

Branding Strategy and Challenge the Tourism in Jayapura Regency

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ABSTRACT

This research is aimed at gathering information and analyzing branding strategies to strengthen the tourism image of Jayapura Regency. This study uses a descriptive qualitative approach, namely describing and analyzing branding strategies to strengthen the tourism image of Jayapura Regency. Sources of data in this study came from the website belonging to the Jayapura Regency Culture and Tourism Office, online news related to the theme, and literature reviews. The data analysis technique used in this study refers to that described by Creswell in Moleong (2008), namely using 5 steps, namely: processing and preparing data for analysis, reading the entire data, analyzing in more detail by coding the data. Based on the results of this study, tourism branding in Jayapura Regency has several challenges.

INTRODUCTION

In the current era of globalization, it is undeniable that competition between cities is getting tougher. Rival cities vie for attention, investment, visitors, buyers, events and hobbies. This situation has created another level of competition where competition is no longer between one city and its neighbors or cities that are opposite each other, but existing competitors from other parts of the world. technological progress and market deregulation are the main reasons here. Even small cities can be confronted by competitors located on other continents. To be able to face globalization, a city needs to have branding as the direction of urban development in a global context, not only in a local context. Cities around the world need to express their unique characteristics, economic set-up, cultural and political goals about differentiating themselves from other regions and competing well for attracting resources, tourists, and residents (Kavaratzis & Ashwort, 2006). Therefore, each region needs a strong brand to face global demands. Local governments who realize the importance of the value of their regional brand must build their regional brand based on the potential and positioning of the target area. Several regions in Indonesia have started branding their cities such as "Semarang Pesona Asia", "Kulonprogo The Jewel of Java", "Enjoy Jakarta", "Solo, The Spirit of Java", "Jogja Istimewa", and others. Hidayat et al. (2019) in their research shows that branding makes a major contribution to cities. With branding, the city's reputation increases and causes an increase in the number of people visiting the city, as well as attracting investors.

Meanwhile, Jayapura district with the vision and mission of "New Jayapura Regency" has sufficient potential for natural resource development (Ilham et al., 2020). Based on data from the Jayapura Regency Culture and Tourism Office (2015), the determination of tourist destinations in Jayapura Regency makes an important contribution to regional income and development. Lake Sentani, one of the leading tourist attractions with the widest lake panorama in Papua. The area of the lake which reaches 9000 hectares and 24 villages scattered around the lake should be a special attraction if it is developed with effective and appropriate branding (Bawanti, 2016). In addition, the people who live in the villages have a variety of traditions, but are connected to one another in historical records. With this vision and mission, so far Jayapura Regency does not yet have a specific tourism brand. Based on this explanation, branding has the characteristics of a very complex problem. So this research is aimed at gathering information and analyzing branding strategies to strengthen the tourism image of Jayapura Regency. This research is useful to add insight and knowledge about branding which is not only done by the private sector, but also the public sector in the midst of digital progress

LITERATURE REVIEW

Conceptual Framework

According to Keller & Kotler (2015), a brand is a name, term, sign, symbol or design or a combination of these aspects intended to identify the goods and services of a seller or group of sellers to differentiate them from competitors. According to Kotler et al. (2012), a product is anything that can be offered to the market to attract the attention of consumers, can be used by consumers, obtained, or consumed to satisfy their needs or desires. While the brand is the advantage of a product because it has dimensions that distinguish the product from other products that are created to meet the same needs. Products can be distinguished in terms of rational as well as emotional, symbolic elements that have no form.

Branding

According to Wheeler (2011) branding is a regular process used to build awareness and increase customer loyalty. Branding is an activity that aims to seize every opportunity to show why one should choose a certain brand over another. The strong reason for the need for branding is to lead, beat the competition, and provide workers with the best equipment to reach customers. According to Baines et al. (2007) said that branding is not just giving a symbol or name to a product to give the identity of the maker, but a brand is a collection of attributes that have meaning, story, and product associations. Anholt (2009: 74), defines brand objectives as important for regional managers to maintain public awareness of an area continuously. It can be further explained that a brand is intended for several things, namely: (a) Differentiating products from competitors, (b) Increasing awareness and recognition so as to make a product easier to remember at all times by potential consumers, (c) Creating a positive image of a product that make people care about marketing messages so that consumers are interested in making purchases, (d) provide a strong identity to a product.

According to Susanto & Wijanarko (2004: 80), brand identity is a set of unique brand associations created by brand strategists. This association reflects the brand's position and is a promise to customers made by members of the organization. Brand identity will help strengthen the relationship between brands and customers through value propositions that involve functional benefits, emotional benefits, or self-expression. According to Kotler et al. (2000) and Schoja (2016) brand image is a belief about a particular brand. Images or associations represent perceptions that may or may not reflect objective reality. The image formed from the association becomes the basis for purchasing decisions and even brand loyalty from consumers.

