Chapter 1. Introduction

The introduction part of this report offers contextual information about the study, which involves introducing the research subject and emphasizing the phenomenon under investigation. It presents the purpose of this study, research question, hypothesis, and overall structure of this report.

1.1 Background of Study

The advent of the internet, social media platforms, smartphone applications, and various other digital communication technologies have revolutionized the methods through which individuals establish connections with one another. These technological advancements have brought about significant transformations in the way people interact, communicate, and engage with each other on a personal and social level. People may now communicate with others across huge distances, share information and ideas, access massive quantities of knowledge and entertainment, and even conduct business and commerce entirely online (Dwivedi et al., 2021). People's everyday lives have become more reliant on social media (Abdul-Rahman et al., 2021). With the rise of smartphones and the widespread availability of internet access, social media platforms have become a primary means of communication and information sharing for millions of people (Sharmin et al., 2021).

In January 2023, Indonesia had a total of 212.9 million individuals using the internet, accounting for approximately 77.0% of the country's population. According to Kepios analysis, there was a growth of 10 million internet users (5.2%) in Indonesia between 2022 and 2023. During the same period, there were 167.0 million people using social media in Indonesia. Based on data from Meta's advertising resources, Facebook had 119.9 million users in Indonesia at the beginning of 2023. Additionally, according to Google's advertising resources, YouTube had 139.0 million users in Indonesia during the same time frame. Meta's advertising tools revealed that Instagram had 89.15 million users in Indonesia in early 2023. According to Byte Dance's advertising resources, TikTok had 109.9 million users aged 18 and above in Indonesia in early 2023 (Kemp, 2023).

On the other hand, social marketing allows businesses to reach customers at any time of the day, as people are constantly connected to their devices. Businesses can connect with customers worldwide, breaking down geographical barriers and expanding their customer base (Umami & Darma, 2021). Furthermore, social media marketing can effectively foster

communication between customers and marketers. Social media platforms allow businesses to connect with their customers personally, engage in conversations, and build relationships (Hafez, 2021). Social media platforms like Instagram, WhatsApp, Twitter, and Facebook offer an avenue for small businesses to engage in communication with both current and potential customers. These platforms serve as a medium through which smaller companies can connect and interact with their target audience, fostering relationships and facilitating direct communication. By leveraging these social media platforms, small businesses could reach out to existing clients and engage in meaningful conversations, as well as attract the attention of new prospects. This enables them to establish a strong online presence, increase brand visibility, and ultimately, build and expand their customer base (Silvano & Mbogo, 2022).

Social media marketing encompasses various elements such as customer feedback, evaluations, recommendations, endorsements, social media platforms, online forums, and collective or virtual purchasing experiences (Sufian et al., 2020a). Utilizing social media marketing allows businesses to effectively connect with their intended audience and accomplish their marketing objectives. By harnessing the potential of digital and social media platforms, businesses could develop focused and captivating campaigns that strike a chord with their target demographic. This approach not only helps generate leads but also boosts sales by effectively reaching and engaging the desired audience (Ajina, 2019).

Conversely, Bali is experiencing rapid growth in the tourism and hospitality business (Law et al., 2016). As a result, there are more opportunities for women entrepreneurs to start their businesses. Women's roles in the Balinese economy have grown in importance throughout time, and enterprising women have become a vital element of the economy. Moreover, Denpasar, Bali's capital, has seen an increase in female entrepreneurs, who contribute 69% to the Bali economy (Setini et al., 2020). The progress made by Balinese women in management and entrepreneurship marks a significant stride towards enhancing their participation in the labor force and the overall economic development process. This progress creates job opportunities, boosts economic independence, and improves the social, educational, and health statuses of women and their families (Tajeddini et al., 2017a).

Furthermore, competition is extremely high with the growth and constant change in the tourist market. The tourism business faces the challenge of attracting and retaining customers. Specifically, tourism businesses may struggle to stand out in a crowded market and reach their target audience effectively (Palupi R & Slavov M, 2020). Digital marketing can help businesses overcome this challenge by using various online channels to promote their services, connect with potential customers, and encourage repeat bookings.

However, it is crucial to acknowledge that incorporating social media marketing into a business can significantly impact its revenue, particularly in terms of sales performance. Moreover, the ability of small businesses to implement comprehensive strategic objectives, effectively present information to their target audiences, and establish meaningful connections with them plays a vital role in their success in social media marketing (Musa et al., 2016). Consequently, the author expresses interest in investigating "The Impact of Social Media Marketing Factors on The Tourism Business of Women Entrepreneurs in Bali, Indonesia."

