**E-Marketing Model at Bali Chaya Kuta Hotel in The New Normal Era**

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**Abstract**

This study aims to analyze the e-marketing model applied to Hotel Bali Chaya Kuta from the time before the Covid-19 pandemic to the New Normal era. This is to analyze the right e-marketing model that can be used during the new normal era. The method used in this study is a qualitative descriptive method with data collection techniques used consisting of observations, interviews, and documentation with data validation using focus group discussions. The informant retrieval technique in this study used porposive sampling. Activities in qualitative data analysis, namely data reduction, display data, and conclusion drawing/verification. The results of the data analysis are known to be the e-marketing model applied in the new normal era on social media with three stages, namely the components of social media marketing that can be applied in the future: Customer Engagement, Influence, Online Community. Marketing communication through online travel agents has four marketing components that can be used in online travel agents which include Promo, Information, Respond to market, Review. Marketing through websites is divided into four dimensions, namely: Content, Branding, Disign, SEO (Search Engine Optimization).

**Keywords:** E-marketing Model, New normal

**INTRODUCTION**

In the situation of the new normal era as it is today, of course, the existence of information technology as well as the implementation of e-marketing is very necessary in the development of the tourism business, especially in the hotel accommodation business. According to the Head of the Expert Team of the Handling Acceleration Group (Adisasmito et al., 2019) new normal can be interpreted as a change in behavior to continue carrying out normal activities by implementing health protocols to prevent virus transmission. With the enactment of the new normal, people began to carry out activities outside the home while still complying with health protocols that have been regulated by the government, namely wearing masks when leaving the house, washing hands often with soap, and maintaining distance and avoiding crowds to prevent transmission of the corona virus.

As stated, the impact of the existence of the corona virus has a major effect on the economic sector. The biggest impact occurred in the tourism sector which made all components of the tourism industry experience a decrease in income (Ribeka, 2021). One of them is the hospitality accommodation component. This is also supported by a survey conducted by the Ministry of Tourism and Creative Economy nationally due to the coronavirus, the type of business that was most affected was accommodation at 87.3%.

The basic thing that makes hospitality accommodation very quiet during the new normal era, due to changes in tourist behavior in traveling. The change in behavior is that tourists are not oriented toward spending free time but trust and environmental health in tourist destinations (Wwik Suprihatin, 2020).

Hospitality accommodation management needs to have a strategy that
is able to provide information and motivate tourists to want to stay and enjoy various types of existing facilities. One of them is by utilizing the development of information technology in maximizing room occupancy rates through marketing digitalization.

Advances in information and communication technology (hereinafter referred to as ICT) in the field of tourism have presented the concept of digitalization where operations use electronic media. With a simple understanding, it can be seen that the sophistication of ICT certainly has the potential to change the way, even conventional understanding towards something new. The development of a marketing system that uses a computerized system that makes it easier for producers or producers of goods and services to reach consumers. The rapid advancement of communication technology in the new media and information society has demanded a review of the communication theory that has developed to date. New media communication theory is a theory derived from communication theory, as the meaning of communication is associated with the use of computer-based new media. In a book entitled New Media: A Critical Introduction by Lister et al., (2006) the term 'new media' is defined as large-scale changes in media production, media distribution and media use that are technological, textual, conventional and cultural.

New media is also referred to as telematic media as the device consists of several systems, including transmission systems (via cable or satellite), miniaturization systems, storage systems, information retrieval systems, control systems, and image presentation systems using a combination of text and graphics with high degree of flexibility. It's the same with the application of marketing in today's modernization era. Marketing developments that were initially conventional became digital with communications on electronic media.

ElGohary (2010) stated that e-marketing can be viewed as a new philosophy, the term e-marketing or internet marketing is a term used to express marketing activities carried out by a person or company using internet intermediaries. E-marketing is one of the marketing sides of e-commerce, which is the work of businesses to communicate something, promote, and sell goods and services through the internet.

