

Sipinsur Geosite Branding in Marketing Pearung Village Paranginan District Humbang Hasundutan District

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ABSTRACT

Currently, village promotions can be more massive with the use of information technology such as websites. Branding is an important activity that needs to be carried out so that the village has a competitive identity. Branding is nothing but an attempt to label the village so that the village has a specificity or uniqueness. Therefore, the author is interested in knowing more about the branding that must be owned and whether this branding can provide an increase in the marketing of the Sipinsur Geosite, so that the Sipinsur Geosite has branding that indicates its uniqueness and superiority. This research was conducted using descriptive qualitative methods and data collection techniques used in this study were interviews, observation and literature studies. The samples were tourists and managers of the Sipinsur Geosite. Interviews and observations were carried out directly to tourists who were visiting the museum. Respondents as many as 50 people became the sample in this study. Therefore, it is through this research that branding is able to attract and increase visitor interest in the Sipinsur Geosite.

INTRODUCTION

Indonesia is an archipelagic country consisting of 16,771 islands (in 2020) which are spread widely and are located between the continents of Asia and Australia and between the Pacific Ocean and the Indian Ocean. Apart from having a lot of natural beauty that is worthy of being used as a tourist destination, Indonesia has a variety of culture and arts that are no less interesting to use as a guide to the lives of Indonesian people. It cannot be denied that with tourism, the economy and community welfare can be built through tourism organizing activities.

Indonesia has 34 provinces which have tourism assets and attractions including cultural diversity, ethnic uniqueness and natural beauty which can always attract everyone's attention. This is always able to hypnotize visitors to be willing to spend money to enjoy and experience tourism in Indonesia. One of the provinces that has a very attractive tourism attraction and has great potential for development is the province of North Sumatra.

North Sumatra is the second province out of 34 provinces in Indonesia with the fourth largest population in Indonesia. With an area of 72,981 km² with a population of 14,936,148 people (2021). North Sumatra has one super priority destination, namely Lake Toba. It is known that Lake Toba is the largest lake in Indonesia and Southeast Asia due to volcanic eruptions around 77,000 years ago. Here are some tourist attractions in North Sumatra:

Table 1. List of tourist attractions in North Sumatra

1.	Taman Nasional Gunung Leuser	Medan City
2.	Tangkahan	Langkat Regency
3.	Lake Toba	Toba Regency
4.	Samosir Island	Samosir Regency
5.	Gunung Timur Vihara	Medan City
6.	Graha Annai Velangkanni Church	Medan City
7.	TNI Struggle Museum	Medan City
8.	Medan Zoo	Medan City
9.	Medan Cultural Park	Medan City
10.	Medan Grand Mosque	Medan City
11.	Maimun Place	Medan City
12.	Rahmat International Wildlife Museum and Gallery	Medan City
13.	SiombakLake	Medan City
14.	Keling Medan Village	Medan City
15.	Maha Vihara Adhi Maitreya	Medan City
16.	Hot Snow of Dolok Tinggi Raja	Simalungun Regency
17.	Telaga Dwi Warna Sibolangit Waterfall	Deli Serdang Regency
18.	Lake Linting	Deli Serdang Regency
19.	Green Hill City / Hillpark	Deli Serdang Regency
20.	Sibolangit Nature Reserve	Deli Serdang Regency
21.	Lumbini Park Pagoda	Karo Regency
22.	Mount Sibayak	Karo Regency
23.	Sipiso-piso Waterfall	Karo Regency
24.	Lake Lau Kawar	Karo Regency
25.	Gundaling Hill	Karo Regency
26.	Lingga Village	Karo Regency

Humbang Hasundutan is a district in North Sumatra, Indonesia. Formed on July 28 2003, this district has an area of 2,335.33 km² and its capital city is Dolok Sanggul. The physical condition of this district is at an altitude of 330-2,075 meters above sea level. According to data from the 2010 Population Census, the population was 171,650 people, and at the end of 2020, the population was 197,751 people. The regional motto of this Regency is Bona Pasogit Nauli which in Toba Batak language means "Beautiful Hometown". Humbang Hasundutan Regency is led by Regent Dosmar Banjarnahor and Oloan Paniaran Nababan as deputy regent. Humbang Hasundutan Regency is one of the regencies in the North Sumatra region. This district has an area of 251,765.93 Ha which is divided into 10 sub-districts. Geographically, this Regency is located between 2°13'-2°28' North Latitude and 98°10'-98°57' East Longitude. Most of Humbang Hasundutan Regency has hidden natural and cultural attractions and historical heritage. Several tourist attractions including natural, cultural and historical tourism in

Humbang Hasundutan Regency is one of the main potentials in the area. Humbang Hasundutan Regency is included in the development of this function, supported by designated tourist attractions consisting of:

1. Natural tourism, including the Thousand Steps, Waterfall, Sipinsur Geosite, Paranginan District in Humbang Hasundutan Regency, and
2. Cultural tourism, including the Sisingamangaraja Palace in Bakkara, where Sisingamangaraja XII died in Sionom Hudon Village in Humbang Hasundutan Regency.

