

The Recognition of Destination Branding “Pesona Jawa Barat Indonesia”

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Abstract. Pesona Jawa Barat Indonesia is the destination branding of West Java. This branding strategy must be carried out synergistically by all stakeholders. In addition to government agencies, the organizer of each tourist destination must also be very familiar with the branding of their region. This paper sought to provide an overview of the recognition level of Pesona Jawa Barat Indonesia among the organizers of tourist destinations. This study was conducted in Jojogan Wonder Hill, a tourist destination in Pangandaran Regency. Using quantitative method and survey technique, the primary data of the study was collected by distributing a questionnaire to all organizers of Jojogan, and the secondary data was collected through interviews with selected respondents, the officials of Desa Cintaratu, community leaders, and also nearby villagers and literature review. The study suggests that the branding effort of Pesona Jawa Barat Indonesia has not been maximized. This is evidenced by the absence of its logo in every communication channel. It indicates that there is no synergy between the provincial service and the district office in branding every tourist destination of West Java. Therefore, it is expected that the Provincial Office of Tourism and Culture synergizes with various parties to succeed the Pesona Jawa Barat Indonesia by providing a clear regulation on the use of its logo in every communication media used to promote all tourist destinations of West Java.

Keywords: Destination Branding, Pesona Jawa Barat Indonesia, Tourism Communication

Introduction

Tourist attractions of West Java are very diverse. Natural, cultural and man-made tourism are spread across the region, with their distinctive local uniqueness that strengthens the competitiveness of West Java tourism products. During the 72nd anniversary of West Java, the Governor launched a new destination branding to promote its tourist destinations. Wonderful West Java Indonesia was chosen to provide a strong positioning in tourism sector. This is in line with the effort of the Ministry of Tourism to accelerate the development of tourist destinations in Indonesia.

Indonesia, through the Ministry of Tourism, promotes its tourism destinations through a branding, “Wonderful Indonesia”. Therefore, in order to increase foreign tourist visits, with a target of 20 million visits in 2019, the Ministry has launched 10 new destination brandings to promote 10 tourist destinations: *Stunning Bandung* (Bandung), *Bali the Island of Gods* (Bali),

Enjoy Jakarta (Jakarta), *Wonderful Riau Islands* (Riau Islands), *Java Cultural Wonders* (Yogyakarta-Solo-Semarang), *Coral Wonders* (Wakatobi-Bunaken-Raja Ampat), *Colorful Medan* (Medan), *Explore Makassar* (Makassar), *Friendly Lombok* (Lombok), dan *Majestic Banyuwangi* (Banyuwangi). Minister of Tourism Arief Yahya said that these ten main destinations with their own destination brandings were prepared to support brand Wonderful Indonesia. He also explained that tourist destinations that were heavily marketed were those that had developed and those that were still being developed.

Tourism industry is not only about the development of infrastructure and tourism facilities, but also about how the government, local society, related tourism association, and businessmen brand and promote the tourism destination. Therefore, these parties must carry out integrated efforts to brand and promote their tourist destinations, including those of West Java. Although Bandung, the capital city of West Java, received a new destination branding, Stunning Bandung, West Java was not involved in the development of 10 new co-branding of Wonderful Indonesia. As a province with great tourism potential, West Java through Provincial Tourism and Culture Offices eventually took an initiative to create its own brand to promote all tourist destinations, including Bandung and other cities and regencies. Created by Provincial Tourism and Culture Offices, *Pesona Jawa Barat Indonesia* is a branding strategy to introduce all tourist destinations in West Java. The brand was chosen to make a synergy between West Java and Indonesia, which uses brand *Pesona Indonesia*.

Branding is a series of processes and activities to create a brand, whereas destination branding is a branding concept that aims to improve the quality of a tourist destination brand. Communication is the key to create consumer awareness of the branding, where in the context of tourism the consumers are the tourists. A branding should be able to communicate the positioning of a brand. Positioning is an activity that will distinguish a product and brand from their competitors in the minds of consumers based on their attributes or benefits. The focus of tourism marketing communication is not only selling, but also informing tourism products to potential tourists [1].

To build a great brand, a strategy is needed to achieve the goal perfectly. *Brand strategy* can be defined as managing all elements to build a brand (Schultz & E., 1999). In tourism, branding strategy is known as *destination branding*. This is important since a powerful brand can represent character, power, market and stakeholder acceptance, and appreciation of a destination in a region.