E-marketing is said to be able to make it easier for companies and customers, namely offering convenience for companies and prospective buyers of goods or service users in terms of practicality, where companies and potential customers do not have to leave the company or home to give or find information because with e-marketing almost all information can be conveyed or received via the internet, furthermore smartphone technology which already exists today and is almost owned by everyone around the world also supports the existence of such e-marketing (Sheth & Sharma, 2005).

Entrepreneurs who are able to use digital communication channels appropriately can obtain and disseminate information faster. Likewise, for brands that have managed their online communities well, have a good level of success in their marketing communications (Putri, 2018). A study conducted in Makassar city also showed that there is a significant influence of using digital media on the number of sales. The more intensely digital media is used, the sales of products will also increase (Ayuni et al., 2019). Based on the results of research conducted by Digital in Asia, more than 3 out of 7.5 billion people from all over the world every month use the internet, especially social media, in their lives.

With a significant change in the consumer culture of technology users, the industry must make good use of the situation, namely promoting with strategies through electronic media, be it from social media, online travel agents and websites in order to attract customer interest through internet networks and technological advances. Nowadays, even traditional companies are starting to turn to digital marketing to maintain competitiveness with
more modern companies (Mohansyah & Parani, 2018). Marketing through online media such as social media, websites and online travel agents can connect with customers from all corners of the world. A very wide scope makes this online media an activity in marketing hotel products efficiently because at the same time it can penetrate the market globally without being limited by time or geography.

This modern marketing trend is more prospective because potential customers can be targeted by implementing the right strategy and innovation (Purwana et al., 2017). One of the studies on the online buying and selling site Bukalapak also shows that there is an influence of digital services on consumer confidence. Service through digital media is proven to increase the trust of customers, where this trust ultimately boils down to increasing the company’s reputation (Boer & Hendrastuti, 2018).

Based on previous research as mentioned above, a study was conducted on one of the hotels in Bali called Bali Chaya Kuta. The reason for conducting research at the hotel mentioned above is because criteria have been found that suit the needs of this research. The first criterion, related hotels are one of the hotels affected by the COVID-19 pandemic in terms of their room occupancy rates. The second criterion is that related hotels are still surviving by continuing to hire some of their employees during the pandemic; in other words, there is an effort to maintain a relationship between the hotel and its customers. The effort to maintain the relationship is an indicator that shows that there is a marketing activity that is included in it.

Based on preliminary observations, it was found that there was a drastic decrease in the occupancy rate of Bali Chaya Kuta rooms in 2020. The decline in room occupancy rates occurred sequentially at 51.90 percent in January; dropped to 43.30 percent in February; then it plummeted to 0 (zero) percent in March and beyond. According to Bali Front Office Manager Chaya Kuta, the decline in occupancy rate to zero percent is not normal if you look at the trend of room occupancy rates in March previous years which was in the range of 45 to 65 percent. In line with this description, the decline in the occupancy rate of Bali Chaya Kuta rooms can also be connected with social restrictions imposed nationally in Indonesia since the beginning of March 2020 (Government Regulation of the Republic of Indonesia Number 21 of 2020). The surge in positive cases of COVID-19 transmission in Java and Bali at that time has caused social restrictions to be prioritized to the two islands. Therefore, at first glance it can be assumed that the causal factor of the decline in hotel room occupancy rates as happened in Bali Chaya Kuta was caused by the pandemic situation.

Based on the assumptions outlined above, this study is designed to be able to trace the phenomena that occur more deeply. This is done by examining the application of marketing models on websites, online travel agents, and social media applied by hotel management in the transition from the period before and during the COVID-19 pandemic. In more detail, the marketing model is identified by examining various ways and/or strategies implemented by hotel management in a pandemic situation. Apart from the relevance of this research to previous research, in this paper there are situational factors that are very conducive to a study with related topics.
METHOD
This article is a research that uses a qualitative approach. The qualitative approach is chosen on the grounds that the object under study is a complex phenomenon, as it is difficult to understand by looking at it through only one perspective. Its assertive, descriptive, inductive, natural nature, and more concerned with process than results can provide an opportunity for researchers to understand the phenomenon comprehensively. This article discusses the digital marketing model applied to Bali Chaya Kuta hotel in the new normal era. The selection of the research site is based on the following considerations: 1. The location of the hotel which is in the Legian area, Kuta District, Badung Regency, Bali Province, is one of the very crowded areas with various types of hospitality accommodation. 2. Hotel Bali Chaya Kuta is still operating during the pandemic era to the new normal era. 3. Room occupancy rate in Bali Chaya Kuta has decreased during the pandemic era. The data collection in this study was carried out by direct observation, literature review, and interviews with informant determination using purposive sampling techniques. The hotel management staff who are considered capable of providing information in the research include: Sales Manager, Front Office Manager, E-commerce, and Reservation. The research data in the analysis uses qualitative data analysis, namely data reduction, display data, and conclusion drawing/verification (Miles & Huberman, 2014).

