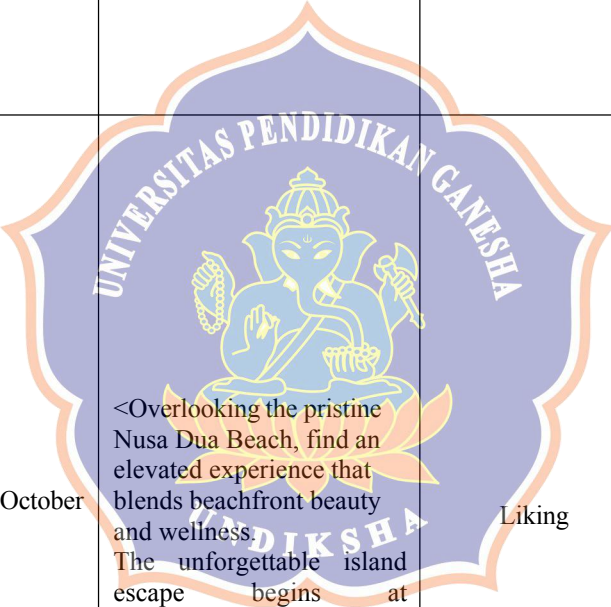


APPENDICES

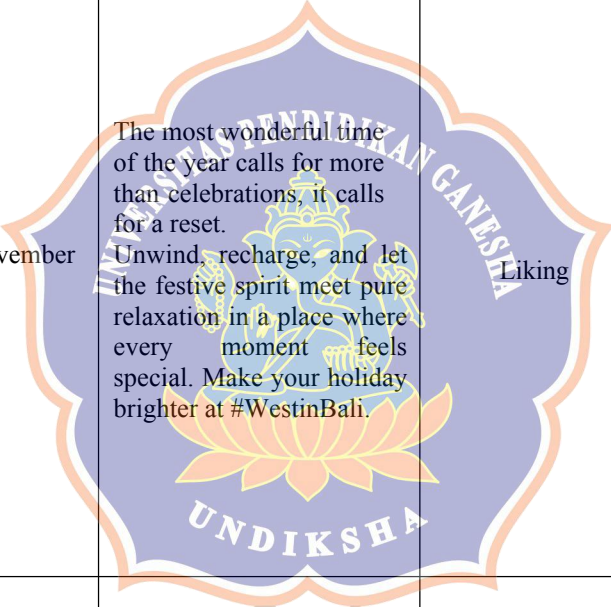
Appendix 1. Data Collection of Instagram Captions from The Westin Resort Nusa Dua Bali (@westinbali)

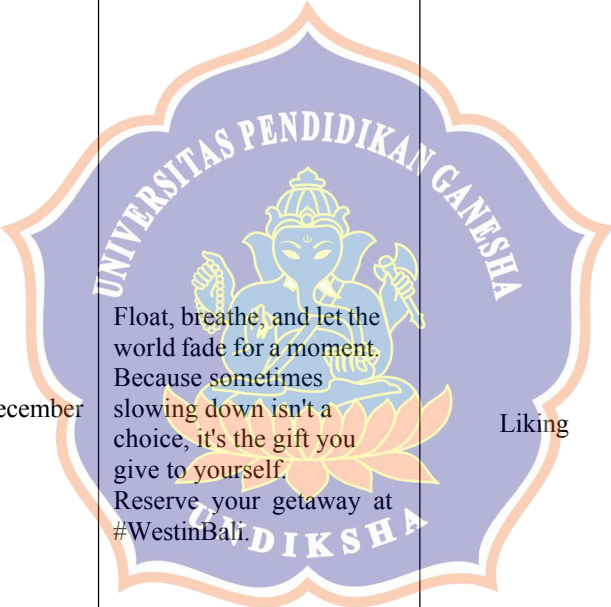
No	Date	Instagram Caption	Principle of Persuasion	Explanation
I.	30 th August 2025	<The story of your Bali holiday begins with us. From seaside strolls and breezy bike rides to refreshing dips, every moment adds a new line to your chapter. Reserve your escape now and make it unforgettable with Marriott Bonvoy because travel is always better as a member.=	Unity	The phrase <i><because travel is always better as a member=</i> emphasize the exclusivity of Marriott Bonvoy community and encourages audiences to be part of this valued group.
2.	29 th September 2025	<With greenery in every direction, every corner becomes the tropical playground of your Bali holiday. Discover serene Nusa Dua with Marriott Bonvoy now!=	Liking	This caption focuses on highlighting the beauty of Bali and allows audience to imagine themselves experiencing the island's tropical ambiance, which emotionally influences them to make a reservation.
3.	17 th September 2025	<From the moment you wake up, immerse yourself in the art of slow living in the heart of Nusa Dua. Your moments of serenity is waiting to be discovered.	Liking	The use of serene and evocative language such as <i><immerse yourself in the art of slow living=</i> and <i><your moments of serenity is waiting to be discovered=</i> creates emotion and attracts the audience to experienced what is being offered.