Branding strategy must be carried out synergistically by all stakeholders. In addition to government agencies, the organizer of each tourist destination must also be very familiar with the branding of their region. Thus, this paper seeks to provide an overview of the recognition level of “*Pesona Jawa Barat Indonesia*” as a destination branding of West Java among the organizers of tourist destinations. A representative of West Java Tourism and Culture Offices informed the researchers that for domestic use the Offices used *Pesona Jawa Barat Indonesia*, instead of *Wonderful West Java Indonesia*. The use of destination branding in Indonesian was considered corresponding to domestic community. Considering that the organizers of Indonesian tourist destinations are native Indonesian, the researchers finally changed the tested destination branding, from *Wonderful West Java Indonesia* to *Pesona Jawa Barat Indonesia*.

Literature Review and Method

Previous Research

Tourism Destination Branding: Analisis Strategi Branding Wisata Halal The Light of Aceh ‘The Analysis of Branding Strategy of Halal Tourism The Light of Aceh’

This research was conducted by Desi Maulida in 2017. It aimed at finding and analyzing tourism destination branding by Aceh Tourism and Culture Offices as an effort to bring Aceh's tourism forward. The strategy is started by formulating vision and stakeholder management, target consumer and portfolio matching, positioning and differentiation strategies using brand components, communication strategies, as well as feedback and response management strategies. To analyze the strategy, the research used the principle theory of tourism destination branding.

This research is qualitative in nature with case study method. Data was collected through in-depth interviews with 8 informants of Aceh's branding team, observation, and documentary study.

The results showed that the strategy was quite well carried out, particularly in *marketing communication*. This is marked with the abundance of marketing development programs, from printed media, electronic media (radio), outdoor media (billboard), as well as the Internet, particularly social media. However, during the implementation the branding faced few obstacles. For examples, industry players are less cooperative in the provision of halal certification as a requirement for halal tourism, budget allocation is minimum, and community's awareness in participation is low.

'Marketing Communication in Building Destination Branding of Tourist Village Grogol, Margodadi, Seyegan, Sleman, Yogyakarta'

Using descriptive qualitative method, the research was conducted in 2016 by Rika Hayu Kurnia. It aimed at describing the planning, implementation, evaluation by the communication forum of Tourist Village Grogol in regard to the marketing communication activities in building its destination branding.

The results showed that Tourist Village Grogol conducted marketing communication by using a mix of eight elements of marketing communication: advertising, sales promotion, individual sales, and mouth word of mouth marketing integrated with the concept of destination branding.

'Destination Branding of Thousand Islands: Case Study of Destination Branding of Thousand Islands in Developing International Marine Tourism Destinations'

The research was conducted by Valdo Ariando in 2015. Using qualitative method, it aimed at finding out destination branding strategy and marketing communication programs. The results showed that the Jakarta Tourism and Culture Office had many works to do to make Thousand Islands an international tourism destination, including improving the quality of physical facilities and marketing communication activities. Even though the number of visits rises annually, still the marketing communication activities should be improved since the competition of international tourism industry is so high.

The three research above are relevant to this study. However, even though the three discussed destination branding in several different regions, their focus of study and methods are different from this study. They only focused on destination branding activities. Meanwhile, this study focuses on local community who live around the featured tourist attractions in West Java. Whereas the three were top down in nature, this study is bottom up. This study seeks to dig the potential of a local region and its stakeholders in building a strategy of participatory development communication to support and succeed the branding of West Java.

Literature Review Branding

Basically, *brand* and *branding* are two different things. *The Brutal Truth About Asian Branding* states *brand* is a *positioning* of a product in the minds of consumers, whereas *branding* is a process to create, build, and preserve the brand [2]. *Branding* must be able to attract consumers and make them loyal by promoting the values, image, prestige, or lifestyle of the brand.

Brand is a product, service, or organization associated with a name, identity, and reputation [3]. Meanwhile, *branding* is thought of a process of developing a plan and delivering a name and identity to build or manage the reputation and identity of a *brand* to make it more competitive. Branding is not limited to just doing promotional activities, but it must be seen as a whole and continuous process integrated with all marketing activities in creating characteristics, identifying differentiation and positive image, and increasing competitive advantage [4].

Marketing communication plays an important role in developing a brand, which means that it is also in the process of making a product a brand. Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about their selling products and brands [5]. Marketing communication is essentially used to build brands strategically to achieve organizational/company goals. Chernatony and Dall'Olmo Riley (1998b) state that there are several roles that marketing communication can play in brand development. One of them, on brand extension, is to show buyers that the benefits of the established brand have been transferred or extended to the new brand [6].

