Visual and Creative Design Strategy for Promotion of Tourism and Culture in West Bandung Regency

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Abstract. West Bandung Regency is the most extensive part of the Greater Bandung area and has a diverse tourism sector and natural resources. In developing the tourism sector in an area, it is necessary to have the support of the government and the surrounding community to participate in promoting regional tourism and culture. West Bandung Regency itself has a program called "Breathtaking West Bandung". The Breathtaking West Bandung Program is a campaign that aims to develop and promote tourism potential in the West Bandung Regency area. This program is run by the Tourism and Culture Office of West Bandung Regency. There is a big potential workforce to support the tourism program in the city of Bandung. The purpose of this research is to find out the right visual design strategies and creative strategies to promote tourism and culture in West Bandung Regency. Through the method of visual analysis of various promotional design artefacts that have been issued by the agency, explained descriptively, and supported by existing design theories. The results are expected to be a reference in designing tourism and cultural promotion of West Bandung Regency. The design of visual media that has been made is expected to help to attract the interest of the target audience to visit West Bandung Regency. With the right design strategy, it can make it easier for designers and related parties to develop tourism area promotion concepts.

1. Introduction

Geographically, Indonesia is one of the largest countries in the world. There is a lot of diversity in every region in Indonesia, from Sabang to Merauke. The diversity is not only in ethnicity and culture, but also in natural resources. Several existing natural resources can be converted into a tourism which is also assisted by efforts to preserve nature. In 2019, Indonesia has a target to attract 20 million visitors and Bandung is targeted to get 7.5 percent of that number, meaning that Bandung will have 1,5 million foreign tourists in 2019 [1]. Java Island is currently one of the centers of tourist activity in Indonesia after Bali and Lombok. Bandung is one of the areas that has various kinds of natural tourism on the island of Java, both managed and unmanaged. West Bandung Regency is the most extensive part of the area in Bandung District and has a tourism sector as well as quite a lot of natural resources. At the end of 2020, around 15 million workers in this sector were projected to be affected by the Covid-19 pandemic. A huge impact was also felt in Bandung District, West Java, in which during the first few months of 2020, the tourism industry had to close and potentially suffered huge losses, and even went bankrupt [2].

Indonesia itself built a country destination brand based on contemporary values so that when times went by, Indonesia's Brand Destinasi Negara (BDN) had difficulty adjusting. Indonesia considers that the existing BDN is no longer suitable and unattractive to the country's conditions, so there is no

consistency regarding tourist destination brands. Each traveler may interpret a destination brand in a different way. Differences in the interpretation of a brand or identity from a tourist destination are due to differences in the knowledge and mindset of the tourists themselves. Interpretation of the social image of a country's destination brand provides support for tourists choosing a destination [3].

West Bandung Regency has a program called "Breathtaking West Bandung". This program is run by the Tourism and Culture Office of West Bandung Regency, and aims to develop and promote tourism potential in the West Bandung Regency area. The branding of Breathtaking West Bandung is also often used in every activity carried out by the West Bandung Regency government. The activities in the Breathtaking West Bandung program itself are promoting tourism in West Bandung Regency. The tourism potential that is quite a lot in West Bandung Regency has made this program one of the priorities by the West Bandung Regency government. Strategies are facilitation or advocacy or interventions that aim to change existing processes [4]. Strategy is part of planning which is the function of a manager that is related to the selection of goals, policies, procedures, and programs from several alternatives. A tourism strategy is indispensable at the international, national, regional, sub regional and resort (area and site) levels, as well as facility design and strategy. Strategy is a tool to achieve long-term goals, follow-up programs, and priority allocation of human resources [5]. The purpose of this research is to find out the right visual design strategies and creative strategies to promote tourism and culture in West Bandung Regency. Brand identity and various visual media that has been designed is expected to establish and strengthen the brand in mind for public awareness to the Breathtaking West Bandung.

