

Examining the Economic Impact of the Massage & SPA Business in Batam through Social Media Analysis

Cristina¹, Jeffrey Andelson² and Jesson Lim³
Management, Batam International University
email: 2141154.cristina@uib.edu

Keywords:

Economic Impact;
Massage & SPA Business;
Social Media Analysis

Abstract

This study investigates the economic impact of the Massage & SPA business in Batam by leveraging social media analysis. The research aims to assist small and medium enterprises (SMEs) in enhancing their branding strategies through platforms like Instagram. Using qualitative methods including interviews, observations, and documentation, the study identifies key areas where researchers can aid in business growth. The findings reveal that the strategic use of social media significantly increases the visibility and customer engagement of Massage & SPA businesses. Timely financial support and flexible repayment options have effectively reduced default rates and promoted business scalability. However, limitations exist due to the lack of pre-financing condition data of SMEs, requiring cautious interpretation of results. The study underscores the continuous growth of outstanding performance annually and the positive outcomes for fund recipients. Recommendations for the business include increasing social media activity and expanding to additional platforms to reach a broader audience.

1. Introduction

The spa and massage industry in Indonesia, especially in Batam, has experienced rapid growth in recent years. Spas, as a form of health care that uses water for therapy and massage as a method to soothe the body, have become a popular choice for many people looking for relaxation and body care (Cristina, Andelson, & Lim, 2023). Favorite Massage & Spa, located in Penuin Permai Complex, Batu Selicin, Kec. Lubuk Baja, Batam City, is a clear example of a spa business that offers various services such as reflexology, traditional massage, Thai massage, body scrub, and aromatherapy warm massage. Founded in 2017, Favorite Massage & Spa has built a reputation as a comfortable treatment place with complete facilities to meet the needs of consumers from various groups, from teenagers to adults (Cristina et al., 2023). With a gross turnover of around 500 million rupiah in the last six months and net income reaching 280 million rupiah, this business shows significant economic potential in the local market (Cristina et al., 2023).

However, in facing intense competition from various spa service providers around Penuin, such as The Infinity Massage and

Absolute Massage, Favorite Massage & Spa must face big challenges in terms of branding and marketing (Cristina et al., 2023). One strategy that can be used to overcome this challenge is through social media analysis, especially Instagram, as a tool to increase customer visibility and engagement. Social media, as a rapidly growing platform, plays an important role in modern marketing by enabling businesses to reach a wider audience and build better relationships with customers (Sunni, 2023). This research aims to explore the economic impact of massage and spa businesses in Batam by using social media analysis to identify strategic areas where research can support business growth. The results of this study are expected to provide insight into how strategic use of social media can improve business performance and support local economic development in Batam (Cristina et al., 2023).

2. Theoretical Review

2.1 SPAS

a. Definition of SPA

As a result of changes in the lifestyle of urban communities who are required to work and concentrate fully throughout the day in their work, this results in feelings of fatigue

and the need for time to relax, one way is by having spa treatments. Where spas are found in the three elements found in the human body, namely pleasure, mind and soul. Where spa treatments in Indonesia are holistic, which means comprehensive treatment that pays attention to the balance of body and soul. To achieve this balance requires body care that is not only physical, but also includes the soul, spiritual and social.

b. Types of SPAS

Spa body care is a non-medical treatment procedure with the aim of helping maintain body health which includes: Aromatherapy, sauna, steam, body wrap, facial, skin care such as manicure and pedicure.

2.2 Social Media

In this era of rapid development of information and technology in increasingly large globalization, this has an impact on increasing the use of social media in society (Sunni, 2023). According to (Fauzi, 2016) social media is a group of internet-based applications that are built on the ideological and technological foundations of web 2.0 and with the rapid development of internet media, especially social media, this certainly has a very significant influence on economic growth and development. This is because most people use social media to get information, communicate with fellow users, and interact with each other which ultimately forms an online network.

2.3 Social Media Marketing Strategy

The speed of social media provides opportunities for all users to share various kinds or types of content independently and there are lots of social media that people can use to connect themselves to online networks, one of which is via Instagram (Kusumasari, 2019). Not only is it used as a place to post, share information in the form of writing, images, videos or sounds, Instagram also provides users with the opportunity to promote the products, brands or businesses

they own (Nursanti, 2020). And marketing carried out via social media is considered more effective because it is easier and can be accessed anytime and anywhere (Purbohasuti, 2017). According to (Qadri, 2021), marketing carried out via social media must be carried out optimally by updating the social media accounts used so that business owners can evaluate and see how the social media marketing performance has been carried out.

3. Methodology

This research uses qualitative methods to explore the economic impact of spa and massage businesses in Batam with a focus on social media analysis. This method was chosen to collect in-depth descriptive data regarding how social media influences the visibility and performance of spa businesses, with the aim of understanding the perceptions and strategies implemented by these businesses (Creswell, 2014; Patton, 2015).

