

Chapter 1

Introduction

1.1 Background

The White Mansion Bogor is an elegant retreat strategically located to offer a serene escape while remaining easily accessible from the heart of the city. Nestled amid lush greenery, this venue features a stunning facade with classic white columns, evoking a sense of timeless grandeur. The expansive grounds and sophisticated design provide a picturesque setting for a variety of events. Combining personalization, luxury, and intimacy, perfect for weddings, corporate events, and social gatherings (*Rentals with ME*, 2024). The White Mansion Bogor is divided into 3 main sections:

- The White Mansion
- The Grand Lawn
- The Joglo Pavilion



Figure 1.1 The White Mansion Bogor (front view)

The White Mansion Bogor's vision is to become the premier private venue in Bogor where timeless colonial charm meets effortless elegance, an inspiring sanctuary for elegant celebrations and creative expression.

On the other hand, the missions of The White Mansion Bogor include:

1. Offer a sophisticated yet soulful space for intimate to large-scale gatherings, capable of hosting up to 600 guests.
2. Provide a visually captivating backdrop for professional photoshoots and video projects, blending

classical European architecture with rich Javanese artistry.

3. Create unforgettable experiences for guests through personalized service and seamless event coordination.
4. Preserve the legacy of our family home, honoring tradition while embracing modern elegance and functionality.
5. Celebrate both cultural richness and contemporary style, making each moment at The White Mansion truly one-of-a-kind.

The rapid growth of social media has changed how businesses promote their services and customer interactions, particularly in the event and hospitality industries (Hudson & Hudson, 2023). Throughout the years, social media has become an important strategy for increasing brand awareness, audience engagement, and consumer booking intention through visual and interactive content (Mohammad et al., 2024). Social media platforms such as Instagram and TikTok allow businesses such as The White Mansion Bogor to showcase their venues, event experiences, and branding in a way that influences consumer perception as well as differentiates themselves from other competitors.

As a newly start-up business, Instagram serves as one of the key marketing platforms for increasing brand awareness, introducing the venue to the public, and building audience engagement through aesthetic content (Harun & Tajudeen, 2021). These content include information about weddings, photoshoots, venue decorations, and public events that aim to attract audiences and encourage booking intention.

1.2 Research Problem

In spite of the convenience and relevancy of social media marketing within the event industry, there is still room for research on how social media marketing activities actually influence consumer booking intention towards venues such as The White Mansion Bogor (Halim & Pramesti, 2025). In relation to the White Mansion Bogor, several issues may arise in regards of the effectiveness of its social media marketing activities when it comes to influencing consumer booking intention:

1. Uncertain adjustment between commercial pricing and target market segments may result in potential under- or over-pricing relative to other similar venues (Bridestory, 2025).
2. Limited empirical research examining the relationship between social media marketing and consumer booking intention in the context of event and photoshoot venues such as The White Mansion Bogor (Harb et al., 2019).

3. Limited analysis regarding how social media metrics reflect marketing effectiveness and consumer interest towards The White Mansion Bogor (Hanssens & Pauwels, 2016).
4. The visually driven nature of the event and photoshoot industry increases the importance of digital content quality, visual presentation, and audience engagement in influencing booking intention (Hou & Pan, 2023).
5. The absence of an integrated analysis combining audience perceptions and Instagram marketing metrics creates difficulties in evaluating the effectiveness of social media marketing strategies in supporting business development for The White Mansion Bogor.

1.3 Research Objectives

The research's objective is to analyze the impact of social media marketing, specifically Instagram, on consumer booking intention towards The White Mansion Bogor by evaluating its digital marketing strategies and marketing metrics. This study aims to explore how social media content, branding, and audience engagement influence consumer perception and decision making towards the venue. Through a mixed-method approach consisting of thematic analysis and Instagram marketing metrics, this study seeks to identify key patterns, strengths, and challenges related to social media marketing effectiveness and consumer booking intention.

1.4 Research Questions

According to the objectives of this research, several questions have arisen:

1. How do digital marketing activities influence consumer perceptions towards The White Mansion Bogor?
2. How effective are the digital marketing activities of The White Mansion Bogor in generating customer engagement and booking intention?
3. Does digital marketing effectiveness influence customers' decision making and booking intention of the venue?
4. What strengths and challenges are identified in the social media marketing strategies of The White Mansion Bogor?

1.5 Hypothesis

In order to examine the impact of social media marketing on consumer booking intention towards The White Mansion Bogor, a clear analytical framework is required to guide a hypothesis

formulation. Prior research indicates that digital marketing significantly influences consumer attitudes, engagement, and purchase intention in service industries (Dwivedi et al., 2021; Yadav & Rahman, 2018). Additionally, visual content and audience interaction on social media platforms play an important role in shaping consumer perceptions and influencing booking decisions (Tuten, & Solomon, 2020).

The hypotheses developed in this study are as follows:

H₀: Social media marketing activities have no impact on consumer booking intention towards The White Mansion Bogor.

H₁: Social media marketing activities through digital marketing positively and significantly impacts consumer booking intention towards The White Mansion Bogor.

H₂: Social media marketing metrics measured through engagement rate, impressions, and reach, positively influences consumer booking intention towards The White Mansion Bogor.