



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

# IJDR

*International Journal of Development Research*

Vol. 11, Issue, 05, pp. 46733-46740, May, 2021

<https://doi.org/10.37118/ijdr.21630.05.2021>



RESEARCH ARTICLE

OPEN ACCESS

## TOURISM MARKETING COMMUNICATION STRATEGY AT LABUAN BAJO PRIORITY DESTINATION

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Indonesia

### ARTICLE INFO

#### Article History:

Received 08<sup>th</sup> February, 2021  
Received in revised form  
19<sup>th</sup> March, 2021  
Accepted 20<sup>th</sup> April, 2021  
Published online 14<sup>th</sup> May, 2021

#### Key Words:

Marketing Communication Strategy,  
Branding Destinations,  
Labuan Bajo Priority Destinations.

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### ABSTRACT

The tourism sector is defined as an important sector to be developed and fostered in synergy as a leading sector. Through a sustainable tourism approach, it is necessary to synergize efforts to conserve nature and culture and their heritage to support the acceleration of national development, especially in eastern Indonesia. With the launch of Labuan Bajo as a Top Priority Destination, it is necessary to encourage the growth rate of foreign tourist arrivals. The methodology used is descriptive qualitative using SWOT analysis. Retrieval of data using primary data and secondary data through literature, research results, social media. In conclusion, the potential for tourism resources in Labuan Bajo has an advantage because there is the Komodo National Park (TNK) which has been named as one of the World Heritage Sites. Accessibility to Labuan Bajo as a Priority Tourism Destination, served by airlines which currently flight schedules continue to increase, is a sign that accessibility to Labuan Bajo will continue to be improved. The island around Labuan Bajo has a special attraction to be visited for diving and snorkeling activities. The pier for tourists in Labuan Bajo is still united with the container pier, so tourists cannot get comfort. In carrying out The Tourism Marketing Communication Strategy In Labuhan Bajo Priority Destinations. It is necessary to pay attention to the process of making destination branding and cooperation between the government, the tourism industry, society, the media and the public. The central government, in this case the Ministry of Tourism, introduces that industry players have a main role and position to advance tourism business activities and the ministry or government plays a role and is in an interesting position or encourages the role of the industry as a form of support or support. This principle is the real manifestation of Indonesia Incorporated and the raising of the ABGC Pentahelix (Academy, Business, Government, Community and Media).

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Citation: *Diyan Putranto and Marhanani Tri Astuti*. 2021. "Tourism marketing communication strategy at labuan bajo priority destination", *International Journal of Development Research*, 11, (05), 46733-46740.

## INTRODUCTION

In order to attract foreign and domestic tourists to visit Indonesia, one of the government programs in achieving tourism targets is the creation of 10 (ten) priority tourist destinations or with the term "Creating 10 New Bali" scattered throughout Indonesia as shown below: Lake Toba, TanjungLesung, TanjungKelayang, Kepulauan Seribu, Borobudur, Lombok Mandalika, Wakatobi, Morotai, Bromo-Tengger-Semeru and Labuan Bajo. Furthermore, marketing tourism destinations, through the publication of the Decree of the Minister of Tourism No. KM.38 / UM.001 / MP / 2017 on Logo Branding 10 (ten) Tourism Destination Indonesia. The government established a branding logo of Bali tourism destinations, Bandung, Banyuwangi, Jakarta, Bunaken-Wakatobi-Raja Ampat, Yogyakarta-Solo-Semarang, Lombok, Makasar, Medan, Riau Islands. One branding program almost filled all print media and television and even social media about Indonesian tourism.

More specifically the branding of tourism destinations. Wonderful Indonesia is a branding for international tourism destinations. Enchantment Indonesia is a branding for local or national tourism destinations (tourist archipelago). Labuan Bajo City Government has promoted the potential of tourism in various ways including through advertising, events, or programs held by the Government of Labuan Bajo. The program is expected to increase the number of tourists visiting the city of Labuan Bajo. This can be seen from table 1 below, where there is an increase every year tourists who visit the city of Labuan Bajo. Tourism is emphasized in various Strategic Plans (RENSTRA) and the National Tourism Master Plan (RIPARNAS) as the mainstay of driving Indonesia's economic growth. The tourism sector is defined as an important sector to be developed and fostered in synergy as a leading sector. Through a sustainable tourism approach, it is necessary to synergize efforts to conserve nature and culture and their heritage to support the acceleration of national development, especially in eastern Indonesia. With the launch of Labuan Bajo as a Top Priority Destination, it is necessary to

encourage the growth rate of foreign tourist arrivals. Indonesia has many tourist destinations that have natural and cultural wealth, so it is necessary to make choices of focus and phases related to marketing to foreign countries. By paying attention to the availability and readiness of four components of the tourism industry, namely 4A (Accessibility, Amenities, Accommodation, Attractions). Similarly, the government's efforts to achieve tourism marketing and creative economy (Ekraf) based on strategic partnerships (Strategic Partnership) with 4 strategies, namely:

Tourism and eco graph marketing are results-oriented with a potential market focus.

