Strengthening Destination Branding through Link in Bio Tools (A Study on Puro Mangkunegaran Digital Platform)

Nur Laili Mardhiyani¹*, Arifa Rachma Febriyani², Ahmad Muntakhib³, and Nur Laili Noviani⁴

¹Departement of Information and Culture, Vocational College, Universitas Diponegoro, Indonesia
²Departement of Information and Culture, Vocational College, Universitas Diponegoro, Indonesia
³National Research and Innovation Agency (BRIN), Indonesia
⁴National Research and Innovation Agency (BRIN), Indonesia

Abstract. The purpose of this article is to explain how Puro Mangkunegaran strategy utilizes the link in bio tools to obtain various information about its tourist destinations. This system is used for linking from various digital platforms, such as websites, YouTube, Instagram, TikTok, reservation applications, and also maps, as a form of strengthening destination branding. This article uses a literature review study by observing the digital platform of the Puro Mangkunegaran. There are two tourist destinations that have become brand identities, are Puro Mangkunegaran and Pracima Tuin. The link in bio tools provides a system that makes it easy to get information and restaurant reservations through one platform that can be connected to other platforms. Based on the results, Pracima Tuin has become a tourist attraction which is a selling point of the destination branding of Puro Mangkunegaran. The experience of visitors enjoying Puro Mangkunegaran, is not only during the trip, but also the ease of getting access and references about the tourist destinations they will visit.

1 Introduction

Puro Mangkunegaran is one of the tourist destinations in Surakarta City, Indonesia. Puro Mangkunegaran is currently led by Kanjeng Gusti Pangeran Adipati Aryo Mangkunegoro X, Bheiro Cakrahutomo Wira Sudjiwo. Since being led by Mangkunegoro X on March 12 2022, many cultural and non-cultural activities have been held at Puro Mangkunegaran. Puro Mangkunegaran has experienced many changes, especially in the number of visits since being led by Mangkunegoro X. If you look at the number of visits in 2020 (the Covid-19 pandemic entered Indonesia) and 2021 (the imposition of the new normal era), Puro Mangkunegaran is still in 4th place, after Balekambang Park, and WO Sriwedari, while the Kasunanan Palace still closes access for tourist visits.

* Corresponding author: nurlaili@lecturer.undip.ac.id

© The Authors, published by EDP Sciences. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (https://creativecommons.org/licenses/by/4.0/).
Table 1. Number of visitors to tourist attractions in Surakarta during 2021-2022

<table>
<thead>
<tr>
<th>No</th>
<th>Tourist Attraction</th>
<th>2021 Domestic</th>
<th>2021 Foreign</th>
<th>2022 Domestic</th>
<th>2022 Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kasunanan Palace</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Mangkunegaran</td>
<td>3727</td>
<td>47</td>
<td>40168</td>
<td>1999</td>
</tr>
<tr>
<td>3</td>
<td>Radya Pustaka Museum</td>
<td>3553</td>
<td>4</td>
<td>18979</td>
<td>262</td>
</tr>
<tr>
<td>4</td>
<td>Balekambang Park</td>
<td>201356</td>
<td>-</td>
<td>451702</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>W.O Sriwedari</td>
<td>6331</td>
<td>-</td>
<td>20799</td>
<td>-</td>
</tr>
</tbody>
</table>

At the end of 2022, Puro Mangkunegaran was in the spotlight of many people because it was used as a place for the marriage of Kaesang Pangarep, son of Joko Widodo, Indonesia President for the 2019-2024 period. Reports in the media about the history of the Mangkunegaran, the architecture of the buildings, and the current Mangkunegaran leaders are materials that are of interest to the public. This is evidenced in Table 1., based on data from Statistics Indonesia for the Surakarta City in 2022, there is a 10-fold increase in the number of visitors to Puro Mangkunegaran, from 3,727 domestic visitors in 2021, to 40,168 domestic visitors in 2022.

![Engagement rate of Puro Mangkunegaran Instagram](image)

Fig. 1. Engagement rate of Puro Mangkunegaran Instagram (11 February 2023)

Beginning in 2023, Puro Mangkunegaran has again attracted public attention with the inauguration of Pracima Tuin within Puro Mangkunegaran area. In addition, social media Instagram Puro Mangkunegaran has a high Engagement Rate with a percentage of 9.86%. Figure 1. is taken from the last 12 posts, namely December 26, 2022 to February 9, 2023.

Many activities organized by Puro Mangkunegaran are informed and disseminated through digital platforms. Websites and social media are the most effective channels for disseminating information and branding Puro Mangkunegaran as a tourist spot that has its own charm to increase tourist visits.

2 Literature Review

The review literature that we use in this article is the concept of destination branding and also the link in the bio tools. Both are included in the scope of digital marketing. In the concept of link in bio tools, we only explain the essence of these tools for marketing. We will not explain in detail the link feature in the bio on the Instagram and TikTok platforms.

