

National Currency as A Media for Tourism Destination Promotion

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Abstract—This research aims to know the public awareness on Indonesia tourism promotion and culture image displayed in Indonesian currency, specifically on the 2016 Year Emission rupiah banknotes. The measurement of the awareness is according to one of the national currency's purpose, which is as a promotion media. The purpose of this paper is to evaluate the socialization and communication programs from the government to about the exposure of Indonesia tourism destinations and culture image on the 2016 banknotes. The analysis uses key screening question that should be answered by respondents who have been actively using Indonesian currency in their daily transaction. In addition, the researchers also conduct face-to-face interviews with the respondents. The result of the study shows that out of the 120 respondents, only 6%-7% who aware about the image of Indonesia tourism destinations and culture displayed on Indonesian currency. The on-site survey was delivered to Indonesian citizens as the respondents. The data collection was conducted using convenience sampling method.

Keywords—national currency; tourism promotion; tourism destination

I. INTRODUCTION

In the past decades, travel & tourism have proven to be the significant drivers of economic growth. Indonesian government is actively encouraging the growth of tourism as a leading sector of the economic growth. Tourism is an important component of the Indonesian economy as well as a significant source of foreign exchange revenues. According to the World Travel and Tourism Council, the direct contribution of travel and tourism to Indonesia's GDP in 2014 was IDR 325,467 billion (US\$26,162 million) constituting 3.2% of the total GDP [1]. By 2019, the Indonesian government wants to double this percentage to 8 percent of GDP and the number of visitors is expected to be 20 million. The tourism sector in Indonesia is ranked as the 4th largest among goods and services export sectors. During 2016, about 12.02 million foreign tourists visited Indonesia, which was 15.5% higher than 2015, with the target of 20 million foreign tourists by 2019. The top five visitors to Indonesia are Singapore, Malaysia, China, Australia and Japan [1].

Indonesia, which has nearly 17,000 islands under its jurisdiction, offers an adventure for everyone and has massive

potential for tourist destination development. In 2018, Indonesia declared 10 New Balis as a focus of tourist destination. The 10 New Balis that are being promoted are: Lake Toba in North Sumatra, Tanjung Kelayang in Bangka Belitung, Tanjung Lesung in Banten, Thousand Islands in Jakarta, Borobudur in Central Java, Bromo-Tengger-Semeru in East Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, Wakatobi in Southeast Sulawesi, and Morotai in Maluku.

Promotion of tourism destination is one of the government's current focuses. One of its promotion efforts is by displaying Indonesia tourism destination and Indonesian culture image on national currency. Even though the promotional activity for tourism is not done in a very explicit manner, [2] stated some important informations about the 2016 Year Emission rupiah banknotes:

1. The realization of Indonesia's sovereignty that has philosophical meaning by including the phrase Republic of Indonesia Sovereignty (NKRI).
2. The banknotes are legal and mandatory payment instrument in every transaction in Indonesia.
3. The release of the banknotes is an effort to maintain money insight.
4. The release of the banknotes is an effort to maintain the physical quality of rupiah.
5. The release of the banknotes is an effort to show respect for Indonesian heroes and to introduce a variety of Indonesian cultural arts and natural resources.

The statement number five can be interpreted that Bank of Indonesia also support the tourism promotion through the national currency as one of the symbols of state sovereignty [3]. Bank of Indonesia officially issued new designs of bank notes and four coins in 2016 year emissions, which display Indonesia tourism destination, Indonesian culture images, and the figure of Indonesian heroes.

According to the previous study conducted by [4], Rupiah can improve the nation branding through the continuous effort in motivating Indonesians to love and be proud of their own national currency. The study specifically focuses on the 2016 Year Emission rupiah.

Despite of the positive effort to introduce a variety of Indonesian cultural arts and natural resources as the tourism potential, this activity was not highly noticed by Indonesian citizen who actively use the currency for their daily transactions. This gap was identified from the result of preliminary data gathering, which was conducted by doing unstructured interviews with ten respondents. These respondents could neither describe the image of Indonesia tourism destinations nor the Indonesian cultural arts on the banknotes.