- b. Expanding the share of creative economy products
- c. Improve the image of competitive Indonesian tourism
- d. Utilization of technology in supporting tourism marketing and the creative economy

The policy direction and strategy of the Ministry of Tourism and Creative Economy describe the spirit and efforts made to change the current conditions to the desired conditions. The final goal of the Ministry of Tourism and Creative Economy is to increase the contribution of tourism selector and creative economy to the resilience of the national economy. This final goal can be realized through quality tourism (Quality Tourism Experiences). Tourism based on the creative economy as well as the growth of added value to the creative economy as well as the growth in added value of the creative economy which is expected to be the driving force of the national economy. (sumber : *Renstra 2020 – 2024*). One of the government programs in achieving this target is the creation of 10 (ten) priority tourist destinations or with the term "Creating 10 New Bali" spread throughout Indonesia, namely Lake, Toba, Tanjung Lesung, Tanjung Kelayang, Thousand Islands, Borobudur, Lombok Mandalika, Wakatobi., Morotai, Bromo-Tengger-Semeru and Labuan Bajo. Based on the Decree of the Minister of Tourism No. KM.38/UM.001/MP/2017 concerning Logo Branding of 10 (ten) Indonesian Tourism Destinations. So the Government established a branding logo for tourism destinations for Bali, Labuan Bajo, Banyuwangi, Jakarta, Bunaken-Wakatobi-Bali, Yogyakarta-Solo-Semarang, Lombok, Makassar, Medan, Riau Islands in order to increase the marketing value of Indonesian tourism destinations.

From various perspectives, the selection process, phasing up to launching of the 10 destination branding has been done professionally. According to the Minister of Tourism, the brand is something of great strength to remind the comparison of how water is poured with a brand, compared to being poured into a bottle, then the branded ones will be sold more so that the brand effect is huge. (Pariwisata Indonesia, Juni 2018). Theoretically, to create a sub-brand or destination brand, there are at least four ways that can be used so that the DNA is the same as the Master Brand. Branding Wonderful Indonesia is placed as the master brand, then underneath it is a destination brand that has the same DNA as Wonderful Indonesia. First monolithic. When Indonesia uses Wonderful Indonesia, all destinations use brands with Wonderful, for example, Wonderful Banyuwangi, Wonderful Bali and so on. But this does not reveal the uniqueness of each destination. The second approach is the house of brand. Whatever we input into the same house if it is released, for example, it doesn't look like Bali is part of Indonesia, it doesn't look like Banyuwangi is part of Indonesia, therefore using the Endorsed Brand Family approach it will appear that one family is the same DNA, but variations and diversification can be given to each destination. Branding Wonderful Indonesia (WI) was placed as the Master Brand. Then under it is a Destination Brand which has the same DNA as Wonderful Indonesia. Therefore, more and more Destination Branding will be created. The formulation and launching of new branding for 10 tourist destinations is an effort to align the Wonderful Indonesia master brand with its sub-brands, namely the destination brand. These efforts will strengthen the positioning of the WI master brand. In order to create and realize a synergy between the central government and local governments to promote Indonesian tourism to foreign countries. Therefore it is necessary to strengthen

the Tourism Marketing Communication Strategy in Priority Destinations in Labuan Bajo.

## THEORY AND DISCUSSION

Brand management is crucial given its function to connect products with consumers. The value of the product also depends on the brand. It is expected that all destinations have a brand with their own uniqueness and equality. Brand is important for an area. Many cities in Indonesia have beautiful places and each of them has its own uniqueness as in the writing of this article about Labuan Bajo with its unique nature tourism and Komodo National Park. The basis for selecting the ten Destination Branding is the readiness of the destination for sale. Feasibility is assessed from the readiness of accessibility, amenities, accommodation and attractions at the destination. Another consideration is to see the commitment of regional heads in destinations, especially to promote their regions abroad. In making social system branding an inseparable part of communication, for example the legal communication system, because communication will be effective when regulated in a regulation so as not to violate community norms. Quoting Harold Lasswell's paradigm in his work, *The Structure and Function of Communication in Society*, said that communication is answering the question 'Who Says What in Which Channel to Whom with What Effect'

The communication perspective in implementing the branding program almost fills all print and television media and even social media about Indonesian tourism. More specifically, branding for tourism destinations. Wonderful Indonesia is branding for international tourism destinations. Pesona Indonesia is branding for local or national tourism destinations (domestic tourists). In the late 1990s, destination brands received attention in tourism management research, but there is little research on this concept. "The branding destination must go beyond image communication and make branding a reality."

Place branding (as a destination brand, place of marketing or promotion of premises) is a relatively new umbrella term that includes nation branding, regional branding and urban branding. Whereas the purpose of branding is a relatively recent development and academic investigations in the area are only beginning to emerge, studies of the purpose of image abound and can be traced back to the early 70s when Hunt examined image as a developmental factor (1975). The purpose of branding is to accentuate the tourism brand singularity and present the preferred image of the mentioned brands to the target market and so marketing communications have become important for the purpose of promoting their brand identity and brand image to target audiences. Goal branding is the process that allows a goal to be identified and distinguished from other alternatives, through the construction of a message, a brand, that tries to attract tourists and consumption. Branding aims to support the uniqueness of a tourist destination, show a positive image of the target market, and support positive formation and development.

