

Value Proposition of Instagrammable Digital Tourism in Forming Brand Identity

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Abstract—Brand identity will determine the purpose and meaning of a business that encourages people to identify and take that brand as their choices. The brand identity formed needs to pay attention to the value propositions presented such as Functional Benefits, Emotional Benefits, and Self-Expressive Benefits. Orchid Forest Cikole, Lembang is a tourism business that builds its brand identity as a digital tourist destination. The purpose of this study is to determine the value proposition built by Orchid Forest in shaping its brand identity. This research uses a qualitative method with a case study approach. The subject of this research is Orchid Forest management and the object of this research is the value proposition in shaping the brand identity of Orchid Forest digital tourism. This study found that the establishment of Orchid Forest brand identity as an instagrammable digital tourist destination was carried out by organizing pine forests into attractive photo spots and presenting rides with attractive lighting concepts in order to look instagrammable. Thus, what is offered to the public is in accordance with reality and meets their needs for photo tours in Orchid Forest.

Keywords: *brand identity, digital tourism, digital media, tourism*

I. INTRODUCTION

Introduction of a business sector is crucial to let people know the identity of the business concerned by providing information about its benefits, values, excellence, and uniqueness. Brand identity is one of the steps that need to be applied to introduce businesses/products to the public so that they can differentiate one business actor from another. When people are able to do so, they will recognize the brand. The strong brand formation is inseparable from all parties involved as it is stated by Merz et al that the brand is a dynamic and social process among the company, the brand, and all stakeholders [1]. Brand identity plays an important role in making a brand known by the public [2]. Through brand identity, the meaning of a brand is communicated in accordance with the existing business domain so that the brand category will be directly stored in the minds of the public. Forming a strong brand identity needs to be done through a value proposition of products that will be offered to the public. By conveying a value proposition, a company will be able to present values in line with brand formation to the public. At present, one of the fastest-growing business sectors which

utilizing Indonesia's wealth and diversity is the tourism industry. Diversity in the tourism industry certainly requires a value proposition offered to the public as a form of attraction to produce an identity.

The development of tourism not only occurs in Indonesia. Based on statistics from the World Travel and Tourism Council, 2018, the tourism sector has created more than 313,221,000 jobs, generated annual revenues of more than 272.3 billion USD, and provided a platform for recreation, cultural exchange, and international relations [3].

Indonesia has a potential of wonderful and charming tourism industry of its distinctive natural beauty, culture, and culinary. Indonesia's tourism potential is currently being developed and integrated according to the times/trends. A magnificent destination that gives a new colour to the development of up-dated Indonesian tourism will not be significant if it is not recognized by the public. By knowing the characteristics and values provided by a tourist attraction, people will increasingly recognize the tourist attraction brand in question. Therefore, brand identity is needed to inform the public of the characteristics and values given by a tourist destination.

Travel destinations are developing in line with current trends, for example, natural tourist locations with interesting spots, culinary tours that offer a variety of distinctive menus, educational tours designed with pleasant nuances, and diverse shopping tours. Those types of tours are part of various categories of tourist destinations in Indonesia. Along with the development of technology, the tourism industry is currently improving its tourist destinations with the nuances of the present or better known as instagrammable. A great interest of the public to take pictures and share them on social media encourages the tourism industry to create attractive spots with contemporary nuances. Tourists utilize digital technology by sharing their photos on social media as a medium of communication to the community and a recommendation as well for other tourists/users related to their experience visiting these tourist sites [4].

Digital tourism destination is one of the brand identity programs of the Orchid Forest Cikole Lembang tourist site formed by the concept of nature. It is a 12-hectare pine forest

designed to be attractive for photo spots. This is explained in the following coverage:

“Orchid Forest of Cikole, Lembang, Bandung is a digital destination in the form of a 12-hectare pine forest. Digital Destination is one of the Ministry of Tourism’s (Kemenpar) strategies to pursue the target of 17 million foreign tourist visits and 270 million domestic tourist trips by 2018” [5].

The Orchid Forest Cikole Lembang digital tourism destination is also collaboration between the Ministry of Tourism (Kemenpar) and the Orchid Forest to develop digital tourism programs and increase the number of tourists. In addition, the value proposition of Orchid Forest Cikole Lembang as a digital tourism destination with a recent photo spot created to accommodate high public interest in photo sharing on social media is one form of information dissemination to strengthen the formation of brand identity. It is in accordance with the statement from the Minister of Tourism, Arief Yahya, in the following:

“The desire of millennials and individuals who like to ‘share’ (photos and videos) on social media is a good potential to enhance this digital world tourism. According to the language of young people, this is called instagrammable destination” [5].

Based on the explanation above, this research has a purpose to determine the value proposition carried out by Orchid Forest Cikole Lembang tourism in shaping its brand identity as a digital tourism destination through functional benefits presented to the public, the way to form emotional benefits in accordance with what was introduced to the community as a destination digital tourism, and self-expressive benefits as a form of giving value to the community related to the compatibility between what is expected and what is received.

