

THE INFLUENCE OF BRANDING “WONDERFUL INDONESIA” AS AN OUTDOOR MEDIA PROMOTION TOWARDS FOREIGN TOURISTS PERCEPTION

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ABSTRAK

Abstrak: Selama beberapa tahun terakhir, pemasaran pariwisata Indonesia telah memiliki branding "Wonderful Indonesia" yang gambar dan logonya tersebar luas di berbagai tempat, baik di dalam maupun di luar negeri. Kajian ini mengungkapkan pengaruh branding "Wonderful Indonesia" sebagai media branding luar negeri terhadap persepsi wisatawan mancanegara. Responden dalam studi ini berjumlah 50 wisatawan mancanegara yang telah melihat branding "Wonderful Indonesia" sampling dilakukan dengan menggunakan non probabilitas sampling. Penelitian ini menggunakan metode deskriptif kuantitatif dengan pengolahan data menggunakan SPSS 25. Data utama dari penelitian ini diambil dengan menyebarkan kuesioner dan analisis data termasuk tes validitas, uji Reliabilitas, statistik deskriptif, Koefisien penentuan, dan tes regresi linear sederhana. Ditemukan bahwa $R \text{ Count} > R \text{ tabel}$ sehingga semua pernyataan dalam kuesioner yang disebarkan ke responden yang valid. Dari hasil pengolahan data yang telah dilakukan, dapat dilihat bahwa pengaruh promosi media outdoor branding "Wonderful Indonesia" terhadap persepsi wisatawan mancanegara adalah 78,8 sedangkan sisanya 21,2 dipengaruhi oleh faktor lain yang tidak dibahas dalam studi ini.

Kata kunci : Branding, Media Luar, Persepsi, Promosi, “Wonderful Indonesia“.

Abstract: Over the past few years, Indonesia tourism marketing has had branding “Wonderful Indonesia” whose images and logo are widely spread in various places, both in and outside the country. This study reveals the influence of the branding “Wonderful Indonesia” as an outdoor Media Branding towards the perception of foreign tourists. Respondents in this study amounted to 50 foreign tourists who have seen the branding “Wonderful Indonesia” Sampling is done using non probability sampling. This research uses quantitative descriptive methods with data processing using SPSS 25. The primary data of this research is taken by spreading questionnaires and data analysis including validity tests, reliability tests, descriptive statistics, coefficient of determination, and simple linear regression tests. It was found that $R \text{ count} > R \text{ tables}$ so that all statements in the questionnaire that were propagated to the respondent were valid. From the results of the processing of data that has been done, it can be seen that the influence of outdoor media promotion of branding “Wonderful Indonesia” to the perception of foreign tourists is 78.8 while the remaining of 21.2 is influenced by other factors that are not addressed in this study.

Keywords: Branding, Outdoor Media, Perception, Promotion, “Wonderful Indonesia“.



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A. INTRODUCTIONS

According to Suryadana and Octavia (M. Liga Suryadana dan Octavia Vanny, 2015) promotion in tourism is a one-way flow of information created to direct potential tourists or tourism business institutions to actions that are able to create exchanges (buying and selling) in marketing tourism products. If both can work well then tourism development will be realized and provide a good influence for tourism in attracting tourists, increasing visits, and accelerating tourism growth.

One form of promotion is advertising, where advertising can affect the perception of people who see it (Huda, 2013). Wijaya proves that advertising can also form the image of a product (Wijaya & Giantari, 2018). History of Outdoor Media Advertising Thousands of years ago, Egyptians used a tall stone pillar to publicize laws and treaties. This is the first form of outdoor advertising. When Johannes Gutenberg created a movable type printer in 1450, modern advertising began to be introduced, through leaflets or circulars. In 1796, when the lithographic or molded process of stone / metal which was written and drawn had reached its perfection, the first poster was created. At that time posters were used to convey messages in a fixed period of time and were displayed in areas that had heavy traffic. Along with the development of outdoor advertising technology also becomes very diverse (Dewojati, 2015).