RESULTS AND DISCUSSION

Hotel Overview
Based on the results of the research interview description from the source and the interpretation of the interview results. Bali Chaya is one of the three star hotels in Bali. The location of this hotel is in the Legian area, Kuta District, Badung Regency. The location of the Bali Chaya Hotel is very strategic because the Legian area is a very busy area visited by foreign and domestic tourists. This is because the Legian region is the center for the presence of various types of tourist accommodations such as hotels, restaurants, and bars, and is equipped with shopping centers and nightclubs. The hotel is very close to the airport, only 20 minutes by car. This hotel is also very close to many famous beaches in Bali. Only ten minutes to Double Six Beach, and only fifteen minutes to Kuta Beach. Bali Chaya Hotel has forty-three rooms of various types, including the superior room which is the most standard room category and costs Rp. 360,000 rupiah at this price tourists already get breakfast. The facilities in this superior room are television, air conditioning, minibar, wifi, balcony with pool view, electric kettle for making coffee and tea. The size of this superior room is 22 m² or 237 sq ft. This room can be setup for Twin and double for the bed arrangement. The second type of room is called the Superior Pool Access Room category. This type of room is almost the same as the type of room superior room seen from all types of facilities obtained by tourists in the room. The price for this room is Rp. 460,000 per night including breakfast. The difference between a superior room and a superior pool access room is that tourists have direct access to the swimming pool just like a private pool. The last room category is Deluxe room which is the room category that has the highest and most expensive price from the previous room. This room type measures 30 m² or 323 sq ft. at a price of Rp. 660,000 including breakfast. Tourists staying at the Bali Chaya hotel will get various types of services, including transportation services used to take tourists to the nearest beaches, as well as pick up and deliver tourists to the airport. Tourists also get a cleaning room service, which is a service provided to tourists to clean the room every day. Room cleaning time is carried out in the morning and cleaning is carried out based on tourist requests such as tourists asking for cleaning in the afternoon or at night. The last service is room service. This service is provided to tourists when tourists want to enjoy food dishes made by restaurant staff in the
room. This service is also based on requests from tourists who stay at the Bali Chaya hotel.

Hotel Bali Chaya in disseminating information about hotel products through various types of information media. The media used in disseminating information related to the quality of hotel products mostly use digital media. The first is using online media travel agents, including Agoda, Booking.com, Traveloka and Expedia. All of these online media platforms have excellent reviews from tourists or consumers with an average rating score of 8.5. This shows that the services provided to tourists who stay at the hotel are very good. In the online media the travel agent informs the various types of products owned by the hotel including room types, hotel facilities, and hotel services. The online travel agent media is also accompanied by pictures of the products owned by the hotel. The aim is to persuade tourists to buy products owned by the hotel. Both use social media, including Facebook and Instagram. The dissemination of information carried out by the hotel is by posting or uploading promotional products owned by the hotel. This promo product is posted on social media usually on certain days such as new year promos, Eid promos and Chinese New Year promos. The number of followers on the hotel's Facebook social media is five hundred and sixty three from foreign tourists to domestic tourists. The number of followers for Instagram social media is nine hundred and twenty two followers. On the hotel's social media there is also information relating to hotel addresses and how tourists place orders for hotel products. The third media is website media. The existence of this website certainly helps the hotel in disseminating information related to the products owned by the hotel in the digital world. The website helps provide a clear description of hotel products, both in terms of room types, hotel facilities, hotel promos and hotel packages. On the hotel website there are several features that can help tourists find information about the hotel.