Branding Management

Before discussing each component of the model, it may be useful to explain the importance of space in terms of the 'infrastructure linkage and brand leadership' (Hanna & Rowley, 2011). This arena is where brand identities are created, and the complex dynamics between stakeholders, their engagement, and interests and infrastructure are worked out. Developing a brand identity is dependent on the effectiveness of brand leadership in engaging and managing stakeholders on the basis of common goals. It is management's responsibility to involve all levels of stakeholders in capital development (Rainisto, 2003). The multifaceted nature of the place requires leadership to permeate; a process where brand management requires cooperation that eliminates any form of coercion. Strategic infrastructure must consider the diversity of stakeholder needs and the limitations of placing a brand in relation to infrastructure and its environment (Balakrishnan, 2008; Gaggiotti et al., 2008). Therefore, the leadership role must support the formation of partnerships and networks by providing focus and fostering commitment.

METHODOLOGY

This study uses a descriptive qualitative approach, which describes and analyzes Branding Strategies to Strengthen the Tourism Image of Jayapura Regency. Next identify resources, both human resources and facilities such as the condition of facilities and infrastructure in order to determine the external factors of research. The research location is the place where the researcher conducts his research in order to obtain data to answer existing problems. This research was conducted at the Culture and Tourism Office of Jayapura Regency. Sources of research data come from secondary data sources. The procedure in this study includes a number of stages of observation to uncover the meaning behind point of view from tourist destinations and branding applied by the Jayapura Regency Culture and Tourism Office. In collecting data several steps were taken to limit the focus of the research. In the initial phase the research was conducted on literature related to tourism branding and place branding. Then the next step is to narrow the unit of analysis to previous studies, online news, and documents related to this research locus. The third step is to make observations on online sites owned by the Jayapura Regency Culture and Tourism Office. Sources of data in this study came from the website belonging to the Jayapura Regency Culture and Tourism Office, online news related to the theme, and literature reviews.

The data analysis technique used in this study refers to that described by Creswell in Moleong (2008), namely using 5 steps, namely: processing and preparing data for analysis, reading the entire data, analyzing in more detail by coding the data. Applying the coding process to describe the setting, people, categories and themes and describing the themes is presented in the form of a qualitative narrative/report. The unit of analysis in this study includes the feature criteria on the Jayapura Regency Disbudpar website and branding analysis which includes branding components that are superior to the tourism industry in Jayapura Regency. Categorization based on these criteria is carried out to explore the navigation of tourism information on the main page of the website to determine the effectiveness of branding.

RESEARCH RESULT

Existing technological developments also have their own influence on world tourism marketing, competition is becoming increasingly fierce (Makhasi & Sari, 2017). Therefore, the evolution of tourism marketing must also be carried out. The evolution of tourism marketing in question is by utilizing advances and developments in technology, especially in the field of communication. In this digital era, information about everything that is happening in various parts of the world can be obtained easily. Of course, this can be used as a medium for publication about Indonesian tourism, especially for promotion abroad. At the Jayapura Regency Culture and Tourism Office, tourism branding targets both domestic and foreign tourists. This goal is driven to increase economic income while preserving cultural values inherent in society. one form of tourism promotion carried out by the Jayapura Disbudpar is developing the Lake Sentani Festival (FDS). This festival is an annual event that is held by involving cultural actors from the community, private sector, and government.

Lake Sentani Festival Tourism Branding

The Lake Sentani Festival is an annual festival that is the pride of the people of Jayapura Regency which has been going on since 2007. The festival, which is held every June, has indeed made Lake Sentani an icon of festival implementation which aims to promote tourism, the natural beauty and cultural diversity of Jayapura Regency. That Jayapura Regency is not just a transit point because Sentani Airport is here, but has a variety of tourism potentials that are too interesting to pass up. Several items are shown in the FDS. First, dance performances, tours around Lake Sentani, exhibitions of cultural objects, and community-specific culinary delights.

The development of FDS promotion and branding then continued with the establishment of collaboration with tourism activist groups, namely the Ayo Jalan Jalan Team (AJJ). This collaboration is a step pursued for the development of digital-based promotions in 2020 (Cultural and Tourism Office, 2019). The AJJ team has an online website at the address Pesonapapua.com, which integrates tourism in Papua Province. As a means of promotion, this site offers tour packages, diving, VIP tours, in Raja Ampat and Biak. This site itself was developed by a Papuan travel operator. The AJJ Team office itself is in Sorong. The use of English on this site shows that tourism branding is transmitted not

only to domestic tourists, but is more inclined to foreign tourists (Pesona Papua, 2023).

The Lake Sentani Festival also aims to preserve local wisdom and ancestral values through a series of events that showcase the uniqueness of art, music, dance, crafts and traditional competitions from various tribes in this district. This includes providing opportunities for local and foreign tourists to take part in a variety of attractive tour packages specially packaged during the Lake Sentani Festival. Socio-Cultural theory describes the reality or social phenomena that occur, (Leonita et al., n.d.), where social-cultural phenomena or customs played by the community are useful for encouraging the development and preservation of culture in tourism areas..

