

# The Important Value of Branding in Tourism Entrepreneurship

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**Abstract.** This time the digital campaign situation seems to be a necessity for a company or business owner brand in managing business, this is because technology has changed the pattern of communication and behavior of business people and of course the pattern of consumption. These circumstances give great consequences to competitive, entrepreneurial procedures, especially in marketing and production strategies. Technology of smartphone through social media has opened up a great space for everyone as a subject to respond to any offer of effective, cheap, easy, and fast ways of living. Nichols (2017) said that technology has made information so simple; far to be close, not know being know, not famous became easily famous in personality. Markplus has been presented the term www to the society such as whatever, wherever, and whenever; such as anything, anywhere, and whenever can be presented right now. The environment makes all business actors, even at a small scale require knowledge and branding skills to encourage the absorption of production in the framework of consumer expectations, especially where the irrational epidemic is known, so that the relationship between the production process, distribution, marketing, consumption, so that there is no making gap generation in business strategy.

**Keywords:** Information; Branding value; Customization; gap generation; connectivity; tourism entrepreneurship.

## 1 Introduction

One thing that is undeniable at this time is the fact that social media raise anxiety that netizens miss information; this situation raises behavior in the form of "backward feeling" which gives the people need always be active in social media. This situation must be faced by entrepreneurs in order to create a sustainable business. Therefore, all knowledge related to such behavior is termed "connectivity" this must be concern in learning in modern and contemporary information.

A further consequence that must be understood by an entrepreneur from this situation is the ability to adapt to new people or netizens as a potential market that comes with new characters, especially in tourism entrepreneurship which is now known as a new tourist attraction called Minister of Tourism as Digital Destinations. Responding to the changes in market behavior that needed are always marketable tips so that business continuity runs well considering the

increasing market population with the presence of the leisure economy, as well as the netizens as a potential market.

Unlike the product, a brand is not only seen based on function but also the meaning attached to it. A bottle of drinking water is just a bottle of thirst-quenching water. But nowadays it becomes a bottle of Aqua or Coca Cola then there is an inherent meaning in the product. The meaning possessed is limiting and sometimes unrelated to the function of the product. A bottle of water drinking has become associated with the concepts of freshness, purity, mountain water, or health. With this new meaning, the drinking water bottle has become a brand. As mentioned above, the difference that a company has a brand compared to a product can be rational and visible or symbolic, emotional, and invisible. Brand is the choice because able to provide differentiation in consumer perceptions between product offerings others that compete with each other. With such characteristics, branding is able to play an important role in directing preferences and choices consumer (Yananda & Salamah, 2014).

The formation of the image of a tourist destination is influenced by characteristics of tourist destinations that are known and accepted by the public, felt when visiting a tourist destination, the selling values of the tourism potential offered, and the distinctive identity of the tourist destination in the understanding of tourists. Therefore, it is necessary to increase the image of tourist objects by providing promotion, hence this will add the visits of the destination.

## **2 Research Method**

Rapid behavioral change as a result of technological advances requires rapid anticipation as well as the rapid changes especially concerning lifestyle. This study is interesting because behavior is a psychological event that is present in a massive and rapid manner, therefore the author uses quantitative methods to be described in a simple manner in tabulations as data that describes the results of observation as a study which is an "idea" of research secondary and path diagram with the hope of being useful as input or initial information for entrepreneurs. This study was conducted in several tourist destinations namely recreation parks, culinary and shopping centers located in the city of Pekanbaru with 50 respondents.

## **3 Results and Analysis**

### *3.1 Effect of Connectivity*

Modern human life that is inseparable from technology has changed humans in looking at values that are meaningful to their lives, so this change influences the way humans enjoy life. This situation gives a big consequence on how to choose products that support their lives that are free to choose like or have different opinions as a reason. This situation gives a big consequence to the decision through "behavior of truth"<sup>1</sup>, namely the effect of deciding only on the impulses that arise on social media, a behavior that is built also likes or on the basis may be different solely as fairness. The decision to choose which is not because of this need becomes a pattern known as the "irrationality epidemic" is important to be considered in managing consumers or customer relations.