Destination branding

Branding in tourism industry is *destination branding*. It is a branding concept that aims to improve the quality of a tourist destination brand.

"A Destination Brand is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience."[7]

He explains that the main purpose of marketing communication is not only selling, but also marketing tourism products. The focus is on customer satisfaction and effort to build a close relationship with consumers, where in destination branding is, at least, to provide benefits for visitors (tourists). It should be underlined that basically the concept of branding is promise, how we make prospective tourists believe that they will get a memorable experience in a destination. Meanwhile, the producers are responsible for realizing the "promise" and not disappointing the tourists.

It can be said that branding seeks to process the minds of consumers so that they have a good expectation of a destination. This is related to the decision-making process in which consumers will choose a destination that offers "unique" treats, different from others. The nature of destination branding is a combination of attributes of a destination that is manifested in a concept that can convey its unique identity and characteristic [8]. Destination branding is a strategy to market the potentials of a destination [9]. Its concept is based on *passion* and attractive identity interconnected with various things that will make it easier for people to have an association with that place. For this reason, producers must be clever in "packing" their strengths and weaknesses in order to attract the attention of the public.

To build a strong brand, a strategy is needed to realize the goals perfectly. Brand strategy can be interpreted as a management of a brand to organize all elements in building a brand [10].

Brand strategy defines what the brand is supposed to achieve in terms of consumer attitudes and behavior [11].

In the scope of tourism, a strategy, called destination branding or tourism destination branding, to create a good branding is also important. This is that a brand represents character, strength, market and stakeholder acceptance and can create an appreciation of a tourist destination. Tourism destination branding acts as an umbrella for a portfolio of leisure, investment and tourism business, stakeholder products and citizen welfare. This goodwill is certainly created through a unique identity, based on the diversity of stakeholder needs [12]. In this case, the framework of tourism branding strategy is assumed to be slightly different from that of product branding. There are several unique characteristics of destination branding that distinguish it from company, product and other service branding. Thus, tourism branding requires a specific strategy [13].

Knowledge and Comprehension in Bloom's Taxonomy

Bloom's Taxonomy is a concept of classifying educational learning objectives developed by Benjamin S. Bloom in 1949. Taxonomy aims to simplify the process of preparing a question bank so that it has the same learning goals [14].

Bloom's taxonomy divides educational goals into three domains: cognitive, affective and psychomotor. Knowledge and comprehension are two categories of cognitive domain—one's ability related to aspects of knowledge, reasoning, or thought [15].

Bloom states that knowledge is the result of knowing, and this occurs after sensing a particular object. Sensing occurs through five human senses, but most human knowledge is obtained through the eyes and ears. Knowledge is a very important domain in shaping one's overt behavior. There are several factors that influence one's knowledge: (1) age, (2) education, and (3) experience [16].

According to Sudjana (1995), comprehension is the result of learning. Furthermore, Bloom states that comprehension is one's ability to comprehend or understand something after it is known and remembered [17]. In other words, comprehension means understanding something and being able to see it from various aspects. One's ability to understand depends on the levels of sensitivity and absorption: (1) translating, (2) interpreting, and (3) exploring.

Research Method

This research used quantitative method with survey technique. Primary data was collected by distributing a questionnaire to all members of the organizer of Jojogan, whereas secondary data was collected by conducting interviews with selected respondents, the officials of Desa Cintaratu, community leaders, and also nearby villagers.

The respondents of this research were the organizers of flagship tourist destinations of West Java. Based on Government Regulation No. 15 Year 2015 on Master Plan for Tourism Development in West Java in 2016-2025, West Java tourist destinations are divided into five provincial tourist destinations (DPP): 1. Karawang–Bekasi and surrounding with Kabupaten Bekasi as the center; 2. Cirebon Raya and surrounding with Kota Cirebon as the center; 3. Bandung Basin and surrounding with Kota Bandung as the center; 4. Bogor–Cianjur–Sukabumi and surrounding with Kota Bogor as the center; 5. Southern West Java and surrounding with Kabupaten Pangandaran as the center.

Out of five DPPs, the researchers chose Kabupaten Pangandaran as the research site. Pangandaran has many tourism destinations, and one of them is Jojogan Wonder Hill. Based on the data above, the researchers decided to conduct their study in Wonder Hill Jojogan, a flagship tourist destination in Desa Cintaratu, Kecamatan Parigi, Kabupaten Pangandaran. The

destination was selected purposively, based on several reasons: (1) It was a new tourist destination in Kabupaten Pangandaran; (2) Its characteristics were different from the majority attractions in Pangandaran—it's not a beach tourism; (3) It offers a variety of natural attractions with local culture; and (4) It houses Gua Lalay, a special attraction that no other destinations have.

