Destination Branding on Indonesian Tourism (Analysis of Laura Oswald's Marketing Semiotic in @kemenparekraf.ri)

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Abstract. This paper describe an analysis study of destination branding on Indonesia tourism at official Instagram account owned by the Ministry of Tourism and Creative Economy (Kemeparekraf) @kemenparekraf.ri using Laura Oswald's Marketing Semiotic analysis. By using one of their project 10 "*Bali Baru*", reader has been taken to see how Kemenparekraf as the brand owner translate the message that they want to convey to their follower through the post that has been uploaded at the account. The findings show that Kemenparekraf is not working at their maximum level trying to convey the message through symbols on the selected posts. Unfortunately, this can affect Indonesia tourism's destination branding and Kemenparekraf's brand image in front of their follower.

Keywords: Destination Branding, Marketing Semiotic, Instagram.

1 Introduction

Indonesia's tourism industry is developing rapidly, proven by being the fourth for national income in 2018 with 19.29 million dollar and already setting the target for being the first one with 20 million dollars in 2019. Indonesia tourism becoming the 9th place for the fastest tourism growth by the World Travel & Tourism council in 2019 also ranked 40th for Travel & Tourism Competitiveness Index in 2019[1]. As for the growth of tourists, based on BPS (*Badan Pusat Statistik*), the number of foreign tourists increased 14% in 2014-2018 with 15.81 million people[1].

In 2016 through President's mandate, Kemenparekraf declare ten destination priority or for short called 10 *"Bali Baru"*. They are Danau Toba, North Sumatera; Tanjung Lesung; Tanjung Kelayang, Kepulauan Bangka Belitung; Kepulauan Seribu; Borobudur, Central Java; Bromo, East Java; Mandalika, West Nusa Tenggara; Labuan Bajo, Flores; Wakatobi, Southeast Sulawesi; and Morotai Island, North Maluku. The reason why those destinations selected because, business wise, they can attract tourist quickly so it can have direct impact to the destination and neighborhood. Thru *Nawa Cita*, President Joko Widodo appoint Kemenparekraf, coordinating ministry for economic affairs, ministry of transportation, and ministry of public work and public housing to collaborate and make this program success. They will make these ten destinations their priority and fix supporting things that will help such as infrastructure, airport, public facilities, etc [2].

Kemenparekraf is one of the ministries that is following the trend by taking the internet seriously. They realized that the media and the society slowly but surely changed its directions. Television and mass media like printed media are not that adequate to be the only communication channel to convey the message to society. Moreover, their biggest target audience is millennials so they have to adjust to have their attention. As millennials are the biggest social media users, they extend their channel to social media [3]. There are one official website and four official accounts in four social media platforms, Facebook, Twitter, Instagram, and Youtube that are ready to be utilized.

To make the program 10 *"Bali Baru"* success, they use all of their communication channels to spread the good news. The message is being adjusted to the platform, especially for the website and social media. Just like Kharisma Citra said in the interview, she's the head of sub-department information and complaint service (*Sub Bagian Pelayanan Informasi dan Pengaduan*) in Kemenparekraf, that the website is the main reference for all the people that curious about Indonesia tourism so it made as informative as it can be also user-friendly so they can easily look for the information that they need. As for the media social official accounts are being adjusted to their targeted audiences. For example, in Facebook the information is being delivered with storytelling style meanwhile in Twitter they use short style (*kultwit*) because of the platform limitation, in Instagram they boost with information that have an attractive visual, and in Youtube with the informative video. In line with that statement, Arief Yahya, the former Minister period 2014-2019, once said that the usage of the internet in Kemenparekraf is already a must. Since their target audience is gadget-savvy-millennials, one of many ways to attract their attention is through social media. They already experience the power of social media where a place can be famous in a second because someone posts a beautiful picture of it on Instagram and tells their journey in a blog or record and shares it on Youtube. So they take social media to the next level by having a dedicated team to manage it. He stated that the more digital (kemenparekraf), the more global, personal, and professional. Means that Kemenparekraf should be able to convey more personalized information, the information should be accessible and could be delivered to the global society, and by having an official website and verified accounts in social media platforms will make Kemenparekraf more professional. That's one of the many reasons why Kemenparekraf should take it seriously about the internet and using its media to the fullest.

Instagram becoming one of the social media that is interesting to be discussed not only because of its popularity but also the target audiences is so wide. According to Hootsuite [4], Instagram is the 4th rank for the most popular social media in Indonesia after Facebook, Whatsapp, and Youtube. Instagram gives the image and video portion as the main attention than the word in the caption. Because of it, users create a post that focuses on visuals so it can attract others and they will give them a response (called engagement) like hitting the like button, giving comment, following the account, or sharing it to others.

