

Building Brand Awareness Of Kuya Maranggi Water Park As Tourism Destination In Purwakarta

Yuke henry, Ulani Yunus

Abstract: The aim of this research is to study the brand awareness strategies employed by Kuya Maranggi Water Park. The applied concepts are branding and brand awareness. The research used a qualitative methodology, using an in-depth interview with a data collection technique through secondary data and primary data as well as a triangulation technique. The research reveals that Kuya Maranggi Water Park is successfully creating brand awareness in the vicinity of Purwakarta and other part of West Java, though there is a challenge in carrying out the branding strategies to outspread the information to the Capital City, Jakarta, and Java Island as well as throughout Indonesia.

Index Terms: branding, brand awareness, qualitative, in-depth interview

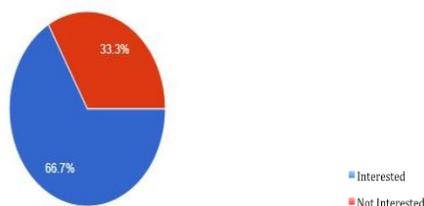
Introduction

West Java Tourism and Culture Agency Head, Ida Hernida, acknowledged that a tourism sector in Purwakarta Regency has made quite remarkable progress in the last two years. Therefore, this area sits at the top three areas with the highest tourist visit rate in West Java. "Last year, the number of tourists visited Purwakarta reached more than 2 million people. This is incredible. In view of Purwakarta is the second smallest area in West Java, she said. Even though, Purwakarta formerly was used to be a stopover for tourists from Jakarta to Bandung. Now, Purwakarta even turns into a tourism destination for Indonesian people, and even more foreign tourists. (1) According to the Law of the Republic of Indonesia Number 10 of 2009 on Tourism, tourism destination area, hereinafter referred to as tourism destination shall mean the geographical area in one or more administrative regions including tourism attractiveness, public facilities, tourism facilities, accessibility, as well as correlated and complemented community to actualize tourism affairs. (14) In this modern era, business development, especially in the tourism sector, has undergone a significant advancement. This is due to the rising interest amongst people who need water park tourism spots to relieve the tiredness and exhaustion from their jobs. Based on the survey conducted by Bayu Buana Tour Tbk., one of the Tour Travel companies, last year, around 8-8.5 million Indonesian traveled aboard, while more than 175 million people traveled within Indonesia. According to these data, the opportunity to create awareness of Kuya Waranggi Water Park as tourist destination is considerably great. (2).

Since the number of tourism spots grow every year, there will be tighter competition between direct and indirect competitors. This is line with D'Aveni statement in Kartajaya, which stated that a fast and very dynamic business environment change has forced companies to keep formulating and communicating strategically to attain capitals in achieving a competitive advantage. This makes every company gets very interested in the science of marketing. (6) One of the new tourism innovation forms in Purwakarta is Kuya Maranggi Water Park. The Water Park is one of the tourism destinations, which has just been launched on 9th May 2018 by Purwakarta Regent, H. Dedi Mulyadi. The tourism object, Kuya Maranggi Water Park, covers an area of approximately 5000m², a very suitable tourism area for all ages. A beautiful and fresh environment with many plants growing in Kuya Maranggi, make it the right place for relieving fatigue together with family. Therefore, Kuya Maranggi Water Park has carried out several branding strategies to build brand awareness. The aim is to make Kuya Maranggi Water Park known and accepted by wider society, as one of the attractive tourism destinations that must be visited in Purwakarta and can be competed with other tourism destinations. Aaker stated that Brand Awareness is an ability of prospective buyers to recognize or recall that a brand is part of a certain product category. (12) While according to Durianto, Sugiarto, Simanjuntak (2004), Brand Awareness is a capability of prospective buyers to recognize, recalling a brand as part of a certain product category. Part of a product category should be emphasized because there is a strong correlation between a product category and the related brand. (5), 2 There are two forms of Brand Awareness, which are Brand Recognition and Brand Recall. Brand Recognition is a consumer ability to confirm previous exposure about a brand while given a brand as a signal. Whereas, Brand Recall is a consumer capability to recall a brand from a memory while given a product category, a need to fulfill a category, or a purchase situation or signal usage (7). Kuya Maranggi Water Park is a result of a Brand blished in 1990. Sate Maranggi is in a level of Brand Recognition because its brand has demonstrated a consumer capability in confirming the exposure of Sate Maranggi. Besides, Kuya Maranggi Water Park is one of the corporate brands of Sate Maranggi Hj. Yetty. The brand corporate is a brand covering all products or services in a business. (9). According to the observation result, Kuya Maranggi has also carried out sales promotions to increase their revenue. As the meaning for sales promotion is a variety of incentives types which