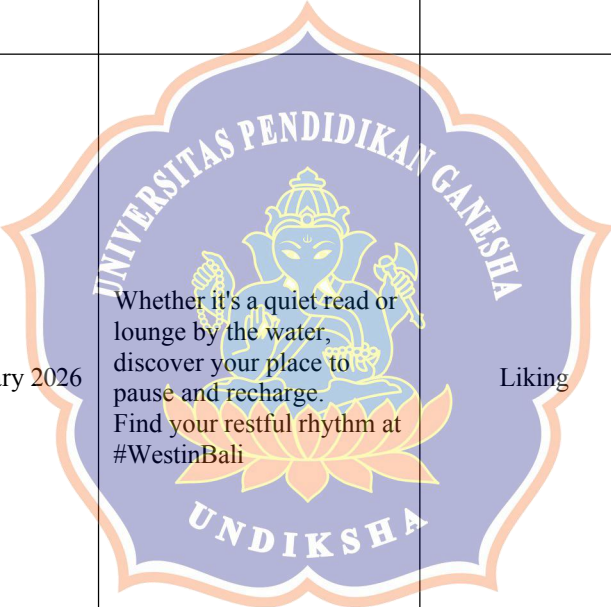
4.	5 th October 2025	At #WestinBali, staying active blends seamlessly with the calm and serenity of your escape. Find your balance via link in bio.	Liking	The phrases <staying active blends seamlessly= and <calm and serenity of your escape= create a positive and shooting imagination. This caption highlights a balanced lifestyle through wellness and relaxation. The phrase <Find your balance= gently invites the audience to achieve a better version of themselves through the experience.
5.	15 th October 2025	 <Overlooking the pristine Nusa Dua Beach, find an elevated experience that blends beachfront beauty and wellness. The unforgettable island escape begins at #WestinBali.=	Liking	The description <Overlooking the pristine Nusa Dua Beach= emphasizes the beauty of Nusa Dua Beach, which automatically creates a positive image. The choice of words such as <pristine=, <elevated experience=, and <unforgettable island escape= are emotionally engaging. All these phrases allows the audience to imagine themselves starting a memorable vacation.

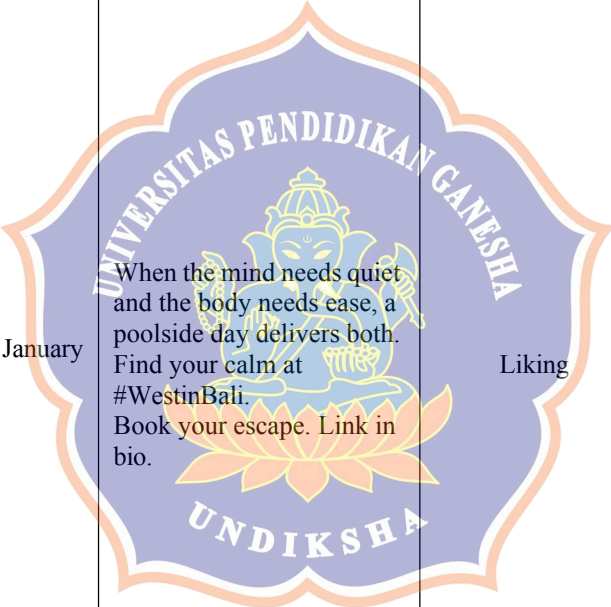
6.	23th 2025	October	Find calming moments in your Nusa Dua getaway. Secure your escape and we'll help you make it unforgettable.	Commitment and consistency	The phrase <Secure your escape= aims to encourage the audience to make a commitment, which is to make a reservation. The expression <we'll help you make it unforgettable= convinces potential guests that the hotel will take responsibility for creating a memorable experience. This assurance supports the commitment and consistency principle, since humans are more likely to make a decision when they feel supported.
7.	28th 2025	October	You've seen the pictures. Now imagine the breeze, the sound of the pool, and the feeling of not wanting to leave. This could be you living your Bali dream with us.	Liking	The phrase <imagine the breeze, the sound of the pool, and the feeling of not wanting to leave= and <living your Bali dream with us= show emotional appeal and highlight visual imagery to create a tempting journey. This principle focuses on making the audience imagine a pleasant lifestyle, which enhance their interest to the brand.

