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## **THE EFFECTIVENESS OF MEDIA STRATEGY BY MINISTRY OF TOURISM REPUBLIC INDONESIA FOR INCREASE BRAND EQUITY OF WONDERFUL INDONESIA**

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### **Abstract**

*National branding of Wonderful Indonesia brings Indonesia as the top 20 fastest growing destination in the world ( The Telegraph, 2017). The national media, The Jakarta Post release that Indonesia Tourism growths top Malaysia, Singapore and Thailand. Indonesian growth is 25,05% and ASEAN Growth only in number of 7%. This growth indicate that campaign of brand Wonderful Indonesia as a national branding for Indonesian tourism is in good performance. World Economic forum release that number of competitiveness of Indonesia in tourism increase from 65 to 47 in 2017. This not In best perform, the number of competitiveness can increase if the strategy find the quick win to be more effective. This research will know about how communication and media strategy by The Ministry of Tourism increase brand equity of Wonderful Indonesia?. This paper will contribute to increase the effectiveness of communication and media strategy to increase brand equity and gain the 20 Million tourist in 2019 as the target of the Indonesian Government. This paper will know how communication and media strategy to increase brand equity of Wonderful Indonesia as tourism brand. This paper will analyze the communication and media pattern of POSE strategy (Paid Media, Own Media, Social Media and Endorser). This method of the research is using descriptive qualitative and by analyze the data by interview the number of Ministry Tourism member, policy maker, annual report and mass media studies during September – December 2017. This paper result is descriptive of effectiveness POSE method by*

*showing SWOT analyze and recommendation quick win to increase effectiveness of communication and media strategy to increase best performance of brand equity of Wonderful Indonesia*

## **Keywords**

**Communication, Media Strategy, Brand Equity, Wonderful Indonesia**

## **1. Introduction**

Ministry of Tourism Republic Indonesia announced a new global digital marketing campaign to increase tourism to the world's largest archipelago and fourth most populous country by Wonderful Indonesia brand. The main goals Wonderful Indonesia campaign by Ministry Tourism of Republic Indonesia is reach 20 millions visitor in 2019. The Minister focused on strategy for achieving the target, and the main strategy is marketing communication, promotion and media strategy. Ministry of Tourism state that Wonderful Indonesia for international branding, and now the brand running as national branding for tourism by President Joko Widodo. The main strategy to increase Wonderful Indonesia brand equity is optimizing the media strategy.

Wonderful Indonesia vision is for Envisage a national identity, unity of nation in multicultural, people's welfare and international cooperation in tourism. The vision consist of four mission, and the point for this research is mission to develop promotion and tourism destination in order to obtain competitive advantage (*Kemenpar.go.id*).

National branding of Wonderful Indonesia brings Indonesia as the top 20 fastest growing destination in the world ( The Telegraph, 2017). The national media, The Jakarta Post release that Indonesia Tourism growths top Malaysia, Singapore and Thailand. Indonesian growth is 25,05% and ASEAN Growth only in number of 7%. This growth indicate that campaign of brand Wonderful Indonesia as International branding for Indonesian tourism is in good performance. World Economic forum release that number of competitiveness of Indonesia in tourism increase from 65 to 47 in 2017. But the number of competitiveness is under than Singapore, Malaysia and Thailand.

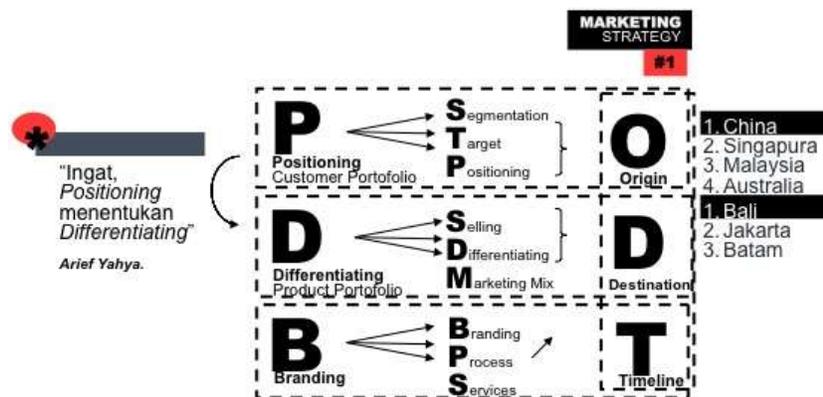
Media strategy as the part of promotion and marketing communication strategy play important factor. By knowing the communication and media strategy, obtain increase the number of effectiveness and brand equity of Wonderful Indonesia. This not In best perform, the number of competitiveness can increase if the strategy find the quick win to be more effective. This research will know about how communication and media strategy by The Ministry of Tourism increase brand equity of Wonderful Indonesia?. This paper will contribute to increase the effectiveness of communication and media strategy to increase brand equity and gain the 20 Million tourist in 2019 as the target of the Indonesian Government and increase the competitiveness of Indonesia tourism index. This research will know how communication and media strategy rising up brand equity of Wonderful Indonesia as tourism brand.

