BRANDING 'SHINING BATU' AS A TOURISM PROMOTION STRATEGY IN INSTAGRAM CONTENT @DISPARTABATU

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Abstract

This research aims to (1) determine the 'shining Batu' branding strategy in instagram content @dispartabatu; and (2) knowing the dimensions of tourism promotion in Instagram content @dispartabatu. This research is qualitative-descriptive research. This research describes the branding 'shining Batu' as tourism promotion in Instagram content @dispartabatu. The data analysis technique in this research consists of data presentation, data reduction, and drawing conclusions. The results of this research show that (1) the 'shining Batu' branding strategy in instagram content @dispartabatu includes brand positioning showing the geographical location of Batu as a tourism potential that other regions do not have, brand personality showing the government's ideas regarding the characteristics of the city of Batu by referring to potential, and brand identity shows the help of the culinary sector in branding Batu as a tourist city; and (2) the tourism promotion dimension in instagram content @dispartabatu contains an entertainment dimension by displaying Sanduk art as Batu's cultural identity, an interaction dimension by inviting the public to visit various interesting tourist destinations in the city of Batu, a trend dimension by uploading trends in international paragliding championships as branding for Shining Batu through sport tourism events, and customization by displaying Batu's typical Rampak Barong art.

Keywords: Branding, Shining Batu, Disparta Batu

1. INTRODUCTION

The development of the tourism sector requires the role of stakeholders. The government as a stakeholder has an important role in advancing the tourism sector (Safari, 2023). This important role is formed because in tourism development, the government has policies. Tourism development in Indonesia has been carried out by various parties, both from the Ministry of Tourism and the Tourism Office. Each region in Indonesia has made various efforts to carry out tourism development that relies on the diversity, uniqueness and distinctiveness of each region (Destiana, 2020).

One of the focuses in tourism development planning is tourism branding by local governments through city branding. Wahab (2001) states that one of the rational factors that influences tourists' intention to visit is the organization of the tourism industry, which includes the process of establishing city branding (Aleonita, 2020). In line with this, the

spread of Covid-19 in 2020 to 2022 has made the tourism sector in Indonesia sluggish. Since the implementation of the new normal, namely the period of adaptation to the new normal, the tourism sector has continued to make improvements (Rachmawati and Alhazami, 2022).

City branding is a process or effort to create a brand for a city to make it easier for city owners to communicate about their city to target markets (investors, tourists, talent, events) using positioning sentences, slogans, icons, exhibitions and various other media (Alvianna, 2022). City branding is a must for every city that plans to increase its ranking. Especially when a city wants to promote its potential and is visited by various parties, especially tourists, then its city branding must reflect what is in the city (Salam and Nurjanah, 2019).

One of the leading tourism cities in East Java, Batu City, has launched the city branding 'Shining Batu' on May 20 2013. The city branding policy is not just a logo or slogan, various changes and developments have been carried out by the city government and the private sector. It has been proven that since city branding was carried out, the number of tourist visitors in Batu City has continued to experience a positive increase. Until now, 'Shining Batu' as city branding is an embodiment of collaborative policy implementation. Shining Batu has brought new enthusiasm to the Batu City development movement, as a spirit that encourages every community activity in the fields of agriculture, tourism and education (Priambodo, 2015).

The attractiveness of Batu tourist attractions is greatly influenced by factors such as agricultural conditions and natural beauty, as well as artificial tourist attractions. A number of highlands owned by Batu City have abundant natural potential, such as agricultural production, fruit, vegetables, views of mountains and hills. With its mountainous and hilly topography, Batu City is known as a cold area. The beauty of Batu City makes it a tourist destination that is often visited (Hermawan and Brahmanto, 2018).

The large number of tourist attractions that Batu City has with various local and foreign tourists certainly requires detailed information on each tourist attraction to optimize visits so that not only the famous tourist attractions are visited, but also other tourist attractions that are no less interesting but hidden or less well-known. explore (Puspawati and Ristanto, 2018). The Batu city government, in this case the Batu tourism office, uses Instagram social media as tourism branding so that information about Batu's tourist destinations is conveyed well to the public and tourists visiting Batu continue to increase.

Batu City as a tourist city will of course always try to provide good quality public services. The Batu City Government has developed to adapt to community demands and the dynamics of the tourism economy which leads to sustainable international tourism. The manifestation of community empowerment in tourism development in Batu City is more about increasing community participation in every event and activity through government programs as well as the creative activities of local communities themselves (Luturlean, 2019).

Based on the explanation above, this research aims to (1) find out the 'shining Batu' branding strategy in instagram content @dispartabatu and (2) find out the dimensions of tourism promotion in instagram content @dispartabatu.

