

Identification of Determinants Factors of Cultural Based Destination Branding Design for Trowulan

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ABSTRACT

By the increasingly high levels of tourism object competition nowadays, then each region must have the sensitivity and the ability to be able to explore their potentials in order to improve their society's living standards. One of the great potential that Indonesia have that has not really managed well is in the tourism sector, Indonesia has a wide range of natural resources and could be potentially empowered as a tourism sector, however, currently it is still hard to be achieved. Frequently, we can find the tourism objects in Indonesia is packaged as it is without having a unique value that distinguishes one to another. As one of the examples is the Trowulan, a small town in East Java has a great potential of cultural tourism which has not been packaged properly. Trowulan, once was the Centre of a great kingdom of Majapahit, many physical cultural relics as well as non-physical that is still preserved. Therefore to preserve the uniqueness of Trowulan as a cultural tourism area to be managed well, a process of brand destination is required.

Keywords: Branding, Brand Destination, Culture, Trowulan, Majapahit.

ABSTRAK

Dengan semakin tingginya tingkat persaingan dewasa ini, maka tiap daerah harus memiliki kepekaan dan kemampuan untuk bisa mengeksplorasi potensi dirinya untuk bisa meningkatkan taraf hidup masyarakatnya, salah satu potensi besar Indonesia yang belum benar-benar dikelola dengan baik adalah di sektor pariwisata. Indonesia memiliki kekayaan alam yang sangat beragam dan potensial untuk dijual sebagai kawasan wisata, namun saat ini hal tersebut masih susah tercapai. Seringkali masih kita lihat tempat-tempat wisata di Indonesia dikemas apa adanya tanpa memiliki sebuah nilai unik yang membedakan satu sama lainnya. Sebagai salah satu contoh adalah Trowulan, sebuah kota kecil di Jawa Timur ini memiliki potensi besar wisata budaya yang belum terkemas dengan baik, kota Trowulan tadinya merupakan pusat dari sebuah kerajaan besar Majapahit, banyak peninggalan budaya fisik maupun non fisik yang masih tersimpan disana. Oleh karena itu agar keunikan Trowulan sebagai sebuah kawasan wisata budaya dapat dikelola dengan baik diperlukan sebuah proses brand destinasi, jurnal ini membahas mengenai faktor-faktor apa sajakah yang berperan sebagai penentu dalam proses brand destinasi.

Kata kunci: Branding, Destinasi Branding, Budaya, Trowulan, Majapahit.

BACKGROUND OF THE STUDY

Indonesia as an archipelagic nation has a lot of fascinating natural and cultural beauty that none of other countries has, but unfortunately the assets owned are often not properly managed. Moreover, Indonesia depends its country on oil and gas exports as the main source of income.

The economic slowdown afflicting the European Union, China, Japan and the United States caused a decline in the Indonesia export value by 14% in last January-October 2015, as can be seen in the table 1.1 there were 4 Indonesian exports commodities that suffered such as lead, copper, oil and refined iron and steel.

