Sustainability Branding Strategy Through ICT Networking of Tourism Development

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Abstract—**The current aspects of global multimedia have an important role in the dissemination of all types of information and news through information and communication technologies (ICT) quickly and effectively. Why this is important, because every individual can access, load, download, copy, even edit by various multimedia applications such as: Google; YouTube; What is wrong; Line; Courier; Facebook, Instagram, Paths; Blogger; Photoshop. The purpose of multimedia research in branding is to use descriptive qualitative research, to understand the implications of multimedia in building the image of a company or institution as a primary tool in the marketing business especially for Tourism. The main implication is the concept of positioning, instilling public trust, expanding marketing networks, maintaining sustainable business in global competition. Tourism marketing branding can be promoted through a variety of mobile multimedia devices such as: YouTube, Facebook, Instagram and disseminated according to its marketing targets, so that many slogans are always changed to be more innovative. The development of marketing branding through ICT were more effective, beautiful, interesting, easy to remember, to achieve the right target market, positioning concept, sustainability and must be managed carefully and always updated.**

Keywords—multimedia, branding, tourism development, ICT networking

I. INTRODUCTION

This study explores how Tourism business is able to maintain business continuity through the utilization of information and communication technologies (ICT) multimedia network from marketing development on tourism branding in the long term and anticipate the global business competition. Based on intensive study in marketing, management theory and practice as propositions have proposed in this research are: Tourism business development is based on the development of sophisticated multimedia, from the aspect of the strength and breadth of the network, to be able to access all forms of information that is needed in branding. The sophistication in accessing the network and packaging of branding designs were beautiful, interesting, unique, specific and has deep meaning for the marketing positioning. In addition, branding using multi-media to create public trust is a

selling point in the marketing concept. Especially by utilizing the assets of human resources (human capital) a professional to create competitive advantage that is not necessarily owned by other parties.

One of these temporary strategic responses is the awareness aspect of tourism actors. The concept of human capital as a foundation of tourism in building a competitive advantage through Branding is the need of its application in society and local governments that can create awareness of tourism assets. This is in accordance with the role of tourism marketing as the main base to build trust to tourists. The objective is to create a selling point of awareness empowerment in Yogyakarta tourism branding, efforts to conserve, maintain and preserve the product of tourism continuity services for sustainability of tourism development in any countries, especially Yogyakarta Indonesia.

City branding as the image management of a destination through strategic innovation and economic, commercial, social, cultural, and governmental coordination [1]. City branding focuses on the management of the image of the city, precisely what and how the image will be formed as well as aspects of communication made in the process of image management. For example, some cities in the world are considered the successful in doing city branding, including New York with city brand *"I ♥ NY"* and Las Vegas with *"What Happens Here, Stays Here"*. These cities have a strong brand, because it is able to bring up distinctive characteristics that are easy to identify. As the references [2] points out in his thesis The Branding of Cities: *Exploring City Branding and the Importance of Brand Image. "In order for a city to be a good brand, it must possess defining and distinctive characteristics that can be readily identified.* These are functional as well as non-functional qualities. "Winfield says that for a city to have a good brand, the city must have a good reputation for the city. Distinctive characteristics that can be easily identified, such as the appearance of the city, the experience of the people in the city, the beliefs of the people, and the people who inhabit the city.

The development of global Tourism in Indonesia as well as in other countries is very significant growth, so it has been able to boost the economic life and social welfare of people in a country. So that every Region Country trying to make strategic

effort in order to grow to realize Tourism Development of sustainable area. Marketing factors play an important role in the development of Tourism, through the development of branding with information communication technology (ICT) as well as the involvement of the role of social media, which is able to provide information acceleration process more quickly and widely. Tourism products in the form of goods and services, are developed very significant, that is one aspect of marketing promotions of tourism products that can be sold to other countries in the world.

The uniqueness heritages and cultures of Yogyakarta special region above are as the main point to the application of branding. In general, the purpose of Tourism came to Yogyakarta looking for some reasons such as: archaeological sites ancient; (Taman Sari Water Castle; Kraton Palace); Rich traditional culture; (Gamelan music; Gunungan Sekaten ceremony); Arts & crafts; (Wayang leather puppet; wooden puppet); Important historical sites (Malioboro); Outdoor adventure and sport activities; Beautiful tropical landscape; Warm and friendly community behavior in Yogyakarta is a special attraction.

