The Use Of Instagram To Make A Successful Destination Branding In West Java Indonesia

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ABSTRACT: Pesona Jawa Barat Indonesia is the new branding of West Java to improve its tourism sector which is considered a mainstay sector to increase community income. Instagram @pesonajawabaratku is a communication media chosen by the West Java Tourism and Culture Offices (Disparbud Jabar) to make the destination branding successful. Thus, this paper sought to examine the use of the account. This research was conducted in two years with mix method, where quantitative approach was used in the first year and qualitative in the second year. Specifically, for this topic, the author analyzed it with used qualitative method with case study approach. Considering the approach, the researchers tried to collect data from many sources related to the topic under study. The results showed that the packaging of the messages, which were implemented by its choice of images and captions, made @pesonajawabaratku dynamic and able to attract many followers. The use of informal language and informational messages are collaborated with emotional messages. Hence, this makes its followers pay special attention that eventually make them want to visit the tourism destinations promoted through the account.

Keywords: Wonderful West Java Indonesia, destination branding, tourism, Instagram, @pesonajawabaratku

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INTRODUCTION

@pesonajawabaratku is an Instagram account to promote West Java tourism. It delivers messages through images, captions and stories to inform public about everything related to West Java tourism. The account is also managed by the West Java Tourism and Culture Offices (Disparbud Jabar) that manages @disparbudjabar. Though the two are managed by the same office, they implement different promotion strategy that it leads to different effectiveness. This is evident in the number of posts and followers of @pesonajawabarat that is greater than @disparbudjabar. This fact triggered the researchers to further examine the use of @pesonajawabaratku in promoting West Java tourism. Currently, tourism is one of the leading sectors that contributes significantly to the economic growth of West Java. This was conveyed by Governor Ahmad Heryawan. Tourism is the most stable and potential sector despite economic downturn. Ahmad Heryawan stated that community income is increasing in line with the advancement of tourism of their region. Therefore, efforts to promote it to a certain target is very important, especially through appropriate communication media. That's why, as a region with a great tourism potential, in 2017, in conjunction with the 72nd anniversary of West Java, Governor Heryawan launched a new branding. Wonderful West Java Indonesia was chosen to provide a strong positioning for West Java tourism and strengthen brand master Wonderful Indonesia. Branding is a process and activity to create a brand. In tourism industry there is "destination branding," a concept that aims to improve the quality of a tourist destination brand. According to Ritchie:

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"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." [1] To build a strong brand, a good strategy is needed to achieve the goals perfectly. Brand strategy can be interpreted as an activity to manage all elements to build a brand [2]. In tourism, destination branding as a branding strategy is important because the strength of a brand represents character, strength, market and stakeholder acceptance, and appreciation of a destination of a region. Communication is the key to create awareness of consumers (tourists) on the values instilled by a brand. So, a branding should be able to communicate the positioning of a brand. According to Kotler and Amstrong, positioning is an activity that will distinguish a product and a brand from their competitor in the mind of a consumer through their attributes and benefits [3]. The focus of tourism marketing communication is not only selling, but informing tourism products to segmented potential tourists. Instagram page @pesonajawabaratku is a communication media chosen by Disparbud Jabar to support destination branding Pesona Jawa Barat Indonesia. A social media platform, Instagram is currently popular and widely used by Indonesian people. Started in 2010, it is now has 400 million active users globally—only nine months after reaching 300 million. Of the last 100 million, more than half live in Asia and Europe [4]. This indicates that the growth of Instagram users has far surpassed other social media. Now, the popularity of Instagram rivals that of Facebook—a platform with the most users in the world. In 2012, Facebook officially acquired Instagram. One reason that made Facebook do it is the rapid growth of Instagram users every year, including in Indonesia [5]. In 2017, Indonesia was named the country with the largest Instagram users in the Asia Pacific region. Instagram is an application that allows users to take photos and videos, apply digital filters, and share them to other users and other social networking sites. Disparbud uses this application to promote West Java Tourism. Based on these facts, this paper seeks to describe the use of @pesonajawabaratku to make a successful destination

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branding of "Pesona Jawa Barat Indonesia". The researchers are interested to discuss why and how @pesonajawabaratku, in addition to @disparbudjabar, is used to promote West Java tourism.