Source: American Journal of Tourism Management 2015, 4(2): 27-34

In accordance with destination branding, Destination branding is the set of marketing activities that support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; that consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; that serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice. (Pike, 2009). Empirical research has shown that branding improves the image of a destination among visitors and helps the DMO (Destination Management Organization) measure achievement. Branding aims to include image building. An understanding of destination branding is necessary in certain areas

where tourism is an economic driver. An example in one study in Bangladesh shows that destination branding is an effective tactic to build a successful tourism image. The factors that influence it include service quality, natural beauty, security and other facilities. (source : American Journal of Tourism Management 2015, 4(2): 27-34) Place branding as a marketing activity (1) that supports the creation of names, symbols, logos, word marks or other graphics, both to identify and differentiate destinations, (2) that conveys the promise of a unique memorable travel experience related to destinations, and (3) which serves to consolidate and strengthen memories of pleasant memories from destination experiences, all with the aim of creating images that influence consumers' decisions to visit those destinations. (Govers dan Frank Go (2009:13)) The concept of sustainable tourism development according to The International Ecotourism Society (TIES) is "*responsible travel to natural areas that conserves the environment and improves the welfare of local peoples*". According to World Tourism Organization (WTO) "*Sustainable tourism should make optimal use of environmental resources that help conserve natural heritage and biodiversity, respect the socio-cultural authenticity of host communities and provide socio-economic benefits to all stakeholders*". Furthermore, the tourist perspective on sustainable tourism "*should maintain a high level of satisfaction and ensure a meaningful experience that raises awareness about sustainability issues and promotes sustainable tourism practices*" (Gutierrez dkk, 2005 hal 4).

It is known that on the one hand culture and its heritage are assets that reflect national identity, and on the other hand tourism is one of the driving elements that can spur appreciation of natural and cultural heritage as well as national and regional economic growth (source: Assistant Deputy Tourism Policy Research and Development of the Ministry of Tourism, 2015). In line with the ideals of sustainable development, the development of the tourism sector must always refer to religious values and cultural roots, the environment, national unity, and friendship between nations. This means that the economic dimension of national development, especially the tourism sector, must be carried out systematically by developing a global-oriented economy while maintaining its cultural roots, in accordance with technological advances in order to build competitive advantages in accordance with the competencies and potential of superior resources in each region. (Assistant Deputy Tourism Policy Research and Development of the Ministry of Tourism, 2015)

In the tourism industry, Gutierrez (2005) explains that ecotourism needs to consider environmental and social responsibility principles as well as specific market segments.;

1. Actively contributing to environmental and cultural conservation
2. Pay attention to local communities in planning, development and operations to contribute to the life of these communities
3. Provide tourists with an understanding of the environment and culture at the destination
4. Do not do mass tourism and focus on small tourist groups by considering the improvement of the economy, cultural conservation and capacity in tourist attractions.

Furthermore, the reason tourists choose a destination is due to the attraction and attractiveness available at the destination and is able to affect tourist satisfaction (Popichit et al, 2013). Assessment of potential destinations helps a destination have an assessment of the destination resource indicators at that destination (Jittawangtana in Popichit et al, 2013). Assessment of a destination can be used to identify the capability and readiness of a destination to determine the importance of that destination (Emphadhu and Ruschano in Popichit et al., 2013). The assessment of tourist destinations consists of values, physical aspects of a destination, destination readiness in the form of infrastructure, accessibility, environment, reputation and security related to the concept of the 5 components of tourism which was conveyed by Dickman in 1996 (Popichit et al, 2013). This is in line with the opinion of Middleton (1994) who divides 5 components of tourism, namely tourist attractions, accommodation, transportation, travel organizers and tourism organizations. In tourism development,

the five components are available which can be adapted to the needs of tourism marketing communications. Ayu (2014) adds that the community can be a tourism resource. Society and the environment offer nature, culture and even economic activities to become tourism commodities for tourists. As an important part, community interaction with tourists is needed in building sustainable tourism for the long term as long as the community is able to provide culture and hospitality. Community involvement is the key to successful destination development. For this, it is necessary to consider community involvement so that destination development does not interfere with the quality of the community in which the destination is developed. The form of community involvement is in the form of consideration of issues related to crowds in traditional places, changes in community structures, increased commodities and changes in the natural environment (Gutierrez, 2010). For this reason, community involvement in the assessment of destination readiness will facilitate the assessment process for destination readiness. Gutierrez (2010) further explains that in assessing a destination to be ready to become a tourist destination, preparation is required in the form of analysis or observation of destinations to gain understanding and focus on these destinations. The initial stage of this assessment is divided into two stages, consisting of stage I, which is the preparation stage for the assessment and stage II, which is the stage for the assessment of readiness. (Source: Tourism Policy Research and Development of the Ministry of Tourism, 2015).