Tropical landscape; uniqueness of the Jogja's heritages, cultures, and Warm and friendly community behavior of Yogyakarta were as a special attraction enhancing the slogan of "*Jogja Istimewa*". The reference [3] stated that activities through various events through social media, both on a local, regional, national and international scale is one form of primary communication in city branding activities. The city brand of Surakarta City as "*Solo, the Spirit of Java*" [4]. Branding with the slogan to communicate the benefits of the city of Solo is a differentiator with other cities, by showing the identity of the city of Solo as a cultural city. The slogan is inherent as the identity of the Solo region, and becomes a trademark for every promotion and effort to lift superior products through multimedia effectiveness to the international arena.

II. Literature Review

Various changes in researched some presentation of branding in many countries are always changing, change as a form of creative ideas to conduct exploration of marketing development tailored to the development and changing situational conditions of the region. In January 2012, Southeast Asia's ASEAN tourism and tourism slogan changed to "*Feel the Warmth*". New branding was launched in the implementation of the ASEAN Tourism Forum in Manado, Indonesia. The event also agreed on the establishment of ASEAN Tourism Market Research Group in charge of analyzing the marketing trends, the situation, and the future of ASEAN tourism.

The state of Brunei Darussalam claims to be the best country that conserves their forests on Borneo Island under the slogan "*The Green Heart of Borneo*". Angkor Wat from Cambodia has a logo for tourism with the slogan "Cambodia, *Kingdom of Wonder*". Because Cambodia has the Kingdom of

Angkor Wat, which is an attraction place that many tourists from all over the world visit with the number of tourists in year 2015 about 3-4 million people. Country of Laos has a slogan "*Simply Beautiful*". With Doc Champa as flower logo, known as frangipani. This flower is a national flower of Laos that is often used to welcome guests who come or as decoration at the party. Laos country has logo Doc Champa means happiness in life and sincerity (*Joy in life and sincerity*). And *The Shadow of Wat* means (Buddhist Temgaiple) on the symbol of the show's religious flowers as well as the attractions of Laos.

Malaysia state with the slogan: *"Malaysia Truly Asia"* is one of the most successful Tourism brands in Asia. Tourism has become one of Malaysia's main sources of foreign exchange. Undeniably, with strong marketing throughout the world, Malaysia is able to sweep 24 million foreign tourists and become the highest in Southeast Asia.

The slogan of Myanmar's State Tourism is "*Mystical Myanmar*". This slogan is promoted because Myanmar is the most mysterious and yet much explored tourist destination in the whole world.

The Philippines with the slogan "*It's More Fun in the Philippines*" is a new slogan that will be promoted from 2012 to present, the number of visits by foreign tourists in 2015 of 5 million years to be replaced. WOW Philippines slogan that has been used since 2002. With a slogan and logo that looks different with more freshly.

Singapore state with the slogan "*Your Singapore"* was launched in 2010 to replace the old brand "*Uniquely Singapore*". Tourists in 2015 can bring a number of 15 million. This slogan is the fruit of research between Singapore Tourism Board with related institutions. The new logo of Singapore tourism itself shows the form of Singapore state with attractive colors.

Thailand country with the slogan "*Amazing Thailand*" is one of the most successful tourism destinations in the world, the slogan in 2015 can absorb 29.8 million tourists. Thailand used this slogan since 1997 and then followed by other countries in Southeast Asia. That consistent as the tourism market, Thailand has become one of the leading tourist destinations in Southeast Asia. Sub slogan "*Always amazes You*" is the main slogan booster and started to be used since 2010. In 2009, Thailand's sub slogan was "*Amazing Value.*" So that can boost the number of tourists more.

The Vietnamese Nation gets 6.5 million foreign tourists with the slogan "*Vietnam Timeless Charm*" is a new Vietnamese slogan that replaces their old slogan, "*The Hidden Charm Vietnam*". This slogan is used for tourism promotion 2012-2015. In 2011, foreign tourists visiting Vietnam are about 6 million people and Marketing targeted in 2012 is able to attract attention.

