



Implementation of sustainable hospitality by improving brand equity in tourism industry: A study case

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ABSTRACT

Keywords:

brand development
brand equity
Green Narrative
Customer-Based Brand
Equity (CBBE)
sustainable hospitality

This study explores the connection between environmental sustainability narratives ("green narratives") and brand equity in the hospitality industry. It investigates how adopting and communicating sustainability practices affect customer-based brand equity (CBBE) using a comprehensive framework that integrates horizontal and vertical analysis and Kevin Lane Keller's CBBE model. The horizontal analysis measured how these efforts resonate with customers and influence brand perception. The vertical analysis examined the depth of sustainability initiatives, emphasizing their integration within the organization, such as eco-friendly layout, authentic local food, and excellent service. Keller's CBBE model guides the exploration of brand development stages, from identity to resonance, highlighting how green narratives impact brand recognition, significance, response, and resonance. Through this research, the author aims to uncover how green narratives shape customer perceptions and loyalty in the hospitality industry. The data for this study came from semi-structured interviews conducted as part of the qualitative research methodology. After that, the gathered data was investigated using Keller's model, vertical analysis, and horizontal analysis. Plataran's social media green narratives have a positive impact on brand equity because consumers respect and believe in companies that are committed to protecting the environment and cultural traditions. Brand resonance can be increased through active participation on social media, satisfaction surveys, loyalty plans, and creating a sense of community.

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INTRODUCTION

In recent years, there has been a growing interest in sustainability within the hospitality industry, driven by increased awareness of the environmental impact of tourism (Chan & Hsu, 2016; de Lange & Dodds, 2017; Jones et al., 2016). Both industry practitioners and academics are focusing on integrating sustainability measures into hospitality business operations. Environmental initiatives in hotels range from eco-friendly building design to responsible consumption and engagement with local communities, often implemented through Corporate Social Responsibility (CSR) programs (Bohdanowicz & Zientara, 2012; Font & Lynes, 2018; Kucukusta et al., 2013). These initiatives, including green certification, use of green materials, and community involvement, are communicated through various media channels as part of the hotels' narrative branding strategy. Major hotel chains like Accor, Hilton, Best Western, Marriott, and Hyatt, as well as local companies like PT Plataran Indonesia, emphasize social and environmental sustainability in their branding.

PT Plataran Indonesia, for example, is recognized for its luxurious properties and commitment to sustainable tourism practices, focusing on localized supply chains and energy-saving amenities, integrating seamlessly with the natural world, and consistently conveying a message of deep concern for sustainability. PT Plataran is an Indonesian hospitality group founded by Yozua Makes in 2009, with operations in Bali, Jakarta, Yogyakarta, and Labuan Bajo. The company, led by a team of executives and employing 400 workers, offers not only hotels but also dining venues and cruise ships. Plataran is dedicated to showcasing Indonesia's natural and cultural heritage. Their properties are renowned for luxurious amenities, traditional Indonesian design elements, and a commitment to local culture. Plataran has various types of hotels, each with its unique style: Sanctuary, Signature, Classic, and Lifestyle.

The company focuses on giving back to the community through initiatives preserving Indonesian culture and improving local livelihoods. They collaborate with Jejakin to offset carbon footprints by planting mangrove trees and support local farmers through sustainable agricultural systems and free distribution of organic fertilizer. Plataran also conducts environmental education programs in nearby schools and invites visitors to engage in conservation efforts through initiatives like the Scientific Education and Research Centre (SERC), Bali Starling Sanctuary, and the Endemic Tree Planting Program.

Despite the fact that the company wants to establish its image as a sustainable luxury brand, narrative branding carried out by the company through various media could be ineffective, lead to consumers to easily forget the brand, and even not believe in the company's values. The narrative or brand story is communicated both visually and through the words they say on media. The consequences of having insufficient narrative or storytelling branding strategy to the company are losing time, money, brand inconsistency, and late to market (Forbes Agency Council, 2023; Ottman, 2017). Therefore, it is crucial to identify factors contributing to a problem.

