



RELATIONSHIP OF POWER OF MC AND ADVERTISING COMMUNITY IN INCREASING BRANDING AT HOTEL BATU KARANG RESORT LEMBONGAN NUSA PENIDA BALI

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Abstract

Power Relations of Marketing Communication and Advertising Community. Advertising is one of the main commodities that becomes a bridge for producers to colonize and control the mindset of consumers. Various ways are taken by manufacturers so that their products sell well in the market. Starting from using famous actresses in advertisements, to giving promises that their products are the best and quality products. This research uses a qualitative approach with Fairclough's critical discourse analysis model. This type of research is observational research. The method used in this research is descriptive. The data in the text of this study are in the form of hotel advertisement images obtained from elections on the Batu Karang Instagram media. The research instrument is the researcher himself and the data collection technique is done by giving questionnaires to 15 managers in different areas at the Batu Karang Hotel. The results of this study found that (1) Advertising is one of the tools used by producers in offering their products, so that information about the product will arrive quickly and be easily remembered by consumers. (2) With the advertisement submitted on Instagram, it greatly affects the Branding of Hotel Batu Karang so that Hotel Batu Karang becomes more widely known both nationally and internationally. Hotel Batu Karang continues to actively advertise with various advertising methods to be able to make its products sell well in the market.

Keywords: *power relations, branding, marketing communications*

1. INTRODUCTION

The social world always involves power relations. In almost all social relations, power struggles almost always occur. Each actor in the social world competes for influence to gain control of power, and this takes place through social interaction. It is in social interaction that the reproduction mechanism of domination relations between individuals and groups occurs. Bourdieu argues that the success of individuals or groups in dominating other individuals or groups will largely be determined by their capital ownership (Haryanto, 2016). On the other hand, the power possessed by dominant groups or groups that have sufficient capital takes place in various ways. Foucault (Haryanto, 2016) argues that 'power' which normalizes 'is not only exercised in prisons, but also operates through social mechanisms built to guarantee health, knowledge and welfare. In the perspective of communication, the process of power struggle, hegemony, and resistance takes place through communication as well as discourse. In that discourse, the struggle for power and domination takes place.

Power also means the ability to exercise control over production, distribution, and consumption. As stated by Mosco (2009), "Moreover, political economy tends to concentrate on a specific set of social relations organized around power or the ability to control other people, processes, and things, even in the face of resistance". In this perspective, political economy then sees a shift from forms of control over production, distribution, and consumption. By looking at the facts and such arguments for this reason, it becomes interesting to study how this control of power takes place in society, not only within the framework of struggles for control of power, hegemony and resistance, but also how this power controls and manufactures the means of production. Advertising cannot be separated in modern human life. Humans are social beings who need other

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people because they cannot meet their own needs, for this reason humans work together to meet their unlimited needs by carrying out economic activities. Transactions occur every day in human life, some become consumers and some others become producers who offer means of meeting needs. In the course of time, the number of producers providing the fulfillment of human needs has also increased, even for one category of human needs there are various choices of brands with their own characteristics. Obviously, there is competition between many manufacturers. Competition among these producers creates various kinds of marketing strategies so that their products can be well absorbed by the market, so that the producing companies survive. Power becomes dominant when talking about competition, because competition only wants to dominate a certain area of production. Hotels in this case are full of competition, that's why advertising is one of the tools to be used as a war as a struggle for power. Power also takes place in the struggle for images that appear in the social media space in making choices, especially the choice to get comfortable when traveling or to book a room. Advertising communication is needed in integrating promotion as part of an integrated marketing technique. This is what then encourages customers to decide to choose the desired hotel or tourist spot. Very tight competition among hotel businessmen such as Hotel Batu Karang Resort Lembongan must be able to design advertising in integrated marketing communications.

Advertising, according to the Big Indonesian Dictionary, is a word with the affix "per-an" which means advertising that has meaning related to advertising. William F. Arens in his book *Contemporary Advertising* defines advertising as the communication of non-personal information messages in a structured and structured manner which are generally persuasive about products, paid for by sponsors using certain media as the delivery medium (Arens, 2002). According to several experts, there are various definitions of advertising, but some of these definitions more or less reveal the same concept, namely the activity of conveying messages, non-personal, paid, renting media, carried out by the subject, namely the sponsor. However, according to George Belch and Michael Belch in the book *Advertising and Promotion* (2007) they state that in certain matters such as public service advertisements, the use of advertising space is financed by the media.