Outdoor media is the oldest form of advertising. The first evidence of its use has been found in the ruins of the relics of the Greeks and Romans. This is not surprising because even then the government has to make announcements to the public, and the wall is a suitable place to write messages for the wider community. The earliest form of outdoor advertising is a signboard for lodging houses that is still used by Frank Jefkins. In the 1930s, posters were specially designed beautifully in slums and were called "art galleries of the poor" (Morissan, 2015).

This media even controls the market with its advantages which are always displayed 24 hours in its location. Meanwhile, according to expert Fandy Tjiptono (Adnan, 2018), outdoor media is large media that is installed in open places such as on the edge of the road, in a crowd or other special places, such as on city buses, buildings, wall fences and so on.

According to Sigit (Surahman et al., 2019), Outdoor media are all advertisements that reach consumers when they are outside the home or office. Outdoor media persuade consumers when they are in public places, on the way, in the waiting room, also in places where transactions occur.

Outdoor media consists of advertisements placed in the open air. For example, billboards installed at the edge / at a crossroads that are easily seen by road crossers / road users. Outdoor media is a medium size category that is limited by the number of places available according to government regulations. Even though it is considered not as effective as other media, outdoor media still has advantages (Iswandi, 2018).

Branding is the process of creating or leaving certain markings in the minds and hearts of consumers through various means and communication strategies so as to create special meanings and feelings that have an impact on consumers' lives (Wijaya, Bambang, 2013). Branding activity is an implementation of the brand communication strategy and is part of the brand development (value) process. Checking comes from the basic word

'brand' (brand).

In the perspective of brand communication, the process of branding has certain levels that simultaneously indicate the extent of brand development in relation to closeness to consumers. This level is called Hierarchy of Branding, starting from brand awareness, brand knowledge, brand image, brand experience, brand loyalty, to brand spirituality (the dimensions of spirituality related to the brand).

The function of branding is to embed the image and image in the community and even consumers, if the company has a product that they sell, so that with the branding of "trademark or corporate identity", it is expected that their brand or brand will always be remembered by the public or consumers in the long run. There are three goals in building a brand that are to build perceptions, build trust and build "love for the brand" (Hoskins, 2016).

Destination brands created need to go through difficult and long stages. Brands that have passed this stage must have strength. One of the strengths of a Destination Brand comes from the identity of the destination itself, which according to Risitano (Risitano, 2006) refers to culture, character, personality, names, logos and symbols, and slogans.

Indonesia is an archipelago consisting of 14,572 islands both large and small islands spread from Sabang to Merauke which certainly have their respective potentials, especially in terms of their natural beauty potential. Indonesia also has a variety of cultures, consisting of 1,128 tribes, six religious sects and 742 languages from every region in Indonesia, which although diverse but is still able to keep Indonesian united. It is the uniqueness owned by the Indonesian and surely the main attraction for the tourism sector in Indonesia.

In tourism sector, Indonesia is actively marketing its tourism, both to local and foreign tourists. This is related to the Republic of Indonesia's Presidential Regulation No.21 of 2016 concerning free visa for Indonesian tourists, which regulates the freedom of visitor visas for foreign tourists which aims to improve the Republic of Indonesia's relations with other countries, as well as to improve the national economy and increase the number of tourist visits (Riant Nugroho Dwijowijoto, 2003). This is supported by the achievements of Indonesian tourism in the World Economic Forum on Indonesia's tourism ranking in the 2015 Travel and Tourism Competitiveness index, currently Indonesian Tourism is in the top 50 of world tourism from 141 competing countries. Moreover, based on data available on the Indonesian Ministry of Tourism website which states that tourism is now one of the largest sources of foreign exchange earners in Indonesia (Nugroho, 2017).

The Ministry of Tourism is introducing and developing Indonesia's tourism potential, the Indonesian government has the slogan "Wonderful Indonesia" that is Indonesian tourism branding starting in 2011. Wonderful or Indonesian Charm is a branding that reflects what is being sold and offered by Indonesian tourism. Wonderful or Indonesian Charm is the promise of Indonesian tourism to the world. The word "Wonderful" or "Enchantment" contains a promise that Indonesia is rich in wonder, from all people and nature, which enchanting and promises a pleasant new

experience. Indonesia believes that the world will be a better place when everyone has the opportunity to enjoy "World of Wonderful".

