

Public Relations Strategy Glamping Legok Kondang in Building Identity Glamour Camping

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Abstract— The purpose of this study is to analyze public relations strategy Glamping Legok Kondang in building identity as a glamour camping. A qualitative approach with a single case study is employed in this research to obtain research data. Findings showed that Glamping Legok Kondang has not demonstrated strategic planning based on Ronald D. Smith's conceptual. So then they not able to grab Allo-centric consumer guest with the specific branding message. Researchers suggest that Glamping Legok Kondang should conduct the digital public relations campaign in the form of stories Allo-centric its lifestyle.

Keywords—*Camping; Glamping; Glamour Camping; Identity; Public Relations Strategy*

I. INTRODUCTION

Indonesia with all the natural wealth and beauty of nature, which has great potential to develop tourist destinations. The tourism industry is an industry sector that can survive when other sectors are declining. Almost all countries are beginning to realize that the tourism sector is the most strategic sector, because the potential to earn foreign exchange is very easy and fun. One type of tourism in Indonesia is the most popular, both by local and foreign tourists, is a natural tourism. "People still lead to natural tourism, such as camping hotels that have started in urban areas....," said tourism observer Sapta Nirwandar.

Enjoy the holiday sensation through camping, it's getting easier. If the past camping is identical to the inconvenience of having to build tent and bonfire by yourself, bitten by mosquitoes, become the target of wild animals, and can only be achieved by a certain group of people—now, a number of resorts began to present a tourist spot with the sensation in the open nature or outdoor, but still safe and comfortable. This shows that open nature tourism with the concept of camping to be the target of tourists. Glamping Legok Kondang is one of the first natural attractions in West Java (Ciwidey, South Bandung) which is able to present the concept of luxury camping in the style of five stars.

Bandung city is known by the community as a tourism destinations "urban tourism" with potential tourist attraction, culinary, and fashion. Tourism potential of Bandung according to *Renstra Disbudpar Bandung 2013-2018*, consisting of the condition of accessibility to the city of Bandung is getting better; level of community creativity and entrepreneurs of Bandung in creating products that have

uniqueness and highly competitive so receive nicknames as Creative City; image of Bandung as a shopping paradise and culinary; high investor interest in the development of tourism facilities; the number of industries or tourism services to meet the needs of tourists in the city of Bandung; climate carrying capacity, atmosphere and the many objects of tourist attraction of Bandung City that attract the attention of tourists; information technology support as a means of information Bandung city tour; there are rules about tourism in the Bandung city; and the number of tourism events.

Bandung Central Statistics Agency (Utami, 2013:3) found that there are 3,882,010 tourists who visit Bandung and stay at the hotel. In terms of demographics, there are 225,585 foreign tourists, while domestic tourists amounted to 6,487,239, so the total number of tourists is 6,712,824 million in 2011. For the number of domestic and foreign tourists who stay in hotels, motels, and other types of accommodation in Bandung, recorded 194,062 for domestic category and 2,882,010 domestic tourists. So overall, In accordance with the calculation of hotel occupation, there are 4,076,072 guests who stay at hotels scattered in the regional area of Bandung. From the data can be concluded that the high interest of both domestic and international tourists who travel to Bandung, shows that Bandung is now a tourist destination is quite popular. This matter not only encouraged economic growth of Bandung from the tourism sector, but also encourages the emergence of unique culinary and lodging places—one of which is Glamping Legok Kondang with the concept of Glamour Camping.

Glamping is a combination of words from 'Glamour' and 'Camping', i.e. camping with luxury or camping activities with comfortable and luxurious facilities. "Glamping derives its name from Glamorous Camping, a form of camping involving accommodation and facilities more luxurious than those associated with traditional camping". This activity arises because many people who want to enjoy the natural atmosphere with camping, but do not want to be bothered with all its preparations; such as building tent and making their own bonfires.

Citing from legok-kondang.com official website, Glamping Legok Kondang is a private lodging in the form of a tent located in a valley and surrounded by pine forest hills with beautiful and exotic natural scenery. With an average temperature between 15°C to 20°C, Glamping Legok

Kondang located 700 meters from the settlement and has 20 lodging tent. The variety of his tent consists of Standard Tent, Deluxe Tent, Family Tent, Luxury Tent, and Suites Tent. The concept of luxury that we cannot find when camping in general is the availability of bed facilities, bathroom, washbasin, television, cupboard, provision of bonfire and barbeque, until car tour facilities for travel around South Bandung.