Humbang Hasundutan Regency (in the Regional Spatial Plan (RTRW) of North Sumatra Province for 2009-2029) is directed at efforts to equalize and develop the economy through development as superior agriculture and commodities, economic development through development as superior agriculture and commodities, regional development of North Sumatra Province can be seen in the list below:

Table 2. List of Tourist Attractions in Humbang Hasundutan Regency

No	Destinasion	Location	Attraction
1.	Place and Heritage of Sisingamangaraja	Baktiraja District	Historical site
2.	Janji Baktiraja Waterfall	Baktiraja District	Mata Air District
3.	Tomb of Batu	Baktiraja District	Historical Site
4.	Sipinsur	Paranginan District	Natural Tourism
5.	SitabunanCave	Paranginan District	Natural Tourism
6.	Plan for the Lake Toba Flower Garden	Paranginan District and Lintongnihuta	Agro Tourism
7.	Goa Partonggoan Raja Sisingamangaraja XII	Pollung District	Natural Tourism
8.	Tao Silom	Pollung District	Natural Tourism
9.	Tomb Grave stone	Pollung District	Ancient Tomb
10.	Markas Raja Sisingamangaraja XXI	Parlilitan District	Natural Tourism
11.	Location of Death of King Raja Sisingamangaraja XXI	Parlilitan District	Natural Tourism
12.	Simaninggir Cave	Parlilitan District	Natural Site

13.	Kubur Batu	Pakkat District	Ancient Tomb
14.	Dolok Pinapan	Pakkat District	Natural View
15.	Dolok Aek Nabara	Pakkat District	Natural Tourism
16.	Dolok Pesona	Lintongnihuta District	Natural Tourism
17.	Tao Sipinggan	Lintongnihuta District	Natural Tourism

In the pattern of spatial use of protected areas in Humbang Hasundutan Regency, the tourism sector is found in Nature Reserve, Nature Conservation and Cultural and Scientific Reserve Areas as well as in geological nature reserve areas. Cultural heritage areas include the Sisingamangaraja Tomb Area in Sionom Hudon, Parlilitan District and the Sisingamangaraja Palace in Baktiraja District. Geological Nature Reserve Area which includes Geological sites within the proposed Geopark Area, including:

1. Results of the eruption of the Sibandang Caldera in Bakti Raja District,
2. Toba tufa is located in Baktiraja District,
3. Meta-Sedimentary Rocks in Bakti Raja District
4. Results of the Porsea Caldera eruption in Bakti Raja District.
5. View Point Plateau, Results of the Sibandang Caldera Eruption in Paranginan District,
6. Mesozoic limestone in Bakti Raja District.

Of the many sub-districts in Humbang Hasundutan Regency, there is one sub-district that has the potential for interesting natural attractions. This sub-district is Paranginan Sub-district which is in Humbang Hasundutan Regency. Paranginan District has tourist attractions in the form of natural, cultural, historical and so on. Natural tourist attractions are one of the potentials of Pearung Village. In 2023, Paranginan District will have a tourist attraction that is very popular with tourists. There are several tourist attractions that Paranginan District has, namely as follows:

1. Sipinsur Geosite
2. Sitabunan Cave
3. Lake Toba Flower Garden Plan

Sipinsur Geosite is a Geopark in the highlands with an altitude of around 1,213 meters above sea level. This tourist area is the best place to see the beauty of Lake Toba from a different side. This place provides very cool air and the area is full of pine trees. The area of the park is around 2 hectares. It is located in Paerung Village, Humbang Hasundutan. Access is not difficult, with a travel distance of around 30 minutes from Silangit Airport, and around 1 hour from Doloksanggul city center. The advantage of Sipinsur tourism is the extraordinary view to see Lake Toba, Apart from panoramic views of Lake Toba, Sipinsur Park also has pine tree vegetation. This area is the right place for relaxation for visitors. Because visitors can enjoy the lushness of the pine trees and feel the freshness of the wind. Another advantage of the Sipinsur Geosite is for camping. The cool atmosphere with very beautiful views is the main reason. The camping ground is very large and can be used by tourists who want to spend the night. By staying overnight, visitors can witness the beautiful reflection of the setting sun on Lake Toba. Humbang Hasundutan Regency has many tourist attractions and has beautiful photo sports that are no less than Samosir Regency which has many domestic and foreign tourists.

LITERATURE REVIEW

Tourism

In the Big Indonesian Dictionary, tourism is an activity related to recreational travel. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government (UU No. 10 of 2009).

According to Prayogo (2018), tourism can simply be defined as the journey of a person or group of people from one place to another to make plans within a certain period of time, for the purpose of recreation and entertainment so that their desires are fulfilled.