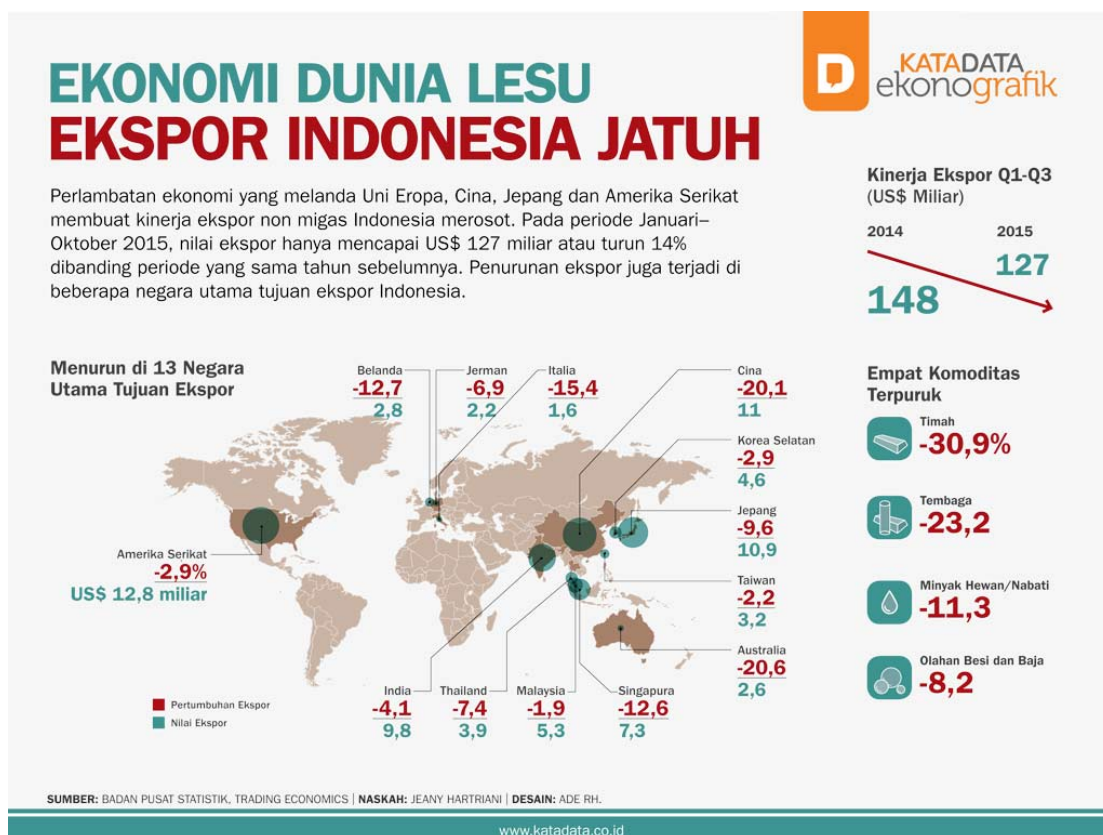


Table 1.1 Infographic world economic slowdown

Source: Roza, A. M. Ekonomi dunia lesu ekspor indonesia jatuh. Retrieved October 19, 2016, from <http://katadata.co.id/infografik/2015/11/23/ekonomi-dunia-lesu-ekspor-indonesia-jatuh>

This is supposed to be the turning point for Indonesia to be more serious in the management of natural resources, not only to do exploration and exploitation of mineral resources for export purpose, but more on the conservation and managing it as a tourism destination. With proper management there will be a lot more value to be obtained, the country can get income form tourist visits, the communities around the tourism can create

jobs by providing services or facilities around the tourism places, transportation services and food provider can obtain additional revenue.

This concept is actually not a new concept, many countries which has less natural resources than Indonesia have been doing it, the Malaysian State as an example has created a brand for themselves with their tagline "Truly Asia", a campaign that was made by the Malaysian government to enhance the tourists visit into their country. with that tagline, they were indirectly send a message to the foreign tourists that by visiting Malaysia they can gain truly experience about Asia and Malaysia have all the beauty that is owned by the Asian countries.

Indonesia is actually already started to aware by its potential they have and started to change, but unfortunately due to lack of knowledge and not doing it seriously in the management most of the times therefore the brand destination that created wasn't successful. Another factors that cause this unsuccessful were due to the many regions that have similarities that often caused overlapping among the regions and caused competition between regions.

Through the Decree from the Education and Cultural Minister of the Republic of Indonesia Number 260/M/2013, Trowulan is specified as the National Level Heritage Area, historically Trowulan actually is the center of Majapahit Kingdom in the past, many cultural heritage which can be seen here starting from the temples, brass crafts, stone sculptures, and art performances and so on. However, since its lack of the management caused this area became far left behind compared to other cities with similar cultural heritage. Therefore, in order that Trowulan could develop a unique brand destination, they need to know how the good brand destination can be formed.