A photo that is uploaded to Instagram could be a commodity, it can attract attention so it can be sold. In line with that idea, it can apply to tourism using place branding concepts. Place branding is a concept where a place can be used as a brand so it will be in the same level as product and service[5]. But because there are many factors that can take effect to a place so it will make it more complex than just a branding on a product/service[6], [7]. This concept has some concept derivatives, one of it is destination branding that focuses on branding a destination [8]. Unfortunately some researchers mix those two concepts because place and destination are two things that are hard to be separated [7], [9], [10]. But as Briciu [11], said, a place that is given a new label as a destination is born from the tourism's point of view. Whereas for place the scope is wider; place correspondence with the environment include

politics, investment, trade, immigration, and media [12]. As for the similarity these concepts can be used for a city, county, or even a country.

A successful destination branding is a branding that is always being heard and lingering in consumer's memory, knows the difference from its competitors, keeps promises or meets the expectation, and simplifies consumer's choice [13]. In other words a destination depends on the promised expectation and how it can make it happen. To make it successful, the brand owner should know how consumers perceived the brand. By knowing it we can assess if the message conveys according to our desire.

10 *"Bali Baru"* is one of the ongoing programs since 2016. A lot of things that Kemenparekraf do to make it successful, one of them is spreading the message through all the communication channels that they have including Instagram. Since their target audience is millennials, they should use it as much as possible. Their official account on Instagram (@kemenparekraf.ri) should give a bigger portion so it can make an impactful impression because, like the program's name ten priority destinations, it should be a priority destination to visit. The brand identity that represents destination branding that Kemenparekraf did in the account should be strong enough. With a strong brand identity, the consumer will get the exact and consistent message that the brand owner wants.

This research will review destination branding of Indonesia tourism especially 10 *"Bali Baru " that* Kemenparekraf did in its Instagram official account. With several selected posts, we could see whether the admin selects a right picture or video and makes a right caption that will represent the right destination branding according to what Kemenparekraf wants to convey in general. This review aims to give reference in managing Instagram accounts so it can be used not only in Kemenparekraf but also in other government social media's account.
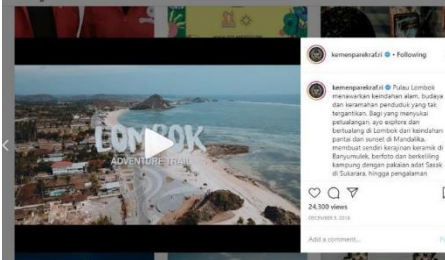
2   Research Method

This research uses a qualitative method that will help us to understand the message that Kemenparekraf wants to convey in their official Instagram account. By using this method, it can process and explain causally and as-a-whole for social and human related problems. Researcher expected to give explanations, analyze word, image, and all the data that can be found in the origin environment and translate it into something that is easy to understand [14]. The focus is on ten destination priority or 10 *"Bali Baru"* so researcher will look at all the posts that have been uploaded in @kemeparekraf.ri account in 2019. After that it will be classified into ten destinations and will be calculated for its engagement rate so it will have one representative post for each destination.

Laura Oswald's marketing semiotic has four main points (selection and combination, paradigm and syntagm, metaphor and metonymy, and meaning and reference) that will be use to analyzes the selected post and will be use to assess whether the same message has been convey in each pos [15].

3 Result and Discussion

FIGURE 1. Table for the representative post for each destination.

No	Destination	Date	Engagement rate	Status	Post
1	Danau Toba	July, 19th 2019	12,98%	Single Post	
2	Labuan Bajo	Dec, 8th 2019	5,2%	Single Post	
3	Mandalika	Dec, 5th 2019	4,82%	Single Post	
4	Morotai	Aug, 10th 2019	4,65%	Single Post	

No	Destination	Date	Engagement rate	Status	Post
5	Borobudur	Dec, 28th 2019	4,06%	Single Post	
6	Wakatobi	Feb, 6th 2019	1,95%	Plural Post	
7	Kepulauan Seribu	July, 15th 2019	1,8%	Plural Post	
8	Bromo	July, 3rd 2019	0,8%	Single Post	
9	Tanjung Kelayang	March, 8th 2019	0,54%	Single Post	

No	Destination	Date	Engagement rate	Status	Post
10	Tanjung Lesung	April, 2nd 2019	0,21%	Single Post	

From ten destination priority or 10 *"Bali Baru"* there are only three posts (Tanjung Kelayang, Kepulauan Seribu, and Wakatobi) that can be included in the category of supporting the 10 *"Bali Baru"*'s program. These three posts supporting the program by introducing the tourism destination as part of the program. Meanwhile the rest of it cannot be concluded as opposing the program because all of it still gives exposition and awareness to the follower to each destination. Not only introduce new tourism like Morotai festival but also tourism attractions that are not far from the main attractions like the Kaldera Toba Nomadic Escape, Dlinggo tea forest, Deloano Glamping, Padar Island, Sukarara village, etc. Besides that, all the posts that have been uploaded show the government's effort to build tourism destinations and facilities and infrastructure that are also needed to develop the attractions that can attract local and foreign tourists.

