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Research Article

Strategy Strengthening Destination Branding Kampung Thematic Batik Cibuluh Bogor Through Digital Marketing

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ABSTRAK

In line with the development of tourist villages as a leading program for tourism and the creative economy, Kampung Batik Cibuluh is a tourist town located in Bogor based on community, creative and cultural industries based on local wisdom, which has the potential to improve the economy Of rural communities based on the participation of the people's community. During the Covid-19 pandemic, it is also a challenge for tourist villages to survive and even develop. The purpose of this research is to create a "destination brand" strategy with the development of creative industries and also to strengthen digital marketing in communicating it as part of its attractiveness for tourists to experience the characteristics and characteristics that make it unique and attractive For tourist destinations. The analysis strategy is based on destination branding analysis, as well as strengthening digital marketing as part of branding, as developing messages and promotions. This research methodology uses a qualitative descriptive method, namely SWOT analysis by collecting data using primary data and secondary data through literature studies, research results, media social. Tourist decision-making in choosing a tourist destination is strongly influenced by the strength of the destination branding of the tourist attraction. Digital Marketing as a tool in communicating branding is very important in establishing branding. The collaboration between the government, the tourism industry, the community, the media, and academia (Penta helix) will strengthen the branding of the thematic village of Cibuluh, Bogor.

Keywords: Tourism, Destination Branding, Digital Marketing, Tourism Village

Introduction

Tourism is one of the leading sectors of the Bogor City Government, according to the Bogor City Tourism and Culture Office, the number of tourists in 2019 has reached 9,160,885 people, of which for domestic tour-

ists (wisnus) there are 8,709,412 people and foreign tourists (tourists) totaling 8,709,412 people. the rest, namely 451,473 people. (Bogor, 2020). This provides not only tourism a source of regional revenue, and the development and preservation of arts and culture also

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raises the economic sector of the City community. So that the target of tourism development in Bogor City is directed at increasing all tourism potential by increasing the number of domestic and foreign tourist visits, increasing the length of stay of tourists, absorbing the maximum labor force, increasing contributions to PAD and community welfare (Bogor City Regional Secretary, 2016). As an implementation of the tourism target of the city of Bogor is the establishment of a thematic village with the principle of responsible and sustainable community-based tourism development, with environmental, social and cultural perspective. The formation and development of tourist villages is a program of the Ministry of Tourism and Creative Economy (Kemenparekraf/Badan Parekraf) which is committed to supporting the development of tourist villages, namely by making it one of the national development agendas in the 2020-2024 National Medium-Term Development Plan (RPJMN).

During the Covid-19 pandemic, tourist visits to Bogor City fell by 80 percent (Berita-satu.com, 2021). Thematic Village. The thematic village of Cibuluh batik has also been affected by the COVID-19 pandemic where the implementation of "lock down", Large-Scale Social Restrictions (PSBB) to the Implementation of Community Activity Restrictions (PPKM) has reduced tourist visits and events in Kampung Cibuluh. is the development of thematic tourism villages. The thematic village of Cibuluh batik is also being redeveloped by the Bogor city government in order to restore and increase the level of tourist visits to the city of Bogor. The strategy that can be done is by strengthening Destination Branding and also using digital media, namely the digital marketing pattern, this is in accordance with the era of digitalization in Indonesia.

Strategically located in Cibuluh Village, in the north of Bogor City with an area of 153.8 ha with 138 ha being a residential area, 2.3 ha of yards, 2 ha of offices, 2.5 ha of parks, 2 ha for facilities and infrastructure, and 7 ha of shops. Batik Cibuluh village is only traveled from Jakarta with 1-2 hours from the center of Jakarta or 30 minutes from the center of Bogor City. It consists of 465 families classified as

underprivileged and 251 families belonging to prosperous families 1 with an average income level of: Rp. 1.000.000-Rp. 1.600.000,-/month. The activity of the youth group driving the routine activities which was the forerunner of the tourism driving group (Kompepar) which was able to encourage the empowerment of batik in the thematic village of Batik Kampung Cibuluh. The pioneers of the Cibuluh batik activity by Mrs. Sri Hartati and Dina Ayu who fostered housewives and young people with the Batik Pancawati brand.