RESEARCH PURPOSE

This research aims to formulate the basic thought of brand destination by studying the contributing factors towards the success or failure of the cultural based brand destination from other regions, both in Indonesia and abroad. The results of research are expected to contribute in the university leading research program that later on try to formulate a potential development strategy for Trowulan as an entrepreneurship based cultural tourism destinations.

PROBLEM STATEMENT

The formulation of the problem of this research are as follows:

1. What factors that will affect the process of designing a brand destination?
2. Can a culture becomes a differentiating factor or differentiation in designing a brand destination strategy?

RESEARCH METHOD

This research uses descriptive explorative research, with qualitative data types which supported by the literature study. The data collection methods are using observation and in-depth interviews. Qualitative data will be collected through observation and in-depth interviews to the stakeholders, both government, academics, and professionals related to the brand field that involved in designing cultural based of tourism area brand.

REVIEW OF THE LITERATURE

Gillian Law, Nick Grant, and Wally Ollins in the book of Tom Peters Essentials: Brand (2005) stated that in facing the competition (both local and global), branding strategy can help stakeholders including the customers to be able to distinguish one product to another products which along with the globalization which become more similar. Designing appropriate brand is a solution to create a perception in the stakeholders and consumer's minds, communicating excellence innovation value, and differentiation of all kinds of institution / business, products, and services. Similarly, a company or products / services in facing competition, a tourism area also need appropriate brand strategy, or more commonly known by the term of brand destinations.

Ritchie and Ritchie (1998) define brand destinations as: "A name, symbol, logo, brand name, or other graphic elements that identify and distinguish a place; moreover, brand destination delivers a promise for a memorable travel experience, which is specifically related to a place; brand destinations also serve to consolidate and strengthen the memories of enjoyable experience in a certain place."

Brand destination is not only a limited perception of a symbol/ visuals images Konecnik and Go (2008). Evaluating the visual symbol of a destination is an important part of the branding process that occur within consumers. From several branding models that has considered the formation of a brand as a process, only few that describe the involvement of the visual symbol evaluation or the creation of a symbol as part of the branding process, however none of them that includes the joint creation approach namely co-creation in designing a brand. (Konecnik, 2004; Gartner, 2007).

Merz et.al. (2009) divides branding into four different focus perspectives between a brand with its brand values, namely:

1. Individual goods-focus, where the value of a brand is contained in the physical form of a product,
2. Value-focus, where the emphasis is on the creation of perception (brand image) in the consumer's minds,
3. Relationship-focus, emphasizing on the increase/reduction of the interconnection relationship of a brand as a promise,
4. Stakeholder-focus, recognizing the brand as a dynamic social process between companies, brands, and stakeholders, Saila (2010).

The creative industry is actually derived from the creative and cultural industries, which is the actual scientific principles of visual communication design, in this case the branding

when combined with an entrepreneurial mindset can explore and raise the potential of Indonesia's cultural diversity while promoting and preserving cultural diversity. In the context of creative and cultural industries, good branding should be started from the introduction to a cultural essence which then animates the creation of various products and services of the creative and cultural industries.

Brand in this context is not limited to brand destination of tourist area, but the soul and inspiration. This is what is meant by cultural branding. The strengths of the brand according to Tom Peters are as follows:

1. *Real Branding is Personal*
2. *Real Branding is about Integrity*
3. *Real Branding is Memorable*
4. *Real Branding is about Consistency and freshness*
5. *Real Branding is a Great story*
6. *Real Branding matters (to all)*
7. *Real Branding is about Passion and Emotion*
8. *Real Branding provides memorable and unique Experiences*

“Design as the key factor in creative industries have a “summit”-something essential-that is the power of branding from the heart...” Tom Peters (2005)

RESEARCH FINDINGS

Branding is required by all entities to get more easily distinguished from one another, by doing branding will creates the tangible and intangible identity that will strengthen the character and entity.