8.	5 th November 2025	Relax, reconnect, and enjoy the beauty of being together from the moment you arrive. Book your next getaway with us now, link in bio.	Unity	This caption highlight togetherness and emotional connection between individuals. The phrase <being together= and <reconnecting= show the hotel positions as a place that strengthens relationships. On the other words, what is being offered is not only rooms and facilities, but also togetherness.
9.	10 th November 2025	From spacious suites to oceanfront moments and kids' delights, #WestinBali brings comfort and connection together in one beautiful stay. Book your family escape and create memories that last a lifetime.	Unity	Some phrases like <comfort and connection together= and <family escape= are clearly emphasize family connection and shared journey. This caption positioned the hotel as a place where togetherness can be strengthened.
10.	14 th November 2025	Gentle laughter and the kind of calm that feels right when you're exactly where you should be. Book your escape to paradise and enjoy exclusive perks with Marriott Bonvoy. Link in bio to explore.	Reciprocity	The words <exclusive perks= mean that guests will receive valuable benefits if they make a reservation. This indicates the main idea of Reciprocity, which states that individuals are more likely to take positive action when they received special advantages or additional value.

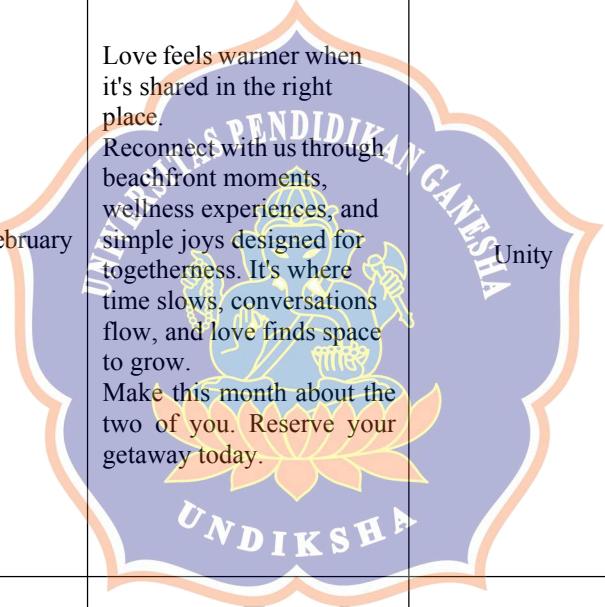
II.	20 th November	Bathed in the gentle light of the coast, this is where serenity lives. Every corner whispers stillness and the wellness your spirit has been waiting for. Come find your moment and book your next stay with us. Link in bio.	Liking	The phrases <gentle light of the coast=, <serenity lives=, and <whispers stillness= create an emotional and peaceful imagery. It encourage the audience to imagine themselves in desirable atmosphere, and may influence their intention to make a reservation.
I2.	27 th November 2025	 The most wonderful time of the year calls for more than celebrations, it calls for a reset. Unwind, recharge, and let the festive spirit meet pure relaxation in a place where every moment feels special. Make your holiday brighter at #WestinBali.	Liking	This caption used positive and emotional language such as <The most wonderful time of the year=, <Unwind=, <recharge=, and <every moment feels special=. These expression create happiness and relaxing atmosphere, that build an emotional connection between the audience and the brand.
I3.	2 nd December 2025	In a world that rarely slows down, your getaway should. Seek the stillness and discover a sense of calm you won't find anywhere else. Stay with us, link in bio to plan your next getaway.	Scarcity	The sentence <discover a sense of calm you won't find anywhere else= emphasizes the uniqueness and the exclusivity of the experience offered. According to Cialdini's theory, something that is considered rare or exclusive tends to have greater value.

