

Branding Identity in Brochure as Media Branding of Destination On Purwakarta Tourism

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Abstract. Tourism is one of the main sectors being one of Indonesia's pride to develop the economic sector. It motivates local governments to take part in developing the tourism sector by developing their regional resources. Purwakarta tries to show its charm and identity to increase the interest of visitors to visit Purwakarta through branding by developing branding identity through communication media to achieve community significance in Purwakarta. This study aims to identify the use of branding identity in branding media through a trifold brochure using Norman Fairclough's critical discourse analysis by identifying the texts that are applied in branding discourse, production of media consumption, and the linkage on the spread of the text through the social culture. Data analysis was obtained through an interview process with the Tourism Office of Purwakarta and an interpretation process. Based on the results of the study, the identification of identity in the application branding media correlates with the spread of the text through the element of branding identity with the socio-cultural dimensions of Purwakarta. The results of the study aim to provide insight and reference for the Purwakarta Tourism Office as a reference in building potential in the tourism sector and the creative economy.

Keywords: *identity; tourism; visual branding; Purwakarta Regency.*

1 Introduction

The growth of an area is never apart from the character of the cities around it. Tourism is one of the main sectors making it the pride of Indonesia because of the abundant availability of resources in the tourism sector on various islands by utilizing its natural wealth. This provides potential for local and foreign tourists to try to visit various tourist attractions in Indonesia. As Permadi said in [1], the role of the tourism sector cannot be taken lightly because it is a major factor on building a better national and regional economy. In terms of earning foreign exchange and branding, the tourism sector in Indonesia is the main factor on implementing this matter. Supported by the ministry of tourism which issued destination branding from several tourist attractions in Indonesia, motivating local governments to take part in developing the tourism sector by developing

their respective regional resources. One of them is Purwakarta Regency which tries to show its charm and regional identity to the public to increase visitor interest in visiting Purwakarta Regency.

In this era of super-brands, a new notion has emerged that considers a city, state, region, or country as a brand. Destination branding is an interesting topic to academics and policy makers. As Dinnie said in [2], because cities tries to compete globally to attract tourism, investment and talent, as well as to achieve many other goals, the concept of brand strategy is increasingly being adopted from the commercial world and applied in pursuit of urban development, regeneration and quality of life. As stated by Pritchard and Morgan in Judisseno [3] that in the realm of tourism, a destination can be said to be a brand. And related brands are not only related to destinations, but also related to image or identity and relationships between visitors.

So far, outsiders' perception of Purwakarta Regency is as a small town that doesn't have any charm. In fact, Purwakarta has excellent tourism potential. Therefore, Purwakarta needs to communicate its tourism potential so that it could be recognized by the public. Through branding, Purwakarta Regency tries to build its regional identity, one of which is through the main graphic elements produced, one of which is through brochure printing media. The branding was carried out and implemented by the Youth Sports and Cultural Tourism Office of Purwakarta Regency, especially in the Tourism and Culture Sector, Tourism Product Promotion and Development Section led by Acep Yuli Mulya, S.Sos. The socio-cultural life of Purwakarta Regency is very close to Sundanese culture. Starting from various Sundanese cultural events, as well as several regional tourist attractions where community life is still attached to Sundanese culture. Tourism branding that has been implemented through brochures has a connection with the socio-cultural life of Purwakarta Regency. For this reason, city branding is an effort to create a city identity that is carried out through text, namely visual identity.

For this reason, researchers wants to trace back how Purwakarta Regency has established the media as a tool to promote its area and also how the media is used as a branding tool perceived by the public, especially its target audience, namely young families, both local and international. Because the media branding in the form of a brochure is intended to give identity to the tourism sector in Purwakarta Regency, it is also necessary to identify the culture and socio-cultural system in Purwakarta Regency. These three things will be explored in this research.

This research is considered important because branding is one of the marketing strategies in building the identity and image of a region. Brand identity is seen as one of the strategic business instruments and a capital in every opportunity to

form brand awareness, increasing recognition, and the quality of a brand. As well as the perceptions that arise in people's minds when visiting a place also contribute to forming the identity of a place. It is hoped that the results of this research can become a reference in developing tourism destination branding through its visual identity.