2. Method

In this study, an analytical method with qualitative data was used, through visual analysis of various promotional design artefacts that had been issued by Tourism and Culture Office of West Bandung Regency. Literature studies are also used which are explained descriptively and supported by existing design theories. The research model used is procedural with a qualitative research form, namely a descriptive model. This research model explains the stages that are passed in the process of researching concerts to design promotional media and branding of tourist areas. These stages include problem identification activities, analysis of data synthesis and collection of planning data, creative planning media, creative concept of layout design and final design.

Qualitative research is an attempt to present the social world and its perspectives in the world, in terms of concepts, behaviors, perceptions, and issues about the humans studied [6]. Returning to the definition here, it is stated about the important role of what should be researched, namely concepts, behavior, perceptions, and issues about the human being studied. The type of research used by researchers is descriptive qualitative research.

3. Results and Discussion

West Bandung Regency was formed due to the division of the Greater Bandung area in 1999, which was officially established in 2007. West Bandung Regency itself is one of the most extensive parts of the Greater Bandung area which has an area of 1,305.77 km2 which contains a population of 1,780,767 people. recorded in 2021. West Bandung Regency has a regional motto, namely "West Bandung Carefully". The West Bandung area consists of 15 sub-districts including Padalarang, Cikalong wetat, Cililin, Cipatat, Cisarua, Batujajar, Ngamprah, Gunung Halu, Cipongkor, Cipeundeuy, Lembang, Sindang Kerta, Cihampelas, and Rongga with 165 sub-districts in it. West Bandung Regency has an area coverage with boundaries in the west bordering Cianjur Regency. The eastern part is bordered by Bandung Regency, Bandung City and Cimahi. The northern part is bordered by Purwakarta Regency and Subang Regency. And in the southern part it is bordered by Bandung Regency and Cianjur Regency.

PROCEEDING BOOK
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561

Figure 1. Breathtaking West Bandung brand identity.

Based on data published by the West Bandung Regency Tourism and Culture Office, it is stated that there are more than 300 tourism potentials recorded by the service. The Cisarua, Lembang and Parongpong areas are believed to have enormous appeal for both local and foreign tourists. In the next 1 year, it is hoped that 40 tourist areas can be managed and promoted, especially the areas in the southern part of West Bandung Regency, namely the area bordering Bandung and Cianjur Regencies. The criteria to be prioritized in this program are tourism potential areas that have not been managed properly but already have access to infrastructure that is quite good. Currently, several tourism objects in West Bandung Regency have begun to be promoted by the tourism agency. The promotion that is currently being carried out is only limited to social media and websites, and focuses on the Lembang and Padalarang areas, this is because so far only these 2 sub-districts are considered to have excellent access to infrastructure.
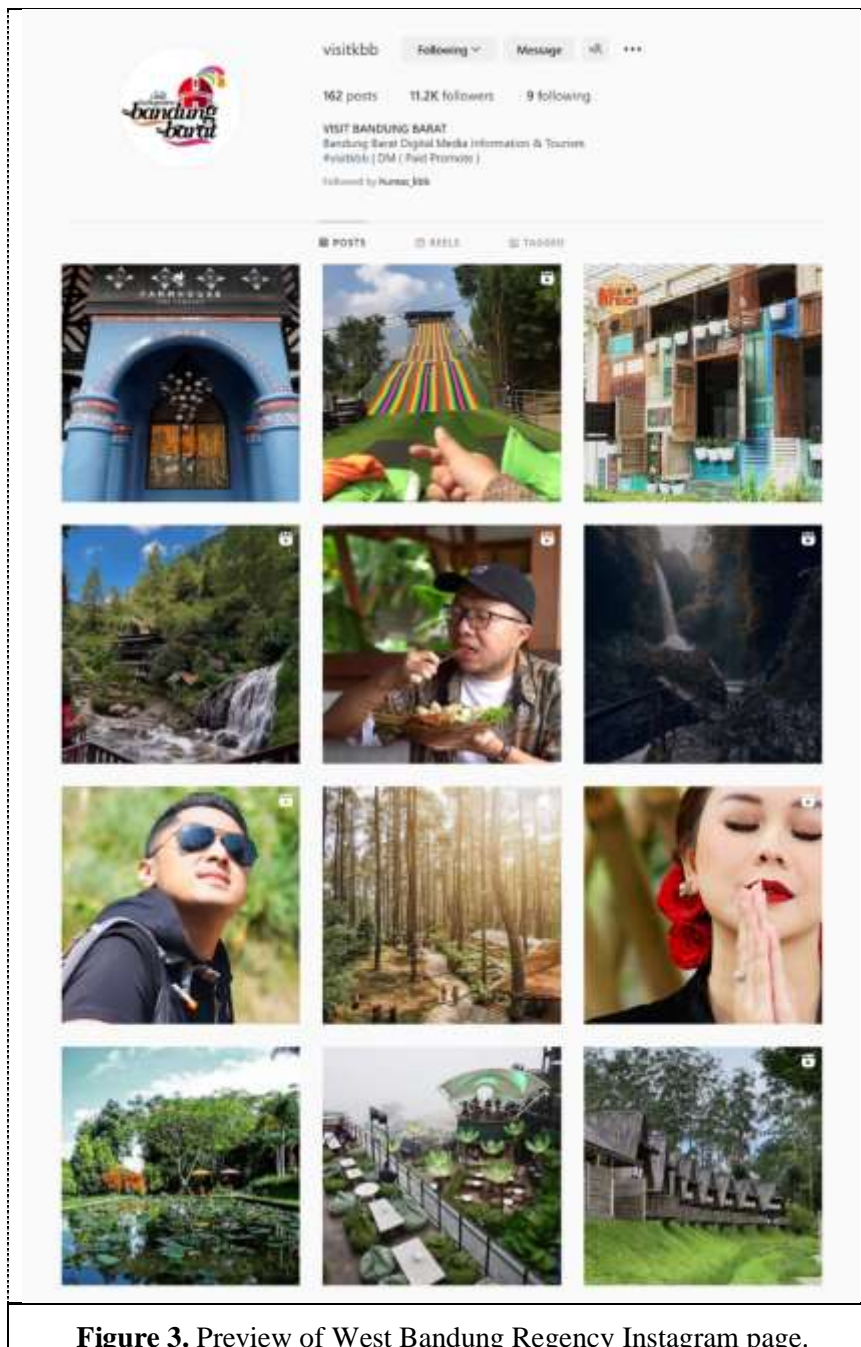