These features include a gallery containing various types of hotel product images. The room rate feature that informs the price of each type of room owned by the hotel. Features about the general description of Hotel Bali Chaya. The last is the reservation feature where tourists can directly order hotel products through the website.

**E-Marketing Model at Bali Chaya Kuta Hotel in the New Normal Era**

Based on the results of the research interview description from the source and the interpretation of the interview results, the research discussion can be described. Marketing products used in e-marketing during a pandemic or in a new normal situation using the theory of marketing communication consisting of marketing communication through social media based on Moriansyah (2015) explained that there are three components of social media marketing that can be applied in general: Customer Engagement, Influence, Online Community. Marketing communication through online travel agents according to Diah (2015) there are four marketing components that can be used in online travel agents which include Promotion, Information, Respond to market, Review. Marketing through websites according to Hyejeong and Niehm (2009) is divided into four dimensions, namely: Content, Branding, Design, SEO (Search Engine Optimization).

**Social Media Model**

1. **Customer Engagement**

Customer engagement can improve an organization's ability to communicate interactively with customers. Customers are no longer seen as passive recipients of a marketing activity, but customers as active participants in a valuable interactive process (co-creation). Therefore, the very nature of social media is interactive and co-creative. **Customer engagement** itself has a simple form that uses measurements, such as ratings, number of likes, comments, and shares.

Social media with business accounts need to maintain relationships with
Followers by uploading content regularly. Followers who remain involved will support the sustainability of the company’s social media accounts. Meanwhile, if the social media account is inactive for a long time, it will cause a loss of followers. Based on the results of interviews and observations that have been carried out, the management of uploads on social media accounts is still not carried out regularly. Digital Marketing Communication experts state that uploads on social media are recommended as many as three to five uploads every day. Followers need to be kept as followers of the company’s social media accounts by uploading with a frequency of once or twice every day on a regular basis. Meanwhile, the uploads that should be done for the hospitality industry are enough in the frequency of one to three uploads. Social media allows users to send photos and videos. This will support the company to be able to establish good relationships with customers such as sending thank you messages or informative messages such as promo notifications and so on. The interaction with the user will provide new input for the company.

2. Influence

The growing use of social media has given rise to people who are considered figures on social media. Because the number of followers is large, every upload on social media, can get hundreds, thousands to millions of likes, comments, or viewers. Seeing a very high influence on followers and society, companies use influencers (artists, celebrities, YouTubers, bloggers, and so on) to promote the company’s products or services. People with professions who offer their services to companies or businesses that want to promote their products or services are called endorsers.

Endorsement is one of the best promotional methods on social media Hotel Bali Chaya Kuta, by using celebrities who are attractive, fun, and trustworthy by the intended public so that the products promoted become known and known. Management hotels choose social media celebrities who have more appeal that can attract consumers to buy promoted products. Endorsements that have their own uniqueness or characteristics will be easier to remember by their followers and then something they wear can become the highlight of others and even be followed by others. This certainly has a positive impact on the development of the hotel in the future.

An endorsement strategy will be more effective if you have a larger number of followers or followers, because the more followers, the more people will be interested in the products they promote. If management chooses an endorsement with a small number of followers, few will see it and the opportunity to buy products or use hotel services will be small.

3. Online Community

Social media is one of the applications that become a means of communication between humans in the world. The communication is established from various experiences and stories experienced in life every day and uploaded on social media. This situation makes various businesses mainly tourism businesses in the field of tourism accommodation compete to create moments that make tourists want to capture them on social media. This makes the moment created create a response from various families and communities on social media. Of course, this situation can motivate potential tourists or those in the community to want to feel the moment.