The Indonesian state uses the slogan "*Wonderful Indonesia*" introduced in 2011, replacing the older "*Visit Indonesia*" slogan and still carrying the colorful eagle logo. Wonderful Indonesia has the meaning: Wonderful Nature, Wonderful Culture,

Wonderful People, Wonderful Food, Wonderful value for Money. Garuda logo form takes the concept of Garuda Pancasila as the symbol of the country. Target number of tourists in 2015 could reach 10 million people. But since 2016 this slogan has been replaced with "*Enchantment Indonesia*" which is expected to create the charm of natural beauty, culture, and tourism products archipelago, in order to be able to achieve the target of 20 million in 2019.

Tourism marketing through multimedia (ICT) is growing rapidly in some countries with the creation of branding into a single determinant in the success of tourism marketing. In fact, the realization of branding Indonesia has not been able to meet the target number of foreign tourists are expected, fully take the participation of the whole Indonesian nation as a whole start in 2016, replaced with the slogan Branding *"Enchantment Indonesia"*. Meanwhile, every province in Indonesia also has a different sub-branding and adapted to the tourism objectives of each region. Yogyakarta as a Special Region with a new branding slogan in 2017 "*Jogja Istimewa*" which has the special meaning of Yogyakarta as a special area with a myriad of historical and cultural uniqueness is expected to increase the growth of tourism in Yogya will be better. And one way to face the branding competition in the Tourism Sector is to bring certain city brand in Yogyakarta.

Reference [1] defines the image of city branding as goal management through strategic innovation as well as coordination of economic, commercial, social, cultural, and governmental regulations. Branding City is not just a slogan, but must be equipped with a more professional management of tourism management, and requires a real socialization of the entire community of Yogyakarta. The local tourism actors must participate actively in supporting the image of Yogyakarta tourism. The management Tourist destination of Yogyakarta has not only from three absolute aspects of 3A (*Attraction, Accommodation and Accessibility*) which were usually managed. But it should be added one more aspect *Awareness* as a selling point of the tourism development. Social awareness of tourism products and services must be considered by Yogya's stake holder. This is very important in managing the role of Yogyakarta Tourism which is not yet fully implemented. This proves Yogyakarta as the second tourist destination after Bali Indonesia. But this year the position is declining into sixth position, after Bali; DKI Jakarta; Lombok; Raja Ampat; And Bandung West Java. The decreasing of the ranking on tourist traffic has based on the questionnaire and presented the number of tourists who come both domestic and foreign. Aspects of awareness that have been proclaimed and developed in other ASEAN countries and their commitments have been applied in their tourism development programs.

In the development of any tourism products and services must be met with quality standards with quality assurance, to respond to the main needs of tourists. The community of tourism actors should better understand and anticipate all, every need of all tourists, through the conscious tourism, should pay attention to the ability to accommodate and anticipate awareness of managing all assets of Tourism Yogyakarta. In reality in Indonesia the implications of the reformation era change the impact of freedom of opinion and innovation in the life of society. But the size of public awareness that exist in supporting the tourism aspect were still low. For example, commitment with the application program Sapta Pesona (cleanliness, beauty, coolness, comfort, order, security, and memories) that has been socialized government. But in practical life of the community has not been done, even been forgotten by some people in the territory of Indonesia.

This research study believes that the key of tourism development is the sensitivity factor in the awareness, and awareness of all stakeholders of tourism and tourism managers, be able to understand and respond quickly to all the needs of tourists. Excessive use of multimedia also has a negative impact because of excessive freedom often out of control and less attention to social ethics, blasphemy, harassment, coercion of will, which hurt others. Based on intensive study in marketing management theory and practice, as the proposition proposed in this research are: In the development of tourism business based on factor (Accessibility, Accommodation, Amenities, and Awareness or concern as higher selling point in marketing positioning concept. The effort to create a competitive advantage through tourist trust, with any effort were more effective when utilizing human resource assets, and capable providing the best service to the tourism community. Some research in the development of tourism the role of social capital was built through the collaboration of community awareness applications awareness of the community and effective multimedia ICT network.

Various social cohesion to create synergistic cooperation, as the efforts to improve social responsibility in local communities have evolved through the role of the CSR *(Community of Social Responsibility)* community, to create public confidence as well as from all tourists. For the example, by the application to the role of government in maintaining norms of fulfillment of social commitment, and norms of It is built to produce human resources as the main capital of the tourism industry, which has enormous potential in creating a competitive advantage for the development of the regional tourism industry through ICT network.

