

# **Media Branding Policy Strategy “The Heart of West Lampung” In Tourism Destination Development**

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## **Abstract**

Improvement and optimization of publication services that focus on disseminating the potential of tourism and culture in Pesisir Barat Regency into an attractive, innovative and economical information package, so that information on tourism and cultural potential can be accepted by domestic and foreign tourists. The purpose of this study is to examine the media branding strategy in tourism development policies in Pesisir Barat Regency. This research method is qualitative. Based on the results of the study, it is known that the media branding strategy in Pesisir Barat Regency needs to be carried out by the local government, considering the application of media branding in Pesisir Barat Regency which is still relatively new compared to other regions. The Pesisir Barat Regency Government must be able to build a strong brand strategy for the region, of course, is in accordance with the potential and positioning of the target area. Tourists will remember the Pesisir Barat Regency and return to travel to the Pesisir Barat Regency when the branding, taglines and mascots that have been made can also be applied properly. Therefore, it is very important for Pesisir Barat Regency to be able to implement a well-made branding media optimization strategy with the aim of developing regional tourism. Even though the speed of social media is only brief information, for gadget users it becomes a good marketing tool through sharing via Facebook, Instagram, Twitter, YouTube, Googleplus and Wechat. It is the power of social media that elevates the branding of the Pesisir Barat Regency to be known internationally.

## **1. Background**

The tourism sector is one of the efforts in the development sector in the context of managing local potential which is currently being intensively promoted by the central government, as well as each regional government. Regional tourism development has the understanding that the development of tourism destinations is aimed at realizing tourism destinations that are safe, comfortable, attractive, easily accessible, environmentally friendly, increasing national, regional and community income.(Syntes, 2015). In addition, another goal of developing tourism destinations is to improve the quality and quantity of tourism destinations(Jasmine, 2018).

The development of tourism through digital programs in the era of globalization shows a significant and very fast growth in cyber communication technology(Kiráľová & Antonin, 2015). Consumers are now increasingly mobile, personal and interactive and this has become

a digital trait, namely the more digital, the more personal (the more digital the more personal). The understanding of borderless tourism or tourism without borders has made the distance narrower (Almeida-Santana & Moreno-Gil, 2020), bilateral relations between countries are becoming easier and faster. The development of digital technology is increasingly sophisticated, with sophisticated and diverse gadget features, individuals are becoming more professional in understanding consumer behavior (Almeida-Ibáñez & George, 2017).

The implications of digital tourism activities are becoming easier and people's activities to travel are higher as well (Klimek, 2015); (Estol & Fonts, 2016), so that the tourism community becomes more intelligent and critical in making choices. Business competition in tourism is also getting sharper and more competitive, so every region and country is competing to promote superior and attractive digital branding programs.

This research is directed to explore how to use branding through digital multimedia networks for the development of regional tourism marketing, in order to be effective and efficient. The concept of city branding is developing in all big cities (Octavia & Ismail, 2018) and succeeded in building digital tourism to get bigger market opportunities, in order to maintain the continuity of regional tourism development (Fazito, Scott, & Russell, 2016).

The central government instructs digital strategies to be developed in the regions in providing services (Kagungan, Yulia, & Meutia, 2019), all government information communicates with the public, but some regions have not been able to make sharp innovations with this program to anticipate global business competition in the 4.0 era (Shivam, Sachin, & Angappa, 2020). The main key of this program is the role of human resources, thus intensive study is needed through the theory and practice of digital tourism management in the 4.0 era as well as tourism business development based on digital multimedia development, from the aspect of network strength and network breadth. (Lee & Choi, 2012), to be able to quickly access all forms of digital information needed in branding. Branding is a form of concern for the value of creativity possessed by human resources as intellectual property.

Utilization of professional human resource assets is an effort to create a competitive advantage that is not necessarily owned by other parties. Sophistication in accessing digital networks and packaging of beautiful, attractive, unique branding designs, especially has meaning in the aspect of marketing circumstances (Kakoudakis, McCabe, & Story, 2017). In addition, access to branding through multimedia is faster in creating public response and trust as well as a point of sale for marketing concepts. Human capital assets that have tacit knowledge are the main key in industry 4.0, to create competitive advantages that others do not necessarily have. One of the strategic responses to the aspect of public awareness as tourism actors must be able to move forward and be affiliated with the sophistication of IT network technology. (Qu, Kim, & Im, 2011).