Bali Hotel Management Chaya Kuta has posted a moment felt by tourists on social media owned by the hotel. However, it has not touched the existing online community. If studied more deeply, the communities on social media are very diverse, both from the cycling community to the community that has a hobby of traveling. This community can certainly be invited to work together to create harmonious relationships. All forms of promos made by management can be disseminated in the community both on Facebook, Instagram, WhatsApp and other online media that support the dissemination of assembled information on the existence of quality products owned by the hotel. This
is supported by research conducted by Agus Kristiad (2014) which states that the influence of online community on social media can form brand awareness which affects the level of trust for products marketed on social media.

Model Online Travel Agent

1. Promo

The use of online travel agents as one of the distribution channels for service products, especially services in the field of hospitality accommodation, is certainly able to provide benefits to its users. One of them is the benefit in the decision-making process to find, compare until finally buying products that can be done comfortably, consumers can do everything in a limited place, can be in the office, home, travel, using a computer or smartphone as long as it is connected to the internet, so that in making transactions can make the best use of time. In marketing through online travel agent media, the thing that must be considered is the massive price competition in the new normal era. This happens because the hotel management wants to fill the occupancy even at a low price to cover the hotel's operating costs.

Promotions are also carried out through the issuance of discounts in an effort to increase room sales. The following is a discount that has been issued Flash Deal traveloka, Discount 20% from OTA. Early Bird Promo Traveloka, Discount 20% from OTA. Flash Deal Booking Direct, Special Room Rate Rp. 550.000. Ultimeme Tiket.Com Birthday, Discount 25 % from OTA. #Episcale At Traveloka, Discount 33% from OTA. Splash Deal At Tiket.Com, Discount 20% from OTA Rate 7. #Ephour At Traveloka, Discount 37% from OTA Rate 8. #Sweetember At Pegi-Pegi, Discount 20% from OTA Rate

Through the interview process with the resource person, it is known that the strategy applied in marketing hotel products or hotel facilities to online travel agents under new normal conditions is to use the concept of no cancellation fee but postponed, meaning that tourists who book a room are not charged a cancellation fee for booking a room, but the money paid can be used the next day or the next booking. So that tourists do not have to pay twice when they want to re-schedule or change the travel schedule.

2. Information

In marketing products at online travel agents, of course, the most important thing is information related to the overall services that tourists will get when booking a room. Not only service information that must be clarified but also information about prices that are in accordance with the new normal. The facilities obtained by the tourists are important to convey by providing various types of photos that attract tourists to stay at Kupu-Kupu Jimbaran Suite & Spa.

In the pandemic era or the Covid-19 Virus issue, of course, a marketing media is needed that is able to convey accurate information to consumers. The most important information that must be conveyed properly is the implementation of health protocols that have been carried out by hotel management. The health protocol is CHSE (Clean, Health, Safety, Environment).

Adding certificates about health protocols in online travel agent media certainly helps provide confidence to domestic tourists and foreign tourists who see this in online travel agents can motivate tourists to book available rooms. As it is known that in selecting tourist accommodation in the current new normal era, the most important thing is the readiness of the accommodation to provide strict health protocol services.

As explained in the journal Rifka Ananda (2020) which states that a person's behavior on travel has changed. Not only attaching importance to a good moment but also attaching importance to cleanliness, and the implementation of adequate health protocols in the tourist attraction environment.

3. Respond To Market

In marketing products in online travel agents, the most important thing is how management welcomes or responds to the market or demand from tourists who want to travel in the current new normal situation. The new normal era has made
management change the market segmentation where the market initially targeted foreign tourists in Europe and focused on French tourists, turning into domestic tourists. This is due to the closure of Ngurah Rai International Airport as a link or accessibility for foreign tourists in traveling wisata to Bali, especially the Jimbaran area.

The management’s goals (goals) want to form a reputation in the domestic market segment so that tourists who book and after enjoying all the products at Hotel Bali Chaya Kuta have a positive perception of the company's image. The more the customer has a positive perception of the company's image, the more confident and confident the customer will be in the performance of the butterfly jimbaran hotel company because the performance carried out by the company looks professional in all market segments of the Bali Chaya Kuta Hotel.