2. METHODS

This research is qualitative-descriptive research. Qualitative research aims to gain an in-depth understanding of human and social problems. Even though qualitative research emphasizes language as a research tool and is considered subjective, it is rich in detailed meaning behind the traditions, culture and behavior of humans and the society being studied (Rukin, 2019). This research describes the 'Shining Batu' branding as tourism promotion in Instagram content @dispartabatu.

The primary data source used in this research is the Instagram content of the Batu tourism office and relevant research. The data analysis technique in this research consists of data presentation, data reduction, and drawing conclusions from Miles and Huberman's perspective (Huberman & Miles, 2002). The researcher presents tourism branding data used by the Batu Department of Agriculture in the form of images, reduces the data with data descriptions, then draws research conclusions.

3. RESULTS AND DISCUSSION
3.1.'Shining Batu' Branding Strategy in Instagram content @dispartabatu
City Branding for the city of Batu in marketing the image of Batu City as a tourist city has a slogan;

Figure 1. Tagline and Logo 'Shining Batu'

The three curves (curved lines) that form the logo are a representation of; green indicates agriculture; red-orange indicates tourism; blue indicates education. With the philosophy of this brand, Batu City is expected to shine even more, both in the fields of tourism, agriculture and education.

Initially the city of Batu had the tagline Kota Wisata Batu (KWB) which was later changed to "Shining Batu" in 2013. "Shining Batu" has a strong philosophical meaning, namely describing that the city of Batu is a comfortable, safe, peaceful and prosperous area. "Shining Batu" which is now the new slogan and means that the city of Batu shines in the fields of agriculture, tourism and education. The unique characteristics of this area make it a good stimulus for the government to develop tourism, this will make tourists interested in coming to visit the city of Batu.

Disparta Batu embeds the 'Shining Batu' logo in every content uploaded on Instagram in order to implement regional government development plans and city branding to make the city of Batu more shining.

According to Kotler (2009), branding strategy has several components, namely brand positioning, brand personality and brand identity.

Table 1. 'Shining Batu' Branding Strategy in Instagram content @dispartabatu

Branding Strategy	Form
Brand positioning	Batu's geographical location provides tourism potential that other areas do not have
Brand personality	The government and tourism business actors are creating new ideas regarding Batu's unique characteristics by referring to potential
Brand identity	The culinary sector helps natural tourism, tourist attractions and cultural tourism in the city of Batu, branding Batu as a tourist city.

Brand positioning is a marketing strategy that has the function of making a difference regarding certain benefits and advantages for consumers so that they can remember the brand. Positioning Batu, which has a number of natural tourist facilities, has its own bargaining power for tourists to visit. Batu City has natural geography that has tourism potential that other areas do not have. As a tourist destination, Batu has abundant natural potential such as coban, mountains, hot springs, and caves.

Figure 2. Travel Guide Tourism in Instagram content @dispartabatu

In implementing 'Shining Batu', several approaches to building a national development plan have been carried out. One of them is the development of tourist villages with the aim of making each village a tourist destination. Currently Batu City has developed several tourist villages, where the natural potential of each village is the main factor in developing the village as a tourist village, in addition to the commonly known agricultural and livestock sectors. Tourism villages are very dependent on the natural potential and activities in the area, such as the customs and culture of the local community as a tourist attraction in itself. The Batu City Government is trying to target foreign visitors through tourist villages which have their own attractions from the various potentials of each village (Sukardani, 2019).

Brand personality is the impression of consumers or visitors regarding tourism services in Batu City as an ingredient for tourism managers to improve their services. From exploring brand positioning, the government and business actors in the tourism sector worked hand in hand to create new ideas to create unique characteristics by referring to the potential of Batu City. Apart from the natural potential that Batu has, culture is an interesting thing that has great potential in developing the tourism sector. Disparta Batu has recently been uploading arts and culture content as an effort to maintain and preserve the arts and culture that are characteristic of Batu.

Brand Identity includes the advantages and icons that the city of Batu has as a tourist city. brand identity which is expected to represent brand positioning and brand personality. The unique brand identity in Batu that helps tourism branding is in the culinary sector. In the culinary sector, such as the production of apples into chips and apple cider vinegar, as well as various other typical Batu foods. This is how the culinary sector helps natural tourism, ride-hailing tourism and cultural tourism that the city of Batu has in branding Batu as a tourist city.

Brand Positioning, Brand Personality, and Brand Identity are branding efforts that complement each other. These three brandings were carried out through tourism promotion

efforts by the Batu city government, in this case the Batu city tourism office, by using the social media Instagram.

