CHAPTER II

LITERATURE REVIEW

2.1 Branding

According to (Salamah & Yananda, 2014) in the book "Branding Places: Building Cities, Regencies and Provinces Based on Identity" Brand is a name, term, sign, symbol, or design or combination of all, aimed at identifying goods and services from one seller or group of sellers to provide a difference from others who compete with each other. Brand is different from branding. Brand is the identity of a product, service, or something that is personal in nature. Meanwhile according to (Amalia E. Maulana, 2010) understanding of branding is a collection of communication activities carried out by the company in the framework of the process of building and branding. Without communication activities to consumers that are well organized and planned, then a brand will not be known and have no meaning to consumers or their target consumers.

In addition, other opinions that suggest branding is a form of communication that is constant and is not limited to just a logo in conveying a message through the media promotion or service and has a function as a differentiator between a brand with other brands (Wheeler, 2012).

On the other hand, when a Brand wants to get more attention from consumers, then in the realm of marketing with the STP method (Segmentation, Targeting, Positioning) the following understanding:

a) Segmentation

The definition of segmentation is the process of dividing the market into smaller segments based on similar characteristics of customer behavior, and then determining which segments we want to serve "(Hermawan Kertajaya, 2010) in his book" Brand Operation The Official MIM Academy course book " he also explained that segmentation means looking at the market creatively, because it is the art of identifying and exploiting market opportunities so that the market must be viewed from a unique angle and different from competitors.

b) Targeting

In general targeting is defined as the market selection process that the company will aim at in offering its products or services. The definition of targeting according to the process of evaluating the attractiveness of each market segment and selecting one or more segments to enter. In this targeting process the company must choose a market segment that is suitable for its product. Then plan the right strategy with the targeted segment (Kotler & Keller, 2009)

c) Positioning

The definition of positioning is as a process of putting the company's presence in the customer's mind. This understanding means that the company must have credibility so that the company's positioning can easily be embedded in the minds of customers (Kartajaya, 2010). Positioning a brand plays an important role in getting mind share from the market because companies must create brand positioning that can increase market awareness of the product brand.

2.2 Online Branding

1. Website

Website is a collection of pages that are related to other files which are interrelated. In a website there is a page known as the homepage. The homepage is a page that is first seen when someone visits a website (Risky et al., 2013) ..

Chang Brand et al. (2014) explained that a major brand is a symbol of the name of a company that makes it different from other competitors. Creating a brand for a product or service is not easy. Companies must be good at making their products interesting, different, quality or maybe unique in the eyes of customers and consumers through the company's brand. Chang et al. (2014) also explained that, a website that produces a high level of customers will influence customer decision making, because most customers believe that well-known websites are more likely to complete their needs.

2. Social Media

Social media provides a way for people to share ideas, content, thoughts and relationships online. Social media is different from the so-called ordinary media where everyone can create it, make it in the form of text, video, images or community (Scott, 2013). Neumeier states social media related to the branding

Universitas Internasional Batam

stated in Diamond (2015) in the book Visual Marketing Revolution states, a brand is a gut from someone, because it is determined by an individual, not a company, market or society. This makes branding a natural unifier of social media because branding builds dialogue with customers. The process of making social media through branding efforts, needs to create a strong network to get customers.

Forrester Research in 2012 entitled "How Social Media is Changing Brand Building", a survey of marketing leaders found the following (Diamond, 2015):

1. One third of their online users have become fans of social platforms such as Facebook, Twitter and Instagram.

2. Belief that social media has fundamentally changed the way customers engage with brands by 92%.

2.3   Tourism

2.3.1   Category of tourism

A person or a group of people who travel is usually just for refreshing and for a walk. Apart from that there are those who travel with activities in the form of business affairs to a particular area. There are several types of tourism based on the destination of a person or group of people who travel. According to Ismayanti in Pranata (2012: 10) the types of tourism are divided into several types namely as follows:

1. Culinary Tourism

   This tour is not merely to satisfy and pamper the stomach with a variety of typical dishes from the tourist destination, but also to get an interesting experience is also a motivation.

2. Sport Tourism

   This tour combines sports activities with tourist activities. Activities in this tour can be in the form of active sports activities that require tourists to do physical exercise directly. Other activities are called passive activities. 10 Where tourists do not exercise, but become connoisseurs and become lovers of sports only.