Thus, this research was conducted to explore public awareness on tourism promotion of Indonesia tourism destinations and Indonesian culture image through Indonesian currency, specifically on the 2016 Year Emission rupiah banknotes. The Rupiah banknotes referred in this study consist of the nominal of IDR 100,000, IDR 50,000, IDR 20,000, IDR 10,000, IDR 5,000, IDR 2,000 and IDR 1,000.

The result of this study will give insights regarding the effectiveness of the promotional activities and what should be done further by the government to increase public awareness on this promotional activity.

II. LITERATURE REVIEW

A. National Currency

Indonesian currency is Rupiah. There are two kinds of Rupiah: Rupiah banknotes and Rupiah coins. As an independent and sovereign country, Indonesia has the currency as a symbol of the sovereignty of country of that should be appreciated by all Indonesian. Currency has a function as the legal tender in national and international economy activities, which aims to bring social welfare for the nation.

The characteristic of Rupiah is particular marks on each Rupiah that has been set for the purpose of showing identity, differentiating the price or nominal value, and securing Rupiah from the effort of counterfeiting.

The general characteristics of Rupiah banknotes are described in [3] Article 2 section (2) Act 7, which include:

- a. The image of the state emblem “Garuda Pancasila”;
- b. The phrase “Negara Kesatuan Republik Indonesia”;
- c. The appellation of denomination both in number and letter as the nominal value;
- d. The signature of the party of Government and Bank Indonesia;
- e. The text: “DENGAN RAHMAT TUHAN YANG MAHA ESA, NEGARA KESATUAN REPUBLIK INDONESIA MENGELUARKAN RUPIAH SEBAGAI ALAT PEMBAYARAN YANG SAH DENGAN NILAI ...”; and
- f. The year of emission and print.

Other than general characteristics, each Rupiah denomination also has special characteristics in the design, material, and printing technique. Special characteristics are overt, semi-covert, and covert in nature. One of the

characteristics is the image of national heroes and/or the image of the President shall be displayed on the front side of Rupiah. The image of national heroes should be obtained from the government as the legal institutions that is responsible for this matter. The use of the image also must get approval from the heirs. Furthermore, the use of the image shall be implemented according to the Decree of President [3].

B. Tourism Promotion

Analyzing both customers’ needs and wants are important to create customers’ satisfaction that leads to profits. Needs emerge from a gap between what a person has and what he or she would like to have, meanwhile, wants are the needs that they are aware of [5]. If it comes along with the customers’ ability to pay products, these wants will become demands [6].

However, to make the wants become a concrete demand, there are stages that have to gone through by the customers before they make a purchase decision. There are three main stages of service consumption, which are pre-purchase, service encounter, and post-encounter stages. The first step in pre-purchase stage needs awareness [7].

A decision to buy a service is usually triggered by an underlying need or need arousal. The awareness of a need will motivate the customers to find more information about the related service that they want to buy. There are some factors that may affect needs: people’s unconscious mind, physical conditions, and external sources. One example of what is referred as external resources is the marketing activities of a firm such as promotional activities.

Promotion communicates the necessary information and knowledge about the business to the customers by informing, persuading, and reminding them [8]. The purpose of promotion is to modify customer behavior that can result in increased sales and also repeat purchases.

There are five promotional mix elements to be used by organizations in promotion, such as [8]:

- a. Advertising
In advertising, organizations utilize mass media to inform the markets about their business and particular products/services in a persuasive manner.
- b. Personal Selling
Personal selling happens through a direct interaction between the sales or seller and the prospective customers.
- c. Sales Promotion
Sales promotion acts in short-term period by persuading the customers to make an immediate purchase.
- d. Merchandising
Merchandising uses tangible items to promote the business and stimulate sales.
- e. Public Relations and Publicity
Public relations deal with how the organization maintains or enhances relationships with other organizations and individuals. On the other hand, publicity is a non-paid public relation technique to inform people about the organization’s products and service, such as press release and press conference.