According to Albert, Muniz and Thomas (2001), in the world of advertising there are several elements in it that are interrelated and support (2003). The first is the advertiser, which is the party who pays a number of costs for making advertisements and renting space to promote their products. Then the second party is the advertising industry in which there are ad agencies. The American Association of Advertising Agencies (AAAA) in the book *Contemporary Advertising* by Arens (2002). defines an advertising agency as an independent organization composed of creative and business executives specializing in the development and preparation of marketing and promotional plans, advertising and other promotional tools. Third parties are businesses related to advertising agencies, such as research institutions, production houses, printing houses, and other businesses related to advertising agencies. The fourth party is the media provider. Media providers are parties who rent media for the delivery of advertisements. There are several types of media based on the times, namely print media, outdoor media, electronic media such as radio, television, and also the internet. The last element in the world of advertising is the target audience, which is the target targeted by advertising information. The target audience is the audience that has the potential to be persuaded to want to sponsor advertisements, consume their products.

Advertising agencies have a duty to help promote the advertising of producers as their clients. As a specialist in advertising and promotion of client brands, advertising agencies actually also have a fundamental task to promote their own brands. Indeed, the advertising agency itself includes service producers who offer advertising promotion services, and the producers (sponsors) are consumers of the advertising agency. Advertising is a medium used by producers to offer a product. Advertising as a form of embodiment of several wishes of the producer which essentially has a treasure for the achievement of a certain target. Tjiptono (2008), states that "advertising is one of the most widely used forms of promotion by companies in promoting their products".

Through advertising these companies will easily provide information to consumers. This information is expected to be able to become a power for the company in competing with other companies in win the hearts of consumers. Power or associated with a skill that will be developed for the benefit of the future. This is in line with Lee's opinion (2002), "power is a skill to develop capacities related to the future." Power is sometimes associated with the principle of mutual respect, especially for people whose age is beyond those of those who exercise power, so that synergies, interdependence, and mutual respect. Based on this, the related parties will make decisions and choices based on the principles of truth, goodness, and what is most valued.

This is in line with Robbins (2016), "Power is the potential or capacity of one party (agent) to influence another party (target)." Power is always owned by people who have the strength and ability to penetrate the minds of those around them. These strengths and abilities are usually owned by parties who are considered tough in battle mindset and effort to influence others. For example, the orators. Even if its only words said, but who would have thought that through that they were able to influence their listeners, so they wanted to follow what he had to say. This means that someone has discourse control over other people. Power also has weaknesses and sometimes does not achieve its goals, if the power gets opposition from people around the power who realize that the influence that is instilled is not in accordance with their reasoning. This is in line with Scott's opinion in Santoso (2002), that power does not always run smoothly, because in society there are bound to be those who disagree or put-up resistance, either openly or covertly.

Power can be determined by the ability of people or parties and even sources that have the authority to exercise that power, so that it can be divided into several types of power. There are various types of power based on the source. According to Robbin and Judge (2017), namely (1) *coercive power*, (2) *reward power*, (3) *legitimate power*, (4) *expert power*, dan (5) *referent power*. *Coercive power* is a person who is dominated by obedience in order to avoid the punishment that is believed to be possessed by the person who dominates, in power type. Coercive power can be interpreted as the ability to coerce. This power arises in a person because he has the ability to give punishment (negative consequences) or negate positive events to others. Coercive power or coercive power is more likely to use threats or punishments to influence someone to be willing to do something according to their wishes.

Furthermore, explained about reward power, according to him reward power is a person who is dominated by obedient because to get a reward that is believed to be owned by the dominating person. This type of power is power that uses rewards or rewards to influence someone to be willing to do something according to their wishes. Remuneration or rewards can be in the form of salaries, wages, bonuses, promotions, praise, recognition or placement of more interesting tasks. However, through this Retribution Power, a leader/manager can also delay giving the reward (reward) as a punishment if his subordinates do not do what has been ordered.