3.2. Dimensions of Tourism Promotion in Instagram Content @dispartabatu
    The findings of this research indicate that the tourism promotion strategy through 'Shining Batu' branding in Instagram content @dispartabatu contains dimensions of entertainment, interaction, trends and customization.

Table 2. Disparta Batu Tourism Promotion via Instagram

Tourism Promotion Dimensions	Examples of Promotional Strategies
Entertainment	Arranging entertainment content by displaying Sanduk art as Batu's cultural identity
Interaction	Inviting the public to visit various interesting tourist destinations in the city of Batu
Trendiness	Uploading trending content for international paragliding championships as branding for Shining Batu through sport tourism events
Customization	Create promotional content for arts and cultural performances that showcase the heroics of the independence struggle packaged in the typical Batu Rampak Barong art

Disparta Batu as a stakeholder has an important role in developing sustainable tourism. In the Instagram content @dispartabatu, Disparta Batu creates entertainment content aimed at getting the public to respond positively to the content presented. The entertainment content displayed contains Batu's cultural identity as shown in the following image.

Figure 3. Entertainment Dimensions in @dispartabatu Content

The image above shows Instagram content @dispartabatu which entertains the public through interactive photos and videos featuring Sanduk Art as a cultural identity of the city of Batu. The 2023 Batu Tourism City Idol Sanduk Festival is the result of collaboration between the Tourism Department and Batu City Sanduk Artists as an effort to preserve the unique and iconic art of Batu City whose existence must be maintained. The hope is that in the future, the Sanduk Festival can be held more lively and creatively to become a cultural tourism event so that it can attract more tourists to visit Batu City.

Apart from containing entertainment content, Instagram content @dispartabatu contains interaction content. Disparta Batu uses persuasive language as part of promotions to attract public attention. Interaction on social media has an important influence on tourists' interest in visiting.

Figure 4. Dimensions of interaction in @dispartabatu content

The picture above shows the role of the Batu Department of Agriculture in inviting the public to visit various tourist destinations in the city of Batu. With the persuasive language of 'just holiday in Batu city' as part of tourism promotion through Batu's shining branding, Batu Department of Agriculture offers several attractive tourist destination choices for tourists who will visit Batu city during the holidays.

Instagram content @dispartabatu also contains trends which upload the latest and most up-to-date content as a source of information for the public to enjoy government-managed tourism. The government, in this case the Batu city culture and tourism office, always updates information and uploads the latest content related to tourist destinations that are enjoyable for tourists.

Figure 5. Dimensions of Trends in @dispartabatu Content

The image above shows @dispartabatu content which includes trends in international paragliding championships with the title 'Batu International Tourism Paragliding 2023' as part of Batu's Shining Branding through sport tourism events. Disparta Batu invites the people of

Batu city and tourists to watch the championship aimed at showcasing the tourist city of Batu as an international class tourist destination.

The government is also tasked with adjusting public interest regarding tourism, so it is important for tourism industry stakeholders, in this case the Batu City Department, to adjust content aspects and service strategies in showcasing the tourism potential of Batu City, including arts and cultural performances. Customization is a relatively dynamic tourism branding strategy on social media.

Figure 6. Customization Dimensions in @dispartabatu Content

Disparta Batu presents content that adapts to public interests, such as promotional content for arts and cultural performances showing the heroics of the struggle for independence packaged in the typical Batu Rampak Barong art. Content that contains a customization dimension is made as creative as possible with innovations and creations that are conceptualized today so that they are loved by the younger generation and tourists who have a special agenda to visit Batu City.

4. CONCLUSION

Disparta Batu embeds the 'Shining Batu' logo in every content uploaded on Instagram in order to implement regional government development plans and city branding to make the city of Batu more shining. The 'shining Batu' branding strategy in instagram content @dispartabatu includes brand positioning showing Batu's geographical location as a tourism potential that other regions don't have, brand personality showing the government's ideas regarding the characteristics of the city of Batu by referring to its potential, and brand identity showing assistance in the culinary sector. branding Batu as a tourist city.

The tourism promotion dimension in instagram content @dispartabatu contains an entertainment dimension through preparing entertainment content by displaying Sanduk art as Batu's cultural identity, an interaction dimension by inviting the public to visit various interesting tourist destinations in the city of Batu, a trend dimension by uploading international standard paragliding championship trends as branding for Shining Batu through sport tourism events, and customization by creating promotional content for arts and cultural performances that showcase the heroics of the independence struggle packaged in Batu's typical Rampak Barong art.

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