## I. LITERATURE REVIEW

### Tourism Marketing Communication

Tourism marketing communications is a branch of marketing communications science which focuses on marketing communication and tourism. The Ministry of Tourism has special scheme for communication in tourism marketing. Philips Kotler said that marketing communication science focused 4 elements of product, place, price and promotion ( Kotler, 2016). This research focus on promotion that media strategy become variable in measuring brand equity of Wonderful Indonesia. Ministry of Tourism focus on 3 aspects in marketing communication, destination, origin and timeline. Another pattern are collaboration between positioning, differentiating and branding.

Basic theory for tourism marketing communication is the concept of marketing strategy, marketing tactic and marketing value. Positioning refer to the customer, while differentiating refer to product and branding referring to the value. This collaboration can be seen in the following table ( Arief Yahya: 2013)



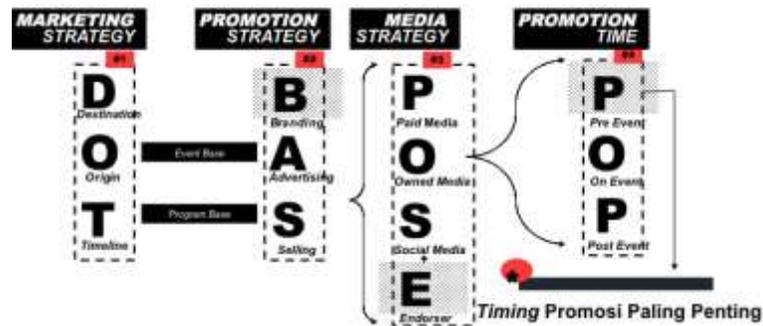
( Arief Yahya , Ministry of Tourism )

The concept of tourism marketing communication could not be found separated from the use of promotion mix. Promotional mix used for increasing brand equity include advertising, public relations, sales promotion and personal selling. These four elements can be used in conjunction to improve and optimization of the success of a branding by relating with media strategy

### Media Strategy

Arief Yahya, The Minister of Tourism said that Ministry of Tourism develop three elements walk hand in hand with promotion. There are marketing strategy, promotion strategy and media strategy. For marketing strategy have just explain in the up section. Promotion strategy consist of BAS ( branding, advertising and selling).

Media strategy as the focus of this research consist of 4 element called POSE (paid media, own media, social media and endorser). Paid media is media operate by agency or external organization and the Ministry of Tourism rent their space. Own media is media develop by internal (Ministry of Tourism). Social media is digital platform develop by some companies so that people can use as personal media. People in social media became a media when they have a number of follower, built an engagement and being opinion leader. Endorser is media strategy by using key opinion leader ( KEOL) in each media for supporting communication program. Endorser is an icon from brand, represent the brand and giving testimony about the brand. Some of endorser are public figure, and artist or people who has a large number of follower and build active engagement as media. Media strategy by Ministry of Tourism can be seen in the following table ( Arief, Yahya 2016) :



( Arief Yahya , Ministry of Tourism )

Various media today is growing very fast. Each media platform has its own advantages and character. The use of various media becomes an option for media strategy. This is considered effective because every media has its own market and character. This media mix is above the line ( ATL) and bellow the line media. Various types of media both print, electronic and online mix into various media for achieve the goal.

The strategy of media usage in tourism concept has different timeline. Timeline depends on the target audience and the type of information to be deliver. Event as a promotional model has a special timeline in Ministry of Tourism. Distribution of information as an example, and the timeline implementation allocated in pre event, on event and post event.