- Yuke Henry, Communication Department, Bina Nusantara University Graduate Program – Master of Strategic Marketing Communication, Bina Nusantara University Jakarta, Indonesia 11480
- Ulani Yunus, Marketing Communication Program, Communication Department, Faculty of Economics & Communication; Research Interest Group, Cross-Cultural Communication, Bina Nusantara University, Jakarta, Indonesia 11480. E-mail: uyunus@binus.edu

have developed market supply value during a certain period. On this consideration, this research is conducted to deeply review the relation the branding strategies carried out by Kuya Maranggi Waterpark in raising its brand awareness as a tourism object in Purwakarta. The aim of this research is to answer the questions: 1) How is the implementation of branding strategies of Kuya Maranggi Water Park to build brand awareness as a tourism destination in Purwakarta? 2) What are the challenges in building brand awareness of Kuya Maranggi Water Park as a tourism destination in Purwakarta? According to the survey result, Kuya Maranggi has owned its brand awareness in West Java area though while a triangulation technic was conducted through a survey for Jakarta residents, as follow: Table of the research result for question 1 and 2



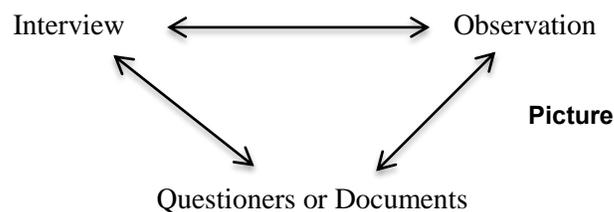
Recognition of Sate Maranggi Water Park that was esta. For consideration, this research will include several previous studies demonstrating similarities and differentiations with the following studies. The results of the previous studies are presented in the form of discussion, as follow: Gastro-Tourism as Destination Branding in Emerging Markets Gastro-tourism, a tourist site which attracts a billion in revenue all over the world, includes those who are interesting in pursuit for memorable culinary experiences while traveling internationally, regionally or domestically. For the tourists, food is the main purpose, locations only function as a means to experience gastronomy (food-related-activities that involve behind the scenes observations, cultural/regional illuminations, and often direct participation, culminating in partaking food or drinks.) (13) Tourism Strategy Development and Facilitation of Integrative Processes Among Brand Equity, Marketing, And Motivation This journal discusses in-depth-studies for tourism marketing, brand equity, and travel motivation in Kinmen, one of the tourist spots in Taiwan. The study attempts to identify Kinmen's tourism attributes and to broaden related literature on marketing strategies, brand equity, and travel motivation by applying a combination of methodologies namely Delphi Fuzzy (FDM), decision making trial and laboratory evaluation (DEMATEL), and analytic network process (ANP); approaches to demonstrate the interactions and relations between critical criteria. FDM identifies important attributes, which are employed in DEMATEL analysis to demonstrate that brand equity has direct and indirect impacts on marketing strategies and travel motivation. (4) The Effects of Five News Dimensions on Online Media, Particularly Games on Brand Awareness of Nintendo 3DS Products Online media as a means of society needs, becomes one of the factors to develop brand awareness, particularly for video games. Nintendo, as one of the world game companies, has

launched Nintendo 3DS in 2011. Many online media, especially games media, reported the development of this product both the features and the supporting software. The problem formulation in this research is how the audiences' responses of the online news media especially games to Nintendo 3DS products on online media for games, to what extent the awareness of audience on Nintendo 3DS products and to what extent the influences of online media for games to brand awareness of Nintendo 3DS. The result of the study showed that brand awareness was influenced by the components of the online news (52.7%) consisting of timeliness, proximity, prominence, consequence, and human interest variables, meanwhile, about 47.3% influenced by other free variables not included in this research (3)

Research Methodology

The research methodology that is employed in this research is a descriptive qualitative. According to Sugiyono a case study is one of the qualitative research types which using as many as data sources to explain the research. This case study utilizes an in-depth interview, observation, documentation, and a survey. (11) Based on this explanation, the applied research methodology in the research is a case study methodology. As explained above, the case study methodology is a type of qualitative research using as many as data sources to explain the research. In this case study, the research utilizes an in-depth interview, observation, documentation, as well as a survey. This research employs an in-depth interview because it is suitable to illustrate the situation in Kuya Maranggi Water Park. The research uses a data collection technique of Sugiyono. According to Sugiyono, there are a number of triangulation techniques, which are source triangulation, time triangulation, theory triangulation, investigator triangulation, and methodology triangulation. The explanations are as follow:

Triangulation technique



1.1.1 Data Collection Triangulation Technique

Triangulation technique aims to test data credibility by carrying out a test on data collecting by sources or informants with different techniques. (10) This research uses a triangulation technique for collecting data because it is more appropriate with Kuya Maranggi Water Park

Result and Discussion Result & Discussion

After conducting research for six months, the result of the research will be discussed, as follow:

Branding Strategies of Kuya Maranggi Water Park in Purwakarta

According to the interview result with the interviewees, the data shows that branding strategies of Kuya Maranggi Water Park to create the current Brand Awareness is to do joint collaboration in any event as an event sponsor, cooperation with schools such as Public High School (SMAN) 1 Bungursari to generate the brand awareness of Kuya Maranggi Water Park as a place for a sport facility and practical work of a physical and health education subject, cooperation with companies, such as PT. Aplikasinusa Lintasarta and West Java Banten Bank by creating the brand of Kuya Maranggi Water Park as a recreational facility for employees, cooperation with Radio FB FM in the forms of advertising and participating in every talk show of the radio, as well as cooperation with an advertising agency, Duta Promosindo which is doing advertisement and selling discount vouchers to prospective visitors. Kuya Maranggi Water Park also collaborates with the local government, such as Purwakarta Youth, Sport, Tourism, and Culture Agency to deeply know Kuya Maranggi as the best tourism destination in Purwakarta. The location of Kuya Maranggi is very accessible for the society because it is close to the toll entrance and exit. This advantage has contributed to raising the brand awareness of Kuya Maranggi. Meanwhile according to the observation result, it is found that brand awareness activities of Kuya Maranggi still needs to be reinforced. Nevertheless, Kuya Maranggi is strategically located, easily accessible, as informed by the resource person. Similarly, the research result of H. A. Williams which showed that location can function as a means to experience gastronomy (food-related-activities that involve behind the scenes observation, culture/regional illuminations, often direct participation, culminating in partaking food or drinks. (15)

Challenges in Building Brand Awareness of Kuya Maranggi Water Park

Challenges in building a good reputation of Kuya Maranggi Water Park for customers are considerably easy because there are a number of platforms which can be employed to build the water park reputation. The early challenges on how to ensure the customers by providing excellent services, good quality services, and providing entertaining tourism site are our biggest challenges. Therefore, Kuya Maranggi must provide a memorable experience in order to make Kuya Maranggi the best destination in Purwakarta and improve the revisit rate of the customers. The point is how Kuya Maranggi builds and establishes communication with customers as well as possible. This is proven by the average number of visitors in Kuya Maranggi is 700 visitors per month, though the number of visitors for every month vary due to the holiday seasons and national holidays. Whereas the ticket prices also vary, the corporate ticket price depends on the number of purchasing ticket since we apply a minimum corporate ticket purchase scheme which is 20% discount applies for a minimum of 25 tickets. According to the observation, it is found that there is a potential tourist from out of town whose only visit Jatiluhur Reservoir and then offered two more options which are visiting sate maranggi and Kuya Maranggi. Therefore, Kuya Maranggi must develop this potential in order to the tourists not only go to the reservoir or to Purwakarta city. Apart from

providing good services, I see that there are very good facilities provided in Kuya Maranggi which are a clean sanitary facility and the equipment have met the standard. This is in line with the study by S.-F.C. Chih-Hsing Sam Liu that tourists prefer places that offer various innovation and they follow market development to determine a tourism spot. Destination area must focus on brand development, marketing strategies, and other influencing factors. (4) Moreover, the challenges of Kuya Maranggi is to conduct broader information dissemination and promotion to the capital city as informed by one of the websites <http://urangpurwakarta.com>, www.wisatajabar.com, www.deasikumbang.com. Similarly, Aditya Wibowo, Imansyah Lubis studied that the responses of online news media audience are in a good category, which means that news value is built from the news reports of Nintendo 3DS products in online news media especially games that have significant impacts on gamers and game industries. (Aditya Wibowo, 2013)

Conclusion

According to the above discussion, through the research result branding strategies of Kuya Maranggi have successfully creating brand awareness and collaboration in SMAN 1 Bungursari, Pt. Aplikasinusa Lintasarta, Bank Jabar Banten, local radio FB FM, advertising Duta Promosindo, and Disporaparbudpar Purwakarta in around Purwakarta and part of West Java; though there is a challenge in carrying out these strategies which are to broaden information dissemination to the capital city and Java Island and even throughout Indonesia. Innovations and brand experiences should receive attention from the management of Kuya Maranggi.

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