According to Yoeti (2003), the conditions for a trip are called a tourism trip if:

1. Travel is made from one place to another, outside the person's usual residence
2. The purpose of the trip is solely for fun and not to earn a living in the place or country visited.
3. Solely as a consumer at the place visited.

According to Wahab (1993) tourism contains 3 (three) elements, including:

1. Humans, namely the human element as perpetrators of tourism activities
2. Place, namely the physical elements that are actually included in the activity itself
3. Time is the element of time spent on the trip and while staying at the destination.

Geosite

1. Based on Presidential Regulation of the Republic of Indonesia Number 9 of 2019 concerning the Development of Geoparks (GEOPARK), a Geological Heritage Site (Geosite) is a Geological Heritage object (Geoheritage) in a Geopark area with certain characteristics, both individual and multi-object, and is an inseparable part of the story of the evolution of the formation of an area.
2. According to National Geographic, a geosite is a place that has traces of important records about the history of the earth, usually in the form of rock and sand which can explain the development of the earth (geology), nature, living creatures and culture from ancient times to the present.

Tourism Marketing

The definition of marketing is a social and managerial process by which individuals and groups obtain what they need and want through the creation and exchange of value and other parties. According to Kotler and Armstrong (2012), marketing is a social and managerial process by which individuals or organizations obtain what they need and want through creating and exchanging value with others.

According to Mulajaidi (2009), marketing is an effort to identify tourists' needs and desires, as well as offering tourism products according to tourists' desires and needs. Tourism marketing is an effort made by a company

operating in the tourism sector to sell goods/services needed by tourists to achieve satisfaction in traveling.

In marketing a product or service, a company requires an easy and flexible approach which can be called a marketing mix. According to Kotler and Armstrong (2012:75) in Yogi Sumirat (2015:22) "The marketing mix is a set of marketing tools that companies use to continuously achieve company goals in the target market." The components of the marketing mix are: product, price, place and promotion.

According to Kotler (200:19) promotion is part and process of marketing strategy, as a way to communicate with the market using the marketing mix composition "promotional mix".

According to Buchari Alma (2013: 179), promotion is an effort made to inform or offer products or services for the purpose of attracting potential consumers to buy or consume them.

Branding

Branding is the process of creating an identity that is related to the assumptions, emotions and feelings of a particular identity. Branding precedes marketing and sales. Marketing becomes ineffective without a strong brand (Rampersad, 2008:2).

The purpose of branding is to identify a product or service or group of sellers and differentiate it from other brands (Kotler, 2009: 332). Branding means a statement about who (identity), what (products or services offered), and why a brand is worth choosing. A brand is a reputation, and a brand with a reputation is a promising brand (Neumeier, 2003:54).

Based on the definition above, researchers conclude that branding is very important because someone will choose a product not only because of rational factors, but also because of emotional factors. People will look and compare prices and usability, but will ultimately make an emotional decision. Branding is very important because it can establish an emotional connection with customers.

Advantages in Establishing Branding

Branding is planting its image in society and even consumers. If a company has a product that it sells, it is hoped that the brand will always be visible to the public or consumers for a long time. There are 3 goals in building a brand, namely forming perceptions, building trust and building a brand image, namely (Neumeir, 2003):

1. Differentiator

If a brand has a strong image, it can easily differentiate itself from its competitors.

2. Promotion and Attraction

Products with a strong brand will be easier to promote and attract consumers.

3. Image Builder, Confidence, Quality Guarantee and Prestige A brand can create its own image by presenting it to other people. Trust, Quality and Prestige of the product will be embedded in the brand through product information.

4. Market Controller

The target market will be easily controlled by a strong brand. A strong brand will be a threat to competitors at every turn.

Travelers

According to Sudaryani (2013), someone can be said to be a tourist if he or she travels to certain places with the aim of vacationing, doing business, exercising, seeking treatment, and even studying. And according to Yoeti (2006) defines tourists as anyone who travels to a destination that is not their place of residence temporarily for any reason because they have a position or job in the place they visit. In general, the definition of a tourist is a person who goes on tour (Law No. 10 of 2009).

According to Syam (2010), there are types of tourists within the scope where tourist trips are carried out, namely:

1. Foreign tourist, defined as a foreigner who goes on a tourist trip in a country of neither residence nor origin.
2. Foreign domestic tourist, defined as a foreigner who lives in a country other than his place of origin, and carries out tourist trips in the place where he lives.
3. Domestic tourist, is someone who travels only within the borders of their own country.

METHODOLOGY

Research methods are scientific procedures, steps or procedures for obtaining data for research purposes that have certain goals and uses. Sugiyono (2018, p.2) explains that research methods are a scientific way of obtaining data for certain purposes and uses. Nazir (2014 p.26) also states that the scientific research method can be said to be a teaching of truth that is governed by logical considerations. Based on the problem studied, the method used in this research uses descriptive research and a qualitative approach.