3. Commercial tourism

   Tourists who travel to visit exhibitions and commercial fairs such as industrial exhibitions, trade fairs and so on.

Universitas Internasional Batam

4. Marine tourism

The journey is much attributed to water sports such as lakes, beaches, seawater.

5. Industrial tourism

Travel by a student or student group, public people to a place of industry with the intention and purpose to conduct research.

6. Honeymoon Tourism

A trip is made for new honeymoon couples who are honeymooning with special facilities and individually for the enjoyment of travel.

7. Nature Reserve Tourism

Many tourist types are organized by agents or travel agencies who specialize in business organizing tours to places or nature reserve, park protected, mountains, forest areas and so on, whose sustainability is protected by Law.

These types of tourism can increase, depending on the condition and situation of the development of the world tourism in an area. This relates to the creativity of professional experts who are engaged in the tourism industry. The more creative and many ideas are owned, the more and more forms and types of tourism that can be created for the advancement of the tourism industry (PRATIWI, 2015).

According to (Muljadi, 2009) there is an opinion that the types of tourism known by the general public include:

1. Based on Travel Motivation

   a. Recreational tourism (Recreation Tourism) is a type of tourism to rest to restore physical and spiritual freshness and eliminate fatigue.

   b. Tourism to enjoy travel (pleasure tourism) is a form of tourism carried out by people who leave their homes to take a vacation, to get fresh air, to fulfill their curiosity, to enjoy entertainment and others.

   c. Cultural tourism (cultural tourism) is a form of tourism that is characterized by a series of motivations such as the desire to learn the customs and ways of life of the people of other countries, studies and research on discoveries, visiting ancient or historic heritage sites and others.

   d. Sports tourism (sports tourism) is a form of tourism that attends sports events that attract attention as well as tours that practice their own sports activities such as hiking, horse riding and others.

e.   Tourism for business affairs (business tourism) is a form of tourism carried out by entrepreneurs or industry, but in its journey only to see exhibitions or exhibitions and often take and use the time to enjoy the attractions in the country visited.

f.   Tourism for convention purposes (convention tourism) is a form of tourism carried out by people who will attend scientific meetings and political professions.

2.   Base on the Object

g.   Cultural tourism is a type of tourism caused by the attraction of art and culture in an area or tourist attractions such as historical relics, ancient objects and so on.

h.   Recuperation tourism is people who take a tour that aims to cure an illness.

i.   Commercial tourism is travel that is associated with trade such as organizing expos, fairs, exhibitions and so on.

j.   Political tourism is a journey made with the aim of seeing and witnessing events or events related to the activities of a country.

2.3.2   Destination

Prasiasa (2013) suggests that tourism destinations are a region, a place where tourists can enjoy a variety of different types of experiences during a tour. In the destination of tourists need services to answer the three needs of tourists, namely:

a.   Something to see is something that is seen, observed, witnessed or watched that is unique and attractive.

b.   Something to do is something you want to do in the form of an entertaining and enjoyable activity.

c.   Something to buy is something you want to buy as souvenirs in the form of products that are specific to the region and easily packaged.

According to Kusudianto (1996) (in Pitana and Diarta, 2009: 126), tourist destinations can be classified or grouped based on the characteristics of the destination, as follows:

Universitas Internasional Batam

3. Natural resource destinations, such as climate, beaches, forests.

4. Destinations for cultural resources, such as historic sites, museums, theaters, and local communities.

5. Recreational facilities, such as amusement parks.

6. Events like Bali Art Festival, Lake Toba Party, night market.

7. Specific activities, such as casinos at Genting Highland Malaysia, Shopping Tourism in Hong Kong.

8. Psychological attractions, such as adventure, romantic travel, remoteness.\

2.4 Good Online Branding

1. Website

The process of creating a trusted website promotion, it can be concluded that:

a. Create a web display design and navigation structure.

b. Promotional websites use the domain ". co.id" or ".com" and use the brand name. The requirements for making the domain ". co.id" according to Pandi (2015), namely:

1. KTP / SIM / Passport (still valid)

2. SIUP / TDP / Notary Deed (cover and page 1) / Equivalent License

3. Brand Ownership (if any)

4. Declaration (if the name does not match the company name).

5. Include the address of the company or store.

6. Include telephone number of the company or store.

7. The telephone number used is (still) active.

c. Fill in the marketing content concerned with the company's brand.

d. Promoting and evaluating.