The development of sustainable digital tourism must be able to use professional HR services to maintain aspects of tourist satisfaction by paying attention to their kind and useful comments. Raising awareness of the problem will then be able to promote programs from the goals of sustainable tourism development that have been agreed upon by the United Nations with a number of 189 countries in the world (Kamil, 2018).

The development of the digital tourism industry 4.0 uses the role of tourism human resources who have high intelligence and discipline in customer behavior services that are able to encourage sustainable tourism and economic growth and improve the quality of life of the tourist community. (Chatzithomas, Boutsouki, Chatzithomas, & Zotos, 2014), in the

management of natural resources through participatory governance. In smart tourism programs in several regions in Indonesia, the need to apply digital information and communication technology is an effort to increase the competitiveness of regional tourism in particular and Indonesia in general.(Zainal & Hilmi, 2019).

Lampung is a province that has attractive tourist attractions or can be sold, both natural and surrounded by green hills and mountains that are overgrown with various kinds of flowers. Therefore, Lampung has long been used as a tourist destination chain because it has the potential of charming natural culture. With these natural conditions make Lampung as a tourist destination both from within and outside the country. Although the natural and cultural potential in the area has not been fully explored, there are beaches, seas, plantations, mountains and forests, historical relics, culinary delights that can be used as tourist destinations.(Zainal & Hilmi, 2019). In addition, the flourishing of various regional arts and customs typical of Lampung can be used as tourism assets.

Building the tourism industry is not only enough with natural beauty and cultural diversity(Jayadi & Suryawan, 2020), but also must be supported by other facilities such as business services, transportation, and the readiness factor of human resources in supporting tourism. How important is community involvement in supporting the tourism. The attractiveness and potential of tourist destinations will succeed with the support of infrastructure, facilities and community readiness as human resources involved in the tourism industry(Kagungan, Duadji, Meutia, & Yulianti, 2020).

The following is data on the number of domestic and foreign tourists visiting Lampung Province.

**Table 1.** *Number of Tourists Visiting Lampung in 2014-2019*



Source: Lampung Provincial Tourism Office, 2020

Based on the table, it is known that the number of tourists visiting Lampung Province during 2014 to 2018 experienced a significant increase, but during 2019 the number of tourists decreased compared to 2018. had occurred in the coastal area of Lampung.

Lampung Province has a very diverse, prospective, and reliable natural resource potential, ranging from agriculture, plantations, fisheries, animal husbandry, mining, tourism, to forestry. Lampung Province has a strategic position because its territory is located at the southern tip of Sumatra Island, which is the gateway to Sumatra Island from Java Island. The agenda of tourism activities that are almost without adequate publications is also a weakness of Lampung Province tourism marketing.

Based on these reasons, visitor centers will play an important role in the context of internal marketing to increase the loyalty of tourists or visitors because with visitor centers services it is expected to provide valuable experiences and bring the impression of readiness in

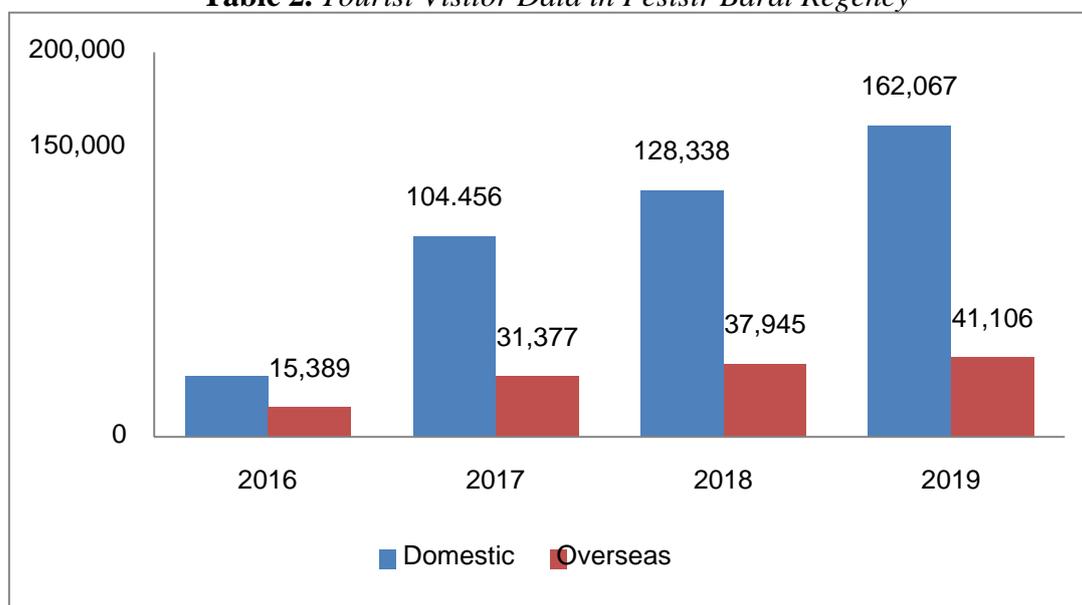
managing tourist destinations, especially in Lampung Province. Based on the background that has been described, it shows that there is a very large and promising potential for the progress of the Lampung province if the Lampung tourism industry is carried out optimally. So that efforts are needed in the form of a forum or institution as a center for coordination and development of the tourism industry, especially in the province of Lampung.