Current Reality Tree (CRT) employed on this research to visually depict the cause-and-effect relationships that lead to a specific problem or undesirable situation within an organization. It helps identify the underlying root causes of a problem by mapping out the connections between various elements contributing to the issue.

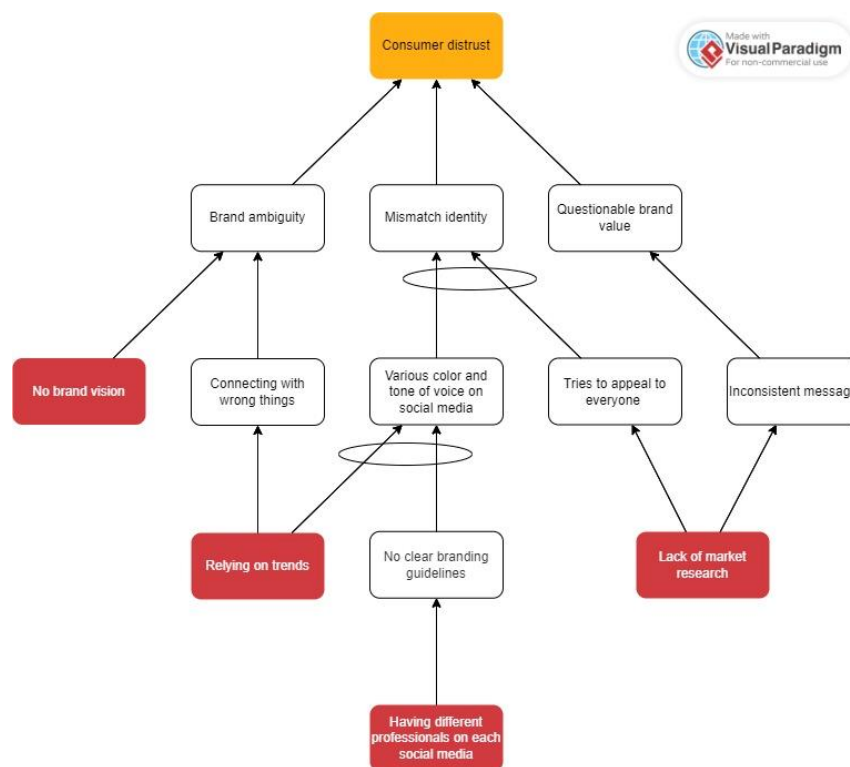


Figure 1. Current Reality Tree (CRT) of Inconsistent Brand Narrative

In digital age, social media plays a crucial role for a brand in several ways such as increasing brand's visibility, attracting new customers, enhancing brand awareness, creating a sense of community, and building relationships with the customers (Aljuhmani et al., 2023; Basri & Siam, 2019; Kamboj & Rahman, 2016; Minazzi, 2015; Tchelidze, 2023; Tiwary et al., 2021). By identifying how the brand value of hospitality industry is affected by sustainable narratives, i.e., environmental and social initiatives, specifically on the digital ones, one could create strong emotional connections, generates brand value where customers are willing to pay high prices for their products, even though they can get the same thing from competitors at a lower price.

The objectives of the research are to assess Plataran's narratives of sustainable hospitality on social media affects its brand equity and to comprehend consumers, respond to these narratives and influence brand equity in their minds. This research plan to answers the unveil Plataran's narratives of sustainable hospitality on social media affects its brand equity, and consumers response to these narratives and influence brand equity in their minds. The findings will provide practical insights for businesses seeking to align sustainability efforts with brand equity goals, contributing to their success in an environmentally conscious world.

METHOD

The method employed in this study was qualitative research which involving semi-structured interview, with the interview results as its data. The data collected, then, examined by vertical analysis, horizontal analysis, and the Keller's model (2009). Combining the Keller's model (2009) with both a horizontal and a vertical reading by Preuss and Dawson (2009) researcher can gain a more comprehensive understanding of the brand's equity and its alignment with different environmental management perspectives.