The success of information system development has become one of the indicators of organizational performance in the spotlight, not only from the operational aspects of the company, but also its relation to customer trust. An organization / company with IT support (Information Technology) is good and adequate will have the added value of competitors in the form of a faster response, efficiency and effectiveness of increased job performance, the identification and handling problems more accurately, and the trust of job delivery. These advantages make many parties increase concentration in the construction of information systems. On the other hand, the information system development process is sometimes temporary and creates many problems such as lack of reliable human resources, the amount of investment costs for training and development, inadequate hardware support to

classical problems, lack of management time to pay attention to detailed information system development.

In order for the information system to work properly, we must actively manage, adapt technology to the situation and accept responsibility for both success and failure. Problems are more accurately, and the trust of job delivery. These advantages make many parties increase concentration in the construction of information systems. On the other hand, the information system development process is sometimes temporary and creates many problems such as lack of reliable human resources, the amount of investment costs for training and development, inadequate hardware support to classical problems, lack of management time to pay attention to detailed information system development.

Development of management information system is done through several stages, where each step produces more detailed results from the previous stage. The initial stage of information system development generally begins by describing the needs of users from the macro strategic plan approach system, followed by the translation of the plan Strategic and medium-term and long-term organizational needs, typically for a period of 3 to 5 years [5].

The references [6] and [7], stated that the development of the regional tourism industry is growing rapidly through branding in IT network, with the emphasis proposition on the core competence of regional product (regional resources), having high impact on output, income, employment and technology, and bringing spillover area development to the surrounding area. Meanwhile that is in accordance with the tourism-based industry in harmony with the ideals of national industrialization to create prosperity for all people, in sense. Good and adequate goods and services, people have purchasing power, because of decent income with high productivity, and science and technology that develops evenly. The implications of branding in addition to aspects of industrial development were also builds national economic resilience, thus affecting the sovereignty of the nation. Furthermore, it is stated that the economy with an industry is able to absorb a lot of manpower.

The main factor in promoting economic growth is the growth of investments that can improve the quality of capital or human resources and physical circumstances, then to successfully increase the quantity of productive resources can increase the productivity of all resources through the development of media social networks, with new discoveries, innovations, And advances in IT technology [8]. Meanwhile, according to Arthur Lewis, the process of economic growth occurs when workers can be reunited with capital. Solow-Swan focuses on how population growth, capital accumulation, technological advances and output interact in the process of economic growth. So, to improve marketing program on the potential heritage of Yogyakarta Special Regency, the Tripartite of tourism agent development (Local community; Government; and Private investor) hand in hand work hard to gain sustainable Nation in the future by IT networking.

III. METHODS

In this study researcher using qualitative research, the first step is to conduct an inventory of research studies that can generate empirical data relevant to the research. Determining the amount of relevant and quality data in accordance with the problems required in the study. Identify the most crucial and dependability issues that determine the opportunities and challenges in empowering people's innovation, and apply tourism development programs in the field. This research is done by combining some descriptive-evaluative approach so as to get accurate and accountable information (confirmability) from the data of interview result, direct questioner with potential informant and available.

The data collect by direct interviews and questionnaires are grouped into several aspects: (social, environmental, institutional, government, marketing) and expectations. So get the data that is more fundamental, grounded with the problems to be researched. Given in qualitative research, this research is about descriptive research, tend to use analysis. The process and the meaning of the perspective with the subject of research will be more highlighted in this qualitative research. A study of literature relevant to the research can be used as a guide to focus to the problem. This research can be in accordance with the facts needed in the field. In addition, the bibliography can also be useful to provide an overview of the background of research used by researchers as a discussion of the results of research. In this qualitative research, the researcher departs from the selection of data that has proposition to the research problem, utilizing the relevant literature review and the underlying research analysis (grounded research) as the material that can give the explanation appropriately in the discussion of research, and finally able to create a new study that weighs and more valuable.

To deepen the quality and benefits of this qualitative research the researcher took several studies and opinions [9], Stating that "qualitative research aims to explain the phenomenon in depth through the collection of more in-depth data. Qualitative research emphasizes the depth of data obtained by researchers. The deeper and detailed the data obtained, the better the quality of this qualitative research. In contrast to quantitative, the objects in qualitative research are generally limited in number. In this study, researchers participated in research activities to understand the conditions under study. Therefore, the results of this study require the depth of analysis from the researchers. In addition, the results of this study are subjective so they cannot be generalized.