Mohamad Ali (1982:120) explains that: "descriptive research methods are used to solve problems as well as answer problems that occur in the present". This is done by taking several steps of data collection, classification and analysis or data management, making conclusions and reports with the main aim of making an objective depiction of a situation in a descriptive manner.

RESEARCH RESULT

Humbang Hasundutan is a district in North Sumatra, Indonesia. Formed on July 28 2003, this district has an area of 2,335.33 km² and its capital city is Dolok Sanggul. The physical condition of this district is at an altitude of 330-2,075 meters above sea level. According to data from the 2010 Population Census, the population was 171,650 people, and at the end of 2020, the population was 197,751 people. The regional motto of this Regency is Bona Pasogit Nauli which in Toba Batak language means "Beautiful Hometown". Humbang Hasundutan Regency is led by Regent Dosmar Banjarnahor and Oloan Paniaran Nababan as deputy regent. Humbang Hasundutan Regency is

one of the regencies in the North Sumatra region. This district has an area of 251,765.93 Ha which is divided into 10 sub-districts. Geographically, this Regency is located between 2°13'-2°28' North Latitude and 98°10'-98°57' East Longitude. Most of Humbang Hasundutan Regency has hidden natural and cultural attractions and historical heritage. Several tourist attractions including natural, cultural and historical tourism in Humbang Hasundutan Regency are one of the main potentials in the area.

Humbang Hasundutan Regency is included in the development of this function, supported by designated tourist attractions consisting of:

1. Natural tourism, including the Thousand Steps, Waterfall, Sipinsur Geosite, Paranginan District in Humbang Hasundutan Regency, and

2. Cultural tourism, including the Sisingamangaraja Palace in Bakkara, where Sisingamangaraja XII died in Sionom Hudon Village in Humbang Hasundutan Regency.



Figure 2 Paranginan District

Source:[https://commons.wikimedia.org/wiki/File:\(Location_Map\)_Paranginan_District,_Humbang_Hasundutan.svg](https://commons.wikimedia.org/wiki/File:(Location_Map)_Paranginan_District,_Humbang_Hasundutan.svg)

Paranginan District is one of the Districts of Humbang Hasundutan Regency. Seeing the simplicity of Paranginan District, people say that Paranginan has not made progress, in terms of development, Paranginan District is not very advanced, but in terms of education, Paranginan District is already considered advanced, where parents from this district hope that their children will have more knowledge. high, the people of Paranginan District have sent their children to school up to university level, because the people of Paranginan District prioritize the Batak people's term Anaknon Hi Do Hamoraon Diau. Paranginan District has 11 villages, namely: Sihonongan Village, District Capital, Lobutolong Village, West Lumban Village, Pearung Village, Lobutolong Habinsaran Village, Pearung Silali

Village, Lumban Sialaman Village, Lumban Sianturi Village, Siborutorop Village, South Paranginan Village, Village North Paranginan. The majority of people in Paranginan District are Batak Toba people, while other people such as: Malays, Padangs, Javanese are nomads, and the religion followed in Paranginan District is Protestant Christianity. Paranginan District is located in the highlands with cool air and is a source of income for the people of the District. The majority of Paranginan farmers do farming, and a small part do small-time trading, and the lives of the Paranginan people are still strictly based on customs and which are combined with the Dalihan NaTolu order, namely, Somba Marhula-hula, Manat mardongan tubu, Elek marboru, and who still need guidance and motivation so that all existing potential can improve the standard of living of the community towards a beautiful, safe and prosperous Paranginan and my dream Huta with the Motto: Marsiurupuruan Mangula Ulaon Na Maol, Marsibetabetaan Mangula Ulaon Nadenggan. To accelerate the pace of development, motivation is needed to mobilize society so that it is not only an object of development but also as a subject of development itself, together with the government, optimizing all existing potential. Realizing the above as staff from the Paranginan District government section starting from March 16 2004, the community is still left behind due to the lack of human resources, especially in the agricultural sector which still adheres to traditional patterns and this needs to be addressed without waiting for a longer reaction in order to increase the standard of living. more advanced. Needs in the organizational field are basically needs for social interaction that unites and benefits within the organizational group, organizations can also be said to be associations of several people who are motivated and have goals that want to build.

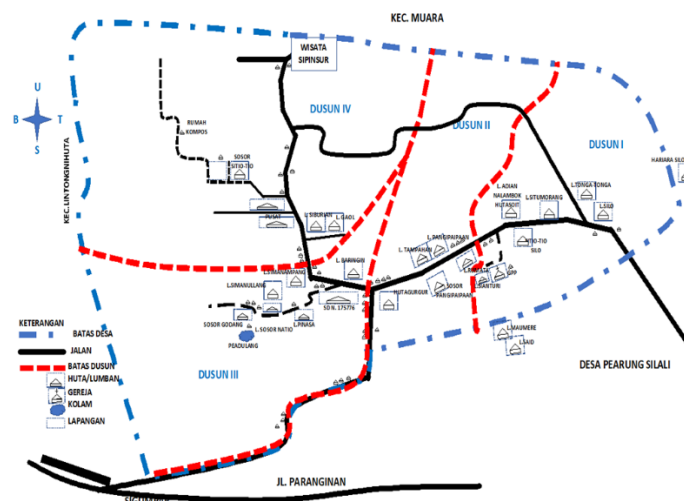


Figure 3 Pearung Village area
Source: Pearung Village BPD

Pearung Tourism Village is a tourist village located on the hillside south of the Toba caldera. It is approximately 17 km from Silangit Airport