By evaluating the choice of vocabulary, grammar and text structure in digital media one can determine whether the company is in the identity or meaning stage of Keller's model (Barthes, 2016). Related questions namely; is there repetition of key words, and does such repetition favor a specific party or side of the argument? Does the narrative employ words that are subject to ideological disputes? Were the examples chosen randomly, or was there a specific set of criteria guiding their selection?

Meanwhile, the vertical reading of a narrative focuses on its legitimacy and meaning within its social context. It takes a more philosophical approach, considering how readers interpret the narrative and connect it to their worldview. Reader-response theory suggests that individuals from different traditions and perspectives will have varying views on what makes a narrative legitimate, influenced by their respective traditions.

Horizontal and Vertical Analysis

The horizontal reading focuses on the surface of the text, analyzing its structural features, vocabulary choices, grammatical structures, and textual sequencing (Preuss & Dawson, 2009). It also considers the use of rhetorical devices and the narrative's ability to persuade and generate acceptance. The vertical reading delves into the deeper meaning of the narrative in its social context, examining how it aligns with the reader's perspective and values.

The horizontal reading aims to assess the narrative's quality, while the vertical reading aims to evaluate its legitimacy. A trustworthy narrative should be reflexive, acknowledging its subjective nature and contingency, and should reflect a plurality of perspectives. Completeness, consistency, and grounding in context are also important elements in evaluating narrative quality.

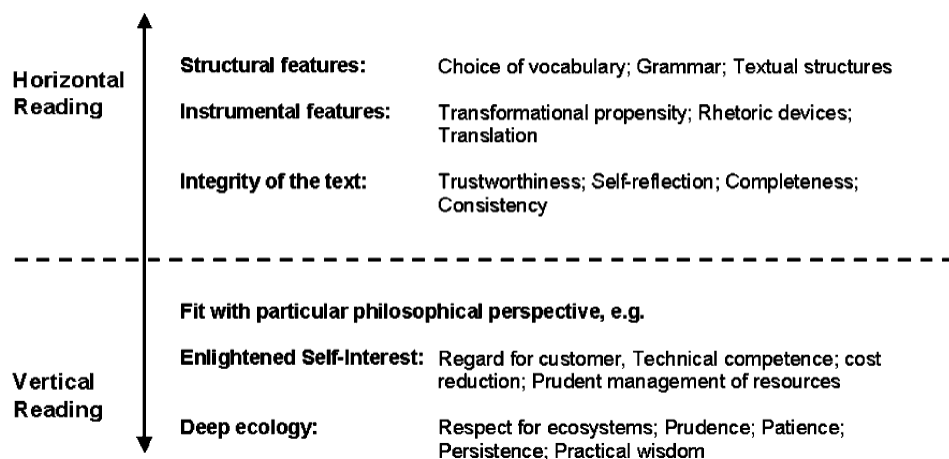


Figure 2. Method for evaluating narrative quality

Source: Preuss & Dawson (2009)

Keller's Brand Equity Model

Keller's Brand Equity Model, also known as the Customer-Based Brand Equity (CBBE) Model, was introduced by Kevin Lane Keller, in his widely recognized textbook, "Strategic Brand Management." The fundamental idea behind this model is straightforward: to establish a powerful brand, it is essential to influence how customers perceive and feel about the product. By crafting meaningful experiences around the brand, one can cultivate specific, positive thoughts, emotions, beliefs, opinions, and perceptions in the minds of the customers.

The model proposed by the Keller (2009) comprises four progressive stages:

- 1) Facilitating customer recognition of the brand and establishing a cognitive connection with a particular product category or customer requirement.
- 2) Developing a comprehensive brand identity in the minds of consumers by strategically associating tangible and intangible brand attributes.
- 3) Evoking desired customer responses concerning brand-related judgments and emotions.
- 4) Transforming brand responses to cultivate a strong, active loyalty bond between customers and the brand.

