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Four Seasons Hotel Jakarta

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

35 /100

LOW VISIBILITY

Visibility is currently in the low visibility band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Four Seasons Hotel Jakarta holds 0.9% blended non-branded search visibility, ranking #40; the current leader The St. Regis Jakarta holds 7.8%.
- Branded search visibility is 83%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 63%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.9%
Ranks #40 blended and #10 broad across selected non-branded keyword runs.

BRANDED SEARCH
83%
33/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
63% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.9%
The St. Regis Jakarta leads at 7.8%, ahead by 6.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Four Seasons Hotel Jakarta records 0.9% blended SOV, ranking #40, while The St. Regis Jakarta leads with 7.8%. The category remains fragmented, with "Other" brands accounting for 60.3% of visibility.

Search terms: Broad Search: Jakarta hotel guide • Narrow Search: hotels near Sudirman Jakarta

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The St. Regis Jakarta	7.8%
2	Park Hyatt Jakarta	6%
3	Mandarin Oriental, Jaka.	4.3%
4	The Ritz-Carlton Jakart.	4.3%
5	Ascott Sudirman Jakarta	3.4%
6	JW Marriott Hotel Jakar.	3.4%
7	All Seasons Jakarta Tha.	2.6%
8	Episode Gading Serpong	2.6%
9	Grand Hyatt Jakarta	2.6%
10	Hotel Mulia Senayan	2.6%
	Other	60.3%
40	Four Seasons Hotel Jaka.	0.9%

Brand SOV 0.9% Brand Rank #40 Total Brands 68 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Ascott Sudirman Jakarta	5.3%
2	Park Hyatt Jakarta	5.3%
3	Somerset Sudirman Jakar.	5.3%
4	The St. Regis Jakarta	5.3%
5	All Seasons Jakarta Tha.	3.5%
6	Citadines Sudirman Jaka.	3.5%
7	Mandarin Oriental, Jaka.	3.5%
8	25Hours Hotel	1.8%
9	Alila Bangsar Kuala Lum.	1.8%
10	Alila Diwa Goa	1.8%
	Other	63.2%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

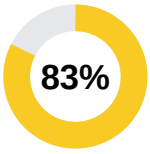
BROAD SEARCH

Rank	Brand	Share of Voice
1	The St. Regis Jakarta	10.2%
2	JW Marriott Hotel Jakar.	6.8%
3	Park Hyatt Jakarta	6.8%
4	The Ritz-Carlton Jakart.	6.8%
5	Hotel Mulia Senayan	5.1%
6	Mandarin Oriental, Jaka.	5.1%
7	Episode Gading Serpong	3.4%
8	Grand Hyatt Jakarta	3.4%
9	Mercure Jakarta Batavia	3.4%
10	Four Seasons Hotel Jaka.	1.7%
	Other	47.5%

Brand SOV 1.7% Brand Rank #10 Total Brands 38 Avg. SOV 2.6%

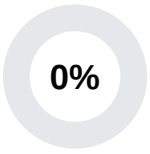
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Four Seasons Hotel Jakarta appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
9%	28%	63%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the attentive and personalized service, such as staff anticipating needs and going the extra mile, along with the spacious all-suite design, impressive outdoor pool, and overall quality dining experiences.

Neutral: The hotel is situated in a main business district, offering a convenient base for business travelers but somewhat removed from core shopping and nightlife areas, with some noting views of nearby dense urban settlements.

Negative: Some guests have experienced inconsistent service quality, citing issues like inflexible late checkout, breakfast service mistakes, and a cramped, mediocre afternoon tea setting.

5 OPPORTUNITIES

1 Capture broad discovery demand
Four Seasons Hotel Jakarta ranks #17 in broad search with 1.7% SOV, while The St. Regis Jakarta leads at 10.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Launch an owned Rednote presence
No detected Rednote account is connected to this brand. Creating or linking an official account is an opportunity to own branded-search results and provide clear booking, amenities, and location proof.

3 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the attentive and personalized service, such as staff anticipating needs and going the extra mile, along with the spacious all-suite design, impressive outdoor pool, and overall quality dining experiences. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (9%) but specific: Some guests have experienced inconsistent service quality, citing issues like inflexible late checkout, breakfast service mistakes, and a cramped, mediocre afternoon tea setting. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.