The purpose of this research is to create a "destination branding" strategy with the development of creative industries and also to strengthen digital marketing in communicating it as part of its attraction for tourists to experience the characteristics and characteristics that make it unique and attractive as a tourist destination.

Material and Methods

Desa wisata / Kampung wisata/ Tourism Village

Changes in mass tourism travel trends to alternative tourism make tourist villages an option in tourism development, with a variety of products. The main product of tourist villages is the daily life of the villagers. The experience given to tourists in the form of cultural diversity, unique and creative work in the village is what makes it different from ordinary tourism. A village with a potential tourist destination, based on the community and based on the local cultural wisdom of the community, as well as the triggering of economic improvement with the principle of mutual cooperation and sustainability, is the concept of tourist village. (Indonesia, 2019).

A tourist village (Desa Wisata, Kampung, Nagari, Gampong, or other names) is an area that has the potential and unique tourist attraction, namely, experiencing the unique life and traditions of rural communities with all its potential. (Investment, 2021). The tourist people are a tourist town located in the municipal area. Tourism Village (Kampung Wisata) is an area whose residents have activities in the social and economic fields in the form of tourist business development based on the potential of natural and artificial attractions,

including buildings of the cultural heritage and social order of local community life, The culture values and traditional. Arts and traditional crafts and culinary and accommodation facilities. (Yogyakarta, 2020)

Branding/ Destination Branding

A positive brand perception of a destination created greatly influences the decision that tourists choose their tourist destinations. According to the American Marketing Association (AMA), a brand is "a name, term, sign, symbol or design, or a combination of them, to identify the goods and services of a seller or group of sellers and to differentiate them from those of The competition ". Therefore, a brand is more than just a product, since it may have dimensions that distinguish it from other products designed to satisfy the same need. These differences can be rational and tangible related to the performance of the product of the brand, or more symbolic, emotional and intangible related to what the brand represents. (Keller, 2013). Branding is an important management tool that is used to achieve differentiation and create a sustainable competitive advantage. Initially, the brand only carried out advertising campaigns, but now the brand also includes internal and external communications that can attract tourists to come and also provide memorable experiences as described in the brand. (Kotler, et al., 2012) The brand is the process of creating a competitive identity, or brand, for a purpose (or place): the process of development and implementation of a brand strategy (UNWTO, et al., 2015)

While the destination Branding is to describe, identify and distinguish each tourist destination and communicate that image as part of your appeal to tourists and provide an "experience" or experience of these characteristics. (Ritchie et al., 1998). The destination branding is a series of marketing activities (1) that support the creation of names, symbols, logos, word marks, or other graphics that identify and easily distinguish destinations; (2) sending constantly the hope of an unforgettable travel experience related only to destiny; (3) work to establish and strengthen the emotional connection between visitors and destinations; and (4) reduce consumer search

costs and perceived risk. Together, these activities work to create a brand destination that positively influences the destination options of consumers. (Pike, 2009).

The image of the brand creates a mental structure that helps consumers increase their knowledge of products and services to help decisions making, it is a process, which gives value to society. In this case, the company must have a registered Branding strategy that ensures that consumers believe in the differences or uniqueness of the products and services provided. The brand strategy can not be separated from a long process of a product, including the way the product itself, both the variety of products, quality, design, characteristics, packaging and service, communication from products to customers, the information received. Observations of customers, payments, channel interactions. A marketer is the integrated marketing carried out by a company or producer, which finally creates value for the product. (Kotler & Keller, 2012)

Digital Marketing.

The development of digitalization is very rapid, especially during the covid-19 pandemic, where restrictions on people meet directly so that it requires all to use digital means from work until doing the shopping process. The development of technology and digitalization has also had many impacts on changes in people's lifestyles and convenience. All work, news and information can be accessed through digital media on smart phones. With the demands for digitalization changes, starting from the government sector, technology providers, research institutions, education, industry associations, business actors must also change patterns and strategies in entering this digitalization era. For business actors, companies, the management of tourist destinations must be able to adapt and innovate based on technology so that they can help and increase the productivity of their companies. Likewise in the field of marketing, managers of tourist destinations must also be able to market them through digital platforms (Digital Marketing).