Luxury tents are made from alloys of membrane and cordura with luxurious facilities in the style of star hotels. Facilities such as pillows and blankets, complete are available. It was late and the air was getting colder, warmth of bonfire offers the best comfort while sipping coffee or warm tea. The concept of 'Back to Nature' is very pronounced in a series of activities in Glamping Legok Kondang, such as picking strawberries, catching fish in the pond, picking vegetables in the garden then give it to the deer, play with a bunch of rabbits, cycling, or a tour to the White Crater.

The combination of Glamour and Camping concept used by Legok Kondang shows that nature tourism in Bandung City is able to fulfill the needs of the tourists. But the concept of glamour camping they offer needs to be the center of attention, so that the identity that they build as a luxury camp still stick in the minds of tourists. The development of the market in the world of tourism, attract big companies to be involved in the same line of business. Therefore, many companies are competing for the attention of the tourists and their target market. This is why the identity of a company is very important in attracting the attention of consumers' and retains the trademark or identity of the enterprise.

In creating the identity of the brand Legok Kondang as glamour camping; facing the increasingly tough competition of tourism business; create an image and a positive reputation for repeating guests; maintaining the company as an accommodation offering a glamorous camping atmosphere; until maintain and improve business profits—of course Legok Kondang needs a public relations strategy. As mentioned by Grunig and Hunt (in Baskin, Aronoff, and Lattimore, 1995:5), Public relations are defined as the management of communication between an organization and its public.

The role and function of public relations in building brand identity is meaningless without an effective and objective public relations planning strategy. The several stages of the process of Public relations planning strategy management process according to Samuel C. Certo and J. Paul Peter (in Zulkiflimansyah, 2007), as cited by Trimamah (2012:101), the first stage process ie: analysis of the external environment, general, industry, and internal. The second stage, determine the direction of the company by analyzing the strategic business architecture, mission, goals, and strategic intent. The third stage is the corporate, business, and functional levels. The fourth stage, public relations in implementing the strategy in accordance with the research results obtained from stages 1 and 2, and translating public relations management planning strategies according to organizational structure, corporate culture, and leadership. The

last stage, evaluation activity in traditional and adaptive strategy control. The problem to be raised by the researchers is how public relations strategy Glamping Legok Kondang in building the identity of Glamour Camping.

II. LITERATURE REVIEW

A. Strategy Public Relations Ronald D. Smith

Before the writer demonstrate Ronald D. Smith's Strategic Planning of Public Relations frame work it is important to understand the definition of strategy. According to Stephen Robbins (as cited in Morissan, 2008) defines a strategy as follow as "The determination of the basic long-term goals and objectives of an enterprise, and the adoption of course of action and the allocation of resources necessary for carrying out this goals". From his thought the writer can be concluded that goals determine to the long term for achieving the objectives otherwise tactics Ronald D. Smith (2005:10) formulated the public relations strategies into 4 phases such as phase one formative is research; phase two is strategy; phase three is tactics; and phase four is evaluative research. Each of these phases has step in order to implement and monitor the public relations planning for product or brand. The writers will explain each of steps in 4 phase's public relations strategic as bellow:

a. Formative research

According to Smith (2005:11) formative research is the first primary step for gathering information and analyze situation. In these phases the public relations strategic planner should draw on existing information available to the corporate and also create a research program that drive to the decisions making in the planning process. There are three steps in formative research phases such as: 1) Analyzing the situation, it is a crucial part, the practitioner should analyze the opportunity and obstacle that faced by the corporate for formulate public relations programs. 2) Analyzing the organization, the practitioner should conduct a research start with analyze the internal environment (mission, performance, and resources), stakeholder external such as public perception and external environment (competitors and opponents as well as supporters). 3) Analyzing the public, in the third step the practitioner should identify and analyze the key publics of his or her audience. Smith's strategic public relations planning are designed for grabbing the specific public segmentation in order to achieve the communication objective campaign. When the practitioner applies this concept will help to inform the specific public for instance consumer's wants, needs, expectation, relationship between the consumer and various media and corporate, and a variety of social, economic, cultural, political, and technology trends that may affect of the campaign planning which already has been formulated.