C. Tourism Destination

Tourism destination is a place where a variety of tourism suppliers are brought together in one location. It can be a particular resort or city, or an area within a country, or a country as a whole, or an area larger than a country in the world. A destination usually provides a number of different activities; from entertainment to accommodation to transportation. Destinations are considered as "a country, region, or city that acts specifically as a tourism destination - a place that is intended to attract visitors. It is quite specific and is not used in any other context [9].

Tourism destination is an amalgam of tourism products offering an integrated experience to consumers. A destination can also be a perceptual concept, which can be interpreted subjectively by consumers depending on their travel itinerary, cultural and educational background, purpose of visit, and past experience [10]. Tourism destinations can also act as "a network of relations between different actors that, together, create the tourism product"[11].

Of the 36 attributes, [12] states that ten of them are the most decisive attributes for the competitiveness of a tourist destination. These attributes are representative of the five main pillars in the destination competitiveness measurement model developed by [12], including: physiography and climate, culture and history, mix of activities, tourism superstructure, awareness/image, special events, entertainment, infrastructure, accessibility, and positioning/branding.

- a. Physiography and climate means a natural attribute that has a destination including natural scenery, flora, fauna and other interesting natural phenomena.
- b. Mix of activities is various tourism activities that can be enjoyed, especially activities that require high involvement of tourists because tourists nowadays are looking for something that gives a unique experience.
- c. Culture and history is the uniqueness and attractiveness of culture and history of the destination.
- d. Tourism superstructure is everything that is built to meet the needs of tourists such as accommodation facilities, restaurants, transportations, recreational facilities, attractions, exhibitions, resorts, and others.
- e. Safety/security is the most powerful factor that come to the concerns of the travelers when choosing a destination to visit. Some of the visitors consider about the crime rate, the quality of drinking water, natural disasters, the standard of medical services, etc.
- f. Cost/value is governed by three factors: the cost of transportation to and within the destination, the currency exchange rate, and the cost of local tourism goods and services.
- g. Accessibility is the ease of going to a destination.
- h. Special event is touristic significance that is deliberately held to attract tourists. It can come in the form of ordinary festivals to international-scale festivals such as the Olympics, World Cups, and others.

- i. Awareness/image is the extent to which the destination is known and desired by tourists to visit.
- j. Location will highly affect the visitors when choosing a destination, whether the destination is in remote or urban areas.

III. METHODOLOGY

A. Data Collection and Survey Instrument

Data collection was conducted using convenience sampling method. The on-site survey was carried out with Indonesians as the respondents. The key screening question is delivered to the respondents who have been actively using Indonesian currency in their daily transaction. Each respondent who agreed to participate in the survey was given the self-administered survey form, which took about 10 minutes to complete. In addition, the researchers also conducted face-to-face interviews with the respondents. The data were collected during the period of 1 – 30 September 2018. For this study, 150 copies of questionnaire were distributed. After eliminating invalid surveys, a total of 120 completed questionnaires were collected for further analysis.

The survey was composed of three sections. Section A comprised of questions regarding the demographic profile of the respondents, which are: name, age, gender, and professional background. Section B is aimed to find out which currency that were used by most respondents. There are seven choices, which are IDR (Indonesian Rupiah) 1,000; IDR 2,000; IDR 5,000; IDR 10,000; IDR 20,000; IDR 50,000; and IDR 100,000.

Section C is an open ended question that asks what are the two things that come to the respondent’s mind regarding the currency that they use the most. In other words, this question wants to know what they remember the most about the related currency.

B. Data Analysis

The current study used MS Excell for a descriptive analysis of the sample structure. The software is considered adequate to process the data because the purpose of the survey was to get descriptive information regarding the most remembered aspect of Indonesian currency according to the respondents' answer.

IV. RESULTS AND DISCUSSION

TABLE I. RESPONDENT PROFILE

NO	DESCRIPTION	FREQUENCY	%
1	AGE		
	> 45 YEARS	11	9.2
	36 – 45 YEARS	11	9.2
	25 – 35 YEARS	10	8.3
2	GENDER		
	MALE	67	55.8
	FEMALE	53	44.2
3	OCCUPATION		
	STUDENT	0	0
	UNIVERSITY STUDENT	88	73
	EMPLOYEE	27	23
	ENTREPRENEUR	5	4

Source: Data Processing (2018)

Most of the respondents are male, with the total number of 67 respondents or 55.8%, while the rest are female that consist of 53 people or 44.2%. Based on their age category, most of the respondents < 25 years old that consist of 88 respondents or 73.3%. Meanwhile, the category with the least respondent is the group of 25-35 years old, which consist of 10 people or 8.3%.

