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Online Media Overview in Tourism Destination

by Muhammad Himawan Sutanto

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Online Media Overview in Tourism Destination Branding

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Abstract— The development of tourism destinations not only depends on nature's grace. The tourist destination can be built using branding communication techniques. For that, it is worth noting more thoroughly about how communicators develop messages. How the message was developed? The direction of news developed by the media. The case of Tempenosaurus Green Village in Batu, East Java became one of the interesting examples. Because the development of this tourist destination is located in the center of the flagship tourist destination in East Java. It will see the competition that appears in the branding that was developed.

Keywords— online media, destination branding, tourism

I. INTRODUCTION

The effort of destination branding tourism is a journey from one place to another, which is temporary, conducted individually or in groups, as an effort to seek balance or harmony and happiness with the environment in the dimension of social, cultural, nature and Sciences [8]. According to Sujali [10], tourism can bring many benefits to the community economically, socially, and culturally. Destination branding is a way to communicate the uniqueness of a destination to the visitors. A good brand has several aspects, namely simple, easy to remember, can express tourist destination according to the personality of the place, unique and acceptable to all lines.

One of the programs that need to pay attention to destination branding is Tempenosaurus Green Village. It is a village initiated by the student of Praktikum Event Management Prodi Communication Science University of Muhammadiyah Malang. On 6 April 2019, they created a 7x5-metre replica of a dinosaur made of tempeh. The show was a successful online news pledge. Total of 2,850 posts related to Tempenosaurus Green Village can be found in search engines. The event also successfully presented the governor of East Java, Khofifah Indarparawansa. In addition, the Tempenosaurus Green Village has also won the title of Indonesian Museum of Record (MURI).

The challenge in destination branding is when the place fails to keep its existence as a tourist destination. Unfortunately, the tourist spots will drift to the familiar zone, which means that everyone only knows the purpose of their place of tourism, but has lost its appeal; has become stale, unpleasant and sentimental [4]. Referring to the phenomenon that has been depicted in the background, the problem that will be discussed in this study is: How communicators, messages

and direction of news are developed of the Destination Branding of the Tempenosaurus Green Village?

II. LITERATURE REVIEW

A. Destination Branding

Goeldner et al in Iliachenko [1] defines destination branding as a set of brand associations that can be an identifier or differentiator of a location by offering an impressive travel experience at that location. Kaplanidou [3] defines destination branding as a combination of attribute of an area that is embodied in a concept that can convey the unique identity and characteristic of different locations of its competitors. This type of branding focuses on forming an area image, either a city, a country, or even an island. In addition to being one of the ways to build a specific image of an area, destination branding can also positively impact the economy of the country from the investment sector in the region

B. The Destination Branding Stage

There are five stages to make a destination branding in transforming an area, namely the first, market investigation, analysis and strategic recommendations. This step is to conduct market potential mapping research activities, things that can be developed as well as the right strategy to develop the destination. This shows that the function of market investigation activities, analysis and strategic recommendation is to find that can be done to develop the destination [7].

First, the implementation of destination branding conducts research, as shown below. Then it was formed a tagline and or logo to describe the area. Second, brand identity development. After the regional investigations are conducted, the next step is to develop the regional identity. The identity of the area is vision and mission the area as well as imagery to be formed over the area. Third is brand launch and introduction the brand. Brand launch can be done through various media as follows, media relations such as advertising, direct marketing, personal selling, website, brochures, or event organizer, filmmakers, destination marketing Organization (DMOs) and journalist. This stage is a stage of communicating the brand through various media available. In this research, the brand refers to the Tempenosaurus Green Village.

Fourth, brand implementation. Brand is a promise. All parties involved from the government, the hotel, the travel agency, the local community should strive to fulfill the promise expressed. So the tourists who come will feel at home and impressed with the destination area. Frequent cases are

many areas that panorama beautiful nature, but the lack of adequate hospitality facilities as well as behavior of residents and local entrepreneurs who are less friendly and the service of the absence of standard tariff services in a number of tourist destinations, so it is vulnerable to cause illegal levy (wild levy) and unsettling tourists.

C. Place Branding

Place branding is a concept that can be assumed by many meanings, therefore it is important to set a skeleton of thought: In the study place branding is considered a form of place management. "At the simplest level the management places a lot very dependent on the change from the place perceived by a specific user group " [6].

Place branding as one of the marketing activities related to the creation of names, symbols, logos, jargon, both to identify and distinguish objectives. Convey a guarantee for an impressive travel experience related to a destination that serves to consolidate and strengthen the memory of pleasant memories of the travel experience of adestination, with the aim of creating a good impression that can influence the decision of consumers to visit the destination.

Meanwhile, there is a framework to evaluate the effectiveness of place brand as well as a device that is especially helpful in branding efforts. The components of the evaluation are as follows: The Presence, this component refers to the current status of a city and how much people know the city [5].

The place, this component refers to the physical aspect, such as how beautiful and pleasant the city is. The Potential, this component point to the city's opportunities to offer a variety of activities. The pulse, this component points to how much people's interest in the city. The people, this component tests the local population in terms of openness, friendliness, as well as security issues within the city. The prerequisites, this component deals with the basic quality of the city, standard and accommodation cost as well as public convenience.

Based on the exposure of the place branding components above. It can be concluded, that the purpose of making a place branding effort is to create imagery that affects the consumer's decision to visit the destination Tempenosaurus Green Village

Briefly, the tourism according to Pigram and Wahab [2] there is one of the new style industries, which is able to provide rapid economic growth in terms of job opportunities, income, living standards, and in activating other production sectors within the tourist recipient countries.