1.2 Research Problem

Over time, there has been a notable increase in opportunities for women entrepreneurs in Bali. The tourism and hospitality industry's growth has created more opportunity for women to start and manage their businesses. However, Balinese society has traditionally held certain gender roles and cultural norms, which may affect entrepreneurial pursuits differently for men and women. Cultural expectations and responsibilities may influence the types of businesses men and women choose to start and manage. While men may be more inclined towards certain industries, women may face certain challenges or biases in accessing funding, resources, or networks. Balinese culture places strong emphasis on community and family values, which can influence both male and female entrepreneurs. Balinese women are often involved in small-scale businesses, such as handicrafts and home industries, which allow them to contribute economically while maintaining their household responsibilities (Tajeddini et al., 2017b).

On the other hand, social media marketing is essential for women entrepreneurs in Bali to propel the growth of their businesses. Through social media platforms, they can promote their products and services cost-effectively, increase their visibility and reach a global audience. With strategic content creation and engagement, they can build a strong brand identity, connect directly with customers, and foster trust and loyalty. Leveraging visual content, collaborations, and partnerships, they can captivate their target audience, expand their network, and tap into new markets. Additionally, social media analytics provide measurable results, enabling data-driven decision-making for optimizing marketing strategies. Furthermore, social media marketing empowers women entrepreneurs in Bali to elevate their businesses, build a strong online presence, and drive sustainable growth.

Thus, this study is to investigate the impact of social media marketing on the tourism business of women entrepreneurs in Bali, Indonesia. This study aims to understand how women entrepreneurs in the tourism industry utilize social media marketing strategies and determine the extent to which these strategies contribute to the success and growth of their businesses.

Specifically, this study will focus on examining the effectiveness of social media platforms in enhancing visibility, attracting customers, increasing bookings, and generating revenue for women-owned tourism businesses in Bali. Additionally, the study will explore the challenges and opportunities faced by women entrepreneurs in utilizing social media marketing techniques and identify best practices that can help overcome these challenges. By addressing this research problem, valuable insights can be gained to support and empower women entrepreneurs in the tourism sector, ultimately contributing to the sustainable development of tourism in Bali, Indonesia.

1.3 Research Questions

The research problem that will be investigated in this study in the impact of social media marketing factors on the tourism business of women entrepreneurs in Bali, Indonesia. The questions arise in this study as follows:

1. What is the relationship between social media marketing factors on the tourism business of women entrepreneurs in Bali, Indonesia?
2. What is the impact of social media marketing on sales performance of tourism business of women entrepreneur in Bali, Indonesia?
3. What factor/s of social media marketing influence/s most in the sales performance of tourism business of women entrepreneurs in Bali, Indonesia?

1.4 Research Objectives

The research objective in this study is as follows:

1. To identify the relationship between social media marketing factors on the tourism business of women entrepreneurs in Bali, Indonesia.
2. To examine the impact of social media marketing sales performance of tourism business of women entrepreneur in Bali, Indonesia.
3. To determine the factors of social media marketing that influence most in the sales performance of tourism business of women entrepreneurs in Bali, Indonesia.

1.5 Research Hypothesis

The hypothesis in this study is as follows:

H1: Customer feedback significantly affects the sales performance of tourism business of women entrepreneur in Bali, Indonesia.

H2: Communication significantly affects the sales performance of tourism business of women entrepreneur in Bali, Indonesia.

H3: Content sharing significantly affects the sales performance of tourism business of women entrepreneur in Bali, Indonesia.

H4: Customer relationships significantly affects the sales performance of tourism business of women entrepreneur in Bali, Indonesia.

1.6 Outline of Thesis

The following is the succeeding chapter cover on this study.

Chapter 1: Introduction

In this chapter, background information is provided, the research problem or question is presented, and the significance of the study is explained. Additionally, a clear statement of the thesis or research objective is included.

Chapter 2: Literature Review

This chapter thoroughly examines the relevant literature related to the topic. It also involves comparing previous studies and works in the field.

Chapter 3: Research Methodology

The theoretical framework underlying the research is described in this chapter. It outlines the research design, data collection methods, sampling techniques, and analysis procedures employed in the study.

Chapter 4: Research Findings

This chapter presents the findings of the research. It incorporates tables, graphs, and other visual aids to facilitate the presentation of data. The results are interpreted and discussed in relation to the research question.

Chapter 5: Summary, Conclusions, and Recommendations

The key findings of the study are summarized in this chapter. The thesis is restated, and the implications of the research for the field are discussed. Additionally, recommendations for future research are provided.

References

This section lists all the sources that have been cited throughout the thesis.

Appendices

Any additional materials that may be helpful to the reader, such as questionnaires, interview transcripts, or raw data, are included in this section.