LITERATURE REVIEW

Branding

Basically, brand and branding are two different things. According to Baladi in his book entitled "The Brutal Truth About Asian Branding" [6], brand is the positioning of a product in the minds of consumers, whereas branding is a process to create, build, and maintain the brand. Branding must be able to lure and make the customers loyal by promoting the value, image, prestige, or lifestyle of the brand. The same thing is also stated by Anholt [7]. According to him, brand is a product, service, or organization that is combined with a name, identity and reputation. While branding is defined as a process of designing, planning and spreading a name and identity in order to build or manage a brand's reputation and identity to make it more competitive. Branding is not limited to conducting promotional activities, but it must be seen as a whole and continuous process and integrated with all marketing activities to create characteristics, identify differentiation and positive image, and increase competitive excellence [8]. The choice of a branding concept is influenced by three factors: the type of product, the intensity of competition, and the way consumers choose and consume a product. The assumption about the intensity of competition may direct a manufacturer to choose a particular branding concept. Those who think that the competition is not too intense for the product they produce will tend to choose functional brand and position their product as a product that will provide the highest functional usability or offer the cheapest prices. Conversely, if it is considered very intensive, they tend to choose experiential branding or image branding.

Destination Branding

Just like any other product, aside from imaging through social construction, a product has to be communicated to the public as well. In tourism, the brand of a destination aims to introduce its products and sell them in the market. Ritchie, Ritchie states: 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 [1]. Promotion is a marketing mix element that plays a role in communicating a brand of a destination or place or competitive excellence to potential tourists through marketing communication forms. The focus of tourism marketing communication is not only selling, but also marketing tourism products. Branding in a tourism perspective refers to the process of building a competitive identity, or brand, for a destination (or a place). Simon Anholt in Moilanen & Rainisto state that: Place branding is management of place image through strategic innovation and coordinated economic, commercial, social, cultural, and government policy. Competitive identity is

the term to describe the synthesis of brand management with public diplomacy and with trade, investments, tourism and export promotion [9] The concept of branding in tourism is destination branding. Accroding to Kavaratzis, it is a trend of place branding by making a city a tourist destination for local, national and international communities, allowing it to manage its tourism potential as a unique identity and characteristic of the city [8].Destination branding will help consumers to distinguish one destination from another. In addition, it can give more value to a destination than other similar destinations. A good branding destination can certainly shape the expectations of both actual and potential tourists for a pleasant experience. This will contribute greatly to the decision making process. To build a strong brand, a good strategy is needed to achieve the goals perfectly. It can be said that destination branding is a strategy of a destination (a city, state, or region) to make a strong positioning in the minds of their target markets, just like the positioning of a product, so that it can be known globally. Meanwhile, Gelder states that "brand strategy defines what the brand is supposed to achieve in terms of consumer attitudes and behavior [10]. Destination branding is a strategy to market the potentials of a destination. 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 [10].

RESEARCH METHOD

What is conveyed in this paper is part of the authors' research on destination branding of "Wonderful West Java Indonesia". This research was conducted in two years with mix method, where quantitative method with survey approach was used in the first year and qualitative with case study in the second year. Specifically, for this paper, the authors sought to analyze the use of @pesonajawabaratku, as a communication media of the destination branding, with qualitative method. A qualitative research is a process to explore social and human problems. In this research, the writers sought to build a complex and thorough description, analyze words, report repondents' detailed viewpoint and did all of these in a natural setting [11]. The research used case study approach. This made the research be able to provide a comprehensive description and explanation about the use of instagram to make a successful "Wonderfull West Java Indonesia" as a destination branding of West Java. Case study is a comprehensive description and explanation about various aspects of an individual, a group, an organization (community), a program, or a social situation. By fully studying an individual, a group, or an event, the writers would like to provide a comprehensive and in-depth viewpoint about the object studied [12]. For your information, Disparbud uses two brands to promote tourist destinations of West Java: "Wonderful West Java Indonesia" and *"Pesona Jawa Barat Indonesia"*. The use of each brand is based on the target audience. Considering the target of @pesonajawabaratku is domestic tourists, it uses *"Pesona Jawa Barat Indonesia*." A case study research can use six different evidence:

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documents, archives, interviews, direct observations, participant's obeservations, and physical devices [13]. The primary data of this paper was obtained from in-depth interviews with various stakeholders in the management and the users of @pesonajawabaratku. We also interviewed Disparbud Jabar as the key informants, Indri Novitasari as the vice president of VAGlobal -the consultant of destination branding Stunning Bandung, and some followers of the account. We also directly observed the account and conducted literature review on relevant sources for obtaining secondary data. The analysis of research data used interactive model stated by Matthew B. Miles & Michael A. Huberman. They state that data analysis consists of three stages: (1) *data reduction*, focusing attention on simplification, abstraction, and the transformation of rough data acquired from the field (2) *data* display, describing the collection of organized information for (3) *conclusion drawing and verification* [14].