Data Collection Method

The primary data has been done a month prior to secondary data research by interviewing the founder and owner of Plataran Indonesia. The author has had the opportunity to interview the owner of the company. The interview was recorded since the interview started. The author has a list of questions as a guide, but other questions asked to sharpen the answers.

The next step was the extracting data from different websites: Plataran.com, Suara.com, Booking.com, Theluxurytraveller.com, Tripadvisor.co.id, Bobocantik.com. Theluxurytraveller.com and Bobocantik.com were chosen because they have a good reputation as reviewers of various accommodations in many places. YouTube and Instagram are also used as one of the data sources because these two platforms are sources of information for consumers before deciding to buy goods or use services. This was done with the consideration that the narrative delivered by Plataran Indonesia was not only conveyed through their official channels, but also through the news. The customer reviews, both paid and non-paid, describe how the narrative formed by the company is received and described by the target consumer.

Table 1. List of Data Resources

No	Source	Notes
1.	Yozua Makes	Semi-constructed interview
2.	Yozua Makes on Suara Millennial	Semi-constructed interview on IDN channel on Youtube
3.	Plataran website	Official website of Plataran
4.	Suara.com	A news website
5.	Booking.com	Online travel agent and user-generated content media
6.	Theluxurytraveller.com	Online travel agent and personal blog
7.	Tripadvisor.co.id	User-generated content media
8.	Bobocantik.com	Personal blog

Data Analysis Method

Data in the form of videos and conversations were converted into text first before being analyzed using thematic methods while data in the form of text was directly stored in a qualitative data processing application. The analysis started by categorizing and labeling data to facilitate analysis, or in other words, started by coding the texts. The texts from the sources processed using the Nvivo application and creating codes or basic topic of interest. During the process there are several revisions to the code that has been made, as suggested by Bryman (2012), coding is an iterative process, meaning that researchers may revise and refine codes as they progress through the data analysis.

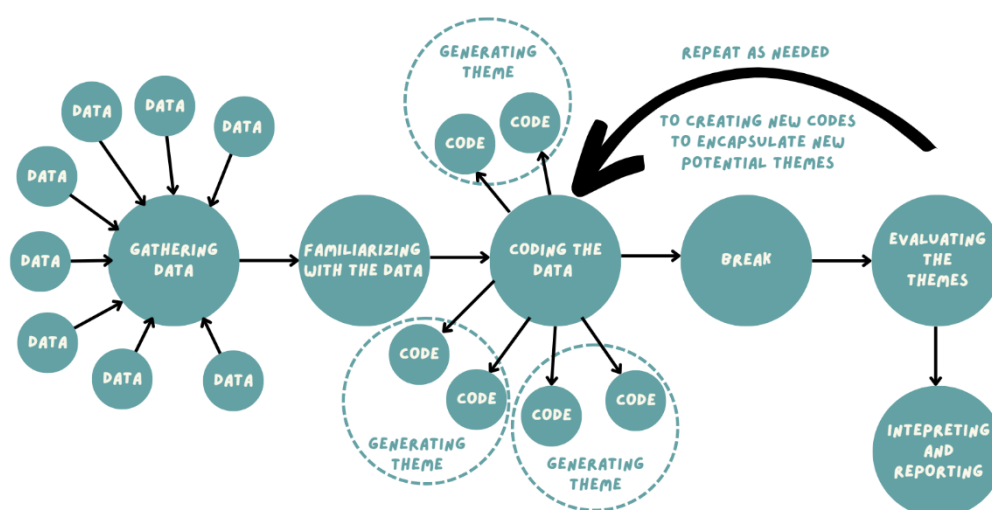


Figure 3. The Data Analysis Processes

Thematic analysis was employed because the focus of the research was identifying and interpreting patterns of meaning (themes), in this case the sustainability narratives, within the data. Thematic analysis is a widely used approach to qualitative data analysis. Unlike other strategies like grounded theory or critical discourse analysis, thematic analysis lacks a specific lineage or a well-defined set of techniques (Bryman, 2012). Nevertheless, the quest for identifying themes can be found across numerous qualitative data analysis

methods, including grounded theory, critical discourse analysis, qualitative content analysis, and narrative analysis.