The result can only be used to describe data collected from this research site, not to make a generalization for other sites. Thus, this article only discusses the level of understanding of Jojogan's organizers of destination branding "Pesona Jawa Barat Indonesia." Descriptive statistics is used to analyze data by describing the collected data as they are, without any intention to make a general conclusion [18]. The analysis of this study is only basic data accumulation in form of description, where it doesn't seek to find out or explain any relationship, to test a hypothesis, to make a forecast, nor to draw a conclusion.

Result and Discussion

"Pesona Jawa Barat Indonesia" is a brand created by the West Java Tourism and Culture Offices to promote tourist destinations of West Java. The brand was created as an effort to harmonize with "Pesona Indonesia" a destination branding for Indonesian tourism created by the Ministry of Tourism. The choice of "Pesona Jawa Barat Indonesia" as a brand to promote tourism destinations of West Java is also aimed at making people easier to understand the meaning of the brand. "Pesona Indonesia" is a destination brand used to promote tourism of Indonesia to domestic tourists, while "Wonderful Indonesia," the literal translation of Pesona Indonesia, to international tourists. The success of both Pesona Indonesia and Wonderful Indonesia will encourage the creation of "sub-brand" to promote local tourism like that of West Java. Public trust built by brand Pesona Indonesia will accelerate the same trust in Pesona Jawa Barat Indonesia. As stated by Nastain, a brand can be built by "building" public trust massively and continuously or by "borrowing" or attaching it to the established one [19].

Destination branding "Pesona Jawa Barat Indonesia" was created to convey to the public about the unique identity and characteristics of each tourism potential in West Java, which is implemented in the creation of a name, logo, symbol, word mark or other graphics. The nature of destination branding is a combination of attributes of a destination that is manifested in a concept that can convey its unique identity and characteristic, different from competitors [8].

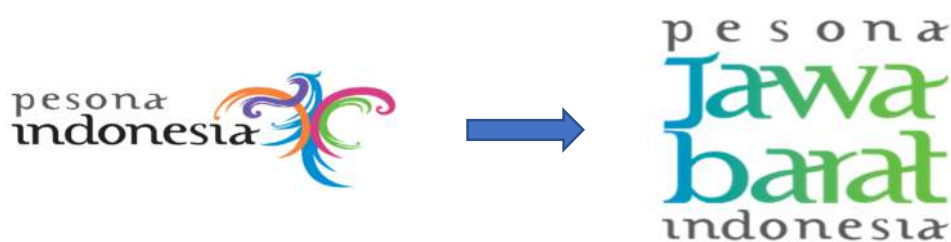


Fig 1. The Logos of "Pesona Indonesia" and "Pesona Jawa Barat Indonesia"

Both logos above use the same font. Just like Pesona Indonesia, Pesona Jawa Barat also use *signika*. Black was chosen as the color of Pesona Indonesia phrase in order to emphasize, strengthen, and highlight Indonesia in tourism competition. Nevertheless, there is a difference between the two. There is no logo on destination branding of West Java. From an interview with a staff of West Java Tourism and Culture Offices, it is found that in addition to the phrase of

Pesona Jawa Barat Indonesia, there was a picture representing mountain, forest, and sea—the potentials of West Java's tourism. However, due to some reason, eventually the picture was removed. As a replacement, the potentials are visualized with the colors of Jawa Barat phrase: gradation from blue to green. The colors mean that West Java has lowland and marine tourism potential, which is visualized with blue, and highland, visualized with green. The meanings are supported by kemenpar.go.id which states that blue means universality, peacefulness, and firmness, whereas green means creativity, nature friendliness, and harmony.

Logo designed as a visualization of destination branding may make people easier to recognize and understand the purpose and objective of the brand. Knowing and understanding can be achieved when information of the brand has been processed. The process of processing information in humans consists of four stages: sensing, perceiving, memorizing, and thinking. Before one can think and understand a thing, he/she must catch stimuli about it through his/her senses. This is sensing process [20].

The recognition (knowledge) of the brand by the community and all stakeholders is the first and foremost component to find out whether a destination branding is on target. Knowledge, according to Bloom (in Notoatmodjo, 2003), is the result of knowing, and this occurs after sensing a particular object. In this study, the object in question is destination branding "Pesona Jawa Barat Indonesia". The organizer of a tourist destination is a stakeholder with a very crucial role in the success of the destination branding. Therefore, it is important to find out the recognition of the tourism organizer of the branding. In this study, it is the organizer of Jojogan, a new tourist destination with unique characteristics in Desa Cintaratu, Kabupaten Pangandaran, West Java.