Phase I of the assessment consists of collecting data in the form of physical conditions, consisting of geography, environment, environmental diversity, social data in the form of population profiles, history, and cultural background; policy data on politics and economy; tourism industry environment such as familiar attractions, hotels, services, general trends in tourist arrivals. Phase II contains two stages of assessment, (1) involving community actors in the assessment process and (2) conducting the assessment. Involving local community actors in the assessment process can assist in assessing and carrying out an assessment of the readiness of a destination. Place branding is a relatively new term encompassing branding of cities, regions and nations etc. The term "Place branding" is sometimes also known as its synonym "place marketing" and refers to the competition for tourists, visitors, investors, residents and other resources within these cities, regions etc. (Avraham et al., 2008). Place branding is based on a strategic approach to public relations, stating that a change of image is an ongoing, holistic, interactive and wide-scale process, requiring much more than a quick change of logo or symbol as in dealing with products (Hospers, 2004). In terms of destination branding including Labuan Bajo marine tourism, first reviewed in destination readiness is a requirement to be able to support the success of destination branding, which can give the impression that Labuan Bajo's marine tourism destination has met the elements of accessibility, accommodation, amenities and attractions (4A), as well as in community involvement. Community involvement is the key to successful destination development. For this, it is necessary to consider community involvement so that destination development does not interfere with the quality of the community in which the destination is developed. The form of community involvement is in the form of consideration of issues related to crowds in traditional places, changes in community structures, increased commodities and changes in the natural environment (Gutierrez, 2005). For this reason, community involvement in the assessment of destination readiness will facilitate the assessment of destination readiness.

In another study conducted by Lamoureux (2014), the stages of the analysis of destination readiness, in tribal areas developed as tourist destinations, the tourism assessment process developed by Gutierrez (2005) was used to analyze the readiness of tribal communities in America as a destination. Based on this, to assess the readiness and branding of the Labuan Bajo destination, an assessment can be used.

Marine tourism on the coast, how is the communication strategy of the Labuan Bajo local government by strengthening the image of marine tourism destinations in the destination branding program?

How is the destination branding process of north Labuan Bajo in order to strengthen the image of Labuan Bajo as a marine tourism destination? How is the Labuan Bajo strategic communication program translated into primary, secondary and tertiary communication?

Furthermore, the purpose of this writing is to find out, explain, and analyze Labuan Bajo, especially Labuan Bajo, about how the communication strategy of the Labuan Bajo local government in order to strengthen the image of marine tourism destinations with a destination branding program. In addition, to find out, explain, and analyze the destination branding process so that Labuan Bajo has a strong marine tourism destination image. Branding is an effort to build a public impression (image) of yourself, a company or a tourist destination in accordance with self-expectations or the destination itself (ontology).

destination, the potential owned by the region to be in vain if not balanced with an effective strategy.

Strategies undertaken by the Local Government of Labuan Bajo through Destination branding. Branding of the city is a strategy that is currently growing rapidly in various countries or cities to create a strong positioning in the minds of their target market, such as products or services According to marketing expert Hermawan Kartajaya (2005: 60), the current destination branding is something that must be done every city that wants to elevate its degree.

**Problem Formulation:** The formulation of the problem, one of the tourist attraction in the city of Labuan Bajo tourist visits to the city of Labuan Bajo is quite a lot of diving and snorkeling, but there are gaps in tourism policies and programs. Departure from the formulation of the problem above. Next questions that appear as follows:

|   |   |  |
|---|---|--|
| <p><b>INTERNAL FACTOR</b></p> <p><b>EXTERNAL FACTOR</b></p>   | <p><b>STRENGTHS (S)</b><br/>                 Owing the Komodo National Park as a World Heritage Site Conservation areas for several protected islands. Having unspoiled nature. Various natural tourist attractions. Services for providing certified nature activities (diving) Community and government support to protect natural conditions</p> | <p><b>WEAKNESSES (W)</b><br/>                 Limited access to the water No scheduled sea transportation to the waters Very limited communication network in some islands Limited infrastructure facilities (jetty) Human resources are not certified No waste and waste management</p>   |
| <p><b>OPPORTUNITIES (O)</b></p> <p>Komodo National Park is well known internationally. The number of foreign tourists tends to increase. Support from local government and community Support from local government and communities</p>    | <p><b>STRATEGI – SO</b><br/>                 Strengthening the Komodo National Park as a special conservation area for endangered animals. Increasing cooperation and participation of the community, private sector and government in managing the national park area</p>  | <p><b>STRATEGI - WO</b><br/>                 Increase entry access with more flight schedules and routes, especially direct from Singapore and Australia. Cooperate with telecommunications service providers to provide communication networks in the islands. Develop infrastructure facilities for the needs of tourists Increase human resource competence through certification of tourism services competency. Collaboration with insurance service providers for travel</p> |
| <p><b>THREATS (T)</b><br/>                 Tourism activities tend to destroy nature towards island tourist attractions around Labuan Bajo. The issue of waste and garbage management makes the environment unhealthy and destructive</p> | <p><b>STRATEGY – ST</b><br/>                 Strengthening the program for the use of entry rates for environmental service maintenance services to protect nature. Arrangement of sea transportation (charter boats) to meet tourist safety standards</p>  | <p><b>STRATEGY - WT</b><br/>                 Strengthening environmental regulations for tours in national park areas. Improving tourism services, especially training for human resources. Cooperate with insurance to minimize the risk of travel</p>  |

Source: Center of Tourism Policy Research and Development of the Ministry of Tourism, 2015