II. METHODOLOGY

The methodology used in this study is qualitative with a case study approach. Qualitative research provides naturalistic data, which means researchers go out into the field to observe and search for the data needed. Meanwhile, the case study approach is used because this research takes extreme or unique cases [6]. The unique things aforementioned is the existence of contemporary photo spots blending with nature in the form of pine forests decorated with fascinating lighting technology to produce wonderful photos; the presentation of value propositions as a program to shape brand identity through orchestra activities with guest stars of Indonesian artists deliberately held late in the evening so that visitors can enjoy the combination of lights surrounding each destination spot; and high public interest in sharing experiences through photos on social media so that online users will find out Orchid Forest from photos of those who have visited. The subject of this research is the management of Orchid Forest Cikole Lembang, while the object of this study is the Orchid Forest Cikole Lembang.

Through these things, the researchers attempt to achieve the objectives of this study by observing each program, product and value carried out by Orchid Forest Cikole Lembang related to the formation of brand identity as a digital tourism

destination and the conformity between things presented through social media and real circumstances at tourist sites. Researchers conducted a survey of management and visitors on the suitability between what was presented and what was expected. Then the researchers mapped findings from the field about the concept of value proposition of brand identity formation.

III. RESULTS AND DISCUSSION

Establishing a brand in the business field will facilitate the public in identifying the excellence and evaluating the results obtained from each brand. The brand is an identity and the key to the success of producers in introducing products marketed to the public. Apart from facilitating the public to recognize products, brands also benefit the company because it can be a barrier that impedes other companies to enter the same market [7].

When a product is considered superior by the public, the inclusion of strong brand identity will protect the company from competitors’ attacks. The superiority of value given to a brand will be easily obtained through the process of presenting values that are imprinted in the minds of the public. Presentation of product values can be done through the process of a value proposition. According to Aaker, value proposition is a way to create the development of a perfect strategy with respect to consumers, competition, and market [8]. The development of such a strategy will make it easier for people to identify the values that are already in their minds in accordance with what is expected by the producer as the creator of that value.

Values are being developed so that consumers will set criteria and suitability of each product for the establishment of brand identity. There are three categories of values in the formation of brand identity, namely functional benefits, emotional benefits, and self-expressive benefits [9].

Functional benefits are a form of applying brand identity that emphasizes the rational level. The rational emphasis on brand formation needs to be based on the facts of the products offered and will also be adapted to the brands formed. People will judge a brand based on their experience in using the product. When a product is valued according to its brand identity, the rational bonding of brand identity formation can be said to be appropriate. The brand becomes the value of trust between producers and consumers which ensure the business continuity because the quality of products provided by the company transfers the values expected by consumers [10].

In the context of this study, the Orchid Forest Cikole tourist destination introduces and builds its brand identity to the public as a digital tourist destination. Based on the existing facilities, this place is in accordance with the value proposition of functional benefits in building a brand identity because Orchid Forest presents various types of colourful orchids that become icons and tourist attractions. The beautiful arrangement of orchid spots in such a way attracts many visitors who enthusiastically want to take pictures even though they have to wait in a long queue.

Orchid Forest Cikole has also something else, i.e. the pine forest. The arrangement of pine forests as photo spots are worth displayed on social media or, as millennials call it, instagrammable. Pine forests are managed and arranged with beautiful lighting, especially in the late afternoon or at night which would be a perfect place and time for the visitors to take pictures. This pretty decoration of photo spots in pine forest is intentionally aligned with the interests of today's people who like to take pictures and upload them on social media.

Another interesting spot is the bridge which has also become a favourite place for tourists to take pictures when visiting Orchid Forest. When visitors cross over the bridge decorated with lighting, they can return to their previous place by using the flying fox. It is one of the adrenaline-triggered spots offered by Orchid Forest Cikole. In addition to offering its beautiful nature, this tourist destination also presents Rabbit Forest, a place for children to play with rabbits and take pictures. There is also a golf course for the visitors to test their ability and agility in playing golf in the pine forest. When playing with rabbits or playing golf, many visitors capture those moments by photos (or videos) and upload them on their social media.

The brand identity of Orchid Forest Cikole as digital tourism is realized through the provision of facilities, products, and programs aimed at today's people who understand media literacy. Through the value proposition of functional benefits, the value displayed in a brand is real and can be enjoyed by the public. Satisfaction of visitors who have travelled to Orchid Forest is shared through their social media accounts. It is hoped that those photos or videos will attract other visitors to come to Orchid Forest.

Through this online media, tourists have the maximum capacity to change attitudes and form new perspectives on tourism by circulating new ideas about tourism experiences that can change value in a wide range of audience [11].

What the company offers to the public should be in accordance with what is expected by the public. In this case, emotional value is the key that producers need to pay attention to when offering their business products. This is in line with the purpose of emotional benefits that emphasize the brand's ability to make buyers have feelings for the brand when they buy or use it [9]. When the products have the quality and value in accordance with what is offered, then the community will give a positive response that has an impact on the survival of the company.