and can be reached in around 20 minutes by motor vehicle. Most of the population are coffee farmers who have been here for generations and are also fruit and vegetable farmers. In the Pearung tourist village you can also find the endemic plant of Lake Toba, namely andaliman. With an altitude of 1200 meters above sea level and located on a hillside, Pearung village has cool weather and wide and beautiful views towards Lake Toba and Sibandang Island.

Geostie Sipinsur itself is in Pearung Village, Paranginan District, Humbang Hasundutan Regency. The advantage of the Sipinsur Geosite is the view to see Lake Toba. From the perspective of the Sipinsur Geosite, the largest lake in Southeast Asia is stunning and enchanting. The blue sky and beautiful clouds provide a natural view with mountains and plains on the edge of the lake. Apart from panoramic views of Lake Toba, the Sipinsur Geosite also has pine trees. This area is the right place for relaxation for tourists.

The Sipinsur Geosite in Pearung Village, Paranginan District, Humbang Hasundutan (Humbahas) was awarded as the Most Popular Plateau in Indonesia, and won first place in the 2018 Anugrah Pesona Indonesia (API). This plateau is on the edge of Lake Toba with beautiful natural panoramas, beating various highlands from districts/cities in other provinces in Indonesia.

The results of research that has been carried out through direct interviews and distributing questionnaires to visitors who have visited the Sipinsur Geosite as one of the tourist attractions in Humbang Hasundutan Regency, North Sumatra. Where interviews were conducted directly with resource persons, Mr. Rudy Patar Siregar, S.T as Village Secretary and Mr. Indra Hutabarat, SS as Youth Culture Leader of the Humbang Hasundutan Regency Youth and Sports Tourism Office. There were 50 questionnaire questions that had been distributed. The preparation of the questionnaire is based on problem analysis which is supported by the problem formulation listed, namely the identification of problems included in this final assignment research, related to the branding of the Sipinsur Geosite in the marketing of Pearung Village, Paranginan District, Humbang Hasundutan Regency, and also things that influence tourists when visiting to the Sipinsur Geosite. The formulation of the problem raised by researchers is as follows:

1. How is the branding (brand, identity, product) implemented at Geosite Sipinsur?
2. How is tourist awareness of the Sipinsur Geosite Branding?

Research Results on How to Apply Sipinsur Geosite Branding in Marketing in Pearung Village, Paranginan District, Humbang Hasundutan Regency.

The following is a presentation of the results of interviews and questionnaires that have been raised in this research.

1. What is the Tagline and Branding of Humbang Hasundutan Regency?

The **motto** that is the tagline of **Humbang Hasundutan Regency** is "**Marudurudur Tu Humbahas**" which means roll in numbers/ Together we visit Humbang Hasundutan. This motto itself was created and established by the Humbang Hasundutan Regency Government. And the motto that is the branding of **Humbang Hasundutan Regency** is "**Explore Humbahas**" which means exploring and adventuring in Humbang Hasundutan Regency. Hasundutan Regency has a variety of destinations and objects that focus on cultural, historical and natural tourism. One of them is the Palace of King Sisingamangaraja, the remains of King Sisingamangaraja, Geosite Sipinsur, Dolok Pottas, etc.

2. What about the Tagline and Branding of Geosite Sipinsur? Does Geosite Sipinsur already have a tagline and branding before, as Geosite Sipinsur won first place at the 2018 Anugrah Pesona Indonesia event.

Currently, neither the tagline nor the branding for Geosite Sipinsur itself exists and indeed the branding for Geosite Sipinsur itself is still tied to the branding of **Caldera of The King** as a whole.

3. What about the level of tourist visits to the Sipinsur Geosite?

For weekends and holidays, the number of tourists visiting can reach 1000 people or even more per day. However, on normal days only around hundreds of people visit.

4. Who plays a role in managing the Sipinsur Geosite? Is it managed by the government or is there another party? and what is the contribution of the Pearung village government?

For management, the Sipinsur Geosite itself is fully processed by the Humbang Hasundutan Regency Government. The involvement of the village government is limited to discussing and socializing the development of the Sipinsur Geosite to the village community. Village officials are also responsible for the cleanliness of the Sipinsur Geosite. There is also involvement of Village-Owned Enterprises (Bumdes) but it is only limited to selling souvenirs such as screen-printed t-shirts with the words Sipinsur, Ulos, Slendamg gorga, stoles and accessories (necklaces, bracelets, key chains). However, souvenir sales are being suspended because they still need to be re-evaluated. The community also contributes, such as trading in the Sipinsur Geosite Area and as a photography service provider.