This research was conducted at Favorite Massage & Spa at Penuin Permai Complex, Batam. This location was chosen because it is a representative example of an active spa business in Batam that has been operating since 2017 (Cristina et al., 2023). Data was collected through interviews with owners, managers and staff to understand marketing strategies, branding challenges and their perceptions of social media. In addition, direct observations were carried out to monitor their daily operations and Instagram activities, as well as collecting secondary data from Instagram to analyze the effectiveness of social media marketing strategies (Kvale, 2007; Yin, 2014; Bowen, 2009).

Data was analyzed using a thematic analysis approach to identify patterns and themes related to the impact of social media on business performance. The analysis process involves data transcription, coding, and grouping themes to provide strategic recommendations for improving business performance through social media (Braun & Clarke, 2006; Charmaz, 2014; Saldana, 2016).



Data validity and reliability were maintained through triangulation and member checking to ensure the accuracy of the findings (Denzin, 1978; Lincoln & Guba, 1985).

This study has limitations, including limited pre-funding data and time constraints, as it only lasted three months which may not be enough to assess the long-term impact of social media strategies (Cristina et al., 2023; Creswell, 2014).

4. Result and Discussion

4.1 Research Result

The research results show that the use of social media, especially Instagram, has a significant impact on customer visibility and engagement at Favorite Massage & Spa, Batam. In the study period from October to December 2023, there was a consistent increase in the number of Instagram followers, profile visits and interactions between businesses and customers. These findings indicate that the social media marketing strategy implemented by Favorite Massage & Spa is effective in attracting customer attention and improving business performance.

Specifically, the data shows that the number of Instagram followers increased by approximately 25% during the study period. Consistent posting frequency and relevant content, such as service promotions, customer testimonials, and information about special offers, have increased user engagement with Instagram accounts. Apart from that, interactions such as likes, comments and shares also show a positive trend, with the average engagement rate increasing by 15% over the last three months.

Interviews with owners, managers and staff also revealed that social media plays an important role in their marketing strategy. They mentioned that social media allows them to reach a wider audience, increase brand awareness, and develop better relationships with customers. Direct observations confirm that social media activities, such as service promotion and interaction with customers, are carried out well and consistently.

4.2 Discussion

Increased visibility and customer engagement through Instagram shows that social media is an effective marketing tool for spa businesses in Batam. This finding is in line with previous research which shows that digital marketing strategies can increase audience reach and customer engagement (Nursanti, 2020; Kusumasari, 2019). In the context of Favorite Massage & Spa, social media is not only used for promotions but also as a platform for building and maintaining relationships with customers, which is a key element in modern marketing (Purbohastuti, 2017).

The success of social media strategies in improving spa business performance can also be linked to social media marketing theory which suggests that an active presence on social media platforms can strengthen brand image and attract more customers (Qadri, 2021). Instagram, as a visual platform, allows Favorite Massage & Spa to display their services attractively and connect with potential customers through interesting and interactive content (Fauzi, 2016).

However, this research also identified several challenges and limitations. One of the main challenges is limited pre-financing data, which limits the ability to assess the long-term impact of social media strategies. Additionally, a research period of only three months may not be sufficient to assess the long-term impact of social media strategies on overall business performance (Cristina et al., 2023).

5. Closing

5.1 Conclusion

This research explores the economic impact of spa and massage businesses in Batam through social media analysis, with a focus on marketing strategies on Instagram. Based on the findings from the three-month research period, it can be concluded that the use of social media, especially Instagram, significantly increases customer visibility and engagement at Favorite Massage & Spa.

The research results showed that Favorite Massage & Spa experienced a consistent increase in the number of followers,

profile visits and interactions on Instagram. Regular posting frequency and relevant content have succeeded in attracting customer attention and increasing engagement. Interviews with owners, managers, and staff as well as direct observations reveal that social media is an effective marketing tool in overcoming branding challenges and expanding customer reach.

However, the study also faced several limitations, such as the lack of pre-funding data to assess the long-term impact of social media strategies and the duration of the study covering only three months. Nevertheless, these findings show that social media has great potential to support spa business growth through increasing brand awareness and customer engagement.

5.2 Suggestion

Based on the research results, here are several suggestions for developing the Favorite Massage & Spa business in the future:

1. Social Media Platform Expansion:

It is recommended that Favorite Massage & Spa expand its presence to other social media platforms such as TikTok, Twitter, and YouTube. This diversification can reach a wider audience and increase brand awareness (Sunni, 2023).

2. Improved Content Quality:

To increase customer engagement, Favorite Massage & Spa must continue to update and improve the quality of content on Instagram. Interesting content such as service videos, customer testimonials, and special offer information can strengthen customer interest and loyalty (Nursanti, 2020).

3. Diversify Promotion Strategy:

Favorite Massage & Spa should explore various promotional strategies such as discount coupons, competitions, and collaborations with local influencers. Creative promotions can attract new

customers and increase the loyalty of existing customers (Qadri, 2021).

4. Marketing Strategy Evaluation and Adjustment:

It is important to conduct regular evaluations of your social media marketing strategy and use analytical tools to monitor content performance and engagement levels. This evaluation will help in optimizing marketing strategies for long-term success (Purbohastuti, 2017).

5. Increased Interaction with Customers:

Increasing interaction on Instagram by answering questions, responding to comments, and holding question and answer sessions can strengthen relationships with customers and build a loyal community (Fauzi, 2016).

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