In line with Kharisma Citra's statement that it was one of the strategies from Kemenparekraf to overcome the boredom that will arise when the admin posts the same destination again and again. Basically, when Kemenparekraf has a program with one tourism destination, it will be visited several times to make a preparation, build facilities and infrastructure until it has a proper opening ceremony that will be announced to the world. The strategy is when it comes to making a post for the same destination, they will give different approaches like discussing the history, the trivial fact, tips and tricks when tourists visit the destination and many more.

When we see from destination branding's point of view, there are two keywords: identification and differentiation. For the identification process, researchers consider that all the ten posts are being identified clearly. All the posts showing the view of the surrounding and the natural beauty for each destination with their main tourist attraction that will be their modal to sell. While the drawback is there are two destinations (Kepulauan Seribu and Wakatobi) that don't have a single post to be put in the representative post so it can't be highlighted and give more information to the tourist. Other things that can be highlighted is in the representative posts there are many images or videos showing the picture of the Kemenparekraf's officer. It is unfortunate because the program should be the main focus and get a bigger portion of support. The representative post should be a single post (a single post means that in one post only contains one destination) for each destination that describes the beautifulness of each destination and attraction that also shows what the government does to support the program. Also, it will be so much better if the photo of Kemenparekraf's minister and officer are being limited because it will send a message that this account is a personal account instead of an organization account that should give more information about the work plan that is not covered by national and conventional media.

As for another keyword differentiation, researchers consider that this point is not clearly explained. There is no specific distinction from one destination to others. Probably because the landmark in Indonesia is kind of similar, it contains beaches, mountains, and forest. But

researchers can see the effort that Kemenparekraf made to its post by telling its name and the city in the image and caption. Another bad point is there is no clear distinction for each program, in this case the 10 *"Bali Baru"* and five destination super priority that having the same 4 destinations. There are posts that introduce the destination as five destination super priority instead of 10 *"Bali Baru"*. It's not a good decision since it can confuse the follower. This inconsistency between brand identity and brand image can make the message not delivered well. This is why differentiation is one of the keywords of destination branding because if the consumer can't tell the difference so the brand owner is already losing their interest.

Kemenparekraf uses social media to be an informative official media that can be reached by people anytime and anywhere. This is why they can't be targeted by the number of followers, love, like, view, and comments. As Citra said that if they focus on those things and are listed into their KPI, they as the admins will do everything that they can to achieve that including buying from 3rd parties and making a sensational post in that grey area. Though as said by Kavanaugh et al. (2012) that social media can help the government to identify problems in real time so it can't be accomplished. Kemenparekraf told its admin to be wise in social media. Wise when choosing the post that will be uploaded, choosing the image and the words in the caption, and when responding to the rude comments in the comment section. Admin is the representative of the ministry that should give trusted information to the society so the truth must be accountable (Citra, 2020). But still its performance needs to be checked or being assessed so we know if the information is attractive, clear, and convey the same message that the ministry wants to be conveyed. So, one of the tools that can be utilized is survey. It can help Kemenparekraf for having a benchmark for making the right formula to running the social media account that will give maximum effort through its post.

Even though Kemenparekraf did not pass the grade with a flying color but overall, they tried to send the message well. Not only focus on certain programs but also inform society about the current situation from the older work plan, in this scenario is 10 *"Bali Baru"* that start in 2016. The update from building facilities and infrastructures to UMKM (Small Micro Medium Enterprise), new attraction, also collaboration with 3rd party like media are included in their posts. Other things that could be improved is the clarity for the program's classification, selection for the image (not only focus on the minister or officers), and repetitiveness information in the caption. If those things could be improved, the Instagram account could give a better and clear brand identity to destination branding on Indonesia tourism.

4 Conclusion

Kemenparekraf as a brand owner is trying to make brand identity as clear as possible in one of the official social media accounts, @kemenparekraf.ri. They realize that destination branding is very important for Indonesia tourism and this is also the reason why Kemenparekraf is going digital with developing websites and have several official accounts in several social media platforms. With a clear destination branding tourist can get all the information that they need to help them decide their travel destination. Unfortunately, from the representative posts in 2019, Kemenparekraf is not doing its best on differentiation. There is an inconsistency when introducing a destination that leads to confusion for the followers on Instagram. Instead

of being a trusted account that will spread information and give a positive impact to society, it will be a drawback for Kemenparekraf.

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