b. Strategy

The second phase is a strategy; it is deals with the decision making of planning that would impact with the expected communication. This phases are divided into 3 steps for instance: 4) Establishing Goals and Objectives, this step

focus on the ultimate position being sought for the product's brand or service and develop clear, specific, and measurable objectives that accordance with the corporate hope for impact on the awareness, acceptance, and action of each key public so then the goals and objective are the crucial part for public relation strategic that address the acceptance of the message among public and corporate. 5) Formulating Action and Response Strategies: this step will focus on the decision (initiative and responses) about action strategies as the practitioner prepare for achieving the goals and this section includes of proactive and reactive strategies. 6) Using effective communication: Step 6 concerned on decisions about the message, for instance the speaker who plays a role as third party endorsement and to present the key message content including tone, style, verbal, and non verbal communication and related issues with the consumer's product's brand or service's brand.

c. Tactics

In this phase, especially in tactics, various communication tools are being considered to apply regarding the communication planning. This tactics phase is divided into two steps such as: 7) Choosing communication tactics; there are various communication options especially for the public relations strategic planner there are four categories for consideration for instance (a) face to face communication and opportunities for personal involvement, (b) organization media (media internal and it is a controlled media), (c) media external (uncontrolled media), (d) advertising and promotional media (different form of media internal/uncontrolled media). All of these communication tools can be used by the public relations practitioner in the corporate but it depends on the issues faced by the company and communication program. 8) Implementing the strategic planning: in step 8 the practitioner will be develop the budget and schedules and prepare to implement the planning of strategic Public relations into the work program. This step is sustainability within the previous steps and phases that transform the raw ingredients into the successful public relations and marketing communication projects.

d. Evaluative research

This last phases fully deals with evolution and assessments, enabling the practitioner to determine the level to which the stated objectives have met, and whether the communication program that has been executed must be modified or continue the public relations work program. In evaluative research phase there is a last step call evaluating the strategic plan, it is an important element within specific methods for measuring the effectiveness of each tactics has been done in order to meeting the stated objectives.



Fig 1. Adaptation from Ronad D. Smith (2015) Strategic Planning for Public Relations

B. Corporate Identity

Corporate be defined as the strategic development of a distinct and coherent images of an organization that is consistently communicated to stakeholders through symbolism, planned communication, and behavior (Cornelisson and Elving, 2003:116). From this definition corporate identity refers to the way in which organization's personality is expressed, design express (logo, color, typeface, and architecture), including tangible aspect (behavior, culture, vision, mission, communication styles, and associate (sponsor, personalities, charities, each other similar thing). For example, Pancasila is the identity of Indonesia. According to Alice Theaker (2012), corporate identity is the most vital thing in order to motivate stakeholder (internal and external) and securing a host benefits ranging from recruiting top employees and attracting consumers to product, brands or service, for helping corporation to manage potential issues and recover from communication crisis. Corporate identity can be identified by cultural perceptive and organization perceptive. As mentioned by Hall & Gay (1996:2 as cited in Theaker (2012:127-128) identity is not a natural thing but it is a construction practice. The construction of identity related within the artificial human products and also human relationship. Meanwhile in organization perspective Bron (2010) and Hatch and Schultz (2000) organization identity is reflected by external stakeholder's communication behavior that indicates internal organization culture and also their mindset.

a. Corporate Identity VS Corporate Image

Sometimes the term corporate identity and corporate images are overset. Corporate identity is associated with what the organization communicate otherwise corporate image is about public perception in their mind about the brand or product (Theaker, 2012:128). For Example: Nike product's identity as a high quality and sport fashion icon. In another head, Nike has been perceived as a negative brand by audience due to the media coverage which discusses Nike's manufacturing policy in third world with the negative tone. From the explanation above the writer can be understood that corporate cannot construct a corporate images because corporation cannot control communication between consumers

to another consumer. Every consumer has different opinion and preconception. So then corporate must be well managed their corporate identity for creating the consistency good image and avoiding the wrong message in order to perceive the brand identity. According to Van Riel (1995 as cited in Thaker, 2012) there are corporate identity mix terms for instance symbolism, communication, and behavior.

Reputation and image are associated. Image is a fleeting meanwhile reputation is a judgment about historical and futuristic corporation's performance (Thaker, 2012). Van Riel and Fombrun (2007) identified 5 indicators in reputation context for instance visibility, distinctiveness, authenticity, transparency, consistency, and responsiveness (as mentioned by Bronn, 2010:313). The writer is illustrating relationship between the concepts of organization identity, corporate identity, corporate image, and reputation in order to understand miss perception between all those concepts.