According to X. Li and Y. Wang (2010) creating a good website is to have the ability to communicate with tourist by constructing a conceptual website evaluation model consisting of five dimensions of detailed and dimensional information, communication, transaction, relation and technical merit.

Table 2.1

Importance, complexity, performance and effectiveness scores of websites by item

Website items	Importance	Complexity	Performance	Effectiveness
Information dimension				
Attraction information	5.00	2.67	3.99	53.20
Activities information	5.00	3.00	3.54	53.17
Maps and directions	4.33	3.67	3.31	52.63
Destination background information	4.67	2.67	3.74	46.56
Themed products	4.00	3.00	3.69	44.25
Transportation information	4.33	2.67	3.65	42.12
Events calendar	4.00	3.33	3.13	41.72
Restaurant information	3.67	2.67	3.75	36.62
Travel guides/brochures	3.67	2.67	3.49	34.08
Travel agents	4.00	2.33	3.56	33.26
Accommodation information	3.67	2.33	3.88	33.19
Travel packages	3.33	3.00	3.06	30.64
Entertainment information	3.67	2.33	3.44	29.44
Local weather information	4.00	2.33	3.02	28.15
Shopping information	3.33	2.33	3.52	27.40
Travel tips	3.67	2.33	3.17	27.08
Trip/vacation planner	2.67	3.33	2.79	24.82
Linked to regional/city/area pages	3.33	2.00	3.57	23.77
Communication dimension				
Search function	4.00	3.67	3.36	49.23
Interactive communication tools	3.33	4.33	2.59	37.48
Online forum	4.00	3.67	2.55	37.43
Comment box	4.00	3.33	2.33	31.05
Online survey	3.00	4.00	2.17	26.03
Frequently asked questions	3.00	2.67	2.43	19.45
Email newsletter	3.33	3.00	1.48	14.76
Transaction dimension				
Online reservation	4.33	4.33	2.04	38.28
Secure transaction	4.00	4.67	1.70	31.79
Attraction tickets	4.00	4.67	1.69	31.54
Events tickets	3.67	4.67	1.60	27.39
Shopping carts	3.67	4.67	1.10	18.85
Relationship dimension				
Personalisation	4.00	4.67	3.02	56.46
Complaints handling	3.67	4.00	2.94	43.12
Best deals	4.00	2.67	3.71	39.61
Virtual tours	3.33	5.00	1.94	32.32
Cross-selling opportunities	3.33	4.33	2.01	29.07
Privacy policy	3.67	3.33	2.27	27.76
Special offers	4.00	3.33	1.99	26.56
Web seal certification	3.00	2.67	2.38	19.05
Customer loyalty programmes	3.00	4.33	1.21	15.79
Incentive programmes	3.33	3.67	1.23	15.00
Technical merit dimension				
Search engine recognition	4.33	N/A	3.46	15.01
Webpage design	4.33	N/A	3.44	14.91
Link check	4.00	N/A	3.67	14.69
Load time	4.00	N/A	3.61	14.43
Navigation	4.00	N/A	3.54	14.15
Visual appearance	4.00	N/A	3.37	13.46
Site map	3.33	N/A	2.97	9.89
Multiple languages	3.67	N/A	2.56	9.39

Source: X. Li and Y. Wang (2010)

Base on Table 1 website items such as information dimension, communication dimension, transaction dimension, relation dimension and technical merit dimension can affect the importance, complexity, performance and effectiveness for the readers. As for the rating of the importance are continuously higher than the evaluations on performance, and the contrast in transaction dimension was foremost noticeable. The outcome shown that there was continuously a crevice between the significance of the capacities and their actual execution. Furthermore, the only five things whose rated performance was higher

Universitas Internasional Batam

than importance were found within the information dimension. They were restaurant data, accommodation data, shopping information, links to regional/city/area pages and trip/vacation planner.