Legitimate Power or can be interpreted as legitimate power comes from an official position held by someone, be it in an organization, bureaucracy or government. Legitimate power is the power that is obtained from the consequences of the hierarchy in the organization. Someone who occupies a certain position in the organization has the right and authority to give orders and instructions and they as subordinates or team members are obliged to follow these instructions or orders. This is also in line that the dominant person obeys because he believes that the dominant person has the right to request, and the dominated person has an obligation to comply, in power type. The power of expertise or expert power arises because of the expertise or skills possessed by someone. Often someone who has certain experience and expertise has expert power in an organization even if that person is neither a manager nor a leader. This power can be interpreted as power that arises in a person because he has expertise, skills or special knowledge in his field. This power is obtained on the basis of admiration, exemplary, charisma and personality of a leader. This is in line who is dominated by obedient because he admires or identifies himself with the dominating person and wants to gain acceptance from the dominating person.

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These types of power have their place in various ways. Rulers who in this case deliberately put discourses that will influence consumers so that they want to use the advertised product. The practice of discourse in this advertisement is analyzed using critical discourse analysis. Critical discourse analysis (AWK) emphasizes the constellation of forces that occur in the process of producing and reproducing meaning. Individuals are not considered as neutral subjects and can interpret freely according to their thoughts, because they are closely related and influenced by social forces that exist in society. Language is not understood as a neutral medium that lies outside of the speaker. Language in a critical view is understood as a representation that plays a role in shaping a particular subject with a specific purpose. Therefore, discourse analysis is used to uncover the power that exists in the language process, the limits that are allowed to become discourse, the perspectives that must be used, and the topics discussed Fairclough in (Eriyanto, 2010).

2. IMPLEMENTATION METHOD

The type of research used in this study is a type of qualitative research. A qualitative approach is research and understanding process based on a methodology that investigates a social phenomenon and human social problems (Darmadi, 2014). Researchers in this approach will create a complex picture. Qualitative research is carried out under natural conditions and has the nature of discovery. In this study, the researcher acts as the key instrument. Therefore, researchers must have broad theories and insights so that they are able to analyze, ask questions, and construct objects under study to be clearer.

Qualitative research, one of which is directed at the product of inductive thinking, is to find out what logical answer to what is currently at the center of research. This research center is a form of representation of power in advertising. The form of representation that becomes the research data is in the form of an overview of the language that controls beauty product advertising. So that the product of this research will be in the form of a data picture that is realized in words or sentences about the thing being studied.

The approach that will be used is a critical approach. "A critical approach focuses on dismantling the hidden aspects behind an apparent reality, in order to criticize and change the social structure" (Guba and Lincoln in (Badra, 2012). This approach is used because researchers want to reveal various aspects of power representation contained in advertising language on Instagram at the Batu Karang Resort Hotel which has so far been considered something that is attractive to consumers, especially travelers or those who like to travel.

The source of the data from this study departs from the Instagram advertisements of the Batu Karang Resort Hotel, whose universe has the language of power towards so that they consciously change the perspective and pattern of consumerism. These advertisements are taken from image advertisements available on the Batu Karang Resort media website and Instagram, www.batukarang lembongan.com. The ad chosen was in the form of a room display advertisement and also an artist model with a beautiful view at the Batu Karang location where the advertisement discourse contained persuasive writing. Ad taking contains elements that are formulated with the characteristics.

1. using foreign female characters because the sales target is for overseas
2. using English, even though it is produced in Indonesia,
3. available on the internet media, in the form of pictures, and there are persuasive advertisements
4. Sold wide all over the world.

The data that has been successfully obtained will then be analyzed. The data analysis technique in this study uses the following steps.

1. Data collection. In this step, the parts that are considered important and relevant for data



- analysis will be recorded. In the advertisement section, the languages that are materialized or those that have experienced the influence of power will be taken.
2. Data reduction. In this step, data reduction or removal will be carried out deemed unnecessary. In this step, the records that have been collected will be edited so that they can be neatly arranged, easy to understand and only contain parts related to data analysis.
 3. Grouping data. Similar data which includes the form of advertising language will be grouped based on the type of product. So that makes it easier on the data analysis part, namely, to provide a representation of power.
 4. Interpretation. This step aims to provide a description of the findings of the data. The data that has been found will be given meaning in the form of an in-depth description while still referring to the research problem.
 5. Conclusion. Based on the data collected and the analysis that has been done, stage
The last is to provide conclusions in the form of views in the form of conclusions. This section is the final stages in the research.