Efforts to develop both cities and districts in Indonesia through marketing local potential to the eyes of the world deserve to be considered by all stakeholders involved (Pratono & Sutanti, 2016). A place can also be marketed and like a product through creating an identity and communicating it to increase the attractiveness of the place.

Pesisir Barat Regency, Lampung Province, is one of the areas in Lampung which is very rich in the potential of its natural tourism sector. Tourism which is the leading and mainstay sector in the Pesisir Barat Regency is beach tourism which is spread over the villages in the Pesisir Barat Regency. In other words, tourism development in Pesisir Barat Regency is experiencing an expansion of objects, including the potential for tourism villages. The tourism village is an initiation from the central government in order to create community welfare based on tourism villages so that they can become the mainstay of regional tourism. The identity of a tourist village destination is something that tourists can glance at (Joram & Ernie, 2013). None other than using the media branding component, precisely village branding.

A tourist village destination that has a branding that is supported and aligned with the elements and strategies in its marketing so that it is widely known by local and foreign tourists. The following is data on the number of domestic and foreign tourists in Pesisir Barat Regency from 2016 to mid-2019.

**Table 2.** *Tourist Visitor Data in Pesisir Barat Regency*



Source: Data processed, 2019

Based on table 2, it can be seen that the number of tourist visitor data both domestic and foreign in Pesisir Barat Regency from 2016 to 2019 has increased. Until now, the Pesisir Barat Regency Tourism Office continues to explore natural potentials that can be used as international tourist destinations. The following is data about tourist attractions in the Pesisir Barat Regency.

The natural potential in Pesisir Barat Regency that can be used as a tourist attraction consists of natural tourism, most of which are beach tourism objects located along the causeway in Pesisir Barat Regency with various kinds of characteristics. Improvement and optimization of publication services that focus on disseminating the potential of tourism and culture in Pesisir Barat Regency into an attractive, innovative and economical information package, with the aim that information on tourism and cultural potential can be accepted by local and foreign tourists. The purpose of this study was to examine media branding strategies in tourism development policies in Pesisir Barat Regency.

## **2. Literature Review**

### ***Understanding Tourism Development Policies and Policies***

Federick in Aditya(2011)defines a policy as a series of actions or activities proposed by a person, group or government in a certain circle where there are obstacles and opportunities for the implementation of the proposed policy in order to achieve certain goals. Public policy as everything the government does, why they do it, and the results that make a life together appear different is the most widely developed understanding.(Kagungan, Yulia, & Meutia, 2019).

According to Pitana(2005)Tourism development is an activity to promote a place or area that is deemed necessary to be arranged in such a way, either by maintaining the already developed or creating new ones. So that tourism development is a series of efforts to realize integration in the use of various tourism resources by integrating all forms of aspects outside of tourism that are directly related to the continuity of tourism development. According to Hadinoto in Musanef(1996)There are several things that determine the development of a tourism object, including:

- a. Tourist Attractions
- b. Promotion and Marketing
- c. Tourism Market (Tourist sending community)
- d. Transportation
- e. Tourist Recipient Society that provides accommodation and tourism support services (facilities and services).

### ***Community-based Tourism (Community based Tourism)***

Community based tourism is developed based on the principle of balance and harmony between the interests of various stakeholders in tourism development, including the government, the private sector and the community.(Pratono & Sutanti, 2016). Ideally the principle of tourism development is "from the community, by the community and for the community". In every stage of development, starting from planning, development, management and development to monitoring and evaluation, local communities must be actively involved and given the opportunity to participate because the ultimate goal is to improve the welfare and quality of life of the community.(Schmidt & Baumgarth, 2014).