In comparison, according to Farias, Aguiar, Kovacs and Melo (2013) it is more specifically on how the destination website, as a virtual place where the potential tourist can experience some attributes of the tourism service, search for information and get to know a place in a better way, may influence a destination image.

Table 2.2

Website dimension evaluation

User Friendliness	PG	PCP	IP	FN
Ease of Navigation	12	16	12	12
Ease of contact	4	7	4	4
Site Attractiveness	29	45	34	26
Marketing Effectiveness				
Marketing Information	11	5	8	9
Marketing Research	3	3	3	3
Marketing Products	10	5	10	12
Marketing Segmentation	3	0	2	6
Marketing Positioning	2	8	5	2
Tangibilizing of Products	11	8	7	13
Partnership	3	2	4	3
Globalization	4	0	4	4
Customer Service	2	3	1	2
Link Popularity Report (www.linkpopularity.com)				
Google	1	1	1	1
MSN – Bing	1	1	1	4
Yahoo	1	1	4	4
Trip Planner Assistance	22	5	7	16
Legal Compliance	2	0	3	4
Total	137	110	110	125

Source: Farias, Aguiar, Kovacs and Melo (2013)

As shown on Table 2 a website consisting dimension are very important feature such as accuracy of location , contactable number , attractiveness of the website which are mention as user friendliness, Marketing Data: Current and opportune data, Isolating joins Page give enumerating all joins on the location, Maps and driving headings; Marketing Research: Contact data assembled from guests; Showcasing Products: Joins to inns and housing, Joins to eateries, Joins to nearby attractions and occasions; Marketing Division: Commerce travelers, Young kids, etc.; Marketing Situating: Mission and reason of the organization clearly

Universitas Internasional Batam

expressed, Expressed subject carried all through the location; Tangibilizing of Items: virtual items, Outline of city, Tributes and/or grants posted, Photo exhibition, News Discharges; Association: Hyperlinks given to accomplice organizations; Globalization: Outside dialect, extraordinary intrigued locales for remote; Client Benefit: Asks energized, FAQ, Visitor book; Trip Organizer Help: Getting around, Basic data, Archives required by worldwide travelers, Nearby climate data, Neighborhood Bank data, Things to do; Legitimate Compliance: Copyright disclaimers, Trademark prominently displayed, Site usage terms, Privacy policy.

Creating a good website are as similar as communicating with tourist in a visual digital way, it is relatively important to have an accurate trustworthy information/content as well as appealing design therefore tourist will feel comfortable reading it, which will be more effective.

2. Social Media

a. Instagram

Instagram is one form of the results of the advancement of the internet and classified as one of the social media that is quite loved by today's audience. This can be proven by the increase in Instagram users each year. As of April 2017, Instagram announced that its monthly active users have reached around 800 million accounts and that number is more than the previous year (Yusuf, 2017). Here's how to create a Facebook account (Facebook Help, 2020):

1. Open up Instagram.com

2. Click register, enter your email address, create a username and password or click Login with Facebook to register using a Facebook account.

3. If you registered by email, click Register.

Since its appearance in 2010, Instagram frequently updates existing features so that the features are more complete and more interesting. Here are the features available on Instagram at this time:

1. Followers and Following

The social system on Instagram is by being a follower of another user's account, and vice versa by having Instagram followers. Thus, the communication between fellow Instagram users themselves can be established by giving likes and also commenting on photos or videos that

Universitas Internasional Batam

have been uploaded by other users. To find friends on Instagram, you can also use links that are linked to other social media accounts, such as Facebook and Twitter.

2. Uploading Photos / Videos with Caption (Posting)

The main use of Instagram is as a place to upload and share photos or videos to other users. On Instagram, users can only share a maximum of 10 photo or video files in one upload. For the videos themselves, videos can only be uploaded with a maximum time limit of 1 minute. Before uploading a photo or video, users can also enter a title or description about the photo in accordance with what is on the user's mind. Users can also label the photo title, as a sign to group the photos into a category.

3. Effect Camera (Filter)

Photos that have been taken through the Instagram application can be saved. The use of the camera via Instagram can also directly use existing effects, to set the desired photo coloring by the user. In the initial version, Instagram has effects that can be used by users when they want to edit a photo. In applying effects, users can also edit photos at the same time as adjusting brightness, contrast, color, etc.