## Brand Equity

Brand is a name, term, sign, symbol, design or combination of them, intended to identify the goods or services of single seller or group of seller and differentiate them from those competitors (Philips Kotler, 2016). Brand equity are groups of asset build in long term invesment. The acomplishment of brand equity is value about the brand for consumers ( public), seller and company ( Ministry of Tourism). There are 3 methods for increase brand equity by build, borrow and paid. The factor of brand equity consist of brand awareness, brand assosiation, brand perception and brand loyalty.

Brand equity or brand strength is the control of purchases by brand, and the goodness of brands, brands as assets that can be used to generate income. The power of a brand that can increase or decrease the value of the brand it self that can be known from the consumer response to the goods or services sold (Kotler, 2016). Brand reputation refers to how a particular brand (whether for an individual or a company) is viewed by others. A favorable brand reputation means consumers trust your company, and feel good about purchasing your goods or services.

Key success for branding is depend on brand reputation. Knowing the brand reputation can be seen by analyze and identifying all business or brand comments both negative and positive. For online reputation can analyzing the first and two pages of google search term and identifying the common themes, comment and conversation high light sites. Online reputation also calculate by examined the consistency and accuracy of branding, assessing the content media and public relation. Optimizing of SEO ( search engine optimization) and competitor review and improving all channels and with all audiences in outline strategy and work plan.

## **II. METHODOLOGY**

This research using descriptive qualitative method and by analyze the data by interview the number of Ministry Tourism member, policy maker, annual report, social media and mass media studies during September – December 2017. The data will proceed by triangulation method by analyze data from the interview, mass media study, report study and analyse by researcher. Reseracher interview with the staff of Ministry of Tourism, and the agencies partner as branding consultant and policy maker in Ministry of Tourism. Annual report from Ministry of Tourism also paper presentation of the Minister . Reseracher participate the online campaign of Wonderful Indonesia in portal news and social media platform such as twitter, instagram and facebook fanpages during the research.

## **III. RESULT AND DISCUSSION**

To improve brand equity and success of campaigns Wonderful Indonesia's Ministry of Tourism works collaboratively with various elements and elements. This collaboration is known as tourism pentahelix element that is ABCGM (Academician, Bussiness, Community, Government and Media). Ministry of Tourism involves various elements as a form of action and quick win in achieving the target of tourism competitiveness index by UNWTO and the number of tourist visits 20 million in 2019.

Wonderful Indonesia campaign is carried out with a variety of destination and promotional strengthening strategies. Creating 10 new destinassion called “10 Bali Baru “ as a superior product that is sold with the label of Wonderful Indonesian becomes the main strategy. This strategy is apply in promotional timeline of making pre-event promo schedule, on event and post event. The provisions of time and accuracy of the audience became the key to success promotion and bring tourists to come. This can be seen in the achievement of the 2017 target of 15 million visitors.

Consistency branding Wonderful Indonesia seen from the design of promotional materials conducted in all media both outdoor media such as billboards, videotron, buss advertisement, electronic media, print media and online campaigns through social media. Fact finding that brand Wonderful Indonesia is not changed but in the last 3 years the logo changed although not significant. This is quite disturbing because in some media campaigns look different shapes and color composition.

As a part of marketing and promotion strategy Ministry of Tourism focus on 4 elemen media strategy for implementation communication and marketing program and campaign Wonderful Indonesia. By an

interview from policy maker, and member of marketing staff and review from media during September until December 2017 researcher reported that:

Paid Media , Ministry of Tourism establish cooperation with various advertising agencies ( national and international) and media in accessing media space. Outdoor media for example the Ministry of Tourism advertises in billboards and videotrons both idomestic and foreign . Various spot in big cities in the world show baliho and videotron wonderful Indonesia campaign with various destinations. In addition, various Wonderful Indonesia promotion appear in various taxi or buses in major cities of the world such as Berlin, London or Paris. Other media space purchases are made with various print and electronic media. Wonderful Indonesia advertising in television for example done to strengthen branding wonderful Indonesia. Other media such as inflight magazine, advertisement on board becomes an option to make media purchases.

Various print media international, national and local also become a media partner with the Ministry of Tourism. The Ministry of Tourism purchases print media space and electronic news portals for advertorial of successful tourism program, policy socialization and various branding of Indonesians by selling 10 leading destinations or known by 10 new bali. The popular destination and main tourism event becomes the branding material. By adapting the timeline promotion pre event, on event and post event media contribute to people perception about the product. Media release about the success story and the impact both of social and ecominic.