This habit in the community, especially net citizens has formed a market that must be anticipated, meaning that many people as tourism targets that must be managed by the tourism destinations still exist. Therefore, it is important for entrepreneurs to explore about people's encouragement to socialize as a style or widening differentiation choice which means this is a new and growing market.

Push to do online based on the observation 38% want to know to other, 18% comparing with others, different appearances 14% and to be known 30%. The data illustrates how the power of connection becomes an impulse for people to always relate to being born as a concern (Schwartz, 2016) so that they try to know habits or know what people do. This event is a shift in the meaning of mindfulness in a person's relationship pattern which means that at this time the meaning of precision has changed into a small or individual but massive activity

Feeling After Online, after feeling online the respondents feel are: Feeling not miss/update 40%, Feeling Lucky 18 %, Feeling Different 16%, Feeling more friends 26%. Base on the illustrated that a link between the needs of connecting or online is more due to a general social need or the need for positive psychology (Faith, 2014) so that it makes activities as a contemporary.

### *3.2 Enjoy Branding*

Faith in his book positive psychology describes the role of technology and modern life that originates in "enlightenment" that makes humans confused because the search for the meaning of life in technology as a source of change, it turns out that life has brought the behavior of human life into truth that is not absolute or what Imanuel Kant is known with the relativism of truth or "groundlessness" that is the attitude that arises because of the absence of a basis for truth in modernization that is found for us humans that guides the choice of life.

This situation is a contemporary reality that must be faced as the reality of life; therefore, tourism businesses must view this event as a positive symptom economically, the writer assesses the needs of personality and may be different is the character that must be managed through branding, therefore only by thus tourism entrepreneurs will find ways to increase added value so that it becomes leisure economy. The most important part in enjoying or choosing to be able to understand the expectations of a decision is if the hope is built on self-awareness as a value of natural drive and tourism service products lay this foundation as an intangible product which means there are many meanings that can give or arising from a tourism product or service act. Someone chooses to enjoy culinary tourism in a place or destination indirectly describing what he wants and the question will be, what is typical here is of course it will be revealed or for example by asking, "what's interesting here huh?", Or "where do we go now?", This has illustrated the vision of the act of creating someone to take advantage of his time.

Likewise, the statement, "Wow, the picture is so cool!" Or "the meaning like that!", Also gives an appreciation of hope as a "moment" that contains the value of pride, emotionality, actualization of mind and connectedness. Therefore, the process of enjoying the value of a service product such as tourism needs a special way that is perceived, while for service producers, the value is as creation and confidence to control expectations or perceptions. In connection with that, branding has a role as a liaison between goods and people, or between goods and goods through positioning and valuable content generated from goods or use of goods that are used as identity and communication media. So, the process of enjoying branding is in the extent of product value space that is able to be done by producers and accepted by consumers.

So that the main point in branding positioning must be packaged as a "spell" that can give a touch or soul which is the advantage of a tourism product to create "mindfulness" by growing "emotion4" on citizens who then have the opportunity as a market or tourism service market segment. The reason of respondent needs to post when visiting a tourist place are Status Update 70%, Spreading Excitement 22%, Creativity 6% and Community 2%, it can be seen that positive psychology of connectivity has given a large space for individuals to be able to express, this signifies the process of determining "value creation" which means that everyone has the same opportunity to color each event they experience or enjoy it from its activities or visits to a tourist

place, for example interpreted as a value for itself that is also possible for others or a business model.

Encouragement to Post from a Tourist Location, the respondents answer always 58%, Sometime 26 %, rarely 8 % and never 4 %. The data show the use of communication technology has become the dominant thing in Generation Y and Millennial this can be seen from the data in this table which if combined with more than 80% active users of modern communication is a potential digital market. Therefore, it is reasonable if the pattern of communication or connectivity becomes a great force for a production and marketing planning process that must be addressed by the Ministry of Tourism with digital destination.