2 Literature Study

The American Marketing Association in Judisseno [3] argues that a brand is a name, term, design, symbol or any other feature that identifies the goods or services of a seller as a differentiator from the goods or services of other sellers. The legal term for a mark is a trademark. A brand can identify a single item, a family of items, or all items from that seller. when used for the company as a whole, the preferred term is trade name.

2.1 Branding

As Wheeler said in [4], branding is a disciplined process used to build awareness, attract new customers, and expand customer loyalty. Judisseno [3] argues that branding is an attempt by a product or service to show its identity. It is to convince consumers that a service or product has its own distinctive power and advantages that are beneficial to consumers (2019).

Baker in [5] suggests that there are several elements in branding, namely:

1. A name, sign, or symbol
2. Commitment
3. Distinctive added value
4. Personality and character
5. Customer thoughts and perceptions

A brand can add value, meaning, and an aura or spirit that is not visible to a product or entity - even generic products. Brand is not a physical entity. A true brand must implement a clear promise.

2.2 Destination Branding

According to Baker in [5], a destination brand is a totality of perceptions, thoughts, and feelings that customers have about a place. Meanwhile, destination branding is an organizing principle that involves the orchestration of messages and experiences associated with the place to ensure that the message is different, interesting, memorable and valuable. Successful destination branding is sure to be ingrained in the hearts and minds of customers, clearly distinguishing themselves, fulfilling valuable promises, and simplifying customer choices. The

value of a brand is built at every point of contact with the customer through an extraordinary experience with the relevant place, not by relying on the physical characteristics of the place alone.

Baker in [5] suggests that the image of a city can be considered as developing through three sequential stages:

a. Organic image.

Organic image is formed by the general awareness of the place itself through influences such as media coverage, books, films, and educational studies.

b. Marketing-induced image.

The image in this section is formed by marketing communications, such as advertising, public relations, websites and brochures. That is, this image is built through promotional messages in addition to an organic image or basic awareness of the place.

c. Experience phase.

Through the experiential phase, the image is enhanced by the person's direct encounter with the place he has visited.

2.3 Socio-Cultural

a. Social System

The social system can be described in several human activities related to the process of interaction, making contact, and associating with other humans based on certain patterns of customary behavior. And the nature adopted by the social system is concrete, observable, occurs in everyday life, and can be documented. Garna in Hisyam [6] argues that the social system is a device in social roles related to social groups that have the same values, norms, and goals. Therefore, social systems can be associated with systems of various actions.

b. Culture System

The cultural system is part of the culture that provides direction and encouragement to human behavior. And individual attitudes are generally determined based on their physical and psychological conditions. Not only that, the norms and concepts of cultural values he adheres to also play a big role.

c. Socio-Cultural System

The socio-cultural system can be said to be the whole of the elements of values, human behavior, and social systems that are related and mutually supportive to achieve the goals of human life in society.

3 Method

Through critical discourse analysis focusing on 3 dimensional levels. In the first dimension, each text simultaneously has three roles, namely identity, relation, and representation. Then at the second level, implementing discourse contains how media creators make productions in text. And at the third level, socio-cultural implementation is analyzed in three ways, namely politics which is connected to ideology and power, culture which has to do with identity and certain values, and the economy where all three can influence discourse and the media.

Through the first dimension, the analysis process of the text correlates with the Purwakarta District tourism media branding. Then through the second dimension the analysis process has a correlation with the text production process created. And in the third dimension, the analysis process has a correlation with its spread through the relevant communities. As previously explained, this research only focuses on text production to find out how the government implements tourism branding in Purwakarta Regency. The main assumption obtained through critical discourse analysis is knowing that language is used in various functions and has various impacts in it. According to Haryatmoko in [7], the resulting impact can aim to command, describe, appeal, influence, persuade, manipulate, to move a particular group. Through this, critical discourse analysis according to Fairclough can be divided into three dimensions, namely: text, discursive practice, and social praxis. When it is associated with the design object analyzed through this research, the text refers to speech, writing, or graphics related to the design elements, namely the Purwakarta tourism brochure. Then discursive practices related to everything related to the form of production and consumption of text through objects. As well as social praxis related to goals, networks, and social cultural praxis where this dimension has begun to enter into intertextual understanding. Through the three dimensions of critical discourse analysis that have been identified, it will direct and shape certain discourse systems which include the construction of genres and styles, dimensions of interpretation, and social structuring.