Alice Theaker said that corporate identity is influenced by the potential issues either positive or negative that can be threat the organization's image and reputation. So then the practitioner should conduct a research to determine stakeholder internal's point of view on organization's image, PR audit research to determine element of corporate identity that congruent or not congruent with the desired organization image, and PR planning to adjust the corporate identity. Strategy is the tool for formulated stakeholder's needs and view (Grunic as cited by Theaker, 2002:131).

b. Symbolism

Symbolism in corporate identity is a complex because the creator should avoid negative connotation, technical, miss perception because of the creativity, and cost production need also to be considered (Olin, 1999:73). Symbol is associated within organization design that reflects organizational culture.

c. Consistency

Theaker (2002) said that the visual identity must be applied consistently though all the media. Van Riel (1995) formulated the concept of common starting point CSPS. CSPS are central values that developed by communication staff from research into an organization's identity and images. It serves as parameter to guide communication of activity in the organization in order to developing the sustainable corporate brand. CSPS's indicators are reliability, innovation, quality, profit making, and synergy.

d. Culture in Organization

Organization is a part of an organization or corporate identity that is interpreted through the lenses of the broader cultural environment that inhabited by the employees in organization. Johnson (2008) cultural web is a useful tool for mapping organization culture. This framework showed that

culture in organization is complex in practical terms and there is an audit culture to examined culture as corporate identity.

e. PR Research for Corporate Identity

Public relations should conduct a research for examined corporate identity by identified the stakeholder. There are some research techniques for example document content analysis, survey, Focus group discussion, interview, and critical incident analysis. Research can help the practitioners because corporate identity is complex concepts for examples according to Schmid (1997) corporate identity have 5 dimensions: products and service, communication and design, corporate behavior, market conditions, and strategies and corporate culture (Schimdt, 1997:40; Theaker, 2012). Van Riel (1995 as cited in Theaker, 2012) offers a corporate identity research as illustrated below. It can help to maintain an organization current position, to adjust the current position, and to determine an entire new position (Theaker, 2012). This research is influenced by marketing and management perceptive. In public relations point of view corporate identity research should identity involve stakeholder in a dialog process (Theaker, 2012).

According to Theaker (2012) Public relation conducts a stakeholder research though interview, FGD, or questioners) for analyzing the existing image and the desired image, beside that the practitioners should analyze communication and behavioral audits more known as measure job satisfaction, gather feedback on the effectiveness of internal polices and provide insight into the attitudes and behavior of staff at all levels. Communication audit is useful for known communication climate, communication style, and structure in organization (Theaker, 2012). Another research technique is visual or design audit. It is a way to explore different parts of the organization present themselves in terms of the tree traditional area of design such as factories, showrooms, product, packaging, and information material; signs, brochures, advertising, instruction manual, and other form of graphics (Theaker, 2012:143).

III. RESEARCH METHOD

This research was conducted a qualitative approach with case study as a research method. This research was conducted using qualitative approach with case study as a research method. In case study research, researchers explore real life, through detailed and in-depth data collection involving multiple sources of information or multiple information sources (interviews, observations, documents), and report cases in the form of description. Research data obtained through interview with Operation Manager Assistant Glamping Legok Kondang. The case study in this study is a

single instrument case study, in which researchers focus on issues, and then choose a limited case to illustrate this issue (Creswell, 2014:135-139).

Researchers raised an issue that became a commodity in a country, namely the tourism industry. Tourism referred to in this research is a nature tourism that apply the concept of glamour camping. To be deeper and more specific, Researchers reviewed the concept of glamour camping through communication term, that is the public relations strategy of Glamping Legok Kondang in establishing the identity of glamour camping. Moreover, researchers conducted direct observations, because a case study should take place in the real-world setting of the case, creating the opportunity for direct observations. Such observations serve as yet another source of evidence in doing case study research (Yin, 2014:113).

Data analysis techniques that researchers use in this case study refers to the data analysis techniques Miles & Huberman, (1) the reduction of the data (data reduction); (2) exposure of data (data display); and (3) conclusion and verification (conclusion drawing / verifying). Whereas to obtain the validity of the data, researchers used a triangulation technique which means comparing source and crosscheck the confidence degree of the information obtained through the time and different tools in qualitative methods.