The community as the main actor in the development of community-based tourism plays a role in all lines of development, both as planners, investors, implementers, managers, monitors and elevators.(Kavoura, 2014). However, although community-based tourism development emphasizes community factors as the main component, other involvements such as the government and the private sector are needed. Local people or those who live in destinations have a very important role in upholding the success of their regional tourism development. The role of the community in maintaining natural and cultural resources that

have the potential to become a tourist attraction cannot be ignored.



**Image 1 Community Development Diagram(Buhalis, 2000)**

**Strategy Concept**

Strategy is defined as a comprehensive plan of activities that are systematically arranged and general in nature, and a tactic is needed in carrying out the strategy in achieving the goals that have been set.(Della, Sciarrelli, & Del Gaudio, 2015). Strategy as “the pattern of objectives, purposes or goals, and the major policies and plans for achieving these goals stated in such a way as to define what a business the company is in or should be in and the kind of company it is or should be”(Boccella & Salerno, 2016), where the elaboration has the meaning that the strategy is formulated as a pattern of goals, objectives and main policies and plans to achieve a goal, stated to define in business activities whether a company must process and define what type of company should be in the related type of company.

**Communication Media in the Digital Age**

The development of information and communication technology, media in the digital era seems to have reappeared into the communication system and positioned the recipient (communicant) as an active party. Muis in Jayadi and Suryawan(2020)states the massification of communication as if mixed with demassification. Internet (website) or online media is interactive communication as well as mass communication. The order of communication and information technology in the digital new media era is a new breakthrough that envisions the realization of an international media and telecommunications system so that a balanced flow of communication between countries can take place.

The presence of digital media has just been felt as the era of the communication revolution, although on the one hand it will accelerate the flow of information(Kiráľová & Antonin, 2015), from one part of the world to another, but on the other hand there is also a concern that it will strengthen the dominance of advanced industrial countries. This is what is commonly known as the New Order of Interactional Law. Social media, which is one of the online media in the digital era that allows users to participate, has created their own world, as if social media is a primary need for modern society.(Kavoura & Bitsani, 2013). Regardless of age, from children to adults, social media such as Facebook, Twitter, Blog, Second Life, YouTube and other applications have become a trendsetter for digital communication, which

is so global that it seems to be a second home for users as a place for all complaints. .

### ***Media Branding Policy Concept***

Yuristiadi & Sari(2017)said that Branding comes from the word brand which means brand. The function of the brand or brand itself is as a comparison or differentiator with other brands. Corporate communication activities in the context of the process of building, raising, and strengthening the brand are called branding(Martins, 2016). Without these communication and publication activities, a brand or brand will not mean anything to potential consumers. This also applies to brands found in tourism products. Media branding is part of a marketing communication which is one of the communication levels, where the orientation is more to seek profit(Denny & Oktaviana, 2018).

Marketing communication is the delivery of messages to consumers through various channels in the hope of changing knowledge, attitudes, and actions. With these changes, those who carry out marketing communications benefit. Kamil(2018)said that branding is an inherent part of developing regional competitiveness. Where low regional competitiveness is often related to the lack of knowledge of investors and tourists about the potential of the region. Therefore, many regions have realized the importance of branding in order to attract as many investors and tourists as possible(Baker, 2012).

## **3. Research methodology**

This research was conducted by combining evaluative and qualitative descriptive approaches. Qualitative study is an investigative process to understand human problems based on a complex holistic picture, formed by words, reporting detailed views of informants and carried out in a natural environment.(Maleong, 2013). The research method used is descriptive qualitative. Data were obtained through interviews, fgd with key informants relevant to this research study. The location of this research is in Lampung Province, precisely in Pesisir Barat Regency “the Heart of West Lampung Province, Indonesia. The analysis technique used in this research is qualitative data analysis technique.

## **Discussion**

Pesisir Barat Regency is a New Autonomous Region (DOB) resulting from the expansion of West Lampung Regency, which is an area that has the largest marine tourism potential in Lampung Province with a beach length of 210 km which consists of 51 potential tourism objects in the form of marine, cultural/religious, ecotourism, and tourism sectors. tourist events spread across the area in the Pesisir Barat Regency, starting from the northern part of the Pesisir Barat Regency, namely Lemong, to the southern border area, namely Bengkunt Belimbing.