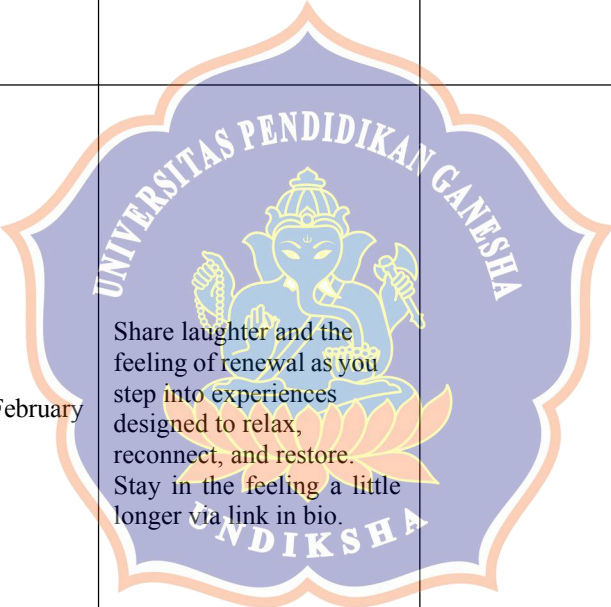
I4.	7 th December 2025	There's nothing like waking up to a slow sunrise and an irresistible breakfast waiting for you. Book a minimum four-night stay and enjoy complimentary daily breakfast for two adults, the perfect start to every day in paradise. Learn more about our Breakfast On Us! offer, link in bio.	Reciprocity	This caption is mainly categorized as the principle of reciprocity. The sentence <enjoy complimentary daily breakfast for two adults= indicates that there is an additional benefit offered for the audience, which may influences their motivation to make a reservation.
I5.	10 th December 2025	 Float, breathe, and let the world fade for a moment. Because sometimes slowing down isn't a choice, it's the gift you give to yourself. Reserve your getaway at #WestinBali.	Liking	This caption highlights a relaxing atmosphere through words such as <float=, <breathe=, and <let the world fade for a moment=. Furthermore, the sentence <sometimes slowing down isn't a choice, it's the gift you give to yourself= reflects the audience's personal need for self-care. Therefore, the persuasive technique of this caption relies on emotional connection rather than promotional offers, which represents the main idea of the principle liking.

I6.	16 th December 2025	At #WestinBali, recharging feels effortless, the kind that happens in the background as you enjoy your day. And when you're looking for a place to simply feel well again, this just might be the one.	Liking	The main focus of this caption is the emotional appeal through phrases such as <recharging feels effortless= and <feel well again=. Although the phrase <this just might be the one= contains exclusivity, it does not create a sense of urgency or limited availability, which is a key characteristic of the principle of scarcity.
I7.	3 rd January 2026	 Whether it's a quiet read or lounge by the water, discover your place to pause and recharge. Find your restful rhythm at #WestinBali	Liking	This caption emphasizes emotional approach through phrases such as <discover your place to pause and recharge= and <Find your restful rhythm=. Moreover, it focuses on personal relaxation which aligns with the principle of liking, since it creates emotional bond and positive feeling toward the brand.
I8.	5 th January 2026	There's something comfortingly familiar about every return to #WestinBali. Make your next escape a rejuvenating one with us. Link in bio.	Liking	This caption can be categorized as the principle of liking since the phrase "comfortingly familiar" emphasizes a warm and emotional comfort between the audience and the brand. Moreover, the caption creates a pleasant and

				welcoming atmosphere that encourages the audience to take an action, which represent the principle of liking.
I9.	14 th 2026	January	 When the mind needs quiet and the body needs ease, a poolside day delivers both. Find your calm at #WestinBali. Book your escape. Link in bio.	Liking
				This caption draws a peaceful and relaxing ambience that the audience needs. The sentence <When the mind needs quiet and the body needs ease, a poolside day delivers both= shows that brand understand what the audience feels and needs. Although the sentence <Book your escape= may encourage people to take action, this caption is not categorized as the principle of scarcity, because there is no urgency or exclusivity. Therefore, this caption is classified under the principle of liking as it builds emotional appeal and positive feelings rather than urgency or limitation.