Raditya, A (1999, August 20). Important steps in creating destination branding [Personal interview]. To create a good brand, the first step that must be taken is to do brand position identification of a research, from the company both external as well as internal and from that research can be obtained the data about advantages and disadvantages that are possessed by a brand compared to its competitors, who would be his target market, what kind of lifestyle they have (segmentation, Targeting, VALS).

After gaining knowledge about the similarities, differences, advantages and disadvantages, the company began to formulate the value differentiator, The differentiator could be in terms of features of the product / service (tangible value) as well as from the core value / benefit offered by the product (intangible value).

Raditya, A., & Sidik, A. (2016, August 20). Important steps in creating destination branding [Personal interview]. Value which is offered could be based on the regional origin potential or could be fabricated or created, if it is turns out that the brand that will be made does not have the uniqueness therefore the fabrication processes must be performed (fabricated value) to be able to compete with competitors' products.

For example if a region wants to be known as a recreational area but they don't have a completely different value from the surrounding area then they can build facilities to strengthen the value to be offered. Conduct training to the surrounding community to be

able to have the basic skills to act, or even providing knowledge about the products that will be offered to tourists, all of them must be integrated so they can deliver the same message to their visitors.

An region must be able to explore the potential by itself and then communicates itself to the target market where their intended, the region must determine their next vision, is there any value they want to offer to the wider community, is it a region with tourism destination, industrial destination, business destination, or even the health destination.

In order for the value can be communicated properly to the target market, therefore the integrated communication strategy design need to be carried out (brand communication), as image (brand image) and specific messages that are able to reflect the excellence and the promise of a brand (brand promise and commitment), how a consumer targets can gain the right experience towards that brand (customer brand experience), what kind of the appropriate media to reach out to a customer (customer experience).

Raditya, A. (2016, August 20). Important steps in creating destination branding [Personal interview]. A good customer experience from a brand usually must be perceived by the 5 senses namely: visual (sight), touch, smell, hearing, taste.

CONCLUSION

Creating a successful destination brand requires a joint effort, in which the leaders in this case are government and society must collaborate to develop their region and to maintain or conserve the cultural heritage to create a whole a unique value. This collaboration continued with the infrastructure creation and improvement to support the conservation process, such as training programs and community empowerment that provides knowledge such as history, culture, language skills towards community and other supporting capabilities that are likely to increase their capability.

This education should be given to the society because they are the forefront of this branding process, they will be directly related to the visitors, interact with and become ambassadors of Trowulan.

Another point to consider in this collaboration are the stakeholders, those who have interests in the progress that is caused by this branding process, namely lodging entrepreneurs, transportation, Tour and travel, the store provider, security guard officer, janitor, and many others. They should be included in the process of building the image of Trowulan. The collaboration that performed must produce a similar future vision, which makes people move together, creating a story, a promise that makes people interested to visit, and of course the promise need to be fulfilled through unique experience felt by visitors during their stay there.

In addition a visual identity is required to represent uniqueness values that offered by Trowulan, with the presence of this visual identity the society will be easier to relate with Trowulan, besides visual identity in the form of a logo, usually slogan is also created that reflects a promise or a different experience that will be obtained when interacting with the brand.

The story and the promise offered by the Trowulan must have the uniqueness, so this city can have differences with other cities, by creating different story and promise is then a city will be easily distinguished and looks more attractive than other cities.

There are cities that want to be known as the industrial city, metropolitan city, the city of a thousand mosque, the culinary city, cultural city, as the Centre of Majapahit Trowulan was supposed to use this way to appear differently, not only as a city which exhibits the culture of Majapahit, but deeper into the city that preserve the Majapahit's culture by raising craftsmanship, performances can be experienced directly by the visitors, so they have the impression and the unique experience of culture. Performances that can be experienced directly by visitors, thus they have the impression and the unique experience of the Majapahit culture.

SUGGESTION

Collaborations, story, promises, experiences offered, visual identity and good slogan would be meaningless if there is no commitment from all parties to achieve the vision that has been planned. Therefore, the vision that is made must be a mission where all parties can benefit from it.

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