The distribution of these attractions is divided into 3 areas, namely the North Coast consisting of 4 Districts, namely Karya Penggawa District, North Coast District, Pulau Pisang District, and Lemong District. Furthermore, in the Central Coastal area which is a tourism center area, where this place is the initial stopover point for tourists who visit as well as where the center of the West Coast Regency government is located. The Central Coast consists of 4 Districts, namely Way Krui District, Central Coast District, South Krui District, and South Coastal District. Then the Southern Coastal area, in the southern part, has the least tourist attractions and only consists of 3 sub-districts, namely Ngambur District, Bengkunt District, and Bengkunt Belimbing District.

Tourism development is largely determined by the role of tourism marketing. One of the factors in effective tourism marketing is using branding (Keller, 2008). Good branding is choosing the type of brand activity that is tailored to the achievement of brand value in the value itself. Unknown brands should focus on building awareness. A well-known but poorly understood brand, it means working hard and explaining what brings consumers to the brand. Well-known brands and understand, we must find activities that will increase the interest to try or buy. This activity is often referred to as Brand Activation. Furthermore, good branding is choosing the type of brand activity that is tailored to the achievement of the value of the brand value itself.

Unknown branding should focus on building awareness. to become a well-known brand that lacks understanding, it is necessary to work hard to explain what the brand can provide to consumers. Shane, (2003) in Boccella and Salerno(2016) stated that the development of branding as a condition concept in marketing is also determined as a brand ambassador who is able to give trust to the target community.

Meanwhile, internally in tourist areas, sub-branding conditions can be used according to each region in order to support the role of branding so that it can spread more effectively throughout the world. Opportunities in regional tourism development are business opportunities where the situation allows people to create new frameworks for creating and combining resources, when entrepreneurs feel confident in their profits. The main difference between branding opportunities in the entrepreneurial aspect and other situations is that branding provides many business opportunities not only in non-profit thinking but also requires a new framework that optimizes "the Heart of West Lampung' branding.

The multimedia role of information technology networks is very important in supporting city branding in marketing development strategies (Keller K. , 2002). It can create public trust and the concept of positioning with confidence in a product being offered. Social Media provides an opportunity to interact more closely with consumers, can be a medium to form an online community. Social media can be part of an overall emarketing strategy combined with other social media. And as a way to find or create brand evangelists. Social media provides opportunities to enter pre-existing communities and provide the opportunity to get direct feedback.

Meanwhile, tourism branding is determined by real conditions (1). The attraction of existing tourist attractions, (2). Accessibility that makes it easy to reach the location smoothly, (3). These facilities require tourists and (4). Aspects of the peculiarities of society in providing products and services that are enjoyed by tourists during their visit. The implication in the development of city branding is that it can create changes in people's behavior so they can realize how important it is to maintain tourism assets from areas that must be maintained and developed as tourist objects. (Kavaratzis & Kalandides, 2015).

Awareness and involvement of the community to provide support for the city's branding program is the strength of a successful application of a branding program, with a focus on the goal of sustainable regional tourism. The branding of tourist villages in the Pesisir Barat Regency can be obtained from a strategic location, so that in the development of a tour, it must show consistency in its development. Pahunangan village / village, village or village of Penengahan Laay, for example, as a tourism god as well as producing export quality resin and not many people, especially tourists, know about this potential, as well as Pulau Pisang village which is rich in unspoiled marine tourism spots, and a producer of typical culinary "tukuk fish". as well as a variety of other culinary, but not yet fully known to local/foreign tourists then there

are still pilgrimage tours of Matu Cave and Manulla Sacred. In other words, there are many other potential tourist villages that may not even be packaged in an attractive brand as a leading tourist destination in the west coast of Lampung Province.

In addition, the beautiful atmosphere and natural panorama of the West Coast and the friendliness of the local people are of course an advantage for people who want to relax and also spend a vacation with their family. The advantages of the potential advantages of the Pesisir Barat Regency tourism village are very worthy of being village branding, because they meet the feasibility of a tourism in improving the economy and can also increase the added value of the Pesisir Barat Regency. The growth of the Indonesian tourism industry continues to increase every year.