4. Arroba

Equations like Twitter and Facebook, Instagram also has a feature where users can offend other users, by adding arroba (@) and entering the Instagram account name of the other user. Users can not only offend other users in the photo captions, but also photo comments. Basically, in referring to other users, what is meant is to communicate with the users who have been mentioned.

5. Hashtag

A label on Instagram is a code that makes it easy for users to find the photo using keywords. Thus, users give a label on a photo, then the photo can be more easily found. The label itself can be used in all forms of communication concerned with the photo itself. Users can enter their own name, the place where they took the photo, to preach an event, to indicate that the photo entered the competition, or to indicate that the photo was

Universitas Internasional Batam

produced by a member of the Instagram community. Photos that have been uploaded can be labeled according to information related to the photo.

6. Geotagging (Location)

After entering the title of the photo, the next part is the Geotag section. This section will appear when users activate their GPS. Thus, Instagram can detect the location where the Instagram users are located. By geotagging users can be detected where they have taken the photo or where the photo has been uploaded.

7. Love feature

Instagram also has a like feature which has the same function as what is on Facebook, which is a marker that other users like photos that have been uploaded by other users

8. Instagram story

Instagram story stands for Instagram stories. Instagram story is an Instagram feature that allows users to share photos or videos that will be deleted automatically within 24 hours afterwards. In the Instagram story feature, there are also effects that can entertain its users.

9. Photo and Video Archives

This feature functions as a private media or like a private album. So, users can share photos or videos that can only be seen by these users.

10. Close friend

In this feature, users can share photos or videos that can only be accessed by other users who have been selected as "Close Friend".

11. Live broadcast

This feature allows users in an account to broadcast live video without the time limit that will be enjoyed by followers.

12. IG TV

This feature allows users to upload videos for more than 1 minute, but they are not stored in the uploaded profile feed.

A good time on Sunday 15: 00-16: 00 because many companies choose to post on Instagram at this time because of busy activities at the time of operations and help companies reach more people on weekends.

Universitas Internasional Batam

b. Facebook

Facebook is a social network or social media that allows users to add profiles with photos, contacts, or information. Users can join the community to connect and interact with other users. The features offered by Facebook as a social networking site or social media make many people use it (Ningrrum, 2017). Here's how to create a Facebook account (Facebook, 2020):

1. Go to www.facebook.com/r.php.
2. Enter your name, email or cellphone number, password, birthday, and gender.
3. Click Register.
4. To complete the account creation, you must confirm your email or mobile number.

The features provided by Facebook are more or less the same as Instagram, such as image filters, geotagging, live streaming or known as IG TV on Instagram, stories and others. Good times are Thursday and Friday 13: 00-15: 00, because on weekends people are more likely to spend time

check out their news feed

3. Content Marketing

Making Process for content marketing, it is important to note that articles must write interesting, relevant, and valuable things. The content created will help establish consistency value as an expert in the field, which in turn will help increase brand awareness and ultimately increase the number of consumers.

Content is to provide information to readers, not to sell goods or services. Content marketing in question is positive and informative content that involves consumers. The purpose of content marketing is to help destinations to emphasize the image and message of the destination. The stage of starting content marketing is the first step you can take is to make a clear strategy. Take the time to think about what you want to convey to consumers, create an integrated story to describe the brand, and what the parties want to achieve through this content.

Universitas Internasional Batam

Blogs are a platform that can be used for content marketing. Having a blog on the website in the form of a tourism destination can help to be known by visitors. Blogs are also one of the easiest content marketing strategies that can be done. The blog is expected to be a source of information for visitors to the destination.

Supporting the platform that has been made is also needed such as making flyers or brochures that are interesting so that visitors who will travel are interested. In making a brochure you must pay attention to pictures and writing that must be proportional and pay attention to the objectives in making a brochure. Things to consider in making a brochure are (source: niselkon.weebly.com):

1.) Content / Text

The contents of the written material in the brochure may cover the entire contents of the material that we are going to convey, but in this case, it can make your brochure look dense and appear to be narrow and not broad, so the design composition will be very minimalist. But there are also many brochures that only list 30% of the text content of the material content, then the readers will be directed to other media such as the Website or telephone number to find out further information. Usually the role of design and drawing is crucial in making unique and beautiful brochures to be seen.