The target market targeted by the management is domestic tourists who are in the upper middle class, this is because the management does not want to form products that are below the five-star standard. The objective purpose of the e-marketing strategy carried out by sales marketing in the new normal era is to form awareness to the target to be more aware of the company's existence, so that tourists or the target market decide to use hotel services.

4. Reviews

The management needs to pay attention to the quality of all aspects of service both in terms of facilities and services from the staff at the hotel. This is important to do because in marketing a product what must be considered is to gain the full trust of the consumers themselves or tourists who book rooms at Hotel Bali Chaya Kuta. In the current new normal era, it is not only meeting the needs of tourists through the readiness of health protocols. But it is also important to make adjustments between the demand from tourists and the presence of hotel products that suit the wishes of tourists.

A baik review is one of the most important marketing methods because it will motivate tourists to choose products or accommodations that have positive reviews. The emergence of a review of the readiness and quality of hotel services that have the implementation of good health protocols from tourists on online travel agents. This certainly helps management in socializing indirectly to all consumers who read the review. This is in line with research from Zhu and Zhang (2010) found that exposure to online reviews will increase the consideration of hotel consumers to do online hotel booking intention. Meanwhile, Liu (2006) said that online reviews that generate online hotel booking intention provide benefits in increasing sales. The more superior the promotions and online reviews presented by OTAs, the company expects the emergence of consumers’ purchasing intentions in making efforts to buy a product or brand. Research by Gretzel & Yoo (2008) found that online reviews are the most important source of information for customers to generate customer purchase intent.

Furthermore, to find out the marketing strategy through online media carried out by sales marketing is achieved or cannot be seen from the number of bookings from tourists, there is an increase in room booking transactions or not. This is very important to continue to be evaluated because the success of a company in running an e-commerce-based business requires an attractive appearance. In the current new normal era, sales marketing will monitor the rating of hotels on online travel agents, to find out the extent of the success of information from the products being marketed to reach the target market or tourists.

Model Website

1. Website Content

The content on the website is carefully prepared not only in oral form but in the form of a Virtual Tour that can provide more experience to tourists who see the hotel website. Users can find out the real situation by conducting surveys indirectly through the Virtual Tour feature. Therefore, it would be better if the website of Hotel Bali Chaya Kuta has a feature for Virtual Tour.
As penelitian in the journal Dianto (2018) revealed that content in the form of virtual tours is one of the effective marketing methods in increasing one's interest and motivation to see firsthand the quality of the products being marketed.

In addition to content about videos, another important thing is content about inviting tourists by providing information related to the products or services offered. Hotels are correct in the placement of the reservation column found at the top of the website because the reservation column indirectly directs users to make a reservation. Based on interviews that have been conducted with sources and supported by researchers' observations, on the hotel website there is no invitation for users to buy products or promos available. Pop-up info is one of the interactive strategies because it provides information directly to customers who open the website and at the same time directs customers to make transactions. Therefore, it would be better if the website of the hotel contains information that contains an invitation to buy products or promos that are available in the form of pop-up info.

2. Design

In the design of the Hotel Bali Cahay Kuta Website, it is necessary to add a feature for live chat, where customers can directly interact to ask and confirm what is needed. The hotel website can also be equipped with the addition of a QR Code feature so that users can scan the code to more easily connect with the hotel's customer service or customer care and interact directly.

The hotel website already contains quite complete information about the facilities and advantages of the hotel, but general information about the location of the hotel and its surroundings is only explained in a few sentences. Customers cannot know the location map where the hotel is located and what locations are around the hotel, so if customers need to find out the location of the hotel with other locations such as shopping centers, tourist attractions, or places to eat, customers must look for information outside of the hotel website. The location map can also add information about access options and transportation that can be used, so that customers will get an idea of their journey. Therefore, for the Hotel website, it is necessary to add features for location maps.

The appearance of the website is also a factor that must be considered by the company because the easier it is to use, it will make customers see that the company has added value. As access to the main information distribution from Hotel Bali Chaya Kuta, the website must have a display that can be adapted to various devices such as desktop computers or laptops or mobile phones. A good look can also be shown by a combination of colors and photos that have a good angle of view on the hotel website. It would be nice if the images on the website not only upload photos of the facilities, but also photos of tourists who have visited more than three times. In the photo are added testimonials from tourists. This will invite interest for potential travelers to look further or find out more about the quality of the products owned by the hotel.