However, the number of foreign tourists visiting Indonesia did not experience a significant increase. Moreover, the number of visits is still far behind compared to neighboring countries such as Singapore, Malaysia, and Thailand. Therefore, this study aims to determine the marketing and branding strategy of Indonesian tourism carried out by the Ministry of Tourism and Creative Economy (Kemenparekraf) and the effectiveness of the implementation of the branding strategy. Tourist objects that are well known to the wider community, especially tourists, are Labuhan Jukung Village Beach, Pisang Island Village, Melasti Village Beach, and Tanjung Setia Village Beach. The following are some examples of branding related to tourism objects that are quite well known in Pesisir Barat Regency, including the following:

Figure 1. Branding of Tourism Objects in Pesisir Barat Regency



(Source :<https://www.backpackerlampung.com/pesona-ombak-labuhan-jukung-krui> Lampung/ accessed on January 14, 2021, at 13.25 WIB)



(Source :<https://www.wisatatercepat.com/island-pisang/> accessed on January 14, 2021, at 13:27 WIB)



(Source :<https://travel.tempo.co/read/1144894/serasa-di-bali-vakansi-di-pantai-melasti-coast-west-lampung/full&view=ok> accessed on January 14, 2021, at 14.00 WIB)



(Source :<http://dpmpptsp.pesisirbaratkab.go.id/gis/pariwisata/pantai-tanjung-setia> accessed on January 14, 2021, at 14.15 WIB)

The large number of tourism potentials in Pesisir Barat Regency as can be seen in the table above, the Regional Government of Pesisir Barat Regency tries to develop its tourism potential by using a destination brand, namely through a village branding strategy in introducing the potential of tourist villages in the Regency. To quote Keller(2008)A destination brand will enrich a sense, the advantages of a location, so that in making a destination branding it must show consistency and clarity.

A destination branding requires an atmosphere for branding, development and marketing of the destination. Village branding is part of a destination brand, a strategy used by local governments in the form of identities, symbols, logos, or brands attached to an area. Village branding is a strategy from a region to create a strong positioning in the minds of their target market, just like positioning a product or service, so that the country and region can be widely known throughout the world. To generate profits for cities, or villages, a strong city branding or village branding strategy is needed.

The key is that each city and district is able to identify the competitive advantages and comparative advantages of their respective regions. Including the development of the advantages of its tourism potential. Therefore, to harmonize this, it is necessary to introduce

Pisang Island village tourism as a marine ecotourism area through branding. It is hoped that in the future this step can help increase the income of local communities, in processing sustainable tourism from year to year.

The implementation of the village branding of Pesisir Barat Regency "The Heart of West Lampung" is also the result of a representation of the vision of the Pesisir Barat Regency Tourism Office and is a mandate from the Decree of the Regent of Pesisir Barat No. B/311/KPTS/IV.19/HK-PSB/2-19 March 11, 2019 of the Year concerning the Determination of the Tourism Village of the Pesisir Barat Regency. Obstacles that are still faced by the Tourism and Culture Office of Pesisir Barat Regency in the implementation of the relatively new branding media, such as branding that is not yet fully known to potential tourists, the condition of coastal tourism infrastructure in the Pesisir Barat region still needs improvement, lack of coordination between stakeholders in the context of development of this tourism activity.

The media branding strategy in Pesisir Barat Regency needs to be carried out by the local government, considering the application of media branding in Pesisir Barat Regency which is still relatively new compared to other regions. The local government must be able to build a strong brand strategy for the region, of course one that is in accordance with the potential and positioning that is the target of the area. Tourists will remember the Pesisir Barat Regency and return to travel to the Pesisir Barat Regency when the branding, taglines and mascots that have been made can also be applied properly. Therefore, it is very important for Pesisir Barat Regency to be able to implement a well-made branding media optimization strategy with the aim of developing regional tourism.

The speed of social media even though it is only brief information, but for gadget users it becomes good marketing because it is easy to catch such as sharing via facebook, Instagram, twitter, youtube, googleplus and wechat. When branding has had a big impact on attracting foreign tourists to Indonesia, then advertising can use own paid or endorsed and it's all in the realm of social media. It is the power of social media that makes Wonderful Indonesia's branding known internationally.

The promotional strategy carried out by the Pesisir Barat Regency Government's social media starting in 2019 started from Facebook, Twitter, Instagram, Youtube, Googleplus and Wechat which had just collaborated with China in terms of official accounts and the number of followers, namely in 2017. Promotion strategies in the media Social activities are carried out with the term POP (Pre On Post) meaning before they travel, then when they travel and after they travel. This is in line with the cycle of world travel proposed by UNWTO, which states that people traveling are circular in nature. First people do dreaming, dreaming is where branding occurs by giving pictures or videos on the social media of the Ministry of Tourism in the form of tourist objects or good destinations, or an interesting culture, even culinary places.

