



## Wonderful Indonesia Brand Awareness to Ubud Writers & Readers Festival Visitors

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### ABSTRACT

Wonderful Indonesia brand was designed to strengthen the competitiveness of Indonesia tourism abroad. Wonderful Indonesia collaborates with the Ubud Writers & Readers Festival to support the implementation of an international event in Ubud, Bali. This festival brings about 25.000 local and foreign visitors. This study aimed to determine the extent Wonderful Indonesia brand was recognized by foreign tourists visiting the Ubud Writers & Readers Festival. The method used was descriptive quantitative. During five days of research at the festival, it was found that as many as 8% of the visitors did not know the Wonderful Indonesia brand, while 52% already knew it. The findings have practical implication in which more efforts could be done in order for the Wonderful Indonesia brand reach more foreign visitors.

**Keywords:** *brand awareness, visitor, festival*

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### 1. INTRODUCTION

The Indonesian economy is no longer dominated by the oil and gas sector, because gradually this sector will be exhausted and irreplaceable. The strategy taken by the government to strengthen the pillars of the country's economy is to prepare the tourism sector as the key which is expected to be able to contribute the largest foreign exchange among other sectors.

Tourism is a contributor to foreign exchange, employment, and labor in Indonesia. The tourism sector has contributed to the National GDP of 5.25% in 2018, with a total foreign exchange of 229.50 trillion rupiah and absorbed 12.7 million workers in the tourism sector (Kemenpar, 2019). In addition, the number of foreign tourist visits was 15.81 million visits and 303.4 million domestic tourist trips.

The increase in tourist visits is inseparable from the government's efforts through the Ministry of Tourism in marketing tourism products. The Ministry of Tourism made the Wonderful Indonesia (WI) and Pesona Indonesia (PI) branding to be the flag in marketing Indonesian tourism. Each brand has its own market. Based on the Decree of the Minister of Tourism of the Republic of Indonesia Number: KM. 142/UM.001/MP/2018 regarding the Wonderful Indonesia Logo and the Pesona Indonesia Logo, states that the WI Logo is used when targeting an international target audience both in locations abroad and in Indonesia,

while the PI Logo is used when targeting the target audience of the Indonesian people in locations in Indonesia (Yahya, 2018).

Strategic activities in the context of developing tourism marketing that have been carried out by the Ministry of Tourism, one of which is the promotion of the 100 Wonderful Indonesia event and one of the annual festivals that the Ministry of Tourism always supports is the Ubud Writers & Readers Festival (UWRF). This festival is an annual event of the Swari Saraswati Foundation which was born by Janet DeNeefe, an Australian-born citizen who has lived permanently in Bali (UWRF, 2019). This festival is a project to restore the world's trust in Bali, which was ravaged by the first Bali bombing which killed hundreds of local residents and tourists, causing the Balinese economy to decline. This event is a place for writers, artists, art activists, directors, scholars from all over the world to gather in Ubud, Bali to share stories and ideas. There is always a different theme presented by UWRF every year.

The world's best literary festival 2019 version of The Telegraph UK (UWRF, 2019), also collaborates with Wonderful Indonesia as one of the supporting sponsors. Through this festival, the Ministry of Tourism, represented by the Expert Staff of the Minister of Tourism in the Management of Calendar of Events, Drs. Esthy Reko Astuty, M.Si. expect this festival to continue to be the best and number one event in the world. Since it was first held in 2004, UWRF has proven to be able to increase the number of foreign and domestic tourists visiting Bali. In 2018, UWRF was able to attract more than 25,000 visitors, with a presentation of 69% of overseas visitors and 31% of visitors coming from within the country (UWRF, 2019). This achievement has also attracted many companies to participate in it as supporters for the success of UWRF.

The purpose of this study is to determine whether the WI brand is recognized by foreign tourists visiting the Ubud Writers & Readers Festival or not. So that this research can provide an overview and information related to the brand.

## **2. RESEARCH METHOD**

The research method uses descriptive quantitative methods. The study was conducted over five days at UWRF to obtain a sample of 25,000 foreign tourists visiting the festival. Sampling using the Slovin formula with an estimated sampling error rate of 10%, so that the number of samples that must be taken is 99,644 and rounded up to 100 respondents. The data collected in this study using a questionnaire. In addition, to support the data collected through the questionnaire, the author also conducted a literature study and browsing through the internet.

## **3. RESULT AND DISCUSSION**

### **3.1 Results**

Strategic activities carried out by UWRF in an effort to promote its festival using various promotional media. Starting from posters, postcards, program books, flyers, billboards, and social media. The media is distributed to strategic places in Ubud, Bali, and Jakarta. Details of the distribution of promotional media can be seen in Table 1.

