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Gran Meliá Jakarta

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

12 /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

- Gran Meliá Jakarta holds 0.8% blended non-branded search visibility, ranking #38; the current leader Park Hyatt Jakarta holds 15%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 57%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.8%
Ranks #38 blended and #25 broad across selected non-branded keyword runs.

BRANDED SEARCH
18%
7/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
57% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
14.2%
Park Hyatt Jakarta leads at 15%, ahead by 14.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Gran Meliá Jakarta records 0.8% blended SOV, ranking #38, while Park Hyatt Jakarta leads with 15%. The category remains fragmented, with "Other" brands accounting for 49.6% of visibility.

Search terms: Broad Search: Jakarta hotel guide • Narrow Search: Jakarta hotels with pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Jakarta	15%
2	Four Seasons Hotel Jaka.	8.7%
3	The Langham Jakarta	4.7%
4	The St. Regis Jakarta	4.7%
5	Pan Pacific Jakarta	3.9%
6	Hotel Mulia Senayan Jak.	3.1%
7	JW Marriott Hotel Jakar.	3.1%
8	All Seasons Jakarta Tha.	2.4%
9	DoubleTree By Hilton Ja.	2.4%
10	Grand Hyatt Jakarta	2.4%
	Other	49.6%
38	Gran Meliá Jakarta	0.8%

Brand SOV 0.8% Brand Rank #38 Total Brands 58 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Jakarta	19%
2	Pan Pacific Jakarta	8.6%
3	Four Seasons Hotel Jaka.	5.2%
4	The Langham Jakarta	5.2%
5	Fairmont Jakarta	3.4%
6	Four Points By Sheraton.	3.4%
7	Grand Hyatt Jakarta	3.4%
8	Hotel Mulia Senayan Jak.	3.4%
9	Le Méridien Jakarta	3.4%
10	Sheraton Jakarta Soekar.	3.4%
	Other	41.4%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

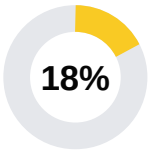
BROAD SEARCH

Rank	Brand	Share of Voice
1	Four Seasons Hotel Jaka.	11.6%
2	Park Hyatt Jakarta	11.6%
3	The St. Regis Jakarta	7.2%
4	All Seasons Jakarta Tha.	4.3%
5	DoubleTree By Hilton Ja.	4.3%
6	JW Marriott Hotel Jakar.	4.3%
7	The Langham Jakarta	4.3%
8	Artotel Manguluhur Suit.	2.9%
9	DoubleTree By Hilton Ja.	2.9%
10	DoubleTree By Hilton Su.	2.9%
	Other	43.5%
25	Gran Meliá Jakarta	1.4%

Brand SOV 1.4% Brand Rank #25 Total Brands 35 Avg. SOV 2.9%

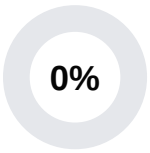
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Gran Meliá Jakarta appears in 7/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
14%	29%	57%

WHAT PEOPLE ARE SAYING

Positive: Guests praise the all-inclusive dining packages, especially the variety of buffet meals and the highly recommended weekend dim sum brunch at Tien Chao, along with the excellent Spanish grill restaurant.

Neutral: The hotel's grand Portman-style atrium is frequently described as a futuristic, spaceship-like architectural feature.

Negative: Some diners find the food at the Sasa restaurant overly sweet and unpalatable, with specific complaints about the fried noodles and pizza.

5 OPPORTUNITIES

1 Capture broad discovery demand
Gran Meliá Jakarta ranks #25 in broad search with 1.4% SOV, while Four Seasons Hotel Jakarta leads at 11.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Gran Meliá Jakarta appears in 7/40 branded-search posts (18%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 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.

4 Address recurring trust concerns
Negative feedback is lower-volume (14%) but specific: Some diners find the food at the Sasa restaurant overly sweet and unpalatable, with specific complaints about the fried noodles and pizza. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.