5. For Pearung Village itself, does it have anything like agricultural products or other things that could be used as branding for the Sipinsur Geosite?

For old plants there are coffee and honey sweet oranges and young plants such as corn and vegetables. But this cannot yet be part of the Sipinsur Geosite branding, because the plants are already tied to Lintong District.

6. What are the aims and benefits of collecting levy fees at the Sipinsur Geosite?

For tickets, or retribution fees, which cost IDR 1,000, - this is a mandatory levy from the Regency Government which aims to develop and maintain the Sipinsur Geosite. There are also parking tickets worth IDR 10,000 for cars and IDR 3,000 for motorbikes. Especially for parking lots, the proceeds from collecting fees are used to pay the wages of the people who guard the parking lot and the parking lot cleaners.

7. What if I suggest a motto to be the tagline for Geosite Sipinsur and I will also make a logo to be the branding for Geosite Sipinsur?

We accept all ideas for developing the Sipinsur Geosite and Humbang Hasundutan tourism. Is the motto "Topong Lush Lake Toba" suitable to be used as the tagline for the Sipinsur Geosite? In my opinion, the Sipinsur Geosite has a pine forest in the middle of which there is a road leading to a place where we can look at the whole of Lake Toba. In my opinion, the road in the middle of the pine forest is like the body of a pair of binoculars and the top of the road is also covered by pine leaves and the end of the road is also like the lens of binoculars, because we see the whole of Lake Toba. There is also a meaning of the word lush, namely the leaves of the pine trees.

Geosite Sipinsur doesn't have a tagline yet. Maybe we can discuss this idea with the Regency Government and later we will socialize the marketing of the Sipinsur Geosite using the tagline "Topong Lush Lake Toba".

8. Which of these 2 logos is the choice for branding for Geosite Sipinsur?



Figure 4, 5 Sipinsur Geosite Branding Logo Options

I have plans to implement the same thing as we enter the Gundaling and Ajibata areas. At the entry post they collect fees and put small stickers on our vehicle's rearview mirror. What if we apply the same thing?

I chose the first logo. And maybe we can implement the same thing but it will have an impact on retribution costs which might increase. Because we also need money to print the stickers.

2. Research Results Regarding Tourist Awareness of Sipinsur Geosite Branding?

Figure 6. Respondents' Responses Regarding Interest in Humbang Hasundutan Regency

Apakah menurut anda Kabupaten Humbang Hasundutan merupakan tujuan wisata yang menarik ?
53 jawaban

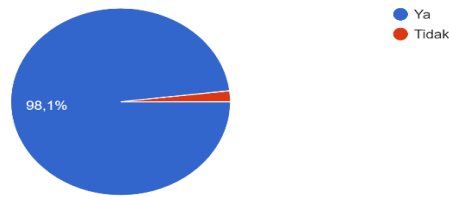


Figure 6. Respondents' Responses Regarding Interest in Humbang Hasundutan Regency

Based on the diagram above, it can be concluded that many tourists are interested in visiting/traveling to Humbang Hasundutan Regency.

Branding adalah proses penciptaan identity yang terkait dengan dugaan, emosi, dan perasaan identitas tertentu. Branding mendahului pemasar...re Humbahas", apakah anda pernah mendengarnya ?
53 jawaban

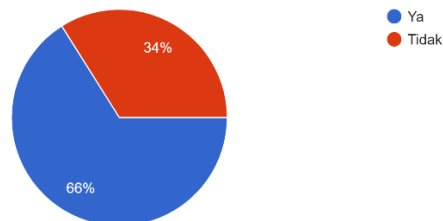


Figure 7. Respondents' Responses Regarding the Tagline and Branding of Humbang Hasundutan Regency

Based on the diagram above, it can be concluded that 66% of tourists know the Tagline and Branding of Humbang Hasundutan Regency and 34% of respondents do not know it. This means that many tourists know about the Tagline and Branding of Humbang Hasundutan Regency.

Apakah tagline dan branding dari Kabupaten Humbang Hasundutan tersebut menjadi faktor anda berkunjung ke Kabupaten Humbang Hasundutan ?
53 jawaban

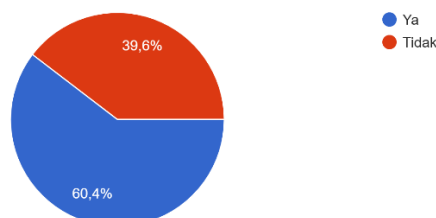


Figure 8. Respondents' Responses Regarding Taglines and Branding as Factors for Visiting Humbang Hasundutan Regency

Based on the diagram above, there were 60.4% of respondents who stated that the Tagline and Branding were one of the reasons why the respondents visited Humbang Hasundutan Regency and 39.6% said that the Tagline and Branding had no effect. The number who say that taglines and branding are influential still dominates, namely 60.4%, meaning that there are still many tourists who are aware of the importance of a destination or tourist attraction having a tagline and branding.