Figure 2. Preview of West Bandung Regency website.

The concept of tourism awareness is also contained in Ministerial Regulation number 4 of 2008 which is still valid until this research is carried out, in the Ministerial Regulation it is explained that tourism awareness is defined as a concept that describes the participation and support of all components of society in encouraging the creation of a climate that is conducive to growth and tourism development in an area. In this case, the tourism awareness movement can be explained as follows:

- Movement to raise awareness and the role of all components of society in their role, as a host element (host) to implement and realize Sapta Pesona which includes the elements: safe, orderly, clean, cool, beautiful, friendly and memorable.

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562

- Movement to foster motivation, ability and opportunity for the community in its role as a tourist (guest) to recognize and love their homeland.

Sapta Pesona is an elaboration of the concept of tourism awareness related to the support and role of the community as the host in an effort to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry, through the embodiment of safe, orderly, clean elements, cool, beautiful, friendly, and elements of memories. There are 6 factors namely cultural factors, uniqueness, promotion, hospitality, cost and service quality [7]. In this case the development of tourism in West Bandung Regency (KBB) really needs to be considered in these 6 factors. In this case it is in line with the criteria from the KBB Tourism and Culture Office which prioritizes tourism that has a uniqueness that only exists in the West Bandung Regency area itself.

Figure 3. Preview of West Bandung Regency Instagram page.

PROCEEDING BOOK
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563

The first stage of planning a tourism promotion strategy begins with reviewing or understanding the predetermined marketing strategy plans. The tourism destination marketing strategy discussed includes the target market that has been determined as a reference in setting the target audience or audience of message recipients. Then communicate Unique Selling Propositions (USPs) as well as positioning statements that you want to install in the minds of the target market. After that campaign messages to strengthen the image, trust, and reputation of the destination. In the end marketing communications must culminate in the creation of requests (demand), visits and repeat visit whose effectiveness is obtained from the selling strategy (sales) that has been planned and evaluated [8].