According to Chaffey, Digital marketing is the application of digital technologies that

form online channels to market (networks, email, databases, plus mobile/wireless and digital TV and many more recent innovations including blogs, feeds, podcasts, and social networks to contribute to marketing activities aimed at achieve customer acquisition and retention advantages (in multi-channel purchasing processes and customer life cycles) through recognizing the strategic importance of digital technology and developing a planned approach to increase customer knowledge (of their profile, behavior, values, and loyalty drivers), then delivering integrated targeted online communications and services that match their individual needs. (Chaffey, et al., 2008) According to Wardhana, digital marketing is a marketing activity that includes branding using various web-based media (Wardhana, 2015). Strengthening social media for a company is a process of maintaining and strengthening relationships with customers, focusing on customers who have an interest in products and services on social media (eg Facebook) and have a positive and significant impact on customer behavior which in turn results in revenue. and corporate profits (Kumar, et al., 2015,). Social media is a significant platform in which companies listen to and influence consumer opinions. With social media barriers with customers can avoid an intensive collaborative approach. With community and customer interactions on social media, providing positive branding that has an effect on increasing purchase spending. (Patil, et al., 2015) Social media can build and strengthen community and trust in the branding of a product and service by strengthening customer engagement. (Habibi, et al., 2014).

Method

According to the objective of this research, which must provide an alternative strategy of "destination branding" with the development of the creative industry through the increase in digital marketing and communication characteristics that are part of its attractiveness for unique and attractive as a tourist destination. The researcher uses a qualitative descriptive method with the use of SWOT analysis through data collection using primary data and secondary data through lit-

erature studies, research results, social networks. The research method is carried out through the compilation of variables and indicators related to digital marketing (web and social networks) to strengthen the destination Branding in the Kampung thematic of Batik Cibuluh. The internal variables for the digital marketing indicators in the strengthening of the brand used (1) information in the form of articles, images and guidelines, attachments (PDF, PPT) with respect to the details of the products and services offered. (2) Communicative videos that not only view products and services, but also explore the "experience" that customers will feel. (3) Ease of finding products and services (4) Special Offers (5) Interactive Room Online, whether in the form of hashtags, likes, comments and testimonies (6) customer service button (called, wa, Email) (7) Room (Buton) Order and Payment (8) The ability to create a positive brand and (9) the ability to identify and attract new customers (10) the ability to strengthen the brand and availability of facilities / buttons to refer friends. (Wardhana, 2015) (Taneja, et al., 2014) (Kumar, et al., 2015,) Regarding the external variables, the external environment consists of three types of surroundings, namely: general environment (general environment) and Operational Environment (Economy, Social, Interested and Technology, Environmental, Industry / Tourism Environment)

This study uses a SWOT analysis which issues alternative strategies. According to Rangkuti, SWOT analysis is a systematic analysis of various factors to formulate a strategy. This SWOT can maximize strengths, opportunities, and also opportunities that can be obtained from weaknesses and threats. The strategy formulation in the Word matrix produces four alternative strategies, namely:

1. Strength and opportunity strategy (S-O strategy),

The SO strategy uses the company's internal strengths to take advantage of external opportunities. All management wants their organization to be in a position where internal strengths can be used to take advantage of external trends and events.

2. Weaknesses and opportunities strategy (W-O strategy)

The WO strategy aims to improve internal weaknesses by taking advantage of external opportunities. Sometimes there are great external opportunities, but the company has internal weaknesses that prevent it from taking advantage of those opportunities.

3. Strength and threat strategy (ST strategy)

ST strategy uses the company's strengths to avoid or reduce the impact of external threats. This does not mean that strong organizations must always face threats in the external environment in order to move forward.

4. Weaknesses and threats strategy (W-T strategy)

WT strategy is a defensive tactic directed at reducing internal weaknesses and avoiding external threats. An organization faced with various external threats and internal weaknesses may indeed be in a precarious position. (Rangkuti, 2014)

Results and Discussion

Kampung Batik Cibuluh does digital marketing through the website and several social media, namely the website: batikbogor.com, Instagram: @kampungcibuluh, Facebook and Youtube: Kampung Cibuluh, and on the Shopee market place (link from Instragram): Gallery_batikcibuluh. Attached is a SWOT analysis for digital marketing at Kampung Batik Cibuluh.