Figure 9. Respondents' Responses Regarding Interest in the Sipinsur Geosite

Based on the diagram above, 98.1% of respondents said they were interested in the Sipinsur Geosite, and 1.9% said they were not interested. This means that many tourists are interested in visiting the Sipinsur Geosite.

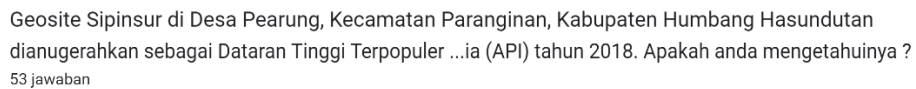


Figure 10. Respondents' Responses Regarding the Achievements of the Sipinsur Geosite at the 2018 Anugerah Pesona Indonesia Event

Based on the diagram above, 71.7% of respondents knew about the achievements of the Sipinsur Geosite and 28.3% did not know about it. So, it was concluded that the 2018 Anugerah Pesona Indonesia (API) event increased the popularity of Geosite Sipinsur.

Apakah Prestasi Geosite Sipinsur pada ajang API menjadi faktor anda mengunjungi Geosite Sipinsur ?
53 jawaban

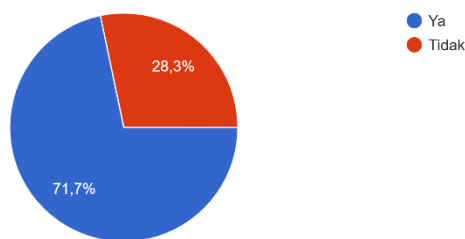


Figure 11. Respondents' Responses Regarding Whether the Sipinsur Geosite's Achievement at the Anugrah Pesona Indonesia (API) Event is a Factor in Visiting the Sipinsur Geosite

Based on the diagram above, 71.7% of respondents stated that the achievements of Geosite Sipinsur at the Anugrah Pesona Indonesia event were the background for visiting Geosite Sipinsur and 28.3% of respondents said no. So, it can be concluded that the achievements of this Geosite have increased marketing and the intensity of tourist visits to the Sipinsur Geosite.

Angle terbaik melihat Danau Toba adalah dari ketinggian, Apakah Geosite Sipinsur termasuk salah satunya ?
53 jawaban

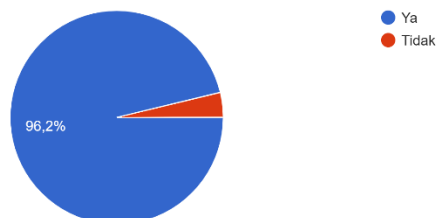


Figure 12. Respondents' Responses Regarding the Sipinsur Geosite, which is a place to see Lake Toba from a height

Based on the diagram above, 96.2% of respondents stated that it was true that the Sipinsur Geosite was the best angle for enjoying the beauty of Lake Toba from a height.

Apakah anda mengetahui bahwa saat ini Geosite Sipinsur belum memiliki branding, dikarenakan masih menempel pada branding Caldera Of The King ?
53 jawaban

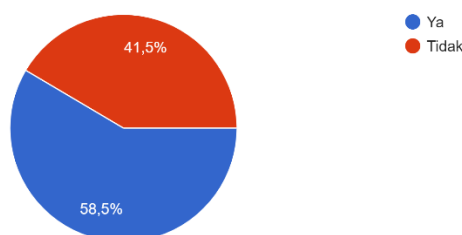


Figure 13. Respondents' Responses Regarding the Attachment of the Sipinsur Geosite Branding to the Caldera of the King Branding

Based on the diagram above, 58.5% of respondents knew that the Sipinsur Geosite Branding was still attached to the Caldera Of The King Branding and 41.5% of respondents did not know. So, it can be concluded that there are still many tourists who are aware of the importance of branding. Therefore, the Sipinsur Geosite requires branding so that it has an identity to be marketed and with branding it will certainly increase the popularity of the Sipinsur Geosite.

Dalam meningkatkan promosi maka dibutuhkan branding. Menurut anda , slogan mana yang layak menjadi tagline dan branding dari Geosite Sipinsur ?
53 jawaban

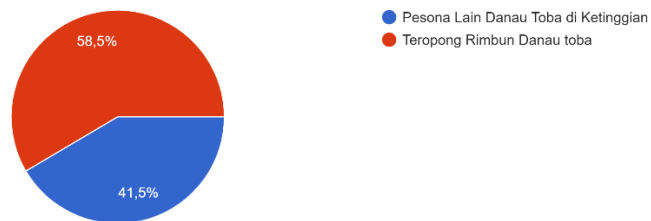


Figure 14. Respondents' Responses Regarding Slogans That Are Appropriate to Become Taglines and Branding for the Sipinsur Geosite

From this diagram, 58.5% of respondents stated that "**Topong Lush Lake Toba**" was the appropriate motto as the tagline and branding of the Sipinsur Geosite. Meanwhile, 41.5% of respondents stated that "Another Charm of Lake Toba at Altitude" was worthy of being the Tagline and Branding of the Sipinsur Geosite. So it was concluded that the dominant choice was "Lake Toba Lush Binoculars".