After dreaming is Planning, which is planning. Planning it using various communication media, be it own media, paid media, can also be seen in the application. After planning, Buying is by making a purchase. After buying, then Experience. Enjoy the experience. After the next experience sharing. Social media managed by the Ministry of Tourism (Facebook, Instagram, Twitter, Youtube, Googleplus and Wechat) have a content strategy in increasing the number of foreign tourist visits, including on each platform content always including the Wonderful Indonesia hashtag so that it is always remembered in the minds of anyone who reads it. The team also strives to present the latest variations of content, ranging from news, events,

Growing and Maintaining Brand Equity To measure Wonderful Indonesia's brand equity is to look at the awards that have been received by the Ministry of Tourism, for example the best film in Asia Pacific or the best halal tourist destination, it is part of efforts to strengthen branding. In the opinion of Minister Arief Yahya, "Winning in various competitions actually affects the 3Cs, the first is Confidence, meaning the level of confidence that what we are doing is right. The second is Credibility, which is a marketing method to increase the image and the third is Calibration, to measure whether our brand is good or not, the more awards we get, the more it indicates that this brand is a good brand."

### ***Positioning***

Positioning will be targeted at regional and foreign tourists visiting the West Coast District. This is also supported by the government of Pesisir Barat Regency, especially the Tourism Office in full to attract and recommend tourists to want to visit Pesisir Barat Regency. . Currently, of the overall potential targeted by the Tourism Office, all of them have been packaged in the form of tourism products that have economic value, especially to increase the income of local communities.

### ***Brand Promise***

All tourist destinations must have a commitment to the tourism village brand spread across the Pesisir Barat Regency, therefore a branding process is needed as an effort. taking into account the existence of stakeholders in the featured tourist villages including local residents. Something that will be done by the tourism managers of these tourist villages will provide a clear effort to the certainty of marine tourism in Pesisir Barat Regency. The perception of local and foreign tourists towards the facilities at the destination tourist destination, which includes accommodation, culinary, local transportation and communication networks, which allows tourists to visit Pesisir Barat Regency.

These facilities have been proven to be able to contribute a lot to the development of a tourist attraction business, such as culinary delights that serve local tourism village specialties. On the other hand, if a tourist attraction or destination is not equipped with the facilities needed by both local and foreign tourists in particular, the destination will be difficult to develop. Facilities and services in the tourist villages of Pesisir Barat Regency will indeed be developed again in the future, in order to meet the needs of tourists visiting the Regency, because the development of tourist destination facilities also requires support from tourism managers and local governments. In order to encourage local and foreign tourists to visit Pesisir Barat Regency

In addition to the things above, the Media Branding strategy of the Tourism Office in the Development of the Pesisir Barat Regency Tourism Sector as an international tourist destination includes:

#### ***a. Annual Goal Setting***

The results of the study indicate that the Pesisir Barat Regency Tourism Office is trying to make tourism in the region more well known. The Tourism Office holds many exhibitions both in the region and outside the region, holding Krui pro (surfing competition) events in the form of surfing competitions that are participated in from various countries which are made as an annual agenda and become the largest and international program "World Surf League" (WSL). ).

In addition, in supporting tourism branding activities, the Tourism Office of Pesisir Barat Regency makes village branding/logos for tourist spots scattered in various tourist

villages in the Regency and utilizes social media accounts such as Facebook, Twitter, and Instagram, with the aim of introducing potential tourism in today's digital era. Organizations need to set annual goals and five-year goals. The Pesisir Barat Regency Tourism Office sets an annual goal in branding tourism with the aim of increasing the number of tourists every year, especially tourists from abroad who not only do surfing activities but can also take part in other activities such as teaching activities held by the West Coast Surfing Association organization (Pesisir Barat Surfing Association). PBSA).

Branding is an effort to strengthen the position of the product in the minds of consumers and is able to change the mindset of the audience and create trust. Given that Pesisir Barat Regency has a majority of underdeveloped villages, the efforts made by the Tourism Office, along with stakeholders including local communities, through social media continue to introduce tourism in Pesisir Barat Regency so as to change the image, mindset of potential tourists who will visit.