In addition, the tourism promotion strategy must be able to campaign messages from other elements of the tourism marketing mix, namely customer solutions, customer costs and convenience, which have been formulated in the creation of customer value in each of these marketing mix elements.

3.1. Tourism promotion situation analysis

Analysis of the promotion situation at tourism destinations is carried out to find out what factors can influence the development of tourism promotion strategies and tactics that are being and will be carried out. The factors that need to be analyzed consist of two things, namely internal and external factors.

Table 1. Promotion situations factors.

Internal factors	External factors
The ability of tourism destinations to create and implement effective tourism promotion programs,	Target market characteristics,
Evaluation of the success and failure of previous promotional programs,	Promotional programs of direct and indirect competitors,
Factors related to the ability of resources in tourism promotion such as financial capacity,	Complementary destination promotion program,
Human resource capacity or the promotion team they have.	Macro external environmental conditions that can affect promotional programs at tourism destinations such as political, economic, socio-cultural conditions, technology, regulations, and the natural environment.

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564

3.2. Set a target audience

The target audience is a group of recipients of communication messages (audience/viewers) targeted by the destination so that the objectives of tourism promotion can be achieved. The audience itself is not the same as the target customer because the audience is the recipient of the message that the target customer expects to respond to the message of the destination or in other words that the target market is part of the audience. Audience targeting is used so that the destination can adjust the message and choose the right way to deliver the message according to the behavior and characteristics of the targeted audience. The target audience itself can be divided into two, 1) target customers who have been targeted and 2) influencers. In the current marketing era, the targeted influencers are usually the public which is very effective as the target audience, because now people trust the messages conveyed by the public more than messages directly from the destination. In determining the target audience, it is not limited to just choosing and aiming at it, but also must be able to understand how its behavior or characteristics, such as personality, habits, behavior, attitudes, ways of making decisions and so on. By understanding this audience, all marketing communication tactics and methods will be more effective and efficient. In understanding the characteristics of the audience, the ideal is to do market research so that the predetermined audience can be understood correctly and convincingly.

3.3. Formulate tourism promotion goals, responses, and targets

The purpose of tourism promotion generally consists of three things, namely spreading information or informing, influencing target customers, and the last is to remind the audience to always come to the destination. Meanwhile, the output of all the objectives of the tourism destination promotion strategy in the end is to engage, namely to stimulate customers to respond and become closer to the destination so that a conversation and bonding will be established between the destination and the customer, also between customers and customers. If in digital promotion it is usually seen in like, share, ask, comment, etc. In general, tourism promotion objectives can be divided into 3 (three) things:

- to inform: provide information to viewers (audience), for example information about attractions and activities, brands, tour packages, means of achievement, events to be held, available facilities, and others.
- to persuade: influence, seduce or attract target customers to visit destinations compared to competitors, for example with discounts, with the influence of endorsers or influencers, social proof, testimonials, and others.
- to remind: remind the target customer or audience to make repeat visits or recommend destinations to the general public.

3.4. Formulate communication design

Communication design is the design of the message that will be communicated in order to get a response in accordance with the objectives of the predetermined tourism promotion strategy plan. Communication design is basically the determination or formulation of messages obtained from answering three important questions [9], namely what will be conveyed (message strategy), how to convey it (creative strategy), and who will deliver it (message source). With the digital era, researchers added how to organize the contents of the messages to be conveyed or called content curation.

This design formula is the basics of the research process, where the scientific taxonomy can be connected with several relevant courses in the communication design study program. In the context of advertising, what is needed is not only creative ideas but also a process of reviewing how the idea can stand as text in context [10]. This means that what is displayed is based on mature research by reviewing elementary aspects to form concept maturity.