3. RESULTS AND DISCUSSION

The Form of Power Relationships in Advertising on Instagram Hotel Batu Karang Resort Product advertising “*Luxury Island Getaway*”

a. Description

Product advertisement "Luxury Island Getaway" is one of the products advertised on the website www.iklanbaris.com. The product image ad says: LUXURY ISLAND GETAWAY ... from only IDR 2,404,500 PER PERSON, PER NIGHT! * **Take advantage of this amazing special** and book your getaway now for a real island adventure. Stay with us.... Your Island

“Take advantage of this incredible special offer and book your vacation now for a true island adventure. Stay with us.... Your Island”

The advertising product provides an overview

that this advertisement is the best advertisement that can be used, because it uses foreign artists with beautiful and sexy bodies, so that they can attract tourists from foreign countries. And also, enchanting scenery.

b. Interpretation

This product uses English as the first step in marketing its products. The purpose of using English itself is known because English is considered more modern and beneficial, so the brand alone will certainly look attractive and also because the market share and target of Hotel Batu Karang are foreign guests. This Promotional Ad is interpreted as the best Ad. This is shown by the emphasis on the sentence "true island adventure" which is deliberately printed in a thicker font size than the others. The purpose of this ad is to show how the results of using the Batu Karang Hotel are described by beautiful and sexy ad stars.

However, this sentence contradicts the ad sentence after it, namely "Your Island, this means that between adventure and advertisements for sexy women and also this is your island, in fact there is no close relationship between sexy women and adventure and even states in the last sentence that this is your island, However, this sentence gives an understanding that this advertisement uses a beautiful and sexy model that will make travelers feel at home and happy living at the Batu Karang Hotel in quotes. That this ad is as if living in this hotel accompanied by sexy women feels like this island is an island alone and alone with a partner. If you look closely, the practice of discursiveness occurs in the first sentence in the advertisement. Practice it marked by the meaning of the word "Luxury/Most luxurious." This word implies incomparable, meaning that this product is a product that cannot be competed with. This is of course very possible to influence consumers, so they want to stay at the Batu Karang Hotel. Moreover, the words "Challenges and Your Island" are deliberately made with a larger font

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size, so that it is very likely that the writing will be the first to be read by consumers. When viewed from its type, the power utilized by these advertisements includes rewards power, in which the advertisement uses the aspect of remuneration, namely in the form of a sexy artist with an international level. This is in return for using the product "Luxury getaway."

c. Explanation

Based on the description above, the product "Luxury getaway" is a product that is advertised with the view that adventure and sexy and beautiful are the main goals of every consumer. This, if associated with the socio-cultural community, will certainly be a powerful weapon. The public who are the recipients of the advertisement will be in a power struggle presented in the advertisement. This is related to the power created by producers in their advertisements with the wishes of people who want to enjoy natural and exotic beauty and fantasies and become an inspiration to feel like living together on an island.

Sentences are presented sequentially and relate to each other. The relationship sometimes occurs through cohesion aids, but sometimes occurs without the aid of cohesion tools. Overall, the coherent relationship of meaning becomes part of the semantic organization. In other words, coherence is part of a discourse, as a semantic organization, a container of ideas arranged in a logical order to achieve the right intention and speech.

4. CONCLUSION

Based on the results of the analysis conducted on the advertisements on the Batu Karang Resort Hotel website with reference to the representation of power contained in it, the following conclusions can be drawn.

1. Advertising is one of the tools used by manufacturers in offering their products, so that information about the product will arrive quickly and easily remembered by consumers.
2. Competition that occurs in every advertisement causes producers not to immediately maintain the principles of good and standard language repertoire, including cohesion and coherence factors in the preparation of advertising sentences. Manufacturers tend to compete with various advertising methods to be able to make their products sell well in the market.
3. Most product manufacturers mindlessly attach displays that heed the politeness aspect in advertising.

After conducting research and the results obtained from this study, the suggestions that can be submitted by researchers are as follows.

1. As a consumer society, we should be smarter in sorting out and choosing which ones which are needs and which are wants.
2. Along with the rise of hospitality advertisements, travelers should be more selective and careful in choosing hotels to order, so that they are not influenced by the offers made by producers through the advertisements they make. The offers contained in these advertisements are deliberately made by manufacturers so that travelers feel interested and stay at the advertised Hotel.

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