IV. RESULTS AND DISCUSSION

A. Phase One: Formative Research

Legok Kondang is the name of a village located in Ciwidey, Bandung. Legok meaningful valley, while Kondang is the tree name of Kondang tree. So, the meaning of Legok Kondang is the valley of many trees, and Glamping Legok Kondang is a Glamping located in the village of Legok Kondang. Next, Glamping Legok Kondang, will be shortened to Glamping LK.

Glamping LK established since 2014, the Glamping

concept they apply refers to the Glamping concept in Africa as the originator of the first Glamping concept, considering Africa is synonymous with safari tours. The idea of establishing Glamping LK originated from the idea of one of the explorers who often do camping. That explorer is a founder and owner of Glamping LK. For him, camping is a fun activity, but not everyone likes camping, because the condition at camping is not as comfortable as sleeping on a mattress; difficulty in finding or making food; building tents and bonfires; and so forth. Starting from his personal experience, he wanted to introduce a new kind of accommodation, especially in Indonesia, the middle road between Camping Ground and Hotel, the Glamour Camping.

Based on the observations of researchers, the natural conditions in Glamping LK is able to bring tourists to enjoy the feel of a real camping, because the location that they choose is really natural. In addition, glamorous nuances can be enjoyed from the various hotel facilities that exist in the tent.

The local language or Sundanese language used by the employees in Glamping LK becomes its own characteristics, because employees at Glamping LK 90% consist of local residents.

“In the field of tourism, there is a CBT (Community Based Tourism), well; here we have applied the concept. But this CBT can also be a weakness because we still do less training on them, so it is still far from excellent service. However, the advantages of CBT, we can absorb labor, reduce conflict with local people, and can reduce costs.” (Interview with Operational Manager Assistant, Melia Wanda Puspita, 16 August 2017).

Another weakness they feel is that the Glamping concept is easy to imitate, but natural nuances that will be difficult to imitate by competitors. In addition, the problem of road access is one of the things most often in complain by tourists, but the concept of damaged roads such as going up the mountain is deliberately they keep the feel of the road to where camping remains felt.

They have not conducted the formative research in implementing the public relations strategies for building Glamping LK as a glamour camping. SWOT analysis which found by the researcher based on the physical condition, culture, and business idea, not based on the formative public relations. From the informant’ point of view the researcher will be explained the SWOT analysis based on the interview research as bellow:

Table 1. SWOT Analysis of Glamping LK

<p>Strengthens</p> <ul style="list-style-type: none"> ▫ Unique accommodation with facilities satisfactory ▫ Prospectus tourist destination to Glamping Legok Kondang ▫ There are available jobs for people who live near Legok Kondang Village ▫ Reduce social conflict for many people in Legok Kondang Village <p>Opportunity</p> <ul style="list-style-type: none"> ▫ Government policy on the Community Based Tourism ▫ Tourist interested in traveling to Bandung or Prospectus new tourist 	<p>Weakness</p> <ul style="list-style-type: none"> ▫ Bad infrastructure access to Glamping Legok Kondang ▫ Limited information about Glamping Legok Kondang <p>Threat</p> <ul style="list-style-type: none"> ▫ Competitors could imitate same tourism products as Glamping Legok Kondang
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B. Phase Two: Strategy

Target tourists Glamping LK is the type of tourists Allocentric, young age, middle to upper class, and those who like nature tourism. In the field of tourism there are two types of target tourists, namely Allocentric and Psycho-centric. Psycho-centric is the type of tourists who do not want to get

out of the comfort zone, for example, tourists who are used to sleeping on a comfortable spring bed, if he becomes a tourist should be like that again. While Allocentric is the type of tourists who want to get out of the comfort zone, he would not be a problem if traveling to natural places, even though he was used to living comfortably.

The tourists who often come to Glamping LK consist of 60% regular guests like family, And 40% of group guests or corporate guests and gathering guests. Although Glamping LK rely solely on techniques of word of mouth, social media instagram, and coverage of the mass media, Glamping LK never deserted visitors—even foreign tourists around Asia, such as Singapore, Malaysia, and the Philippines also visited there. They believe that natural Glamping ideas and concepts become their reason to visit and bring up opportunities as guest repeaters.