Own Media, Ministry of Tourism develop its own media such website *www.kemenpar.go.id* as official media and public communication tools of the ministry of tourism with the public and various stakeholders. While associated with the destination, Ministry of Tourism create a special website *www.Indonesia.travel*. These two websites have different functions and able to give the impression of convenience for information seekers significantly. Furthermore, own media is made through post material such as bulletins, guide books, calendar of events, policy publications, and various materials such as brochures, books or maps of tourism. Other post material made in various merchendaise Wonderful Indonesia such as t-shirts, bags, and mercendaise other travel.

Social media becomes the popular media in tourism. The development of social media platform in this decade gave an advantages for tourism promotion and campaign of Wonderful Indonesia brand. Ministry of Tourism absorb this opportunity and build their official social media @kemenpar and @indtravel. The strategy in social media is using permanent hastag for their campaign that is #WonderfulIndonesia. The engagement within follower and traveller connect by the hastag and being more effective for searching method in social media platform. The Misnistry of Tourism organize their information about event and main destination in any social media platform. The official social media can find easily in Instagram ( most popular social media traveller), Facebook Fanpage, Twitter and Youtube.

Differences of information management between social media channel kemenpar and Indonesia.travel. is effective ways to manage the information. In these various social media channels the Minystry of Tourism serve the different info. Kemenpar refers to public information about the profile, policy and some event, ang indtravel refres to destination. Social media has become a very effective medium. Hastag #WonderfulIndonesia as the searching keywords in December 2017 reach 3.736.035 user. Hastag not only derived from the Ministry of Tourism but a variety of personal accounts, media and traveller community. This show how Wonderful Indonesia brand strongly influence on traveller perception and public opinion. The number of followers of the official account of the Ministry of tourism has not dominated the various travel accounts.

The appearance of personal social media account such as traveller, blogger or netizen who interest in tourism give some significant effect for brand equity of Wonderful Indonesia. They use the hastag as voluntary and continously while posting an destination or event such as tourism agenda. There is a

number of personal media account that have more than 100.000 follower and active engagement and the called as key opinion leader. Travel agent and some company that operate their bussiness in tourism also built their social media and promote Wonderful Indonesia brand.

Communities as a part of pentahelix platform by Ministry of Tourism conduct best performance in increasing Wonderful Indonesia brand. They often made some trending topic and viral news on social media and show the positive influence on media respon analytic. The positive sentiment drive people to explore more and seek the detail information in another platform like news or official website. The trending topic in social media and viral appears impression and boost the media value, automaticly this strategy increase the brand equity and brand awareness of Wonderful Indonesia. The strategy is more and more people talking about tourism and Wonderful Indonesia, so the brand grow up and more popular. During september until december 2017, media value and impression in twitter platform from the example is rather 5 until 300 million. This number show that the campaign is effective because when something trending and viral will affect the editorial of news bioth electronic, online and print media.

Endorser, conducted by the Ministry of Tourism is to establish cooperation with various key opinion leaders such as, artist with a certain number of follower. For example is Dimas Seto, Prilly, Dude Herlino, Rossa, Indrabekti and many other as Indonesian popular artist. Endorser in various travel activities with blogger and vlogger also common activities. For example trip with blogger and vlogger Arief Muhammad in main destination. Endorse ontop ratting television program like My Trip My Adventure also give the best performance for Wonderful Indonesia brand. Currently there is a memorandum of understanding with 21 artist entrepreneurs to include a logo of Indonesian wonderful on its products.

During 2016 Wondeful Indonesia obtained 46 awards for various categories in 22 countries. Various worldwide award achieved, among them are 3 awards in Dive Magazine Travel Awards, “ Best Destination of the year 2017” at TTG Travel Award Thailand and 2 awards at UNWTO Video Competition Award which is “ Best People Choice” and “ Winner East Asia and Pacific”. Last years , in 2016 Wonderful Indonesia also won 12 awards from “ Wolrd Halal Travel Award ” Abu Dhabi.