An emphasis on repetition is a commonly used criterion to determine whether a pattern in the data qualifies as a theme. Repetition may occur within a single data source, like an interview transcript or document, or across multiple data sources, such as a collection of interview transcripts or documents. However, mere repetition alone is not sufficient to label something as a theme. The crucial factor is its relevance to the research questions or focus of the investigation. Simply because a significant number of interviewees express similar sentiments does not automatically make it a theme. Identifying a theme goes beyond the initial or open coding of data (Braun & Clarke, 2006). It involves the researcher reflecting on the initial codes generated and gaining an understanding of the connections and continuities between them before a pattern can be recognized as a theme.

RESULTS AND DISCUSSION

Horizontal Analysis

In the interview with Plataran's founder, Yozua Makes, several key themes emerged. He emphasized Plataran's strong connection to the Indonesian community and nation, using words like 'able,' 'Plataran,' and 'community cooperation.' The interview focused on sustainability, with Yozua seeking to understand how Plataran's sustainability efforts were perceived. He emphasized the importance of aligning actions with words and shared insights on the resilience of Indonesian heroes as an inspiration during crises. Yozua highlighted the need for introspection and collaboration, especially in the context of the COVID-19 pandemic, aiming to stimulate economic recovery through cooperation with businesses and government entities. Overall, the interview portrayed Plataran's green narratives as deeply rooted in Indonesian identity, reflecting a value for environmental stewardship.

Plataran's YouTube channel transformation over the years reflects their evolving branding strategy and awareness of digital marketing importance. Initially, they produced few videos showcasing their facilities, with landscapes as background. In 2020, video production increased significantly, featuring natural landscapes and later incorporating talk shows and interviews during pandemic restrictions. Plataran emphasized CHSE certification, enhancing trust and highlighting their social and environmental responsibility. The videos emphasized unity, aligning individual, company, and industry efforts towards becoming an Indonesian icon with a strong focus on environmental and social care. Themes of authenticity, natural beauty, trust, collaboration, and optimism were recurrent, showcasing Plataran's commitment to sustainability and cooperation with diverse stakeholders.

Plataran's Instagram account, with fifty thousand followers, effectively conveys a green narrative focusing on sustainability and consumer engagement. The posts, emphasizing words like "your," "hutan" (forest), "kota" (city), and "Indonesia," aim to involve consumers in the Plataran experience. The content primarily showcases natural beauty, activities in Plataran's properties, and local culture, highlighting eco-friendly construction and serene ambiance. Interviews with public figures are minimal. Hashtags like "TrueNationalPride" and "TrueIndonesianEcotourismIcon" blend sustainability with traditional values, emphasizing Plataran as an authentic Indonesian icon. The interaction fosters a sense of community and togetherness between Plataran and its consumers on the platform.

Table 2. Table of Themes of the Data

No	Data	Themes
Horizontal Analysis		
1.	Founder's interview	Indonesia's fighting spirit: Inspired by the fighting spirit of the heroes of independence, Yozua Makes' optimism during the pandemic made Plataran survives; The self-reflection: The whole business, i.e., the business concept, the operational, the products, is the reflection of the Plataran owner vision; Sustainability, consistency, and honesty: Consumers can see and feel a brand's commitment and honesty in running a business that pays attention to environmental impact and sustainability; The pandemic is both a challenge and an opportunity: A new market emerged during the Covid - 19 pandemic because many local people who used to go on holiday abroad could not do that at the time, so they choose local destinations that can be accessed by car because many countries closed for tourists, meanwhile air and sea access required health certificates. Collaboration of business and government: The opportunity only be possible because of the infrastructure that has been developed and the