The results showed that 68.18% of staff of Jojogan organizer said they knew the logo of Pesona Jawa Barat Indonesia and had seen it in various media. The Internet becomes the main media since 81.81% of the staff use it to gain information and 38.1% of them received information about the branding from it. For them, Facebook is the most popular social media, followed by Instagram and YouTube. Good Internet signal in Desa Cintaratu is the main reason why they are familiar with social media. But it's not Facebook nor Instagram that becomes the main source of information about the branding. In fact, YouTube contributes much more than the two in delivering it, where 37.5% of the staff were exposed to it from YouTube.

The staff often looks for information about tourism in YouTube due to its attractiveness and convenience. They just need to enter some keywords about information they try to find out, and thereby they will be offered many videos to watch. Since they are the organizer of a tourist destination, they often search information on tourism. From here, they are exposed to branding Pesona Jawa Barat Indonesia.

Aside from YouTube, 18.75% of the staff were exposed to the branding from Instagram. In addition to @disparbudjabar, @pesonajawabaratku is the main account that exposes them to Pesona Jawa Barat Indonesia. Unfortunately, @disparbudpangandaran is not used as a communication media to promote the branding, in which, instead of Pesona Jawa Barat Indonesia, each image and caption mention Pesona Indonesia.

In addition to the Internet, merchandise is another communication media that becomes the source of information for 36.36% of Jojogan organizer in recognizing Pesona Jawa Barat Indonesia as the destination branding of West Java. They often see the logo of the branding on a t-shirt (75%) and cap (58.33%) of tourism events they participate in. In fact, many of them have a t-shirt with the logo of Pesona Jawa Barat Indonesia and Pesona Indonesia. The staff of Jojogan organizer also recognize the branding from outdoor media (22.73%), including banners and billboards of tourism events.

Mass media was also used as a communication media to promote Pesona Jawa Barat Indonesia, from which 45.45% of the staff were exposed to the branding: television (40.91%) and radio (4.54%). The study also found out that 36.36% of the staff recognized the branding from other people. Word of mouth is still used as a communication media to promote the branding.

Not only a high recognition, the results also showed a high comprehension of Pesona Jawa Barat Indonesia, where 86.36% of the organizer of Jojogan comprehended the logo they saw was a brand launched by the West Java Tourism and Culture Offices to promote tourist destinations of West Java. Pesona Jawa Barat Indonesia is understood differently from Pesona Indonesia. Only 13.64% of them doubted the meaning of Pesona Jawa Barat Indonesia. This is that even though both brandings are similar, they have different visualization. Despite the same font, Pesona Jawa Barat Indonesia does not have any picture on the logo. The lettering of Jawa Barat is very clear and different from Pesona Indonesia in color and size. Thus, it makes the organizer understand that Pesona Jawa Barat Indonesia is a brand to promote all tourist destinations of West Java. In addition, the placement of the logo of Pesona Jawa Barat Indonesia, which is always juxtaposed with Pesona Indonesia, makes the organizer highly understand that it is in line with Pesona Indonesia in a narrower scope—West Java.

The high level of recognition and comprehension of the organizer of Jojogan of the branding is inseparable from the role of marketing communication conducted by the West Java Tourism and Culture Offices and their stakeholders. Marketing communication through various media plays a very important role in developing “Pesona Jawa Barat Indonesia.” As stated by Chernatony and Dall’Olmo Riley (1998b) that there are several roles that marketing communication can play in brand development [6]. One of them, on brand extension, is to show buyers that the benefits of the established brand have been transferred or extended to the new brand. “Pesona Jawa Barat Indonesia” is the extension of “Pesona Indonesia,” the established destination branding of Indonesian tourism.

Conclusion

Despite the high level of recognition and comprehension of the organizer of Jojogan of “Pesona Jawa Barat Indonesia,” the data of the study still indicates that the branding effort of Pesona Jawa Barat Indonesia have not been maximized. This is evidenced by the absence of its logo in Instagram page @disparbudpangandaran, the official account of the Pangandaran Regency Tourism and Culture Office. It indicates that there is no synergy between the provincial service and the district office in branding every tourist destination of West Java. Therefore, it is expected that the Provincial Office of Tourism and Culture synergizes with various parties to succeed the branding destination Pesona Jawa Barat Indonesia by providing a clear regulation on the use of its logo in every communication media used to promote all tourist destinations of West Java.

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