Table 1: UWRF Promotional Media Distribution  
[Source: UWRF 2019 Partnership Proposal]

Bentuk Media	Lokasi Media	Jumlah Media
Program Book	Ubud, Bali, Jakarta, Website UWRF	4.000
Post Card	Indonesia	500
T-Banner	Ubud	100
Flyer	Ubud, Bali, Jakarta	13.000
Poster	Ubud	300
x-banner	Ubud	100
Billboard	Bali	5

Collaboration carried out by the Ministry of Tourism and UWRF by placing the WI logo on promotional media used by UWRF. The strategy is to encourage the promotion of WI to visitors who come to UWRF. Joint promotional activities can also expand the reach (exposure) of the WI brand by utilizing the market network owned by UWRF (Kemenpar, 2019).



Figure 1. WI logo at the Venue Nekka Museum  
[Source: personal documentation]



Figure 2. WI logo at the Taman Baca venue  
[Source: personal documentation]



Figure 3. WI Logo at Venue Indus  
[Source: personal documentation]



Figure 4. WI Logo on Closing Night Stage at Arma  
[Source: author documentation]

This event lasts for five days with a program of approximately 200 programs with a number of speakers as many as approximately 200 writers, artists, and activists. The venues used to hold this event are very diverse, ranging from museums, restaurants, galleries, inns, and spas in Ubud. Not only in Ubud, UWRWF also held several additional events held in Sanur and Seminyak areas. So that the spread of promotional media is not only in the Ubud area but also in the Sanur and Seminyak areas, so that the reach obtained by WI is getting wider.



Figure 5. WI Logo on Media Poster  
[Source: author document]

Based on the data in Table 1. 300 sheets of poster media were printed and distributed to venues in Ubud. The distribution of media posters is installed in restaurants and hotels that support UWRF, besides that, posters are also installed in schools as a form of UWRF's support for the world of education in Indonesia, especially in the field of literacy.



Figure 6. WI Logo on UWRF Merchandise  
[Source: personal documentation]

The WI logo is not only placed on print media, but also on official merchandise used as souvenirs for the UWRF festival, which can be seen in Figure 6. This merchandise is in the form of bags and t-shirts, which will be sold during the festival. In addition to being sold, this merchandise is also distributed to volunteers who help organize the festival. Volunteers who participate are not only from within the country, but also many volunteers from abroad who deliberately come to help make this festival a success.



Figure 7. WI Logo on Billboard Media on Jl Raya Pengosekan and Puri Ubud  
[Source: personal documentation]

The target audience is not only foreign tourists in Ubud, UWRF also targets visitors who come from the Sanur, Kuta, Legian, Seminyak, and Canggu areas. As in the data in Table 1. UWRF installs billboards in strategic places at crossroads such as on Jl. By Pass Ngurah Rai, South Kuta, Badung Regency; Jl. By Pass Ngurah Rai, Sanur, South Denpasar, Tohpati, Jl. Raya Pengosekan, and Ubud Palace. In Figure 7. It can be seen that the WI logo is also installed on each existing billboard.

In Figure 8. UWRF also provides a shuttle bus for visitors who do not bring a vehicle and makes it easier for them to change venues according to the program they are participating in. In addition, the procurement of shuttle buses also reduces congestion caused by private vehicles who want to attend this festival. The limited parking space and limited access to the main road in Ubud have resulted in congestion which also disrupts activities in other sectors.



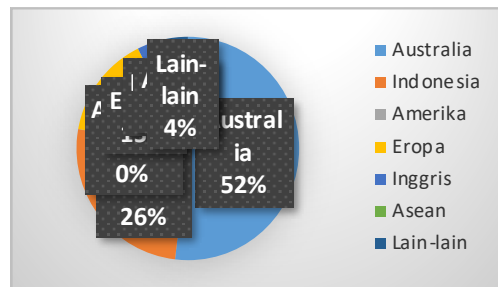
Figure 8. WI logo on the shuttle vehicles  
[Source: personal documentation]

### 3.2 Discussion

There are two discussions of descriptive statistics. First, the discussion of descriptive statistics to explain and describe various characteristics of respondents based on gender, age, last education, occupation, and other matters related to this research.

