stages of message production, including video scriptwriting, voice-over creation, and caption development, thereby shaping a consistent communication flow. This pattern indicates that AI plays an active role in regulating how messages are perceived, rather than functioning merely as a technical support tool in content creation.

In this context, AI is utilized as part of a strategic effort to shape the hotel's image in the digital space. Hotel Masa Inn employs AI to consistently and repeatedly present Balinese identity, tranquility, and historical values. This approach reflects a strategic awareness in managing audience perceptions. The content is designed not only to convey information but also to construct a visual and narrative experience that remains embedded in the audience's memory.

1. Attention

"At the attention stage, audience attention is deliberately built through visual and audio consistency that reinforces Balinese identity as the core value of Hotel Masa Inn. Content is uploaded regularly, with a minimum frequency of twice a week, creating repeated exposure patterns on the audience's timeline. The visuals presented are not random but focus on traditional architecture, green gardens, and distinctive Balinese ornamental details that represent the hotel's character. This visual selection functions as an identity marker, enabling audiences to recognize from the outset that the content originates from Hotel Masa Inn rather than from other hotels in the same area.

These visual elements are strengthened by the use of calming background music and AI-generated voice-over with soft intonation. The video scripts produced by AI employ simple narrative language, allowing messages to be easily received by audiences across different age groups without requiring high cognitive effort. Observational findings indicate that the combination of local visuals and AI-generated audio creates a stable and soothing initial impression, rather than merely aesthetic appeal. The impact is reflected in relatively strong audience engagement, with dozens of likes and more than ten comments on a single post. These figures suggest that audience attention is not only successfully captured but also maintained long enough to encourage active responses. At the attention stage, AI plays a role in reinforcing message consistency and supporting the hotel in building repeated brand recognition within the digital space.

2. Interest

The interest stage is developed through thematic and narrative consistency that is designed on an ongoing basis. AI is used to construct stories about Bali, tranquility, and comfortable staying experiences as the central thread of each piece of content. These narratives do not function merely as supplementary text but serve as the core of the communication message. The visuals consistently repeat similar elements, such as garden settings, guest rooms, and public areas of the hotel, thereby creating a storyline that is easy for audiences to follow. This pattern helps audiences understand the message without needing to reinterpret each post, allowing interest to grow as they become familiar with the theme and style of content delivery.

Based on observational findings, AI-based storytelling is able to maintain message focus without being fragmented by excessive information. AI organizes narratives with a stable flow and consistent tone, enabling audiences to experience the content as an integrated narrative rather than merely as advertising. This is reflected in audience comments that refer to the warmth and family-like atmosphere of Hotel Masa Inn. Such responses indicate that audience interest extends beyond visual appeal toward an appreciation of values and ambiance. At the interest stage, AI functions as a bridge between the hotel's visual identity and audience perceptions of the staying experience, resulting in interest that is more profound and sustained.

3. Desire

At the desire stage, AI-based digital marketing communication is directed toward building audience trust in Hotel Masa Inn. Captions generated through AI copywriting are composed using a soft and persuasive tone, ensuring that promotional messages do not feel coercive. AI is guided to emphasize comfort, tranquility, and the hotel's historical value as an accommodation that has operated for an extended period. This approach aims to foster audience confidence that the staying experience offered is consistent and reliable. Stable and repetitive narratives help audiences form positive associations with the hotel's image.

This trust is further reinforced by audience testimonials that appear organically in the comment sections. Statements referring to staying experiences since the 1980s and the quality of service serve as social proof that strengthens AI-based promotional messages. Interviews with consumers indicate that the majority of audiences accept this approach and perceive the messages as relevant and convincing. However, a small portion of audiences expressed the view that AI-generated narratives have not fully replaced the emotional depth typically present in human communication. These findings suggest that while AI is effective in building desire grounded in trust and rational consideration, human involvement remains necessary to enhance the emotional dimension of digital marketing communication.

4. Action

At the action stage, the effectiveness of AI-based digital marketing communication is reflected in the emergence of tangible audience responses to the calls conveyed in the content. Calls to action are consistently embedded in both videos and captions with clear directions, such as encouraging room reservations, website visits, or direct communication with the hotel through private messages. The CTA language generated by AI is concise and informative, allowing audiences to easily understand the expected steps without confusion. This clarity plays an important role in reducing the gap between interest and action, thereby motivating audiences to take further responses.

Interviews with marketing staff indicate an increase in story replies and direct messages on Instagram following the use of AI-generated scripts. These findings suggest that audiences do not remain at the stage of passive content consumption but begin to engage actively in communication with the hotel. AI contributes to accelerating message delivery and simplifying the marketing team's management of interactions with potential consumers. At the action stage, AI's role is evident not only in its ability to encourage audience actions but also in improving work efficiency and the responsiveness of Hotel Masa Inn's digital marketing communication.

CONCLUSIONS

Based on the results and discussion, this study demonstrates that AI-based digital marketing communication in Hotel Masa Inn's advertising aligns with the stages of the AIDA model. AI is used consistently from the message design stage to the delivery of content on social media, thereby forming a structured communication flow. At the attention and interest stages, AI plays a role in maintaining visual, audio, and narrative consistency that highlights Balinese identity and the tranquil atmosphere of Hotel Masa Inn. This approach enables audiences to easily recognize the hotel's character and fosters interest that is not only visual but also emotional, as reflected in audience responses that mention the hotel's warmth and family-like ambiance.

At the desire and action stages, AI is shown to be effective in building trust and encouraging audience actions. AI-based copywriting assists in composing persuasive messages that emphasize comfort, historical value, and the hotel's credibility, which are further reinforced by audience testimonials as social proof. The impact is evident in increased follow-up interactions, such as direct messages and responses to calls to action. However, the findings also indicate that AI has limitations in fully creating emotional depth. Therefore, the application of AI in Hotel Masa Inn's marketing communication is more appropriately understood as a strategic tool that enhances efficiency and message consistency, while still requiring human involvement to preserve emotional nuance in building long-term relationships with audiences.

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