In the study of tourism development in certain areas of the Special Region of Yogyakarta, the development of their human capital is still far from the real application. Quality standards are expected, that the awareness of tourism actors in the field still not able to accommodate, provide product service to the satisfaction of tourists so that their stay longer (long stay) is still low, and also make the turnover The number of tourists is small, so the amount of money shopping tourists in Yogyakarta is too little. If we want to learn from other countries, in their tourism management, they are truly oriented to the imaging of

branding imaging marketing that focuses on the satisfaction of tourists, by applying the factor 4A (Accommodation; Attraction; Accessibility; Awareness). Human Resources are concretely competent in product service awareness. And with a high awareness of loyalty in managing natural and artificial attractions can bring the number of foreign tourists into many of the few studies on the true conditions. Answer the existing tourism business opportunities from decision variables; and the role of local communities as intermedia variables that show how local community efforts can be activated and involved in the development of more competitive tourism businesses.

IV. RESULTS AND DISCUSSION

A. Results

The multi-sectoral and multi-dimensional tourism presence has involved all sectors of all aspects of the tourism business. In fact, on the field the reality is still not able to maintain and encourage serious support (still in part) from all departments. Government and public policy makers must be actively involved in the process of tourism development in Indonesia. Elements of human capital can be seen as an investment to get resources for tourism development. As we know that human resources are something very potential to be used for consumption, salvation and investment in development. The resources used for investment are referred to as tourism business capital. But social capital differs from other popular terms such as human capital. In human capital all more refers to the individual dimensions of energy and expertise possessed by individuals. The notion of social capital is also very close to other social terminology because it is known as social virtue. The difference between the two lies in the network dimension. Social policy will be powerful and influential when associated with feelings of attachment to interaction as a form of reciprocity in social relationships.

B. Discussion

The development of branding in marketing is also determined by brand ambassadors who are able to provide confidence to the target community. Because tourism in Indonesia could be the brand ambassador is due to be the ambassador of Jokowi Indonesia tourism. Meanwhile the Tourist area can use sub-branding according to the conditions of their respective regions. Opportunities in regional tourism development are business opportunities where situations allow people to create new frameworks for creating and combining resources, when entrepreneurs feel confident with the benefits. The main difference between entrepreneurial opportunities and other situations is that business opportunities are not-for-profit thinking that requires a new framework rather than just optimizing the thinking of existing frameworks [10].

The development of local tourism needs to pay attention to business opportunities and the gap of rapid global tourism growth. The number of business opportunities for local tourism development but cannot be caught and handled by tourism managers. Efforts to develop business strategies can be developed taking into account the business opportunities described by some researchers as well. The phenomenon of tourism development and the increasing number of domestic tourists in Yogyakarta is increasing every year. And create economic growth or business opportunities are growing rapidly. For example, an increasing number of hotels, restaurants, catering businesses, transport businesses, souvenirs & crafts, hawkers and entertainment businesses, along with MICE business development through various events, seminars, workshops, meetings, activities and exhibition events that provide opportunities. Everyone can open a restaurant business; Catering or snack business from Yogyakarta or traditional food, which can be sold to tourists. Yogyakarta as a student city, capable of providing business opportunities for everyone to create any business, in accordance with market needs, and more sophisticated today is an on-line business. It does not take much facilities and personnel, but there is also a problem because everyone is not all honest and responsible. In this effort must be honest, diligent, never give up, and creative. In business must dare to create a product that is not there, and it can be enjoyed by many people. Regarding the business opportunity actually states that opportunities are around us, it's just that there are some individuals who can see the situation as an opportunity that does not exist. This is because factor information in the ownership information allows one to know that there are opportunities elsewhere that do not overlook the situation. Access to information is influenced by life experiences and social relationships in the community [10].

V. CONCLUSION

Tourism management through the utilization of potential local community resources (labor intensive), can be developed more effectively so that some regional tourism outcomes, as well as a way out to solve problems include: Labor issues (reducing unemployment), Participate in regional and national economic development by not burdening the government and society, increase revenue, increase productivity of local production factors, and multiplier effects may arise from behavioral attitudes of people to create a sense of belonging and loyalty to tourism, enabling more advanced regional tourism to be more competitive and competitive.

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