Based on their occupation category, most of them are university students with the total number of 88 persons or 73.3%, while the category with the least respondents is entrepreneur, which consists of 5 respondents or 4% respondents.

From the age and occupation profile of the respondents, we can conclude that the respondents have been actively using the currency in their daily transactions.

TABLE II. SURVEY RESULTS

No.	Result		
	Description	Frequency	%
1.	Nominal that you use most often for daily payments / transactions :		
	- Rp. 1.000,-	3	2%
	- Rp. 2.000,-	10	8%
	- Rp. 5.000,-	14	12%
	- Rp.10.000,-	19	16%
	- Rp.20.000,-	14	12%
	- Rp.50.000,-	31	26%
	- Rp.100.000,-	29	24%
2.	Mention two pictures displayed in Indonesian currency that you remember:		
	- Hero	69	57%
	- Color	19	16%
	- National symbols of Indonesia (Garuda)	10	8%
	-Traditional Dance	8	7%
	- Tourism Destination	7	6%
	- Traditional house	4	3%
	- Description	2	2%
	- Animal	1	1%
	- Nominal	0	0
	- Scenic view	0	0

Source: Data Processing (2018)

The result shows that 31 respondents (26%) use the IDR 50,000 banknote the most; followed by 29 respondents (24%) use IDR 100,000 the most for their transactions. The third currency that mostly used by the respondents is IDR 10,000 (used by 19 respondents or 16% of the respondents).

The second question was an open question that asks the respondents about the element that they remember the most from Indonesian currency. The responses reveal that the most remembered element is the picture of Indonesia national hero (69 respondents or 57%), followed by the color of Indonesian currency (19 respondents or 16%). The third most-remembered element of Indonesian currency is the national symbol of Indonesia (Garuda Pancasila), which was mentioned by 10 respondents (8%).

During the distribution of questionnaires, some of the respondents were interviewed. Most of these respondents stated that they did not aware of the elements regarding tourism destination, traditional dance, and traditional house from Indonesian culture. Only 7% mentioned about tourism destination, 6% mentioned about traditional dance, and 3% mentioned about traditional house.

Based on the result of this study, it is revealed that the respondents' awareness on tourism destination and Indonesian culture displayed on Indonesian currency was relatively low. This situation is quite surprising since the national currency were used frequently by the respondents. The low awareness makes them uninformed about the tourist destination and the culture, so that they do not have interest to visit the destination [12]. What was quite unfortunate from this situation is that national currency actually has a great potential to be the promotional media for tourism considering its wide coverage of distribution throughout all area of Indonesia. If the respondents can remember the image of Indonesian national hero, supposedly they can also remember other images on the banknotes.

A national currency is very important and acts as the symbol of the sovereignty of a country. Therefore, it should be appreciated by all Indonesian [3]. It is recommended that every objectives and purposes related to it is given a high publicity so that the public will be more aware if there were any other benefits that may come from an issuance of the national currency.

V. CONCLUSION, LIMITATION AND RECOMMENDATION FOR FUTURE RESEARCH

The result of this study shows that promoting tourism destinations through Indonesian currency is not effective. It can be proven from the low awareness of the respondents regarding the image of tourism destination and Indonesian culture displayed on Indonesian currency. To address this, it is highly recommended that the Bank of Indonesia conducts a more intensive publication regarding all aspects of Indonesian currency. That way, its function will be more optimal.

However, this study has some limitations. First, it is mainly an exploratory in method, so the data gathered in this study is descriptive in nature. Second, the sampling method is convenience sampling. Third, the research did not explore more the factors affecting the public awareness. For the next research, it is suggested that the researcher address those limitations to get more insights regarding national currency as a media promotion for tourism destination.

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