Dalam penentuan branding/identitas, logo manakah yang anda pilih ?
53 jawaban

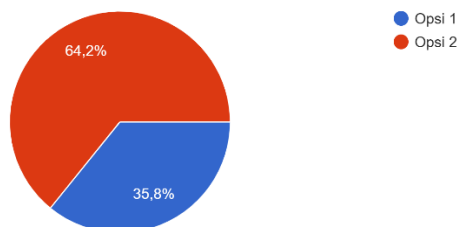


Figure 15. Respondents' Responses Regarding the Logo That Will Become the Identity of the Sipinsur Geosite

From the diagram above, 64.2% of respondents chose the second logo to be the identity logo for Geosite Sipinsur, and 35.8% of respondents

chose the first logo. So, it was concluded that the second logo was worthy of being the identity logo for Geosite Sipinsur.

DISCUSSION

According to Kotler and Armstrong (2012:75) in Yogi Sumirat (2015:22) "The marketing mix is a set of marketing tools that companies use to continuously achieve company goals in the target market." The components of the marketing mix are: product, price, place and promotion. Geosite Sipinsur itself already has products such as souvenirs and tour packages, although they still need further development. Likewise with price and place. However, in this research, researchers focused on promoting the Sipinsur Geosite. Because according to Armstrong and Kotler, promotion aims (2015:452) include:

1. Promotions aim to encourage purchases with short-term customers or improve long-term relationships.
2. Aims to encourage sales of goods and provide more inventory, buy earlier or advertise company products and provide more shelf space.
3. To encourage purchases, reward customers, and motivate sellers.

According to Rampersad (2008:2) Branding is the process of creating an identity that is related to assumptions, emotions and feelings of a certain identity. Branding precedes marketing and sales. Marketing becomes ineffective without a strong brand. According to Kotler (2009:32) Branding aims to identify a product or service or group of sellers and differentiate it from other brands. The Sipinsur Geosite itself does not yet have branding and the branding is still attached to the Caldera Of The King branding. So it is necessary to create branding from the Sipinsur Geosite in order to improve marketing and create the existence of the Sipinsur Geosite because a brand is a reputation, and a brand with a reputation is a promising brand (Neumeier, 2003: 54). A person certainly does not only use rational factors in choosing a product, but will definitely use emotional factors as well. A person will look and compare prices and usability, but will ultimately make an emotional decision. Branding is very important because it can establish an emotional connection with customers.

If Geosite Sipinsur already has branding, it is hoped that the brand will always be visible to the public or consumers for a long time. Of course, this helps improve the marketing of the Sipinsur Geosite, increasing the popularity and level of tourist visits to the Sipinsur Geosite. There are 3 things that are the goal in building a brand, namely forming perception, building trust and building brand image (Neumeier 2003).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on Sipinsur Geosite Branding in Marketing in Pearung Village, Paranginan District, Humbang Hasundutan Regency by conducting interviews and giving questionnaires to 50 respondents, it was concluded that many tourists visit Humbang Hasundutan Regency with the tagline and branding background of

Humbang Hasundutan Regency, namely "**Marudurudur Tu Humbahas**" and "**Explore Humbahas**". So we can judge that marketing is ineffective without a strong brand (Rampersad, 2008:2), which is true. Therefore, Geosite Sipinsur must have its own branding in order to have a strong identity or brand. Based on interviews and questionnaires, the motto "**Lake Toba Lush Binoculars**" was considered to be the tagline and branding for the Sipinsur Geosite, and the second logo was also chosen to be the logo or identity of the Sipinsur Geosite. However, all decisions return to the Pearung Village Government and the Humbang Hasundutan Regency Government.

ADVANCED RESEARCH

Carry out routine maintenance on the Sipinsur Geosite, such as maintenance on the boundary walls, gates, photo spots and toilets. Implement clear and stated regulations. Because of the provisions written or stated on the website that the Sipinsur Geosite provides a camping ground, but the Sipinsur Geosite is closed at 18.00 WIB. After confirmation, it turns out that when there are tourists who want to carry out activities, they must first report it to the Village Officials and the Sipinsur Geosite management. Immediately determine the Tagline and Branding of the Sipinsur Geosite. Socialize the selected logo by starting to print the logo into sticker form and start sticking it on the rearview mirror of the vehicles of tourists visiting and parking at the Sipinsur Geosite. And researchers hope that there will be no changes to parking fees and fees for tourists because of the Sipinsur Geosite logo sticker. Adjust vehicle parking fees.

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