20.	16 th 2026	January	Mornings along the Nusa Dua coast feel unhurried, sun-kissed, and effortlessly calming. Let this be your wake-up view. Discover more via link in bio.	Liking	This caption aims to encourage the audience to imagine themselves in a pleasant and calm atmosphere through emotional visualization. The words <unhurried, sun-kissed, and effortlessly calming> create a contrast everyday life. As a result, the brand is positioned as a solution to achieve audience's psychological needs for calmness and balance, which reflects the principle of liking.
21.	21 st 2026	January	Wellness comes naturally at #WestinBali. Move in the open air, breathe deeply by the sea, and let the rhythm of the coast guide your day. Swipe left to explore outdoor activities waiting for your next stay.	Liking	This caption indicates the brand identity which support wellness and balance lifestyle. The phrase <Move in the open air, breathe deeply by the sea> aims to influence the audience to visualize a refreshing and calming setting. This strategy reflects the principle of liking, since it builds positive emotional association with the brand.

22.	23 rd 2026	January	Some moments deserve to be shared, side by side. Couple treatments at @heavenlyspabali create space to relax, reconnect, and be fully present with one another. In this serene setting, tension gently fades, connection deepens, and well-being finds its way back together. Make time for togetherness via link in bio.	Unity	While the caption contains elements of liking through the warm and emotional language, the main persuasive strategy is unity. It emphasizes <togetherness=, <shared moments= and <fully present with one another= as a relational activity rather than individual ones.
23.	2 nd 2026	February	 Love feels warmer when it's shared in the right place. Reconnect with us through beachfront moments, wellness experiences, and simple joys designed for togetherness. It's where time slows, conversations flow, and love finds space to grow. Make this month about the two of you. Reserve your getaway today.	Unity	The caption reflects the principle of unity, as it emphasizes a shared identity between individuals. Phrases such as "shared in the right place", "togetherness", and "Make this month about the two of you" suggest that the hotel is the ideal place for couples to reconnect and strengthen their relationship.
24.	4 th 2026	February	Under open skies, everything feels lighter. Light-filled days invite movement, laughter, and shared joy, where time slows and every experience becomes part of the memory you take home. Save this for your next escape.	Liking	This caption reflects the principle of liking, as it creates a positive image of the hotel's experience. Expressions such as <everything feels lighter=, <shared joy=, and <memory you take home= influence the audience to develop positive imagery with the destination.

25.	6 th February 2026	A truly memorable stay is built on moments shared together. Swipe left to explore romantic experiences designed for you and your loved one at #WestinBali.	Unity	This caption emphasizes a shared identity or relationships between individuals, which align with the principle of unity. Some phrases such as, <moments shared together=, <romantic experiences=, <you and your loved one= indicate the hotel provides meaningful experiences to create a romantic relationship.
26.	10 th February 2026	 Share laughter and the feeling of renewal as you step into experiences designed to relax, reconnect, and restore. Stay in the feeling a little longer via link in bio.		This caption reflects the principle of unity through shared emotional experiences. Phrases such as <share laughter= and <reconnect= highlight interpersonal bonding between individuals and suggest that the experience offered by the hotel is designed to strengthen relationships and create meaningful experiences together.
27.	13 th February 2026	Wellness unfolds when the body relaxes, the mind slows, and the moment settles into calm. If you're seeking restoration for both body and mind, let #WestinBali be the place where it begins.	Liking	This caption focused in creating relaxing and emotionally appealing language to represent the hotel as a peaceful and soothing place. Phrases such as <body relaxes=, <mind slows= and <restoration for both body and

				mind= are used to build a positive response toward the hotel.
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