Image is obtained through a good understanding from the public of the object being imaged. Therefore branding is done by providing adequate information and experience to the public about the object of branding (epistemology). The value or use of branding can be subjective or objective depending on the philosophical viewpoint (Arneson, 2007: 100). The data analysis carried out was a SWOT analysis (Strength, Weaknesses, Opportunity, Threat) which was used to determine strategic steps to follow up the use of natural resources and cultural resources in an integrated and sustainable manner. The SWOT analysis matrix used is presented in the table below (Assistant Deputy Tourism Policy Research and Development of the Ministry of Tourism, 2015). The use of each strategic factor through SWOT analysis is to generate alternative strategies that are feasible to implement in order to complement accessibility. Amenities, accommodation and attractions in Labuhan Bajo as priority destinations. In 2018 the number of tourist visits to Labuan Bajo reached 163.807 people, while in 2019 it increased to 184.206 tourists, said the head of the West Manggarai regency tourism agency Agustinus Rinus (source : <https://www.antaraneews.com>). The table above also shows that the city of Labuan Bajo became a powerful magnet capable of attracting foreign tourists visiting Labuan Bajo. The visits of foreign tourists mostly come from Asian countries especially from Malaysia, and Singapore. Tourists from Malaysia and Singapore recorded as the most visited city of Labuan Bajo followed by tourists from Thailand, Korea, United States, Australia, Europe, and China. In some studies found that the motive of some foreign tourists coming to Labuan Bajo is for diving and snorkeling. Branding programs and policies are intensively encouraged in the city of Labuan Bajo, a challenge in making the promotion strategy of Labuan Bajo through branding Labuan Bajo as Natural Tourism

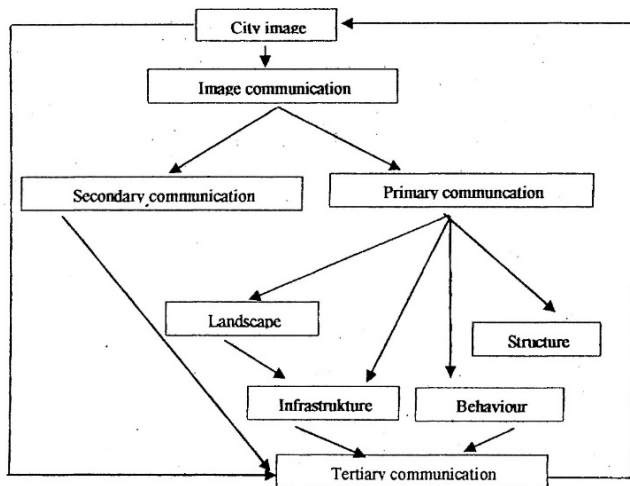
1. Why the city of Labuan Bajo to form destination branding as natural tourism destination?
2. How the branding process Labuan Bajo can be a tourist natural tourism destination?
3. How is Labuan Bajo’s strategic communication in natural tourism branding as a destination?

**Purpose**

1. To analyze the formation of destination branding as natural tourism destination
2. To analyze the branding process so that the city of Labuan Bajo became a tourist natural tourism destination
3. To analyze strategic communication planning of Labuan Bajo City in forming destination branding as natural tourism destination.

**Literature Review**

Branding is an effort to build a public image (image) of self, company or tourist destinations in accordance with the expectations themselves or the destination itself. The image is obtained through a good understanding of the public against the object being imaged. Therefore branding is done by providing information and adequate experience to the public about the object of branding. The value or usefulness of branding can be subjective or objective (Arneson, 2007: 100). One of the difficulties in building the image of the city is to determine the target audience and stakeholder groups. The focus of the theoretical framework in Kavaratzis (2004: 60) is the townspeople. This is emphasized on the facts for all activities (whether economic, cultural, social, tourism, and other urban developmental areas) undertaken by urban dwellers and their primary goal is to improve the quality of life. This theory is described as follows;



Source: Kavaratzis (2004)

**Figure 1. Brand Communication City**

Initially lies in the reality of meeting the city with the perception and image of the location. City imagery needed to plan which is a consequence of city promotion (Vermeulen, 2002: 60). External and internal interactions are key points for city imagery. City efforts in natural tourism the image need to be done consistently, among others through the form of intervention and action in an area. Image is a type of communication that is divided into three parts of primary communication. Primary communication is the influence of a communicative relationship an action the city performs. This action can be seen in the first landscape strategy, relating to action areas of action and decisions appropriate for urban design, architecture, green zone, and public areas contained in the city. Increasingly popular use of the value of art in general, on development projects, to create, encourage or provide a character specific to the type of infrastructure needed in a city The theoretical framework includes two parts: firstly adding the city's ability to meet the needs of the target audience, by providing residents' road facilities, large monuments to airport visitors are adequate. Secondly for the availability and adequacy of various facilities such as cultural centers, meeting buildings and others. Secondary communication is the communication made by the government to make the policy referred by the stake holder. Government Communications are supported by budget policies that can assist the program. Examples of dissemination programs, indoor and outdoor advertising, public relations, graphic design, logo usage. This is necessary in tertiary communication.

Tertiary communication is related to the layers of society in which they promote natural tourism destination as Destination Branding Labuan Bajo. The direct line from the primary communication to the city image shows that there are parts that can not be controlled. Overall the branding process of the city and there are two things that can be controlled to build the image of building communications goals to generate and strengthen tertiary communication is positive, especially in the case of city dwellers, where they are at the same time the target audience and promotion of the city. Branding is a process of designing, planning and communicating names and identities in this regard to build or manage reputation (Anholt, 2009: 80). Building a successful image is not easy. Image building involves four logical steps (Kotler, 2005: 70) that is to establish an appropriate image identity (build awareness of the deep and wide image), create a corresponding image meaning (unique image association), evoke appropriate image response (positive reactions and acceptable) and establishing proper relationships with customers (strong and active Loyalty). Currently in a variety of information developed in the midst of urban communities. To understand urban marketing in the context of urban development Erik Braun (2008: 80) in his dissertation said to be driven by six fundamental change trends the behavior of urban development actors. First globalization and internationalization. Many see globalization as an economic phenomenon whereby there is accelerated growth in international markets so investment and capital mobility are crucial.