2.) Layout

Layout or layout position is closely related to the shape of the brochure, the size of the brochure and the contents of the contents of the brochure, both text, images, and other designs. Because layout is an important initial guide to determine where we will place text, images, or designs in the brochure media, so that with the direction of placement that we set beforehand, the contents of the material will be perfectly arranged and will make it easier for us to modify the brochure.

3.) Typography

The choice of font types strongly supports the aesthetic appearance of the text of a brochure. Typography can also be used as an alternative to an image because the font can be modified in such a way as to replace the function of the image. But to note here is do not use Fonts that are difficult to read, because it will be difficult for the readers themselves. Usually we often see fonts with

Universitas Internasional Batam

new types of fonts that we find interesting, funny, fierce, and then we use them in writing, but in my opinion it will actually make the reader experience difficulties in reading them. Interesting for you does not mean interesting to other people, and of course you certainly do not want information in your brochure, there is something missing from other people's understanding, even though a piece of words, resulting in fonts that are difficult to read.

4.) Image

Images in the form of bitmaps or vectors are also very influential in supporting the elements of art in a brochure, so that the brochure has a beautiful accent to the eye. Examples of brochure images are recommended to match the theme of the brochure. The use of images that are appropriate and relate to the information we will convey will be more striking in the hearts of readers. For example, if you are a hotel owner who wants to make brochures, of course you will prefer pictures of hotel rooms, restaurants, and other facilities than you choose pictures of animals.

5.) Pigment / Color

Choosing the right colour can add energy to your brochure/ website, because each colour has a different meaning and meaning. So, if possible, choose colours according to the information you want to give. Here is an example of the meaning of colour:

(1.) Red   : Power, energy, warmth, love, lust, aggression, danger.

(2.) Yellow   : Optimistic, Hoope.

(3.) Blue   : Trust, Conservative, Security, Technology, Cleanliness, Regularity.

(4.) Green   : Natural, Healthy, Luck, Renewal.

(5.) Orange   : Energy, Balance, warmth..

(6.) Purple/indigo : Spiritual, Mystery, Nobility, Transformation, Pride.

(7.) Cchocolate   : Land / Earth, Trust, Fun, Durability.

(8.) Grey   : Intellect, Future (Millennium), Simplicity, Sadness,

(9.) Black   : Strength, Elegance, Sophistication, Death, Fear
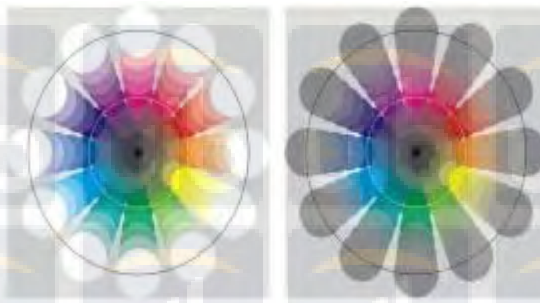
Universitas Internasional Batam

Figure 2.1 Example of Comparison color, Source: niselkons. weekbly

6.) Graphic Design

The addition of an attractive graphic design touches will make your brochure/ website look good when viewed. Design is intended to provide a special touch for the reader, so that the design can attract psychological and emotion from the reader. Now for this one you have to be clever in expressing in paper and digital scribbles.

7.) Trial and error

At this stage partners are needed to assess how the results of the designs that have been designed. If the brochure/ website is made less attractive then changes or improvements will be made. This is done before printing.

a. Video Marketing

Video marketing is one of the popular ways. Video marketing is one way to reach prospective buyers more broadly. Videos can be in the form of explainer videos or explanatory videos that are 1-2 minutes long which explain important information about your business. The second is a pre-roll video that is video ads that usually appear before the video you want to watch. The last type of video is a vlog or video blog. You can make video blogs with keyword optimization. Create a fun, casual, and informative vlog to attract potential customers.

In the marketing world, there are so-called 80/20 rules where 20% of the time is used to create content and 80% of the time is used to promote content. On the internet, there is a lot of content and you have to make sure that the content seen by consumers is ideal. Promote your content on various platforms, such as social media, YouTube, and even email.

Universitas Internasional Batam