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565

3.5. Creative strategy

The creative strategy is how to pour the message strategy into a specific communication expression. There are two categories in creative strategies, namely informational appeals, and transformational appeals [8]. Informational appeals are a message to be conveyed so that the audience understands clearly what solutions are offered by tourism destinations. In this category, it is usually a problem-solution message in which the message describes the problem and the answer is the destination in question. Communication in this category conveys messages rationally and emphasizes the logic and reasons for choosing certain destinations such as messages about product quality (tourist attractions or tourist attractions, completeness of service facilities, ease of access, prices, etc.).

Transformational appeals are communications that emphasize conveying messages by touching the emotional side of the audience or in other words, transformational appeals do not convey messages explicitly what is the problem solution of the destination but by moving the emotional side of the audience such as pride (esteem), stories of people (testimony), popularity, social proof, moral messages, and others. Positive appeals are messages conveyed so that the audience feels positive things such as feeling surprised, proud, happy, special, honorable, dignified, or dignified when coming to a destination; Negative appeals are messages conveyed so that the audience feels negative things such as feeling afraid, lacking, missing out, ashamed, or guilty if they do not visit a tourism destination.

The source of the message is the parties or people who, if conveying the message, can be received by the audience. Message sources are used in optimizing communication because most people at this time take action to buy/visit because they are influenced by sources they trust. Sources of messages that can influence the audience are usually the people around them (friends or family), artists (celebrities), people who have expertise (expertise), leaders, and others. From this, a concept arises called brand ambassadors, celebrity endorsers, influencers, or advocates.

Curating message content is the process of collecting, selecting, and structuring messages to be conveyed. Content curation itself consists of several formats and techniques to choose from. Message formats consist of text, photos, movies, blogs and vlogs. Meanwhile, message curation techniques consist of own created content, co-created content and user generated content.

3.6. Select methods, media, and channels of tourism promotion

After the design of the promotion or marketing communication has been formulated, then choose the promotion method to reach the audience in accordance with the objectives and promotion of the tourism destinations that have been set. Tourism destination promotion methods consist of advertising, sales promotion, public relations, personal selling, direct selling, event/sponsorship, merchandising and digital communication. These various methods can be selected and mixed with each other according to the existing situation such as the characteristics of the target audience, communication goals and objectives, communication design and other factors which will be discussed in the discussion regarding the determinants of the choice of promotion method mix.

As for tourism promotion media and channels, they are already inherent in each of these methods, therefore, every time we choose a mix of promotion methods, we automatically determine which media and channels are suitable for these methods. For example, when we choose an advertising method, we automatically have to choose which media or channel is more appropriate to reach the audience according to the goals and objectives of advertising, whether print, outdoor or digital media.

3.7. Implement and evaluate the performance of the tourism promotion strategy

The next stage of preparing a tourism promotion strategy plan is implementing or carrying out the communication activity itself. In carrying out this promotion, of course, efforts must always be made to continuously evaluate its performance by comparing plans with the results and impacts of promotional activities that have been carried out, because there may be promotional programs that must be changed or adjusted, for example from the aspect of messages, methods, media and so on.

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566

This evaluation is very important to do so that it can be known whether the promotion carried out can run effectively or not. Evaluation is also needed to formulate a promotion program at a later stage and to avoid mistakes that occur so that the promotion that is carried out next can increase in terms of its effectiveness (improve).

4. Conclusion

The quality of human resources must have the skills and ethos to manage and develop the creative economy as a driving force for tourism. The diversity of livelihoods can also be synergized with each other, so that all sectors can develop proportionally. There is a big potential workforce to support the tourism program in the city of Bandung. Nevertheless, the support of the quality of its human resources is necessary by adding a variety of educational programs related to tourism which is still limited to the programs such as hospitality, travel, the Sundanese arts and culture, and culinary. It should be realized that the concern of human resource development in the tourism sector is still not balanced when compared to the construction and development in other areas which are more economic, for example the development of tourism facilities. Brand identity and various visual media that has been designed is expected to establish and strengthen the brand in mind for public awareness to the Breathtaking West Bandung. The design of visual media that has been made is expected to help to attract the interest of the target audience to visit West Bandung Regency. With the right design strategy, it can make it easier for designers and related parties to develop tourism area promotion concepts.

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567

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568