Given the concept of glamour camping is not yet known by many people, so to get the target market, they intensify the provision of information through social media instagram with caption "budayakan membaca". Issues about "budayakan membaca" become their main focus, because many users do not want to read the caption, but all the information is very clear plastered there. The information they display is important information that is often asked by the tourists. Not just emphasizing "budayakan reading", they provide various discounts and vouchers to stay for users who are able to answer questions from the account @glamping_ciwidey. *"So we want to show that "budayakan membaca" is not disadvantageous, but it is profitable."* (Interview with Operational Manager Assistant, Melia Wanda Puspita, 16 August 2017).

Based on SWOT analysis and interview results above, the research suggest that Glamping LK should develop their public relations strategy in order to grab Allo-centric type guest within specific branding message and creative strategy. They should build the digital public relations campaign in the form of stories Allo-centric it's lifestyle. For example Nadine Chandrawinata as an Allo-centric expert can endorse the Glamping LK as glamour camping. Glamping LK implemented the traditional marketing but now days every hotel or accommodations do the 4.0 marketing and spiritual marketing. The researchers think that LK is not focusing the strategy step but more pay attention at the tactical things in order to promote Glamping LK. If they always ignore the business strategy so then the competitor with the same concept will take the market share. In addition they implemented the promotion strategies and tactic contrary to the Glamping LK's identity brand. In fact 60% guests are family not Allo-centric tourist. It should be noted they need to rethink LK identity

brand. What if the Glamping LK was a born as a human? What does she or he look like?

C. Phase Three: Tactics

In practice, Glamping LK communication strategy that runs smoothly only through social media instagram. While other communication tactics through mass media, they do indirectly. Glamping LK does not have a specific strategy to advertise the place of tourism, just the mass media that come to visit covering them. The mass media that often cover is newspapers, magazines, television. For the media more load Glamping LK as an article of natural attractions with a unique and interesting concept. While the television media that covers not only make Glamping LK as the object of news, but also as the location shooting of certain programs.

Seeing the many enthusiasm of the mass media that covered directly to the location, it is clearly beneficial Glamping LK as a means of promotion and at the same time inform what the actual concept of glamour camping. Techniques they do to be equally profitable, they cooperate in the form of full barter and semi-barter.

Another communication tactic they do is by displaying various testimonies along with photos from the tourists who have visited. Testimony in the form of screenshot from instagram of the tourists and photos outbound from reputable companies who have never done outbound or gathering in Glamping LK. All these testimony are long in the lobby where the reservation. The goal is to show tourists that Glamping LK has been visited by many people, no exception public figures, mass media, and large companies.

As the researchers analysis, in Glamping LK case is same with The Nokia Case. They did not develop the specific media relations program in order to grab Allo-centric type guest. They are not maintaining regularly relationship with the media. The writer suggests that media relations for Glamping LK should be collaborated with social media. Social media must be emphasize on the engagement program for increasing the repeating guest and make unique soft selling story for grab a new prospectus Allo-centric or guest. As researcher suggestion, they also make a blogger gathering for sharing knowledge about Glamping LK as a glamour camping for selling out come and to inform the blogger that Glamping LK is glamour camping. In addition, Glamping LK does not customer relations program and loyalty for instance member in order to make the repeating guest. The glamour concept is not accordance with the hospitality service in Glamping LK.

D. Phase Four: Evaluative Research

Based on their strategy, they claimed to have never done evaluation research on tourists, because they realize still have many shortcomings that they need to improve. The thing most complained of by tourists is the access road that is not easily taken by private vehicles; therefore they provide *ontang-anting* as transportation pickup. In addition to road access, parker land is also a complaint of tourists; therefore Glamping LK rent house citizens who have a land parker as an alternative. Based on the observations of researchers in the field, it is true that the complaints of road access and parking areas need to be the main focus, so the Glamping LK party needs to modify the two things again.

Seeing this, the very unfortunate thing about Glamping LK is the absence of a research-based strategy plan, so that the implemented program is not specific to the identity of Legok Kondang as glamour camping. This is clearly visible from the public mistake that perceives Glamping LK as a hotel, but clearly it is different.

From the researcher point of view, internal management people in Glamping LK need to adopt the way of new thinking marketing public relations at the digital era in the face of business competition. They cannot always be in comfort zone as is the case with Nokia who do not want to develop management business strategy. PR strategic must beginning and ending with research for monitoring business competitor, analyzing consumer's perception, supervising the negative potential issues, and increasing hospitality service to achieving the specific objective including building and communicate a brand to the public. Research is the most important and crucial thing which can be positioned the company in stakeholder external.

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