1.1 Destination Branding

Destination branding is a way of how to build a positive image by combining unique things from a place [1], a process used to develop a unique identity and personality that is different
from all competitive destinations [2]. Other opinions regarding destinations are not only unique, but also create a positive image of a tourist destination with the aim of attracting tourist visits, as well as providing a memorable experience for visitors. Destination branding is needed so that the perception between place managers and visitors has the same understanding of tourist destinations. Destination branding combines the commoditization of community culture and the environment as well as the marketing of products and services [3].

Customer decisions are often focused on whether or not a product fits their lifestyle and/or provides the desired experience [4]. Such arguments have also been advanced in the context of destination marketing. It has been argued that nowadays, travel is more about experiences, fulfillment, and rejuvenation than “places and things” [5].

The process of destination branding is based on three important basic factors, consist of brand identity, brand positioning and brand image [6]. Brand identity development is essentially an activity carried out by the target marketer or supply side to identify the desired image to be projected onto the market [7]. A visual identity for your brand that captures the attention of consumers. People often tend to form opinions and perceptions about brands before they know who they are and what they are about. Therefore, a visual presence is essential to effectively differentiate a brand from its competitors and build trust with consumers. is the most basic means of consumer recognition and symbolizes brand differentiation from competitors. A company's brand identity describes how the company wants to be perceived by consumers [8].

Brand positioning is how consumers put a product in their mind and imagination, so that potential consumers have certain judgments and identify with the product [9]. Positioning is related to consumer perception by perceiving a brand, distinguishing one brand from another in a category, and placing the brand in the consumer's mind. Aspects of brand positioning include six factors, namely product attributes, product benefits, consumer competitors, product category and price [10].

Brand image is how consumers perceive a brand. This is a set of beliefs about a particular brand. It shows what the brand stands for today. Consumers have different associations with the brand. Based on these associations, brand images are formed. It is a unique bundle of associations in the consciousness of the target group [8].

1.2 Link in Bio Tools

Link in Bio Tools is one of the systems used in digital marketing. There are not many studies regarding Link in Bio or Bio links. Only on certain platforms that fall into the scope of digital marketing can the term Link in Bio be found. This system can only be used on the Instagram and TikTok platforms to make it easy for visitors to be able to access information and lead to product purchases. Although YouTube, Facebook, and Twitter, Instagram, TikTok are now required components of most marketing campaigns, few modern marketers use a systematic method to comprehend and manage their company's social media strategy [11].

Link in Bio is a mini web pages designed to let you click and shop content. We can create our page, drop links in our bio, and help our followers learn more about us, our products and our brand. Through the Link in Bio tool, we can collect all of our account platform links on one page and these tools can help us improve Instagram and Tiktok marketing strategy.

We already know that you can fully customize your About Us Links web page to reflect your brand's look and aesthetic. The benefits of these tools are to direct followers to our platforms, pages and websites, increase brand awareness, highlight our best content and tourism products, brand our selling point and encourage people to make purchases [12].

It also helps measure clicks, drive more traffic to our website, and increase sales. We can also promote multiple links using link in bio tools. people expect, and want, more
personalization from brands. Making the customer experience smoother, more informative, and more immersive with links in the bio on Instagram or Tiktok tool is a low-performance effort that delivers high value across our channel.

3 Research Methods

This article uses a literature review study which explains link in bio tools as one of the strategies used by Puro Mangkunegaran to optimize destination branding. We made observations on the digital platform of Puro Mangkunegaran, including Pracima Tuin. The website pages and social media accounts connected in the link in bio for the two tourist destinations are then analyzed to draw conclusions about the link in bio system at Puro Mangkunegaran being able to work as a destination branding strategy.

4 Discussion

Puro Mangkunegaran area has two tourist destinations, consisting of Puro Mangkunegaran and Pracima Tuin. We will explain how the link in bio tools are applied to each destination, and how the two relate to one another as part of destination branding. We divide into three parts. First, identify the link in bio of Puro Mangkunegaran by describing the platform contained therein. The second part, identification with Pracima Tuin. There is a difference between the first and second part of the link in bio tools. In the final part, we combine the two links in bio because they are one tourist destination and are interconnected with each other.

4.1 Puro Mangkunegaran

Puro Mangkunegaran currently has several social media accounts. In addition to the official website, Puro Mangkunegaran has an Instagram @puromangkunegaran, YouTube Praja Mangkunaegaran and Tiktok Puro Mangkunegaran. The use of Link in Bio Tools is applied to their Instagram account. The application they use is linktr.ee with the address https://linktr.ee/mangkunegaran. Figure 2. shows a visualization of the link in the bio tools on the Mangkunegaran Instagram Instagram, where there are five links that make up the landing page. A landing page is a key marketing strategy for raising awareness of specific content and pushing users to contribute data in exchange for information via calls to action, which can greatly enhance conversions. It might be in return for more information via a demo, meeting, or phone consultation. The goal of a landing page is to direct traffic to a specified action [13].