RESULT AND DISCUSSION

Tourism is supported by various facilities and services provided by the community, businessmen, central government and local government. It has an imporant role to boost the the economy of a region. Therefore, local governments need to develop their tourist destinations. They may dig their potential tourism and develop it by providing elements needed by a tourism destination. West Java has many public spaces that are known known and frequently visited. The province is known for its natural and culinary tourism and has many creative industries. Therefore, the government seeks to maintain, and even increase, tourist visits to West Java. Disparbud Jabar can do many efforts. One of them is managing tourism information in communication media. This is an element to build "*Pesona Jawa Barat Indonesia,*" a destination branding launched by the government to promote tourism destinations of West Java. This is in line with that of Ministry of Tourism. In 2017 the ministry created a new challenge for the tourism sector: 15 million foreign tourists to visit Indonesia in 2017, 20 million by 2019 [15]. To actualize the target, the central government prioritizes the acceleration of the development of tourism destinations and the marketing of national tourism. The development of tourism destinations is implemented through 10 Priority Destinations, a mandate from the president, based on a decree of the cabinet secretariat number B 652/Seskab/Maritim/2015 issued on November 6, 2015 on the Directions of the President of the Republic of Indonesia for Tourism and the Directions of the President at the Cabinet Meeting on January 4, 2016. The implementation of the mandate is the launch of 10 Destination Brandings by the Ministry of Tourism (Kemenpar) at Gedung Sapta Pesona, Jakarta, the office of the ministry, on Wednesday, June 14, 2017. The new ten destination brandings is a form of national tourism marketing communication strategy to create synergy between the central and regional governments in promoting Indonesian tourism. The brandings are *Colorful Medan*, *Wonderful Riau Island*, *Enjoy Jakarta*, *Stunning Bandung*, *Java Cultural Wonders* (*Joglosemar*; Jogja-Solo-Semarang), *Majestic Banyuwangi*, *Bali the Island of Gods*, *Friendly Lombok*, *Explore Makassar*, and *Coral*

Wonders for Bunaken, Wakatobi and Raja Ampat. The development of the tourism sector encouraged Disparbud Jabar to launch their own branding. To synergize with Kemenpar, Disparbud Jabar should increase their communication through the right media for target ~~their~~ customers. Communication strategy is an important aspect to maintain the existence and continuity of a product or service, including tourism services. To build a strong brand, a good strategy is needed to achieve the goals perfectly. It can be said that destination branding is a strategy of a destination (city, country, or region) to make a strong positioning in the mind of their target market, just like that of a product, so that the destination will be known globally. In addition, it has a sustainable advantage. According to Doyle in Tjiptono, a successful brand is a name, symbol, design or combination of them that identifies a product of an organization with a sustainable differential advantage [12]. The main criteria are: (1) differential advantage, i.e. customer have a strong reason; and (2) sustainable, i.e. the advantage of a brand is not easily imitated by its competitors by developing a unique and strong reputation or image in terms of quality, service and reliability. In the view of communication, brand is a message with complex content. It only lives within the scope of communication. It means that it must be delivered. To build a strong brand, a communication strategy is needed as a target of change. One of which is to choose the right communication media and manage relevant contents to achieve the goals of the branding. Disparbud Jabar managed to identify the right communication media to succeed their branding, "Pesona Jawa Barat Indonesia". In addition to conventional communication media, such as below the line media (posters, brochures, books, calendars, merchandise, banners and billboards), Disparbud Jabar intensifies the use of online media as their communication media, including website, Facebook, twitter and Instagram. Currently, Instagram is their main social media to inform and promote West Java tourism. The use of Instagram is based on Disparbud Jabar's awareness of media trends in Indonesia. The fast-growing use of digital media is the basis for Disparbud Jabar to optimize Instagram as one of their main communication media to promote the tourism industry of West Java and, indeed, to make their branding, "Pesona Jawa Barat Indonesia," works. This is in line with Global Digital Media 2018, a research of We Are Social, which states that there is an increase in the number of digital users in Indonesia. Of the total population of 265 billion people in Indonesia, 50% of 132 billion people use the Internet in their daily activities. The official Instagram of Disparbud Jabar is actually @disparbudjabar. Any official West Java tourism information and promotion must be communicated through the account. Meanwhile, @pesonajawabaratku was originally a personal account of a staff. The limitedness of @disparbudjabar, both in language use and contents, became the basis to eventually change the status of @pesonajawabaratku into official. Selecting @pesonajawabaratku as the official account is an effort to adapt with the segmented Instagram users. This leads to the adjustment of the message strategy to be based on the age range of the followers of the account, with 18-24