This growth leads to changes in social life, culture, technology across borders and surveillance, it is also a phenomenon of globalization. According to Simon Anholt (2009: 40), there is a difference between city and state society in perceiving the City and Cities. City has always been the image. Famous and successful cities are usually always associated in the minds of people in a quality, promise, attribute or story. Simply put, the story of the image can have a big impact on people's decisions to visit, to buy products or services, to do business or to move to a city. Most of the public considerations are practical issues such as climate, pollution, transport and traffic, living expenses, fun and sports, law and implementation, and the culture or way of life of the local community. Therefore, to measure the image of the city, Simon Anholt (2009: 40) saw from six dimensions called City Brands Index there are six things that can be measured in hexagon destination branding.

(1) The Presence (Presence / Existence) This point is in the City Brand Hexagon on the status and position of the city in the international world. How are people familiar with every city in the world. (2) The Place (Place) This point is to explore perceptions about the physical aspects of each city. Is it fun or unpleasant in their imagination to open air and for a trip around the city and whether the climate is favored. (3) The Pulse (Triggers) Considerations about urban lifestyles are an important part of every city in building its brand image In this section to find out how people view their lifestyle needs. (4) The Prerequisites (main requirement) Meeting the basic needs of the community is an important part in building the image of the city The need for accommodation, and what they believe in general is a standard of public needs such as schools, hospitals, public transportation, sports facilities and others. (5) The People (Society) Society is the "software" of a city Warmth and friendliness, or cold or suspicious attitude towards outsiders influence perceptions about the city In addition it affects the comfort of people to live or come to the city. (6) The Potential (Potential) The last point of the City Brand Hexagon to take into account the economic opportunities offered by the city that the people believe. This is related to the ease of getting a job and doing business and getting quality education.

Implementing a strategy city brand takes between five and ten years. Therefore, it is up to all parties, whether economists, businessmen, non-governmental organizations, tourism ambassadors, cultural institutions, schools and colleges, the media, as well as the committee for special events but specifically for elected politicians, understanding that will be implemented in several periods of legislative change and relationships among stakeholders in shaping the image of the city. Successful image of the city when each stakeholders are partnering. This partnership is the first step in implementing this city image strategy The partnership is built on a balance that can create an image of working within the city with increased investment and provide a positive perception of the city as well as the city can communicate with the target market. Tourism is also an important part of the goal of building the image of the city. According to the World Tourism Organization (WTO) in the 1990s tourist travels averaged 4.3% annually and in the 2000s increased to 7.4%. In addition, travel and tourism encourage both directly and indirectly make 11.7% of GDP (Gross Domestic Product) globally and close to 200 million jobs. By 2020 international tourists are expected to reach 1.6 billion, with gross revenues in excess of US \$ 2 trillion. This is great news for every city where travelers make work in hotels, restaurants, consultants, transportation, training, and help businesses nearby (Winffidd, 2005: 40).

## Information

Strategy determination of Labuan Bajo as Destination Branding Labuan Bajo.

(1) Situation Analysis Strategy (SSA) includes Policy, Vision, Mission. (2) Formulation Strategy (SF) includes Marketing Communication Program Labuan Bajo Tourism Office of Destination branding. Logo, Tagline, as well as determination of Labuan Bajo's tourism destination as a natural tourism and destination branding

communication program based on strategy formulation.(3) Implementation Strategy (SI) includes a campaign program. (4) Evaluation and Monitoring Strategy (SE & M) includes Monitoring and Evaluation of Campaign Program.

Then the primary communication comes from the government, in this case the Government of Labuan Bajo, which is then run by the Regional Planning Board and Tourism Department. Primary communication is continued with the secondary communication, namely through the design of communication programs, namely the effort to make the design of the implementation of communication activities, in this case is Destination Branding Labuan Bajo, ranging from planning, organizing, implementation in the field to monitoring and evaluation (monev) communication activities based on Formulation Strategy (SF). The preparation of the communication program is implemented in order to campaign, socialize, or promote the product, ie city brand to a specific target audience or to the wider community based on Strategy Implementation (SI). In order for everything to go well and achieve the desired goals then compiled communication planning, what kind of product, who the target audience, what purpose, what strategy, what message, what channel, and who komunikatornya. Preparation of tertiary communication involves the Office of Communications and Information of Labuan Bajo and communications consultant (PR and advertising). The purpose of this communication campaign has both short and long-term planning, bottom-up, audience oriented orientation and aims to achieve ultimate purpose. For tertiary communication, this involves a word of mouth communication campaign, aiming for destination branding from Labuan Bajo as a natural tourism destination through person-to-person interpersonal communication. Tertiary communication also involves public opinion in the formation of opinions regarding Destination Branding Labuan Bajo. Further monitoring and evaluation of campaign programs (campaigns) that have been implemented based on Monitoring Evaluation Strategy (SE & M). The city of Labuan Bajo has the potential as a city of education, city services, and city tours. However, related to the writing of this article, the potential to be explored more deeply is the city of Labuan Bajo as a tourist destination, be it a natural tourist destination.