![Visualization of Link in Bio Tools on Instagram Puro Mangkunegaran](image_url)

Fig. 2. Visualization of Link in Bio Tools on Instagram Puro Mangkunegaran
The website addresses included in the bio link tools are YouTube, the official website, and TikTok from Puro Mangkunegaran, as well as accounts of tourist destinations within the Puro Mangkunegaran area, namely the Pracima Tuin website and Instagram. Specifically Pracima Tuin will be discussed separately.

The link listed in the application is a representation of the current Puro Mangkunegaran. Even though their brand identity is history, art, and culture, their strategy for branding tourist attractions is by presenting various information with different multimedia content packaging. Youtube tends to focus on video content, websites focus on text and photos, while TikTok and Instagram cover text, photos, graphics and videos.

The official website represents a brief description and formal impression of the identity of the Mangkunegaran Temple. Other platforms focus on visual storytelling, be it photos, graphics, or audiovisual.

4.2 Pracima Tuin

Pracima Tuin is one of the tourist destinations in the Puro Mangkunegaran area. One of the uniqueness of the Puro Mangkunegaran tourist attractions is Pracima Tuin. It is a restaurant located in the garden area at Puro Mangkunegaran. Pracima Tuin or Pracima Park means a garden located in the western area (Pracima Tuin is located in the western part of Puro Mangkunegaran). Pracima Tuin was a garden built by Mangkunegoro VII and only for his family and inner servants, at that time. Mangkunegoro X then revitalized it in 2022 and opened it to the public (limitedly) as a new tourist destination next to Puro Mangkunegaran.

Focusing on information systems, in contrast to the Puro Mangkunegaran bio link, Pracima Tuin uses a website whose link address is uploaded in the Instagram bio. Figure 3. shows that the Pracima Tuin website with the address https://pracima.id/ is packaged like a link in bio tools display. The display of links in bio tools is simple and only content on this website does not clearly tell about the history or profile of these tourist destinations. The description displayed on the website is visual storytelling via the Instagram link, ease of reservation via the booking link, and ease of access to transportation via the map link.

![Fig. 3. Visualization of Link in Bio Tools on Website Pracima Tuin](image)

Brand identity of Pracima Tuin is a restaurant that carries a royal theme, where visitors can enjoy royal-style dishes with an atmosphere in the middle of a garden. Pracima Tuin is connected to three platforms, consisting of Chope (real time restaurant-reservation booking platform), Pracima Tuin's Instagram account, and maps of Pracima Tuin's location.

Puro Mangkunegaran uses reservation booking tools for ordering food which is also the entrance ticket to Pracima Tuin. Purchasing a Pracima Tuin ticket is different from the
entrance ticket to Puro Mangkunegaran, which is still done conventionally. The application of the online reservation booking system gives Pracima Tuin a brand positioning as a tourist destination adopted from royal life but packaged in a modern form.

4.3 Linking Puro Mangkunegaran and Pracima Tuin Platform

The identification results on the Puro Mangkunegaran and Pracima Tuin platforms show that there are seven other platforms that are incorporated in the link in bio tools. Next, we will analyze by combining the two platforms by depicting the chart in Figure 4. If each bio link stands alone, then Puro Mangkunegaran has five links, and Pracima Tuin has three links, for a total of eight links (see number of arrows in figure 4.).

![Fig. 4. Linking Puro Mangkunegaran and Pracima Tuin Platform](image)

The combination of the two places shows that there are seven links, where both platforms include the link to the Pracima Tuin Instagram page (see on Figure 4.). Indirectly, the chart shows that both platforms have an emphasis on Instagram Pracima Tuin or it can be said that their priority is to develop Pracima Tuin as a brand that is part of Puro Mangkunegaran’s destination branding strategy.

The red left right arrow between the Website and Instagram platforms Pracima Tuin indicates that the two platforms write links to each other. This means that the main information related to Pracima Tuin can be accessed through these two platforms. Destinations should develop branding to help position and highlight the uniqueness of the place [Rosaria]. Pracima Tuin which was inaugurated on January 23, 2023 was able to have a significant impact on increasing the number of visitors per day at Mangkunegaran Temple. In addition, the availability of access to digital information such as directions in the form of maps, bio portfolio on Instagram, and reservation links to be able to enjoy Pracima Tuin. This facility is one strategy that can improve the experience of visitors and potential visitors to get to know tourist destinations, before they make a visit.

5 Conclusion

Puro Mangkunegaran uses link in bio tools as a form of destination branding strategy. Information about brands is delivered on every platform they have. There are two tourist destinations that have become brand identities, are Puro Mangkunegaran and Pracima Tuin. The link in bio tools provides a system that makes it easy to get information and restaurant reservations through one platform that can be connected to other platforms. Based on the results, Pracima Tuin has become a tourist attraction which is a selling point of the destination branding of Puro Mangkunegaran. The experience of visitors enjoying Puro Mangkunegaran, is not only during the trip, but also the ease of getting access and references about the tourist
destinations they will visit. We hope that future research can complement the data through quantitative and qualitative empirical studies about destination branding strategy and its effectiveness related to the use of information systems on Puro Mangkunegaran.

References