**b. Policy Formulation**

The Tourism Office has a regulation in the form of a Decree issued directly by the Regent of Pesisir Barat, namely Decree of the Regent of Pesisir Barat No. B/311/KPTS/IV.19/HK-PSB/2-19 dated March 11, 2019 regarding the Designation of Tourism Villages for the Pesisir Barat Regency. The Decree on the determination of the tourist village, becomes the legal umbrella for the Tourism Office to develop existing tourism potentials and what tourist destinations will be used as the leading tourist destinations of Pesisir Barat Regency, currently there are 4 leading tourist destinations decided by the Tourism Office.

To achieve the goals that have been set, companies need to formulate supporting policies. Policy is a set of managerial decisions in the form of rules made to support the achievement of organizational goals. In an effort to achieve these goals in the tourism sector, the Tourism Office in this case the Tourism Office makes a policy in the form of a decree on the determination of a tourist village issued directly by the Regent of Pesisir Barat Regency as a form of developing the tourism sector because the existence of this decree will make it easier to develop potentials in the future. existing tourism, for example starting from development, facilities to be provided, as well as the existence of a priority scale that will become a target in developing tourism potential, for example choosing tourist destinations that will be upgraded every year and tourist destinations that will be used as leading tourism so that the annual targets that are the goals can be carried out and achieved. Likewise with the PSBA organization, the regulations that have been made will facilitate the space for movement and the existence of a foundation that can be the direction of movement of the organization.

**c. Motivating Workers**

Strategy implementation is an action process that requires support from all staff and employees. This motivational process is needed so that employees or members of the organization fully support the strategies that will be and are being carried out by the company. In motivating employees, of course, there are many things that can be done, whether it is fellow employees or organizations, superiors to subordinates, and so on. For example, you can give rewards in the form of material or non-material so that you can appreciate employees or members of the organization and be able to foster a sense of enthusiasm for others. Because at the stage of implementing a program or activity it requires cooperation, good communication, and a lot of resources. That way the program that will be or is being implemented can run well. At this stage, The Tourism Office admits that it is quite difficult to motivate employees. Because for some things there is no budget so it can be an additional workload for employees.

However, to overcome this, usually if there are visits from bloggers or TV who will carry out program activities or coverage, employees will be invited to participate so that they can share experiences or just eat together. The goal is that employees do not feel bored with work and can participate in enjoying the tourist objects visited with the bloggers or the TV party. Likewise, the West Coast Surfing Association (PSBA) motivates members by means of evaluations, coordination to remind each other, encourage each other, provide mutual understanding among others of the goals that have been set at the beginning of the organization's establishment,

Motivating employees in government agencies or organizations needs to be done in order to be able to maintain the implementation of programs that have been designed previously. Motivating employees or members of the organization does not only rely on material, but an appreciation in the form of non-material can also be done so that it can foster mutual respect between superiors and subordinates or fellow members. Thus the enthusiasm for employees and good relations will continue to be maintained in achieving the targets or goals to be achieved.

**d. Resource Allocation**

Resources need to be reallocated to achieve strategic objectives. The allocation of these resources can be in the form of financial, technological, or human resources. Changes in strategy are very likely to require changes in resources due to changes in priorities in the activities to be carried out. The allocation of resources referred to at this stage is in the form of human resource allocation. Where the Department of Tourism in an effort to brand tourism apart from carrying out program activities also utilizes social media to support its marketing.

The Tourism Office also collaborates with other major social media accounts in Lampung such as @Lampung geh, @Potret Lampung, @Selampung, @Keliling Lampung accounts to help with tourism branding activities in Pesisir Barat Regency.

## **4. Conclusion**

To support tourism branding activities, the Pesisir Barat Regency Tourism Office has created village branding/logos for tourist spots scattered in various tourist villages in the Regency and utilizes social media accounts such as Facebook, Twitter, and Instagram, with the aim of introducing tourism potential in this era. digital today. IT networks with multimedia to strengthen branding, need to get positive support, especially in the application of all tourism assets as a predetermined Indonesian branding concept. Shared commitment in anticipating the challenges of global competition requires public awareness. Tourism assets must be empowered to promote the sustainable development of Indonesia's 4.0 tourism industry. Tourism stakeholders must support and apply a more critical branding concept, create creative and innovative ideas to solve tourism service problems in accordance with the "Pesona Indonesia" branding. Important issues are created from the lives of tourists and the mindset of individuals or groups of people which can be different and change every day. As a determinant of the development of Indonesian tourism, people in each region need to adjust the tourism industry according to their respective branding slogans.

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