Tourism is one important factor in the development of the economy in the city of Labuan Bajo. The city of Labuan Bajo as one of the tourist destination, which has several types of tourism are nature tourism, historical tourism, cultural tourism, special interest tourism, culinary tourism and Marine tourism. This is an attraction of foreign and domestic tourists to make a visit to the city of Labuan Bajo. To know the position of strengths and weaknesses as well as opportunities and challenges of natural tourism in Labuan Bajo required SWOT analysis as follows:

Furthermore, the strategy of WT (Weak & Thread), among others, Labuan Bajo City has a competitor with the establishment of other destinations as the main tourism market contribution of East Java example. Therefore, the strengthening of natural tourism destinations as Destination Branding Labuan Bajo required by the Government and the people of Labuan Bajo. In the end, building a branding strategy that involves the urban community in it can not be the task of an organization. All stakeholders need to be involved either City Government, Business Actors, Media, Local University, Culture and Heritage Institution, tourism actors, community leaders and others. The involvement of all stakeholders will ensure a diverse perspective and mapping of all destination issues so as to make the implementation of the branding process a bit lighter. Labuan Bajo Communication Strategy In Destination branding As A Natural Tourism Destination.

Being a challenge for the city of Labuan Bajo to be able to show itself to the outside world. How to make the brand built to get a place in the hearts of people, both people of Labuan Bajo and other local communities. In addition, how to maintain brand consistency with the policies and products produced by the city of Labuan Bajo is a tough task not only for the Government of Labuan Bajo, but also the

community. The efforts to develop a brand is not limited to carrying out various events, but more than that. Because branding is closely related to image and product positioning in the minds of people as consumers, then the brand that made it necessary to have value. Branding is a long process. Of course it takes maturity in the planning until the brand has its own position in the minds of consumers. Communication strategy used by Labuan Bajo City Government more specifically refers to marketing communication strategy. This can be seen from the background of brand drafting activities is to market the region in improving the competitiveness of tourism. In realizing the promotion of the area then the Government of Labuan Bajo to form a brand. The introduction of this brand belongs to one level of brand awareness. To achieve the brand awareness required effective and consistent marketing communications. Labuan Bajo City Government makes various programs associated with the brand is to introduce the brand to the audience. Each communication program that runs has its own purpose. Although these programs have the same primary goal of introducing a brand or growing awareness of the brand as well as building the image of Labuan Bajo.

In conducting communication strategy, the government of Labuan Bajo City uses publicity and personal selling. Publicity undertaken by the Government of Labuan Bajo as a brand implementation of Labuan Bajo City is the development of brand park where there is a building in the form of a logo of Labuan Bajo City in the square of Labuan Bajo City. In line with the destination branding, Kartajaya (2005) argued that the local government now needs to metamorphose into a customer-oriented regional government and be equally responsible to all stakeholders. In terms of management and development of regional economies through tourism for example, then local governments also need to shift from a bureaucratic approach to a strategic entrepreneurial approach. This approach demands three basic elements in regional planning, namely the determination of the vision and long-term goals of the region, the effort to build an entrepreneurial culture on local human resources as well as the formulation of a solid regional strategy. This regional strategy called Kartajaya with Strategic Place Triangle includes the determination of Positioning, the development of differentiation and the effort to build the brand (brand) area. In an effort to implement the brand in detail can be seen in the picture branding strategy that connects between strategy and tactical as well as between consumers and products. This strategy includes Positioning (P), in terms of nature (strategy) and focus (consumer) Differentiation (D) nature (tactical) and focus (product) and Branding (B) include the nature (value / reputation) and focus (perception / image). Branding is part of a promotion that branding consists of awareness, interest and advertising including desire and selling is action.

## RESEARCH METHODS

Research using perspective interpretive theory aims to understand social life, how humans interpret the natural and learn the meaning of social action, not only external or human behavior research, but also the actions that include the subjectivity of the human itself. The interpretive approach is called qualitative research (Neuman, 2003: 78). Qualitative research is essentially about observing people in their environment, interacting with them, trying to understand their language and perceptions of the world around them. The reason for choosing the method is in accordance with the research which is still relatively new and want to express the meaning of urban marketing communication activity process which has identity for development of a city. Qualitative research is inductive and tries to find and find a theory based on data or information gathered and open to new discoveries. Data collection techniques / information. The information in this study is determined through purposive technique, this technique is often referred to as judgmental sampling. In determining the sources of researchers to explore their special knowledge related to the subject or research objectives. In some cases the purposive technique selects the informant based on the investigation groups or individuals and ensures that the resource persons are determined appropriately for the research. Research

obtains data / information by doing. (1) In-depth interviews are interviews with people who have knowledge about the history and culture of Labuan Bajo aims to know the historical and cultural background which later developed into the identity of Labuan Bajo until now, so that the Labuan Bajo Region imaged as a natural tourism. (2) Direct observation to Labuan Bajo to find out how the identity affects the social life of Labuan Bajo society and its influence in the development of the city of Labuan Bajo. (3) Secondary data obtained from the official website of Labuan Bajo Regional Government, Official Website of Labuan Bajo Regional Tourism Office, economic growth report from Bank Indonesia, Labuan Bajo Regional Statistics Agency report, history books and culture Labuan Bajo, magazine marketing and Tourism magazine.