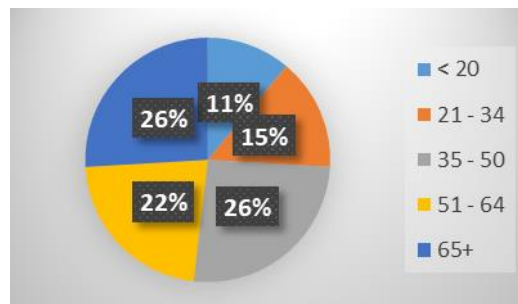
Second, a descriptive discussion to find out the distribution of respondents' answers and how far the variation of respondents' answers from each dimension of this study.

Data collection was carried out in October 2019 by distributing questionnaires to 100 respondents. Respondents in this study were UWRF visitors on 23-27 October 2019. Based on the calculation of the questionnaire that has been carried out, it was found that the respondents were dominated by Australian citizens with a total percentage of 52%. Furthermore, visitors who were European nationals attended with a total presentation of 15%, while those who were British were 3%.



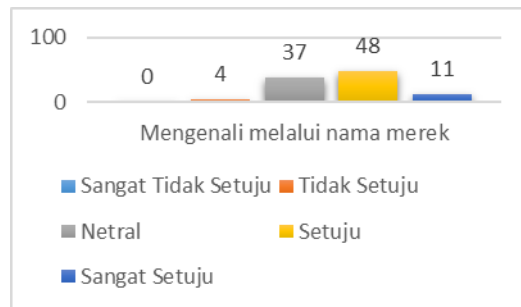
Grafik 1. Responcents Nationalities  
[Sumber: Hasil pengolahan data]

Grafik 2. Menyajikan tentang rentang usia responden penelitian. Dari grafik di bawah dapat diketahui bahwa dari total 100 responden yang terlibat dalam penelitian, mayoritas rentang usia responden adalah 35-50 dan 65+ dengan jumlah presentasi yang sama yaitu sebanyak 26%. Responden dengan rentang usia 51-64 tahun sebanyak 22%. Sedangkan responden berusia 21-34 berjumlah 15 responden. Golongan usia responden yang paling minin presentasinya adalah golongan usia <20 tahun dengan presentase pengunjung sebesar 11%.



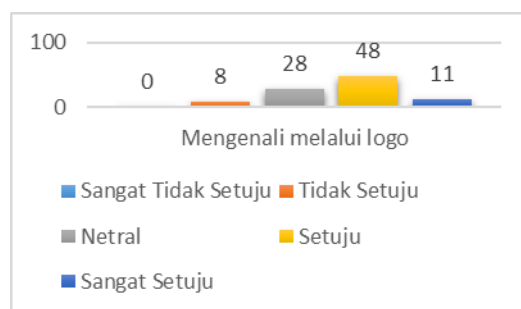
Grafik 2. Responcents age  
[Sumber: Hasil pengolahan data]

Graph 2. Presents the age range of the research respondents. From the graph below, it can be seen that from a total of 100 respondents who were involved in the research, the majority of the respondents' age range was 35-50 and 65+ with the same number of percentages, namely 26%. Respondents with an age range of 51-64 years were 22%. While respondents aged 21-34 amounted to 15 respondents. The age group of respondents with the lowest presentation is the age group <20 years with a visitor percentage of 11%.



Grafik 3. Frekuensi Dimensi Brand Recognition Melalui Nama Merk  
[Sumber: Hasil pengolahan data]

The Brand Recognition dimension is a dimension related to how one can recognize a brand with the help of existing brand elements. In this dimension, the measurement shows the respondent's ability to identify and differentiate a brand from other brands. From the results of the elaboration of theory by researchers, in recognizing a brand, consumers are assisted by various stimuli or assistance in the form of brand elements owned by the brand. The brand elements used by WI in this study were measured by two indicators, according to the brand elements used by Wonderful Indonesia, namely the brand name and logo. In Graph 3. it can be seen that 48% of visitors recognize the WI brand through the brand name, namely "Wonderful Indonesia" and in the Graph. 4 as many as 52% of visitors recognize WI through the shape of the logo, namely Garuda.



Grafik 4. Frekuensi Dimensi Brand Recognition Melalui Nama Merk  
[Sumber: Hasil pengolahan data]

#### 4. CONCLUSION

This study aims to determine how much brand awareness of UWRF visitors to WI. Based on the research that has been done, it can be concluded that the form of cooperation between WI and UWRF is mutually beneficial in terms of both parties. This can be seen from the respondents who have filled out the questionnaire that they already recognize the WI brand either through the brand name "Wonderful Indonesia" and the shape of the Garuda logo. WI's strategy by collaborating with UWRF has helped increase brand awareness and helped to expand the reach of the WI brand by utilizing the market network owned by UWRF in both domestic and foreign markets.

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