Tourism is an important factor in economic development because it encourages the development of national economic sector [2]. Among them, the new industry in relations to tourism services, for example: Transportation business, accommodation (hotels, motels, tourist huts). Expanding the local tourism goods market, expanding new employment hotels or other places of accommodation, travel business, government offices that take care of tourism and translators, handicraft industry and souvenirs, and other places of sale), as well as assisting in the development of remote areas if the area has tourism appeal.

III. RESEARCH METHOD

The research used is using a qualitative research type. The research strategy chosen is using content analysis. Where this research attempts to explore indicators. That are in the study of communication can be used to obtain evaluation data or audit of a program. The indicator used in this study is to use the position of communicators of branding, content of branding, and the direction of news, then coverage and type of media that appear. With these four indicators are provided able to provide findings about the evaluation of destination branding. This type research is a type of evaluative descriptive research. Descriptive research is a systematic, factual and accurate depiction or painting of the phenomenon or relationship between the phenomena investigated which is the document of destination branding activity in the tourism object of Tempenosaurus Green Village.

The document is an event record that has elapsed. Documents can be in the form of writings or drawings or monumental data [9]. Findings of the research, showed as many as 40 online media in 2019 preached about branding tourist destination in Tempenosaurus Green Village. This data is then divided into four categories that have been created that include: Communicator indicator, message body indicator, direction indicator and direction of news. Analysis done by coding the findings of the documentation. Then, adjusted to the indicators that have been created. So this is done working with data, organizing the data, into manageable units, synthesizing it, finding and discovering patterns, discovering what's important and what to learn, and formulating what can be told to others.

The technique of collecting data from this research uses documentation from the proclamation on the Green works of a person. Sugiyono [9] explains that the research of observations or interviews will be more believable when supported by the document. In this study, the document used is reference material.

IV. RESULT AND DISCUSSION

The data in this study was conducted in the post-inauguration period of 6 April 2019 to 30 December 2019. Data obtained from 40 online media that preach the program. Here are the data exposure based on the indicators obtained as explained in the following table "Tab. 1", the communicator tendencies of this program that covered the media includes government, private, university, and NGO.

TABLE I. COMMUNICATOR TENDENCIES IN THE NEWS

No.	Communicator	Frequency
1.	Government	18
2.	Private	3
3.	University	17
4.	NGO	2

The communicator in the program is dominated by the government, both the provincial and district areas also from university. Strangely this program was not originally a program initiated by the government, but the cooperation between private parties and universities. According to the article, government party appeared as a main communicator.

While private parties are working with minimal news especially which highlights the university, as explained in the following table "Tab. 2".

TABLE II. MESSAGE CONTENT OF NEWS TENDENCIES

No.	Type of news	Frequency
1.	Private collaboration with Governments for the development of new tourist destinations	32
2.	Strengthening the community	8

Content of the preaching of the dominance of ongoing collaboration expectations between the government and the private sector in the development of tourist destinations in the future. The next message is the hope of development of community empowerment in line by new village based tourism destination development as explained in the table "Tab. 3" bellow. The direction of preaching is dominant more positively. It means a positive direction, explaining that the content of the news leads to a positive perception to the reader of the program. Instead, the second emerging direction of exposure is neutral. Where there are some news that positions the program as it is reasonably to be developed. Negative direction does not appear.

TABLE III. DIRECTION OF NEWS TENDENCIES

No.	Direction of News	Frequency
1.	Positive	37
2.	Neutral	3
3.	Negative	-

This following table "Tab. 4" shows media coverage area which devided into two areas, national and regional. Most of news are covered by regional online media, such as East Java Province, Batu and Malang City.

TABLE IV. MEDIA COVERAGE AREA

No.	Media Coverage Area	Frequency
1.	National	7
2.	Regional	33

In the case of the Tempenosaurus Green Village tourist destination branding program. Then found a compulsion in the implementation of the program. Collaborative model developed not based on community conditions. There is a compulsion against potential Tempenosaurus Green Village. Seen from potential place, then Tempenosaurus Green Village is actually a community that geographically has no strategic position.

This village is bordered by the tourist area of East Java Park. Then polished to get good conditions and boost tours to the tourist area. In the position of preaching appears how strong government position to become communicators and

have the same message to the reader.

Positive news direction is not accompanied by other programs that support the tourism potential of Tempenosaurus

Green Village. More focus on Tempe record breaking process in dinosaur form. Then in the branding perspective, what is done in the program is still on the surface level. The actual branding process is not well developed. In the secondary by the researchers, subsequent studies showed no continuity of branding and mentoring to the community. Provincial and municipal governments are not instrumental in the development of green Tempenosaurus Green Village mentoring. So that in 2020 there was no development since it was promoted to Tempenosaurus Green Village.

Place branding is a combination of some well-integrated components. This means that in the context of promotion a new tourist destination is not enough only by emphasizing the news. But also need to do a more variation of communication strategy. In the context of advertising communications, known terms above the line and below the line. Above the line is the process of communicating a product or message in a way that is hard sale. Clearly offered. While below the line, is the process of communication that is soft sale. On this second model, the variation and strategy of activities vary greatly. can also invite other parts to communicate the messages or programs that are being offered. In the case of Tempenosaurus Green Village it looks how the destination branding process is still limited to publication.

V. CONCLUSION

Based on the findings of data from the communicator indicator, message content, direction of news and media coverage demonstrate that the development of Tempenosaurus Green Village tourism destination program is still limited to formality. Communicator domination of the district leaders, namely the governor is merely becoming the reader's attention. But it does not have a strong function and substance in developing branding. The trend of preaching direction is also still formality. Where the news is still contains ceremonial activities of record-breaking MURI. Not more to the development of Green Village as intended. Therefore, it can be concluded. The process of branding tourist destination Tempenosaurus Green Village experienced unstuck. One of the data that then emerged is the absence of preaching again post year 2019.

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