years (37%) and 25-34 (36%) comes out as the biggest, as illustrated in the diagram below:
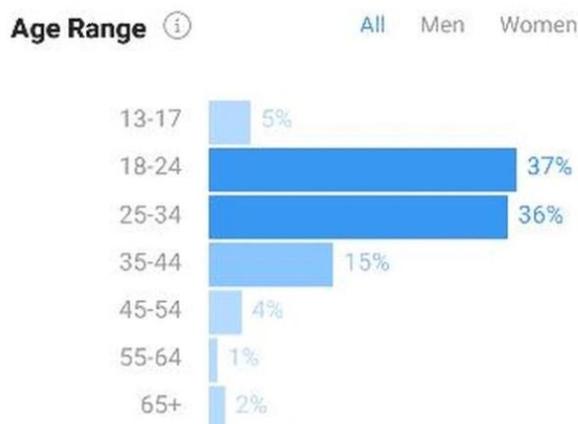
Figure 1 *Age range of @pesonajawabaratku followers*
Source: Disparbud Jawa Barat

The categorization by the Ministry of Health in 2009 indicates that the age range of the majority of @pesonajawabaratku followers is in the category of adolescent and early adult. This category prefers interesting information, where the language use is more flexible and informal, as presented by the account. The account may do that since it is not a goverment account with strict rules and ethics that leads to serious, rigid and monotonous messages. However, the account is still in line with what is conveyed by @disparbudjabar. The difference is only the way they pack the messages. @pesonajawabaratku has been actively providing West Java tourism information since October 24, 2017. The development of @pesonajawabaratku is significant, where it has 4884 followers on August 15, 2018 and 7961 by November 8, 2018. This may be due to the intensive efforts of Disparbud Jabar in managing the account, as stated by Dra. Febiyani, M.Pd, the head of data analysis and information of Disparbud Jabar: At first this Instagram account was managed by another division. But then, after I was assigned here, it has been taken over by my division, because it does not only post pictures, but also receives direct messages to reply to and it was managed by one person only. The account was made to explore the target market. It provides information without governmental approach. And, the result is positive and it attracts many followers. Since many want their posts to be reposted here, we apply strict evaluation to them. The contribution of @pesonajawabaratku in the success of destination branding "Pesona Jawa Barat Indonesia" is evident in the increasing awareness of their followers of tourism attractions of West Java and in persuading them to visit tourist destinations and tourism events in West Java. The messages of @pesonajawabaratku in the forms of Photography, Videography, Event Poster, Instagram story, and IGTV have met the criteria of *ethos*, *pathos*, and *logos*, and thereby it gains a maximum result in the branding of West Java tourism. Tourism information shared through @pesonajawabaratku inludes events, tourist attractsions, culinary tourism destinations and more. The information is also posted on @disparbudjabar in the forms of Photography, Videography, Event Poster,

Instagram story, and IGTV. This information is indeed reliable and up-to-date, because Disparbud Jabar is the first one to know any activities that will be carried out in West Java, and they evaluate every activity that will be shared through the account. Thus, not all events can be regrammed. They have to meet certain criteria first. This proves that *ethos* has been applied to every information shared by @pesonajawabaratku. The account is capable to provide the latest, meaningful and reliable information for the followers. In addition, *ethos* is evident in the credibility of the sources of the information They include Disparbud Jabar and selected travelers, whose information is well selected in terms of visual, content and validity, and young people, whose information is selected based on its attractiveness and quality. The reliability of the information is also due to the fact that the tourism events shared by @pesonajawabaratku are the routine ones, ones that have been posted on other official accounts with clear accountability, ones that have gone through a legal licensing process, and ones with accurate execution date. Each post of @pesonajawabaratku is also equipped with a description, for example, about the photographer/videographer and the location of the tourism attractions. In addition to facilitating the followers who do not know the information about these places, the information also increases the credibility of the content. The existence of direct message feature, which can be used by the followers to ask about the posts, improves the trust of the followers.

CONCLUSION

@pesonajawabaratku, which was originally a personal account, was transformed into an official account and is managed directly by the West Java Tourism and Culture Offices, as a companion for the official @disparbudjabar. Since @disparbudjabar is a government account, Disparbud needed to create a more flexible account to succeed destination branding Pesona Jawa Barat Indonesia. The packaging of the messages, which were implemented by its choice of images and captions, makes @pesonajawabaratku dynamic and is capable to attract manyfollowersThe message strategy of @pesonajawabaratku is an important element in supporting the destination branding. The use of informal language and informational messages are collaborated with emotional messages. Hence, this makes its followers pay special attention that eventually make them want to visit the tourism destinations promoted through the account that it contributes to the success of destination branding Pesona Jawa Barat Indonesia.

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