		implementation of the policies which provide opportunities for the tourism industry to continue.
2.	Plataran's YouTube	1. Authenticity, natural landscape and excellent services: Most of the videos shown highlight the natural atmosphere in hotels, resorts and restaurants including details of existing facilities, products and services such as wedding packages; 2. Trustworthiness & consistency: The videos of the talk shows, interviews, and endorsements indicate explicitly and implicitly efforts to strengthen consumer trust and Plataran consistency towards safety in the context of ensuring the cleanliness and health of visitors in the Covid-19 situation. 3. Optimism and collaboration: The videos shown also show optimism for the future of tourism post Covid - 19 because tourism has been very affected by the pandemic. In addition, collaboration with various parties in economic recovery is also one of the themes in the videos shown.
3.	Plataran's instagram	Themes emerged: 1. True Indonesian icon: Plataran's efforts to promote and embody authentic Indonesian culture, heritage, and natural beauty through its various properties and experiences. Plataran is known for its commitment to showcasing the richness of Indonesian culture and providing guests with immersive experiences. 2. Community attachment: Plataran tried to strengthen a sense of belonging, identification, and commitment to each location of Plataran properties of their audience through their intriguing post. 3. Consumer emotional value: The post tries to go beyond the functional or utilitarian aspects of a product and focuses on the feelings and emotions that it evokes in their audiences.

Vertical Reading's Analysis

4.	Booking.com consumers' review	Themes emerged: 1. An oasis of calm in the middle of the hustle and bustle of Bali: Even though it is located in the middle of the city, the Plataran hotel has a large green area, including paddy fields and tropical bushes, that makes the stay comfortable and not feeling the hustle and bustle of the streets. 2. Authenticity and local experience: Most reviewer discuss Plataran's excellent service which combined with authentic Indonesian food amidst traditional architectural atmosphere.
5.	TripAdvisor consumers' review	Themes emerged: 1. The traditional concept combines with an excellent service, a preserved environment, a beautiful scenery: The reviewer mostly mentions the excellent and the interior of the hotels or resorts fits in the preserved environment. 2. Worth the money: the quality of services, facilities and food received are commensurate with or exceed the amount of money they spent.
6.	Theluxurytraveller.com	Themes emerged: 1. Authenticity & local experience: Plataran Komodo and its parent group emphasize providing authentic experiences in Indonesia; 2. Resisting Commercialization: The resort stands out by resisting the trend of building larger tower resorts, symbolizing a commitment to preserving a more genuine and intimate atmosphere; 3. Community and Intimacy: The individual villas and bungalows contribute to a sense of community, intimacy, and a "sleepy little beachfront community."; 4. Nature and Wilderness: The description of wandering along the beach at night, feeling as though you are "in the wild," highlights a theme of connection with nature and a remote, untamed environment;

	5. Sustainability and Nature Conservation: The focus on Komodo's unique ecosystem, with its marine life and reptiles, subtly touches on themes of sustainability and nature conservation.
7. Bobocantik.com	Themes emerged: 1. Hotel characteristics and environment: This review describes the characteristics of Plataran Heritage Borobudur as a luxury hotel that emphasizes traditional nuances and strong Indonesian culture. The description of the hotel's location close to Borobudur Temple, its beautiful surroundings with Menoreh rice fields and hills, as well as the incorporation of colonial style and Javanese nuances in the interior design highlight the unique characteristics of this hotel. 2. Service quality: The writer underscores the exceptional and meticulous service, characterized by gracious interactions with guests, alongside an enjoyable encounter with the amiable and supportive hotel personnel. 3. Lodging and amenities: This review delineates the firsthand encounter of residing within a deluxe room, complete with a balcony overlooking the pool. Furthermore, the establishment's provisions encompass amenities like a swimming pool, fitness center, and complimentary bicycles accessible to guests. Additionally, the inclusion of specialized tours like the Punthuk Setumbu sunrise and VW Carbio Tour contributes supplementary value for patrons. 4. Culinary delights and dining venue: The review encapsulates the gastronomic journey at the hotel, encompassing breakfast, afternoon tea, and dinner. The author acknowledges the delectable menu offerings, while also offering insights regarding pricing and the spiciness level of a particular dish. 5. Memorable moments: The author imparts positive sentiments regarding Plataran Heritage Borobudur as the ultimate haven for a getaway near the Borobudur Temple. The accentuation lies on distinctive attributes such as service, ambience, and amenities that imprint an enduring memory of the stay.
8. Suara Milennial's interview	Themes emerged: 1. Government policies and infrastructure enabling new opportunities during crisis: A new market emerged at that time, namely people who used to vacation abroad but couldn't do this during a pandemic and then chose to do what is called a staycation. This is possible because of infrastructure development and implementation of policies that limit movement but still allow local tourists to visit places that can be reached by private vehicles. 2. Plataran's founder's love for Indonesian products is reflected in the choice of architecture, furniture and objects in Plataran's property. This then becomes the value of this company, which is to become a true Indonesian icon. Then the love for Indonesia is also reflected in the use of land and property development that is environmentally friendly.