Prior to product evaluation, the brand value inherent in the minds of public needs to be managed properly and appropriately because through brand recognition public will look for compatibility between the brand and the facts in the product. In this research, the Orchid Forest Cikole Lembang brand was introduced to public as a natural tourism destination with an interesting concept for nature tourism as well as photo tourism, which the company call it a digital tourism destination. Brands that have been introduced should be in accordance with what is presented in order to foster the value of pleasure and a positive response from public. Since the icon of Orchid Forest is an orchid, this tourist location in the middle of pine forest offers a variety of orchids ranging from the rare

ones worth preserving to ordinary ones that can be purchased by visitors.

Tourists are allowed to take pictures in the orchid garden. The high enthusiasm of visitors to take pictures in orchid garden shows that the brand of Orchid Forest Cikole Lembang as a digital tourist destination is truly felt by visitors. They are willing to wait in a long queue to get good photos in the orchid garden.



Fig. 1. Orchid forest Cikole Lembang.

Not only that, the pine forest which was designed to be an attractive photo spot was arranged in a modern nuance by combining beautiful decorative lights during the late afternoon. The wonderful lights increase the value and feeling of visitors that this is a digital tourist destination in the middle of natural beauty. The long suspension bridge is also one of the photo spots that attract the visitors.



Fig. 2. Long suspension bridge.

The existence of rides and beautifully-arranged spots in pine forest encourages the visitors to take pictures in each spot. This shows that visitors enjoy the facilities in the Orchid Forest so that they are willing to spend their time more at that location.



Fig. 3. Wood bridge.

The value proposition of emotional benefits by presenting the values of products and programs created by Orchid Forest to the public shows that producers are able to present brand formation as a form of brand identity. Brand identity needs to

be communicated through other values, namely Self-Expressive Benefits.

Self-Expressive Benefits are factors that arise when a brand can provide the values desired by its users when they are using it or after. Orchid Forest Cikole Lembang forms a brand identity as digital tourism of pine forests with a variety of products offered. The identity can be enjoyed and valued by the public in accordance with the brand introduced. That is, when people visit Orchid Forest Cikole Lembang, they can feel a good natural sensation for photo spots since it is managed and designed as a destination in demand right now. After the visitors posted their photos on social media, a feeling of satisfaction and being part of a trend appeared in their minds. Visitors will take pictures at the tourist destination icon spots or even spots that are not yet known by many people so that when they posted on social media people will ask the location of those photos or videos. Other than fulfilling the value of visitors' self-expressive benefits by the feeling of being up to date because they have visited Orchid Forest Cikole Lembang, visitors' posts on social media also help to shape the brand identity of Orchid Forest Cikole Lembang digital destination. It is because digital technology is one of the strategies in advancing the Indonesian tourism sector [12].

Value propositions of the products that conveyed to the public help the producers to form a brand identity. When forming a brand identity, producers should be able to identify the excellence values of the brand that will be introduced to the public. Not only the excellence, things that make the product different from competitors also needs to be studied so that people can easily identify those differences. Nowadays, there are still many companies that run their business without paying attention to the elements of value proposition and only develop the brand side. The brand will not last long if the company does not have the advantage and the ability to innovate. Therefore, this study highlights the value proposition as the main element to form a strong brand identity.

IV. CONCLUSION AND SUGGESTION

The development of diverse tourist destinations requires a strong brand identity so that the community will be able to identify differences between brands of tourist sites, products, advantages, and the unique things presented. Forming a brand identity does not straightly establish a brand, but it is necessary to communicate the values contained in the brand through the value proposition process. This research found that the functional benefits provided by Orchid Forest Cikole Lembang through the presentation of products related to brand formed in the minds of the public are in accordance with the identity of Orchid Forest as digital tourism, namely attractive spots and strategic locations arrangement for tourists to take pictures that make it looks instagrammable. Orchid Forest Cikole Lembang is able to fulfil the emotional benefits of the community by presenting values that can influence consumers' feelings, that is when they buy or use products from Orchid Forest Cikole

Lembang which provides various types of beautiful orchids to be photographed along with a beautiful natural atmosphere combined with various colourful lights that support the results of the photos. Orchid Forest Cikole Lembang is also able to meet the self-expressive benefits between what is felt by consumers after using the Orchid Forest Cikole Lembang products and digital tourism brand identity that has been formed in the minds of consumers before.

Therefore, those who carry out the business should be able to examine the selection of brand identity and classify values that support the determination of brand identity so that the brand will always be known and become public's choice.

ACKNOWLEDGMENT

The researchers would like to thank the Orchid Forest Cikole Lembang management team who have cooperated and provided data related to this research. The researchers would also like to thank the Research and Community Service Institute (LPPM) of UNISBA that has facilitated progress in the field of research through the series of activities of the Bandung Annual International Conference in 2019.

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