The performance index for Wonderful Indonesian brand also increase in several number. Performance index of Wonderful Indonesia brans is at number 47 in World Economic Forum (WEF) 2017. The number is represent that brand performa and awareness is more higher and more popular. The indicators used are digital demand, brand positioning strategy, brandtags and online viewer from abroad. The index is as follows:

Nation	Country Brand Strategy Rating ( Max= 100)	
	Rank	Point
Japan	42	79.5
India	81	72.6
Singapore	38	79.7
Indonesia	47	79.1
Hongkong	17	84.8

Korea	52	78.7
Thailand	68	74.7
Malaysia	85	72.1

( World Economic Forum 2017)

Wonderful Indonesia brand performance high by the consistency in implementing marketing strategy program based on the pattern of marketing communication and media strategy. Wonderful Indonesia brand in various campaigns conducted from 2010 to 2017 achieving market share for tourism branding in worldwide. This world recognition is evidenced by the increase in index and ranking in the market share of worldwide tourism brand. This positioning is affirmed through the achievement of awards from various institutions.

Differentiation of Wonderful Indonesia brand pattern presents various product such as nature, culture, modernity or adventour and senses. Color pattern in promotional materials has not been fully understood by the public. But brand Wonderful Indonesia has been well known and more popular. One of the strategic steps undertaken by the Ministry of Tourism only perform with main destination that selected with aspect of attraction, amenity and accessibility. The qualified destination branding with Wonderful Indonesia and giving information for explore further in call to action step. While destinations that do not meet the criteria are not given the logo of wonderful inonesia. This is to keep the promise of the brand itself and this step is very effective in maintaining the brand image. This strategy is a marketing tactic.

The unity of promotional material through the four pillars of the media (paid media, own media, social media and endorser) makes the media strategy more powerful. Various information is presented on various media platforms but has the same purpose and to be related. Media strategies conducted by making positive news will increase trust to the Ministry of Tourism and increase the reputation of the destination product and lead to the reinforcement of Wonderful Indnesia brand.

Media strategic used for incrising Wonderful Indonesia brand is relatet among type of media. When we saw the billboard or videotron with the limited information, we find the call to action with the statement “ explore further” and link to the other media platform such as website, social media or news portal with the barcodes. The function of website is landing pages where did the people can fing more and detail information about the campaign. By using the same hastag ini more than one media platform increase the impression and media value, so the communication is efective.

Build the strong social media, website and the other platform in single managemen can be increasing the engagement during official account with the public. Official account play the center, public and follower are reposting and using the official as reference. More active the follower, higher the interaction and more people reach boost the promotion more effective. The use of social media in various platforms enables market expansion and creates brand loyalty. This is evident in the use of

#wonderfulindonesia tags on various social media platforms consistently creating trending topic and viral on social media increase the awareness and loyalty. Brand performance will be visible with clicking on the tags. By the research when we klik Wonderful Indonesia in search engine, the result in page 1 google is website by Ministry of Tourism [www.indonesia.travel](http://www.indonesia.travel) and Official website of [www.kemenpar.go.id](http://www.kemenpar.go.id). Search engine optimasion is an effort to maintain reputation and brand loyalty. Competitor review is always done by looking at the comparison between Wonderful Indonesia bran with various world tourism brands.

## IV. CONCLUSION

The effectiveness and media strategy for Wonderful Indonesia brand campaign by Ministry of Tourism is by using related and combined any media platform. Combination between ATL and BTL Media and devide into 4 platform paid media, own media, social media and endorser produce high impression and media value. Media impression achieve when the information and material campaign trending topic and viral and giving high score of media value. Collaboration beetween ABCGM ( Academician, Bussiness, Community, Government and Media ) also prompt the best performance in increase awarenes and brand equity of Wonderful Indonesia. The brand equity being higher with the good reputation for winning the award and inetrnational achievement and also receive positive sentimen on media engagemen, interaction and news. Digital reputation of Wonderful Indonesia deliver into SEO optimization and Wonderful Indonesia tag in any social media platform, the keywords in search engine platform and positive news about the Ministry of Tourism, Awarding for Wonderful Indonesia and best servicess in tourism destination. The communication and media walking more effective with consistent in promotion timeline and quality of information.

The Ministry of Tourism have to develop more in digital platform such as the biggest social media account about Indonesian tourism and aplication for public information service. Now, the private company platform more popular and leading like traveloka and agoda. The logo of Wonderful Indonesia must be consistent for pattern n color combination in order to avoid false utilization by the public, community , bussiness and to increase the logo awareness and loyalty.

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