4 Result and Discussion

This study focuses on the branding media of Purwakarta Regency using the critical discourse analysis method of Norman Fairclough which is divided into three dimensions, namely the text dimension, the discourse practice dimension and the sociocultural dimension.

Text**a. Front Cover**

Figure 1 Front Cover Trifold Brochure

Description

- At the top, there is the words “Place your story!! Only in Purwakarta”
- A writing of “Purwakarta Istimewa” with a relief background from the Wayang Gallery
- A picture of Tajug Gede Cilodong Mosque
- At the bottom it says Instagram, Twitter, Facebook and the website www.purwakarta-tourism.com

Analysis

The front page of the Purwakarta Regency Tourism Trifold brochure shows several iconic tourist attractions from Purwakarta. This brochure also invites readers to assemble stories in Purwakarta with various interesting tourist spots in Purwakarta

Interpretation

On the front page, the interpretation that appears is that Purwakarta has high cultural value seen from the existence of the Wayang Gallery tourist attraction, besides that Purwakarta is known for its religious city, it is shown that the Tajug Gede Cilodong Mosque has made it a religious icon in that place. Not only rich in culture, Purwakarta is also a place rich in religious values.

b. Back Cover

Figure 2 Back Cover Trifold Brochure

Description

- There is a photo of the Sribaduga Fountain Park at night with a photo of a colored fountain
- Logo DISPORAPARBUD Kab. Purwakarta and full address
- Purwakarta logo and Pesona Indonesia logo

Analysis

On the back page of the Purwakarta Regency Tourism Trifold brochure shows the tourist attractions of the Sri Baduga fountain at night and the logo of DISPORAPARBUD Kab. Purwakarta as well as the complete address and the Purwakarta Logo and the Pesona Indonesia Logo as the cover of the brochure section

Interpretation

On the back page, the interpretation that appears is the location of the Sri Baduga Fountain, especially when this photo was taken at night, giving the impression that you want to travel to Purwakarta by looking at the fountain at night so you can see the color of each fountain. Apart from that as the closing day or tour in Purwakarta.

c. Contents**1.**

Figure 3 Content 1 Trifold Brochure

Description

- Detailed description of the location of the Sri Baduga Fountain Park
- On the right side there is a photo of a woman taking a photo with a forest in the background
- Explanation of the location of Pasin Langlang Panyawangan

Analysis

On page content 1, two tourist objects from Purwakarta are presented, namely the Sri Baduga fountain and Pasin Langlang Panyawangan as well as a detailed explanation of these places to provide information to the reader.

Interpretation

On the content page 1, the interpretation that appears is that there is a tourist attraction Pasir Langlang Panyawangan with an explanation of the green color as a background which gives a beautiful and calm impression, especially in that place, coupled with the presence of people taking pictures in that place with a beautiful forest background.

2.



Figure 4 Content 2 Trifold Brochure

Description

- Detailed description of the location of the Sri Baduga Fountain Park
- On the right side, there is an explanation of the location of the Bale Panyawangan Diorama Purwakarta with a dark gray background.

Analysis

On the content page 2, two tourist objects from Purwakarta are presented, namely the Sri Baduga fountain and Bale Panyawangan Diorama Purwakarta, at the bottom of the photo there is an explanation of the details of the place to provide information to the reader and there is information on the opening hours of the tourist attractions

Interpretation

On the contents page 2, the interpretation that appears is the existence of the Bale Panyawangan Diorama Purwakarta tourist attraction with a dark gray background, this color seems to give the impression that it is in accordance with the Bale Panyawangan Diorama because it has historical value, because it is a museum

3.



Figure 3 Content 3 Trifold Brochure

Description

- On the left side there is a photo of Jatiluhur Lake with an explanation of its location, as well as an explanation background in orange color
- In the center there is a photo of the Wayang Gallery along with the words "Puppet Gallery", and an explanation of the place with a pink/pink background
- On the right side there is a photo of Mount Lembu with the words "Mount Lembu" as well as a detailed description of the place with a blue background

Analysis

On page 3, three tourist objects from Purwakarta are presented, namely Jatiluhur Lake with an explanation of the place, as well as an explanation background in orange, the Puppet Gallery with the words "Puppet Gallery", and an explanation of the place with a pink/pink background, and On the right side there is a photo of Mount Lembu with the words "Mount Lembu" as well as a detailed explanation of the place with a blue background as well as each explanation regarding the details of the place to provide information to the reader as well as information on the opening hours of tourist attractions