3. Branding

Branding plays a very important role, because it develops a brand that will be related to promises and expectations, so one of its roles is to bridge consumer expectations when the company promises something to consumers. With the increase in the number of existing hotels, of course, the competition between these hotels to be able to attract consumers has increased intensely. Hotels compete with each other in various ways of promotion and other conveniences so that the occupancy rate of the hotel is high. Everything is done so that their brand image is high in the eyes of tourists and potential customers so that they can survive and even continue to develop in this new normal era.

One of the ways done by the hotel management so that the hotel's brand image is high in the eyes of customers and potential consumers is to create a company website as a promotional medium, provide booking facilities and hotel room payments through the website, as well as the
availability of services to obtain more detailed information about Hotel. This is still not enough to be able to make the hotel website known and known by tourists.

The most important thing can be done by disseminating the hotel website through social media both on Facebook and on Instagram. Create a business card that of course contains the identity and website of the hotel. In addition, reservations that make service requests to tourists, the hotel email must be filled with the address or website link of the hotel. It was done to expand the appeal of the website itself. More and more people who know the website of Hotel Bali Chaya Kuta will make it easier for management to communicate directly the products owned by the hotel without having to meet with tourists or guests who want to stay. Because the website has been explained in detail about all products owned by the hotel.

4. Search Engine Optimization (SEO)
Sales marketing of Hotel Bali Chaya Kuta explained that in optimizing its online website, it applies a stage before the website actually gets a visit from the Google search engine. That stage he termed “building a house SEO”. The stage referred to as the foundation of the SEO floor consists of keyword research. This is in line with Setiawan's theory (2011) an SEO expert who said that SEO techniques are techniques for engineering search engines to display websites at the top of the list, for the search results we target.

According to E-Commerce Hotel Bali Chaya Kuta, researching the right keywords is an effort to make the website easily known and indexed by the Google search engine, so determining keywords is like a bullet for a rifle, in other words how to make a website SEO campaign successfully convey messages, influence to the audience, targeted market. Referring to this keyword, management always pays attention to every SEO process they want to execute, whether it is in building the foundation, walls, to the roof sebagaimana which is done by http://www.kupujimbaran.com/ updating articles and distributing advertisements that he focuses on.

Research keywords that create high conversions for hotel websites. Informants stated that they use the help of third parties namely Google Suggestion, Google Adword Planner, and Google Trendss to find keywords that hits, Trends, and many people use in finding the information they need by tourists. As explained earlier, that the main target of SEO is to place the position of the online store website on page one of the search engine, the resulting impact of the first position in the search engine search results is the arrival of a lot of traffic or visits that have the potential to generate maximum accommodation sales.

COVER
The e-marketing model that can be applied in the new normal era can be described into three models. First, the social media model is called Customer Engagement, which means that management always maintains good relationships with tourists through social media communication. The existence of influencers who are able to motivate domestic and foreign tourists to stay in hotels. Finally, there is an online community to help disseminate about updated products from hotel management. Marketing through the first online travel agent media can promote on all online travel agent platforms both from the price, as well as the existence of a stay package at a hotel in the new normal era. Second, there is product information that is clear and in accordance with the reality at the hotel, and in accordance with the amount of costs incurred when booking at an online travel agent is proportional to what tourists get. The third is Respond to Market, which means adjusting the market in the new normal era which initially gained foreign tourists and now only acquires domestic tourists. The last one is Review where the better the review on the online travel agent, the more tourists are interested in trying hotel products. Marketing through the website can be done in the first way by creating content that refers to the implementation of health protocols, both video and text form. It has a disign that enhances and adds features that are more efficient and easy to use. Pelru does
website branding through dissemination through business cards, e-mails, and other social media. The latter does not Search Engine Optimization (SEO) to make it easier to search for hotel websites across digital applications.

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