**Data Processing and Analysis Techniques:** Analysis and data processing is done qualitatively by grouping or categorizing the data accordingly and presented descriptively. Qualitative data analysis is an ongoing effort. Then the process of data analysis begins by reviewing all available data, ie interviews, direct observation, pictures or photographs and others. Subsequently, data reduction involves; separating unimportant data with important data, identifying significant patterns and building a framework for communicating the essentials of emerging data (Patton, 2002: 107). This paper will provide an overview of cultural identity and education which then imaged Labuan Bajo and the strategy to build the image used and the results of the strategy As previously described data collected through informants (informants), namely those who most know about the development of Labuan Bajo. Depth of information will be obtained through direct interviews with the help of a guide interview and the depth will be used the technique "probing". Data collected and analyzed based on the following concepts:

(1) Historical and cultural relationship with the identity of the city of Labuan Bajo.(2) Uniqueness owned by the city of Labuan Bajo.(3) The role of government and society in the process of establishing cultural identity owned by the city of Labuan Bajo.(4) Communication process inherited from generation to generation.(5) The role of communication practitioners and communication technology developments in image builder Labuan Bajo.(6) Strategy and image development programs of Labuan Bajo.(7) The ability of Labuan Bajo as a city that has a natural tourism identity in the face of globalization era

## RESULT OF STUDY

Labuan Bajo as a Natural tourism Destination. Labuan Bajo is famous as a natural tourism, culture destination and Komodo Island.

**Primary Communication:** Primary communication is carried out by Labuan Bajo Culture and Tourism Department, Labuan Bajo Tourism Official. In promoting branding Labuan Bajo, Labuan Bajo Tourism Office uses social media twitter to share information to all levels of society. In the end, building a branding strategy that involves the urban community in it can not be the task of an organization. All stakeholders need to be involved either City Government, Business Actors, Media, Local University, Culture and Heritage Institution, tourism actors, community leaders and others. The involvement of all stakeholders will ensure a diverse perspective and mapping of all city issues so as to make the implementation of the branding process a bit lighter. Destination branding demands a rigorous combination of philosophy and implementation, the top down approach imposed in building a destination branding strategy will almost certainly fail.

**Secondary Communication:** Activities of Culture and Tourism Office of Labuan Bajo. From the marketing aspect of Labuan Bajo with the motto "Komodo Island" made for marketing in harmony with "Wonderful Indonesia" and Enchantment Indonesia. as the main concept of national tourism marketing. Later, wherever "Wonderful Indonesia" appears, "Enchanting Labuan Bajo" will also be promoted.

**Tertiary Communication:** Public response to branding Labuan Bajo City as natural tourism destination. through media response to branding city Labuan Bajo.

A number of steps done by the Government of Labuan Bajo to form Natural Tourism

- 1) Primary Communication. The landscape strategy is concerned with appropriate action and decision action actions for urban design, architecture, green zone, and public areas in the city. A number of steps done by the Government of Labuan Bajo to form natural tourism destinations. Further improving Infrastructure include the addition of parking spaces for visitors at natural tourism sites.
- 2) Secondary Communication. Practical marketing activities such as indoor and outdoor advertising, public relations, graphic design, logo usage. A number of steps taken by the Government of Labuan Bajo to form natural tourism destinations, among others, by creating a website [www.LabuanBajo.go.id](http://www.LabuanBajo.go.id).
- 3) Tertiary Communication: Engage community and media to communicate natural tourism destination as Destination Branding Labuan Bajo

Local Governments carry out the following activities:(1) Education to the public that is the awareness tourism socialization in the form of action Sapta Pesona (Secure, Orderly, Clean, Cool, Beautiful, courteous, Experience), among others, invite the community to participate clean the tourist spots.(2) Promotion among others the Government includes the tourism industry in tourism exhibitions at home and abroad.(3) Make a calendar of Government events accommodate events undertaken by the community in the annual calendar of event.(4) Monitoring and evaluation of programs implemented by the Government of Labuan Bajo.

## CONCLUSIONS

Destination Branding Labuan Bajo put the position of Labuan Bajo as natural tourism destination. The development of brand Labuan Bajo City as natural tourism destination refers to efforts to strengthen and coordination between stake holders as the main force of Labuan Bajo as a natural tourism destination in Labuan Bajodestination branding program. Destination branding can be seen as a communication policy, because it is done by the government and is concerned with public affairs. Communication strategy used by Labuan Bajo City Government more specifically refers to marketing communication strategy. Communication branding city involves three aspects of communication namely primary communication, secondary communication and tertiary communication. The main communication of destination branding in Labuan Bajo involves the Pentahelix concept which consists of the Labuan Bajo Culture and Tourism Office, and supported by the Labuan Bajo Creative City Forum (BCCF), academics, researchers, the tourism industry, and mass media. Secondary communication is related to the efforts and policies taken by the Office of Culture and Tourism of Labuan Bajo in marketing destination branding. The tertiary communication consists of community response to branding Labuan Bajo as natural tourism destination, media responses on branding of Labuan Bajo.

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