The brand is presented by two alternative wordmarks, "Pesona Indonesia" and "Wonderful Indonesia". 'Indonesian charm' is used in domestic media aimed at domestic audiences, while "Wonderful Indonesia" is used in international media aimed at international audiences. There are 3 (three) major focuses in the branding "Wonderful Indonesia", namely Cultural, Nature and Manmade. The three major focuses are based on a survey to motivate foreign tourists to visit Indonesia (Kemenpar, 2018). Through the Ministry of Tourism, Indonesia launched two brands in 2014. The two brands are "Wonderful Indonesia" and "Pesona Indonesia". The "Wonderful Indonesia" logo and/or the "Pesona Indonesia" logo are used in every marketing activity and promotion of Indonesian tourism both in Indonesia and abroad. The brand "Wonderful Indonesia" is usually used in the marketing and promotion of Indonesian tourism for foreign tourists, while the Indonesian Charm brand is specifically for domestic tourists.

In an effort to attract tourists to come to a tourist attraction, a good promotional strategy is needed. Promotion consists of all activities that try to stimulate the action of purchasing a product that is fast or in a short time (Shimp, 2007). Meanwhile, according to Kotler (Kotler & Keller, 2016) promotion is an important tool in global marketing which must be designed to foster and provide accurate and timely information, especially during crisis situations. Poorly designed promotions can lead to unwanted publicity and loss of customers.

B. METHODS

The research method used is quantitative descriptive method. Where according to Sugiyono (Sugiyono, 2017), descriptive research was conducted to find out the value of an independent variable, either one or more variables (independent) without making comparisons, or connecting with other variables. The variables studied in this final project are two variables, namely the independent variable (X) is the branding "Wonderful Indonesia" as outdoor media promotion and the dependent variable (Y) is the Foreign Tourist Perception. Done through a quantitative approach in which Sugiyono (Sugiyono, 2012) described it as a study that obtained data in the form of numbers or qualitative data that was compiled.

The quantitative approach is carried out by collecting data through a questionnaire distributed to 50 respondents, to then process the data to find accurate facts and interpretations that are precise and systematic (Arikunto, 2010). The sampling technique used in this study is Non-Probability Sampling where not all members of the population have the right to be sampled (Hidayat, 2017). Members of the population have the right to be a sample if they have seen or known outdoor media of branding "Wonderful Indonesia".

C. RESULT AND DISCUSSIONS

Based on the results and discussion of the average value of the outdoor media branding "Wonderful Indonesia", the average total of the "Wonderful Indonesia" branding as outdoor media variable is 3.90, which means Good, which is at an interval of 3.41 - 4.20. The highest value of the outdoor media

branding “Wonderful Indonesia” variable is statement number one. The average value of the outdoor media branding “Wonderful Indonesia” is already quite large on average by 4.08. Then the lowest average value is statement number nine namely the outdoor media branding “Wonderful Indonesia” has been memorable so that tourists want to visit with a value of 3.32 which means Good Enough. Overall, the outdoor media branding “Wonderful Indonesia” has been done well.

Based on the results and discussion of the average value of the total tourist motivation average of the variable perception of tourists the average total of the variable motivation of tourists is 3.80 which means Good at intervals of 3.41 - 4.20. The highest value of the tourist perception variable is statements no.12 and 22 namely the greater the object of outdoor media branding “Wonderful Indonesia” is more easily understood by tourists with an average rating of 4.08 and the outdoor media branding of “Wonderful Indonesia” is quite go-digital with an average value average of 4.08. Then the lowest average value is statement no.12 namely the appearance of the branding “Wonderful Indonesia” is quite unique with a value of 3.62 which means Good. And overall the perception of tourists is good.