Responses to tourist places sent some thing, the respondent answer always 62 %, sometimes 18%, rarely 12% and never 8%, that show us changes in creative behavior on social media supported by high activity around 80% is a potential market for tourism services that strongly sells imagination as an attraction with choices and tendencies that are relatively easy to understand. Post Comments the respondents answer is more introducing 23%, word/comment 18%, charm of object 15% and like 3%. Mindfulness of a tourist spot is illustrated, giving a clear portrait of how an object has "branding" into a destination or tourist destination. Therefore, a post will show an understanding of the value of the tourist attitude or "customer segment" of an object so that it is able to be attached to the branding of the destination or tourist attraction, or the relationship between place identification and satisfaction.

Attractiveness of a tourism post, the respondents answer is: message from figure 58%, comments 20%, situation 14% and senders 4%. It is explained that the encouragement and interest in a tourism object is closely related, thus opening up opportunities for people to always be proactive and associated with various events, objects and services that can be used as "visual objects" to be used as tourism services. Therefore, this condition makes tourism entrepreneurs wide open to grow in quantity and quality due to the demands of active citizens. This gives the meaning that the process of enjoying a tourist destination is determined by connecting "what is thought or imagined or perceived" about the object or destination of tourism or known as "branding" which is the identity (Rahmat, 2014) of tourist attractions.

What encourages visiting tourist attractions after receiving the posting. Prove the truth of post 38%, curiosity 20%, looking for a new tourist destination 20% and looking for a new tourist destination 10% and many people like 22 %. This data explains the importance of making a way of bringing products or services closer to consumers by paying attention to the character of visitors through distribution and logistics media both physically and visually. Therefore, the part that must be a concern in forming a post is knowing the value of the "lever" (Indra, 2013) that is understood by the customer segment in the socioeconomic level, location, gender and age. (Roseno, 2014), considering 38% of travel activities influenced by the needs of individual needs.

The need to be able to enjoy the posts that really turned out to have encouraged people to come and repeat their visit, this proves that the process of understanding tourism products goes automatically when a post occurs. The information that can be developed from this data is the importance of being packaged about the emotional management of consumers (Budi, 2014). So that the need that can be explained from this table is that citizenship requires 'revenue stream' or value creation that is able to encourage the occurrence of transaction ideas in the process of being connected in values received as image in quality of life (Kotler, 1993). What drive you to make repeated the visits to tourist attraction are connected 24%, peace 38%, fun 20% and satisfaction 18%

### 3.3 *Tourism Entrepreneurship*

Entrepreneurship currently has undergone a fundamental change or experienced a change of platform<sup>7</sup>, a change that occurs due to changes in: ways, approaches, methods, so that influence or force on what and anyone if not adapt or "shifting". In business management, it will face destructions. Some of the life modernization items such as connectivity, branding and mindfulness play an important role in encouraging adaptation, especially in the tourism business sector that was born due to the development of lifestyle and quality of life.

The character of tourism enjoyment that is more due to perception has given a wide opportunity to the opportunity to try. With tourism products that develop through connectivity, tourism entrepreneurship has grown and mushroomed in influencers known as customization. This situation is important to be addressed scientifically so that the emerging multicultural events can be managed not only as potential but also as a business opportunity and prolonged which also opens up market opportunities "experience economics". Or "leisure economy".

The effect of likes and comments from posts on tourist attraction are very influential 70%, influence 18%, medium 4% and no effect 8%. The connection effect and the irrational nature of net citizens in this table shows that 88% of tourists are affected by comments, which means branding has built the net citizens emotionally automatically.

## 4 Conclusion

From the theories and expressed above, it can be concluded that the value of a tourist destination by tourists is influenced by connectivity, how to enjoy the "branding" message and consumer / demand reactions and the extent to which tourists' meaning or mindfulness respond to connectivity, the enjoyment of "branding" messages and responses warganet who is able to make an attraction as a capital for tourism entrepreneurship, which means that the sensitivity to manage emotions in the experience of Gilmore and Leisure Economy is that Wiley will be important for promising business opportunities.

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