The tourism branding in Jayapura Regency above shows a logo that contains several components as the main message. The meaning of the FDS logo in general is a news anchor who plays an important role in people's lives. Sago leaves symbolize prosperity and joy. With the hope that FDS will bring goodness, joy, prosperity and happiness through their traditional leaders. Examination of the Jayapura Regency Disbudpar website displays a message regarding the implementation of the FDS followed by certain themes each year. In 2018, the festival has a big theme "Khenambai Umbai" which means "One Heart, One Soul (For Indonesia)." This festival takes place at Khalkote Beach, Jayapura. By using local language messages, FDS branding with this theme is aimed at tourists as well as an invitation to local communities to be actively involved in the succession of FDS events. In addition, the message on the Disbudpar website shows that the FDS took place with a cultural performance by the people of Jayapura Regency. This aims to communicate the idea of the FDS event frame as a support for tourism that presents natural panoramas. In addition, the expression "This is a party of the tribes in Jayapura Regency, which will invite all of you to rejoice" on the Disbudpar website implies that the FDS event invites everyone who reads the website to be involved as actors, investors, or tourists (Department of Culture and Tourism). Tourism, 2019).

DISCUSSION

In the current era of globalization, the development of tourism through digital programs shows the level of effectiveness in the use of sophisticated technology (ICT). The development of increasingly sophisticated digital technology can make facilities and infrastructure easier, including in regional tourism promotion. Several regulations in Indonesia implicitly state the use of electronic media to disclose public information. These regulations include Government Regulation No. 6 of 2008 Article 53, Government Regulation No. 3 of 2007 Article 27, and Regulation of the Minister of Home Affairs No. 7A of 2007 Article 4 and Article 5. Electronic media in these three regulations refer to websites owned by local governments which are used to disclose information to the public (Puspita & Martani, 2012). Management of government websites on the one hand as a prerequisite for good governance, and as a means of regional promotion to absorb revenue on the other hand.

In general, tourism branding is carried out in the form of interesting sentences accompanied by logo images that can be found and can be read through the web or digital publication platforms on various social media. Branding as image management of a place uses strategic changes and economic composition, profit, to society, customs, and government (Isdarmanto, 2020). In branding an area, the use of good and appropriate branding techniques can form a positive perception in people's minds about that area (Winfield-Pfefferkorn, 2005). Conversely, branding techniques that are not quite right affect a certain area to be less popular and even less attention.

Based on the research analysis, tourism branding in Jayapura Regency has several challenges. First, the challenge of Electronic Government policies in the regions. The Jayapura Regency Disbudpar has so far used the website as a means of branding. Ironically, in terms of usefulness and branding functions, the website has information data that is not updated. The appearance on the website still has several features that need to be managed properly. The results of Cheisivianny Cheisviyanny's research (2020) show the same thing, that electronic government in Indonesia has not been fully implemented by governments in the regions. Cheisivianny explained that the presentation of information is still in the appearance phase of a web presence which contains basic information needed by the community which is already available on all local government websites. Then the next phase is the interaction phase, where the information content displayed is more varied, such as download facilities and e-mail addresses. The Jayapura Regency Disbudpar website itself has not been updated, the information is still around the 2020s.

Second, weak branding management. Weak tourism branding policies at the implementation level are intertwined with a lack of attention to tourism promotion and marketing management. Foroudi et al. (2016) explained that place branding is related to the image and reputation of a place. Thus, the function of tourism branding in Jayapura district requires intensive management, supported by operational budgets and adequate resources. Third, Disbudpar's collaboration with volunteers does not yet have a strategic framework regarding branding. Evidence of this can be seen from the appearance of AJJ's website that has not accommodated FDS as one of the tourism destination packages in Papua. Fourth, there is no clear categorization of the tourist market. With weak attention to branding using online media, the target audience should have been determined from the start. This is different from national tourism branding which has a market share of tourists from certain countries such as Singapore, Malaysia, Japan, Australia and China (Makhasi & Sari, 2017).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study, tourism branding in Jayapura Regency has several challenges. First, the challenge of Electronic Government policies in the regions. In terms of usefulness and branding functions, the Disbudpar website does not yet display updated data and information. Second, weak branding management. Weak e-government policies at the implementation level are intertwined with a lack of attention to the management of tourism promotion and marketing through websites. Third, Disbudpar's collaboration with the private sector and volunteers does not yet have a strategic framework regarding branding. Fourth, there is no clear categorization of the tourist market.

The implication of this research is the theoretical strengthening of E-Government for the tourism sector, especially in local governments which has so far escaped research attention. So that future research needs to conduct further investigations regarding the orientation of the E-Government in regional tourism development. E-Government orientation has overhauled the classic government system which tends to be rigid towards market-based management orientation. Governance shifted and put forward a dynamic private sector framework. The government needs to optimize the role of information technology to accumulate profits.

ADVANCED RESEARCH

This research uses a literature study approach, so it requires some further research that identifies branding management from empirical data. In addition, future research should pursue collaborative tourism management designs between the government and the private sector to achieve the common goal of sustainable tourism development.

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