Outdoor media branding “Wonderful Indonesia” has a very strong level of relationship with the perception of tourists. The linear regression results show that $Y = 6,319 + 2,057 (X)$ means branding "Wonderful Indonesia" as outdoor media has a positive effect on tourist perceptions". The value of r square is 0.788, this means that the outdoor media branding “Wonderful Indonesia” contributed 78.8% to the perceptions of tourists and the remaining 21.2% was influenced by other factors not examined. There is a significant influence between the outdoor media branding “Wonderful Indonesia” towards tourist perceptions. This is proved by the significance level of 0,000 (less than 0.05), so it can be concluded that the media variables of the outdoor media branding “Wonderful Indonesia” have a positive and significant effect on the perceptions of tourists. Then the conclusion H_0 is rejected and H_a accepted.

The implementation of the outdoor media branding “Wonderful Indonesia” has proven to influence the perception of tourists visiting Indonesia. Therefore, the Ministry of Communication and Information must disseminate information about the branding “Wonderful Indonesia” so that all tourists have the opportunity to see it and could have a good assessment on Indonesian tourism as illustrated through branding the “Wonderful Indonesian”.

Overall, foreign tourists who come to Indonesia have a good assessment of the condition of Indonesian tourism, not even a few who admire it, but in some aspects of course Indonesian tourism must further develop and maintain the quality of existing tourist destinations so that the perception in the minds of tourists about Indonesia is depicted in the “Wonderful Indonesia” brand judged according to reality.

The results showed that the indicator of sustainability as in the perception of tourists about the possibility of other countries copying the “Wonderful Indonesia” brand, has the lowest assessment of foreign tourists on the “Wonderful Indonesia” brand positioning, the authors provide recommendations to improve sustainability indicators. One of them is done

by developing the “Wonderful Indonesia” brand so that the Indonesian country's tourism brand is able to compete with other countries' tourism brands, even becoming the leading countries of the world.

Each study certainly has its shortcomings and limitations, as well as this study which has limitation in analyzing visiting decisions which are only seen from the influence of the outdoor media branding “Wonderful Indonesia” towards tourist perceptions. As a recommendation material, for further researchers in increasing the number of foreign tourists visiting Indonesia, they can conduct research that includes several strategies in marketing service management, one of which is related to the Horizontal Marketing strategy carried out by the Ministry of Tourism and Creative Economy.

D. CONCLUSIONS AND SUGGESTIONS

The mean/average test of the X variable is equal to 3.90 which means Good at intervals 3.41 - 4.20. The highest value of the “Wonderful Indonesia” as outdoor media variable is statement no.1 The size of the Outdoor Media from branding “Wonderful Indonesia” is already quite large on average by 4.08 this shows that the Outdoor Media from the “Wonderful Indonesia” is already good. Then the lowest average value is statement no.9 namely the Outdoor Media branding “Wonderful Indonesia” has been memorable so that tourists want to visit with a value of 3.32 which means Good Enough. Overall, the outdoor media for the branding “Wonderful Indonesia” has been done well.

The mean/average test of the Y variable is the average total tourist perception of the tourist motivation variable of 3.80 which means Good which is at an interval of 3.41 - 4.20. The highest value of the tourist perception variable is statements no.12 and 22 namely the greater the Object of outdoor media branding “Wonderful Indonesia” is more easily understood by tourists with an average rating of 4.08 and the outdoor media branding “Wonderful Indonesia” is quite go-digital with an average value average of 4.08, this shows that the perception of tourists towards the media outside the branding space of Wonderful Indonesia is already good. Then the lowest average value is statement no.12 which is the appearance of the “Wonderful Indonesia” branding is quite unique with a value of 3.62 which means Good. And overall the perception of tourists is good.

Correlation is used to see the strength of the effects of the independent and dependent variables. The results of the correlation calculation are r_{xy} 0.887. And in accordance with the interpretation guidelines show that, r_{xy} 0.887 enters intervals between 0.80 - 1.00 with a very strong relationship level, meaning that the media of the Outdoor Branding “Wonderful Indonesia” has a very strong level of relationship with the tourist's perception.

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