Vertical Analysis

The vertical reading analysis method focuses on specific recurring themes within a text, diving deeper into a particular aspect without reading every word. In the context of Plataran, this approach examines green narratives conveyed by consumers through platforms like Booking.com and TripAdvisor, and credible blogs. For instance, analyzing 159 reviews of Plataran Ubud on Booking.com revealed excellent hospitality, natural landscapes, and sustainability, with international tourists appreciating the experience despite the high prices. The positive reviews, averaging a score of 9.0 out of 10, emphasize Plataran's commitment to providing the best experience for visitors. Visitors emphasize Plataran's eco-friendly buildings blending seamlessly with natural landscapes, exceptional service, cleanliness, and authentic traditional food. The focus on environmental sustainability and genuine local experiences resonates well with international tourists, highlighting Plataran's commitment to green initiatives.

Examining specific blogs, such as theluxurytraveller.com and bobocantik.com, provides insight into Plataran Komodo and Plataran Borobudur, respectively. theluxurytraveller.com appreciates Plataran Komodo's dedication to authenticity, local experiences, and sustainable architecture, emphasizing its wilderness feel and unspoiled environment. [Bobocantik.com](http://bobocantik.com) commends Plataran Borobudur's cultural richness, proximity to attractions like Borobudur Temple, and meticulous service, showcasing the fusion of colonial and Javanese influences in the property's design.

In an interview with Plataran's owner, Yozua Makes, key themes include adapting to market shifts during crises, the rise of "staycation" due to travel restrictions, and Plataran's deep appreciation for Indonesian products. Yozua's commitment to utilizing local elements in Plataran's properties reflects his love for Indonesia, emphasizing the company's role as a genuine Indonesian symbol. These perspectives collectively highlight Plataran's dedication to sustainability, cultural preservation, and outstanding visitor experiences.

Themes Emerged and Customer-Based Brand Equity (Keller, 2009)

In order to develop a nuanced and well-supported understanding of how the themes in the text interact and contribute to the overall meaning, the themes uncovered in this research are linked to one another. But keep in mind that the interpretation of theme relationships can be subjective and may vary depending on the reader's perspective and analytical approach. Two significant themes, codes and their relationships with each node on the interview with Yozua Makes are displayed.

Table 3. Table of Themes of the Interview

No	Themes	Codes	Quotes
1.	The Plataran's identity	Consistency	"...branding strategy itu intinya adalah sebenarnya buat kita adalah terus memastikan konsistensi daripada dimana kita berpijak"
		Green narrative	"....jadi sebenarnya kamu tadi bicara identitas, secara spesifik mengenai Indonesia nya dan kearifan lokal didalamnya, termasuk sustainability. Itu yang ditampilkan Plataran dimana – mana."
		Guest experience	"....jadi kalau kamu bilang itu adalah seperti kamu buka buah duren, kulitnya berduri, dibuka isinya rasanya duren, biji nya biji duren itulah Plataran. Keseluruhannya kita sebut experience."
		Content	"....sebenarnya branding itu tercipta dari pada konten dan membentuk experience. Konten itu tercipta dari pada visi dari pada company nya. Visi company tercipta dari pada founders."
2.	A sustainable company	Local community involvement	"....jadi community dilibatkan dalam bisnis, baik menjadi pekerja maupun menjadi partner dalam operasional..."
		Low carbon footprint products	".....misalnya menggunakan produk lokal yang bahan baku nya dari sekitar, artinya kita tidak banyak atau meminimalisir impor."
		Local value	"...lalu apa sih budaya Indonesia? Contohnya team work, Indonesia sudah punya istilah gotong royong tapi kita saja yang kadang-kadang melupakan kebudayaan kita dan suka menggunakan istilah-istilah kebarat-baratan."