**Table 1. Swot Matrix Of Digital Marketing
Kampung Tematik Batik Cibuluh**

IFAS	STRENGTH	WEAKNESS
	<ol style="list-style-type: none"> 1.Information in the form of articles, images and guidelines, attachments (PDF, PPT) with respect to the details of the products and services offered. 2. Special Offers 3. Interactive Room Online, whether in the form of hashtags, likes, comments and testimonies 4.Customer service button (called, wa, Email) 5.The ability to identify and attract new customers 6. The ability to identify and attract new customers 7. The ability to strengthen the brand and availability of facilities / buttons to refer friends 	<ol style="list-style-type: none"> 1. Communicative videos that not only view products and services, but also explore the "experience" that customers will feel 1. Ease of finding products and services features
EFAS		

OPPORTUNITIES <ol style="list-style-type: none"> 1. Economic conditions, social culture can encourage increased sales through digital marketing 2. The development of technology and digital marketing encourages sales of baktik in kp cibuluh 3. Government policies encourage the growth of digital marketing carried out by kp Batik 	SO Strategy <ol style="list-style-type: none"> 1. Increase engagement by adding a social element to each campaign to expand reach 2. Actively participate in being a follower of a community or Instagram program that has many followers, providing comments and also feeds on your IG account 3. Increase recognition by always posting the latest information/activities and tags to the Instagram command and community and responding to comments, questions, quickly and positively. 4. Encourage Followers to share interesting and relevant photos from events or product testimonials 	WO Strategy <ol style="list-style-type: none"> 1. Conducting a strict selection ensures that video content explores experiences and can be interesting for followers and viewers 2. Ensure that every link created, can be accessed and opened 3. Ensure that there are competent human resources in maintaining active web and social media accounts
THREATS <ol style="list-style-type: none"> 1. The growth of the batik market in Bogor is increasing along with the increase competition in Bogor. 	ST Strategy <ol style="list-style-type: none"> 1. Mapping the use of social media in accordance with the targeted market segment in anticipation of a tight competition 2. Strengthening the positive perception of products and services produced by communicating interactively with social media to the market and community 	WT Strategy <ol style="list-style-type: none"> 1. Monitor the behavior of the market and competitors on a regular basis in order to take the right strategy

SO Strategy

1. Increase engagement by adding a social element to each campaign to expand reach
2. Actively participate in being a follower of a community or Instagram program that has many followers, providing comments and also feeds on your IG account
3. Increase recognition by always posting the latest information/activities and tags to the Instagram command and community and responding to comments, questions, quickly and positively.
4. Encourage Followers to share interesting and relevant photos from events or product testimonials

ST Strategy

1. Mapping the use of social media in accordance with the targeted market segment in anticipation of a tight competition

2. Strengthening the positive perception of products and services produced by communicating interactively with social media to the market and community

WO Strategy

1. Conducting a strict selection ensures that video content explores experiences and can be interesting for followers and viewers
2. Ensure that every link created, can be accessed and opened
3. Ensure that there are competent human resources in maintaining active web and social media accounts

WT Strategy

- Monitor the behavior of the market and competitors on a regular basis in order to take the right strategy

Conclusion

The development of technology and digitization and Pandemic Covid-19 has had many impacts on community lifestyle changes. There needs to be a strong strategy based on digital, replacing conventional marketing. Digital marketing is a must for all sectors and companies in supporting branding. Some digital marketing strategies that must be done by Batik Batik village both with web and social media strengthen branding through increasing customer involvement, increasing traffic, positive and fast replays, and increasing recognition of the banding of village batik.

Mapping the use of social media in accordance with targeted market segments, strengthening positive perceptions of products and services manufactured by communicating interactively with social media to markets and communities, electing strict content (videos, etc.) that can explore experience and become interesting and viewers. Competent human resources in maintaining web accounts and social media active and always monitor market behavior and competitors regularly to take the right strategy.

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