Interpretation

On the contents page, 3 interpretations appear, namely Jatiluhur Lake with an explanatory background in orange, which gives a comfortable impression and is closely related to photos of the lake in the afternoon. Then there is the Puppet Gallery with a pink/pink background which gives a blabla impression, and finally there is a photo of Mount Lembu with a blue background in the description of the tourist attraction, this color gives a comfortable impression and gives a beautiful impression to the tourist attraction

Discourse Practice

In the text production section, it will relate to the editorial system that forms a context. Text production relates to discursive practice and is associated with interview results and supporting theory. In this section, the focus of the production process is on how the Tourism Office produces and represents brochure media through the visuals of the city. The production process was obtained through the results of interviews with the Head of Tourism Product Promotion and Development Section at the Purwakarta Tourism Office.

To build a brand, especially a destination brand, the Tourism Office needs to carry out in-depth preparation and planning to convey the message to be conveyed.

There are several things that apply to be explored deeper so that the message can be conveyed properly, namely:

a. Externalization

At this stage, a destination must be built so that it can be understood by the public, especially tourists. The social development of destinations in a brand is then externalized in the form of print media, namely brochure.

b. Internalization

In the next stage, the media that has been designed is socialized and its reality is seen in society. In other words, at this stage you will see the dissemination of information and one's opinion about a product. Based on this discourse, the product will be selected according to one's consideration.

The internalization stage of Purwakarta Regency branding looks at how the social system seen through public perceptions of Purwakarta branding which is implemented through the brochure media is built. So far, Purwakarta is only known for its culinary delights. However, the government does not only want Purwakarta to be known through its culinary delights, because its various tourist destinations have very good potential. Therefore, Purwakarta can become an attractive tourist destination. Through brochure media, the government tries to show that tourist destinations in Purwakarta also vary and have their own uniqueness.

The production of the text shown in the brochure refers to the existing reality. The designer text displays reality with the image of the Tajur Gede Mosque as the front cover of the brochure. Then displays a picture of the Sri Baduga Fountain show on the start page as the main show destination for Purwakarta and several other tourist destinations on the following pages. In this brochure, there are several activities and pictures of tourist destinations that want to show that Purwakarta has lots of interesting tourist destinations that can be visited.

Sociocultural Practice

Sociocultural practice is based on assumptions obtained through the interpretation of the social situation in society where it influences how discourse is formed in a media. This dimension attempts to identify how text is produced and displayed. There are several levels related to sociocultural which can be identified through Purwakarta branding where this will then influence branding discourse and ultimately have a broader meaning. These levels include:

a. Situational

Based on the results of the interview with the Tourism Office, there is the main thing they want to display through the brochure branding media about Purwakarta, namely having a variety of attractive tourist destinations. For this reason, the context in the brochure shows the diversity of Purwakarta tourist destinations. In presenting its city branding, Purwakarta took advantage of the conditions of the existing tourist destinations at that time. That way, this condition becomes the promotional branding.

b. Institutional

At this level, the social context is involved with organizational institutions in producing discourse. There is major involvement with the Department of Tourism in designing brochure media as Purwakarta branding. Not only that, the role of the brochure media has also become influential as an important media because it can be brought to the community, especially tourists as a guide for traveling.

c. Social

Through this level, the social context is formed through social factors that can have an impact on the emerging discourse. Purwakarta utilizes brochures as a media to construct imagery. Related imagery has its involvement with tourism, regional charm and is the construction of the image shown in the text. Through this image, a visual identity is designed so that it can attract the attention of tourists. Through the brochure, all positive images about tourist destinations are displayed. It aims to attract tourists to visit Purwakarta.

5 Conclusion

Critical Discourse Analysis Norman Fairclough has three dimensional stages, namely the text dimension which describes the graphic elements in the brochure media and the interpretation of how it is presented through the brochure media. Through the results of the first dimensional analysis, there are visual branding elements that present Purwakarta's character as a selling point. The dimension of discourse practice that was generated through interviews with the Tourism Office regarding text production is that there is a link between media branding and the potential tourist attraction of Purwakarta. As well as the sociocultural dimension which interprets the results of text analysis with text production where the role of the Tourism Office is seen in wanting to attract many tourists to improve the regional economy.

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