The Plataran's Identity Represent the Founder's Value

The data gathered from interviews with the researcher, Suara Millennial, and Plataran's founder, as well as content on Plataran's YouTube channel, reveals that the founder's values deeply influence the company's brand identity. Plataran's brand is shaped by the founder's personal beliefs and principles, which serve as a guiding force for the company's mission and vision. In the case of Plataran, Yozua Makes' passion for local products and his belief in sustainability as a genuine Indonesian value are evident in the company's architectural style, use of traditional cuisine, involvement of local operators, and ethical choices. This consistency in promoting sustainability reflects the conscious and unconscious narratives constructed by Yozua Makes in Plataran's activities and statements.

Amidst the COVID-19 pandemic, local tourists with high purchasing power sought vacation spots accessible by private vehicles due to travel restrictions. Plataran capitalized on this by promoting its sustainable image through CHSE certification, making it a safe destination. The Indonesian government's measured response, avoiding complete lockdown, allowed certain industries like tourism to operate. Investments in infrastructure, including transportation and energy facilities, created new local destinations. Plataran leveraged this situation, catering to the emerging trend of staycations, ensuring business survival during the crisis.

From a consumer perspective, a business's commitment to sustainability is demonstrated through the guest experience in their hotels or resorts. This includes locally sourced foods, a serene environment with abundant greenery, excellent service, and community-engaging activities. These aspects create an authentic and memorable experience, fostering environmental awareness. Consumers do not need technical knowledge; they perceive sustainability through the quality of services and products. In this context, the "green narrative" refers to visitor satisfaction, influencing the company's reputation and credibility as a sustainable entity.



Figure 4. Words Cloud of Interview Processed by NVivo Software

The research data indicates that Plataran's green narratives have significantly contributed to its Customer-Based Brand Equity (CBBE). These narratives are rooted in the founder's values, such as a passion for Indonesian art objects and a deep commitment to conservation and sustainability. Plataran's brand meaning revolves around authenticity, local culture, sustainability, and exclusivity, providing genuine Indonesian experiences to visitors. The brand successfully differentiates itself from competitors by integrating traditional elements into its architecture, decor, and services, showcasing Indonesia's diverse cultural heritage. Plataran is perceived as a premium brand offering luxury experiences, and customers associate the brand with positive emotions due to the serene atmosphere, excellent staff service, and authentic local cuisine. While Plataran has established positive brand associations, the data does not indicate active consumer involvement, although the company has a loyalty program in place. Overall, Plataran has built a strong brand equity through its green narratives and consistent delivery of quality services and experiences to its customers.

The study explores the impact of green narratives on brand equity in the tourism industry, specifically Plataran. Strategies include horizontal reading to assess competitors, vertical reading to identify inconsistencies, and implementing improvements based on branding strategy evaluation. Keller's Brand Equity Model can be used to assess strengths and weaknesses in branding efforts. Plataran's green narratives on social media positively influence brand equity, as consumers value and trust brands demonstrating dedication to environmental and cultural preservation. Active engagement on social media, satisfaction surveys, loyalty programs, and fostering a sense of belonging can enhance brand resonance. By evaluating brand identity,

meaning, response, and resonance, Plataran can strengthen its brand equity, leading to increased brand loyalty and customer retention.

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