Strategy of Managing Solo the Spirit of Java as a Branding Based on Smart Information Systems in Surakarta Indonesia

Abstract.

The uniqueness of tourism destination is informed by tourism business actors to the world community as the branding to attract the tourist has not been done optimally. The objective of research is to analyze the strategy of managing Solo the Spirit of Java as the branding based on smart information systems in Surakarta Indonesia with Lupton’s Digital Sociology theory. This research used an exploratory qualitative method supported by secondary data collected through observation, in-depth interview and documentation. The informants of research are tourism business actors in Surakarta Indonesia selected using purposive sampling. Data were validated using source and method triangulation, and then analyzed using an interactive model of analysis. The result of research showed that branding Solo the Spirit of Java is uploaded and promoted through multimedia program by tourism business actors as individual, institution, and corporation and managed systemically. The tourism business actors in Surakarta Indonesia used name, tagline, symbol, design, media combination, video, image, and news to create positive image of tourism destination in Surakarta so that the number of tourists and the amount of foreign exchange increase annually. Information is disseminated through social media quickly and effectively throughout world.

1 Introduction

Information technology can give broad information about tourism industry problem. The great strategy of Indonesian tourism in dealing with Digital Tourism 4.0 through strategic imperatives for transforming tourism Human Resources to win global competition in Industry 4.0; Technology Enabler; Key initiatives for discipline; executions; and Pentahelix Collaborations approach is an appropriate response to digital era. The development of tourism in Indonesia and in the world is the very significant growth and therefore can improve a state’s economic life and social welfare. Spain, for example, constructs digital ecosystem starting from inspiration, arrival, destination to post-trip in each of tourist destination (Stankov & Gretzel, 2020). Based on the Central Bureau of Statistics (BPS)’ report, 809,959 thousand tourists have visited Indonesia in March 2023. Meanwhile, based on the Data of Tourism Visit to Surakarta City per May 2023, there have been 7,060 foreign tourists and 1,909,825 domestic tourists have come.
Sustainable digital tourism development using professional human resource service for customer behavior can maintain the aspect of tourist satisfaction by paying attention to good and beneficial tourist comment (Tiago et al., 2021). Tourism business actors are now more mobile, personal, and interactive, and digital meaning the more digital the more personal. The borderless tourism has created narrower distance, and established easier and faster bilateral relation between countries. The more sophisticated digital technology development, with sophisticated and varying features of gadget, individuals understand customer behavior more professionally. Travel industry no longer can rely on walk in service for ticket reservation and selecting tour package; everything has changed into the digital one. The more digital, the more professional, the more digital the more global; thus whoever uses it, the tourism actors will potentially catch the future market (Hadjielias et al., 2022).

Indonesian government is committed to raising grand strategy Wonderful Indonesia Digital Tourism (WIDT) 4.0 Transforming Tourism Human Resources to Win the Global Competition in the Industry 4.0 Era. Global and cross border communication throughout world also makes tourism activity develop more rapidly, and so do tourist destination, hotel accommodation, culinary business, shopping tour, MICE business using OTA (online travel agent) so that the application of all businesses becomes more accessible, encourages the tourists’ travelling activities to increase. Tourist community becomes smarter and more critical in making choice. The implication of digital tourism activities is that people can do travelling activities more easily and therefore their interest in doing travelling increases so that tourist community becomes smarter and more critical in making choice (Jankova et al., 2023). The competition of tourism business becomes more stringent and competitive so that each of tourist destinations in the state and region including Surakarta Indonesia are competing for promoting the featured and attractive digital branding program. The image of tourist destination is indicated with Attraction, Amenity, Accessibility, and Ancillary existing.

This study explores the utilization of branding through multimedia digital network for developing tourism marketing in order to be effective and efficient (Ismail & Rohman, 2019). Branding is the manifestation of concern for the creativity value the human resource has as the intellectual right. The utilization of professional human resource is an attempt of creating competitive advantage that others uncertainly have. Sophistication in accessing digital network and packaging the beautiful, attractive, and unique branding design particularly is meaningful in the aspect of marketing condition. Branding access through multimedia creates public response and trust and point of sales marketing concept more quickly. Human capital asset with tacit knowledge is the primary key to Industry 4.0, to create competitive advantage that others uncertainly have. Human resource aspect becomes more important as the foundation of tourism in building tourism competitive advantage through branding (Paat et al., 2019).

The participation of people, regional government, and investor can grow consciousness in developing tourism in digital era. Tourism marketing aspect is the main basis for building trust among tourists. It is intended to create point of sales and to empower the consciousness in branding tourism development. Hard effort to preserve, to maintain, and to develop tourism product and service can be taken through improving public service in developing sustainable tourism in each of regions in Indonesia (Strydom et al., 2019).

The development of city branding, as the aspect of City Branding Exploration, is important to create Brand Image. To enable the city to build good branding, the City should have typical characteristics that can be identified immediately. The quality branding program is both functional and non-functional. A city has good branding if it has good reputation with different characteristics (Chan et al., 2021).

Some regions in South East Asian states aggressively improve branding in tourism potency in their states to attract tourists from all over the world. Various types of branding,
have been known throughout world:

Cambodia, Kingdom of Wonders from Cambodia; Laos’ Slogan Simply Beautiful; Malaysia with slogan Malaysia Truly Asia; Myanmar with Mystical Myanmar; Philippines with slogan "It’s More Fun in the Philippines; Singapore with slogan Your Singapore; Thailand with slogan "Amazing Thailand; Vietnam. Indonesia uses slogan “Wonderful Indonesia” introduced in 2011 and then changed into “Pesona Indonesia” in 2016 that expectedly can create the charm of natural beauty, culture, and archipelagic tourism product to attract tourists (Priskila, 2019).

Surakarta City as one of regions becoming the tourist destination that applies branding strategy based on smart information system. Various tourist destinations such as cultural and culinary tourist destinations, etc. are promoted in order to be known by tourists. Solo the Spirit of Java as the branding of Surakarta City is managed as the typical characteristics and identity of city destination to be a distinctive attraction to tourist that wills visit. Information digitization supporting this branding is adopted as a strategy to expand coverage (Lupton, 2015). The objective of research was to analyze the strategy of managing “Solo the Spirit of Java” as the branding based on smart information system in Surakarta Indonesia.

2 Method

This research used an exploratory qualitative method. Informants of research were selected using purposive sampling technique, consisting of tourism actors in Surakarta Indonesia, including Culture and Tourism Department of Surakarta City, private, tourism activists, tourism MSME and domestic and foreign tourists, supported with secondary data. Techniques of collecting data used were observation, in-depth interview and documentation. Data were validated using source and method triangulations, and then analyzed using an interactive model of analysis (Swedberg, 2020).

3 Result and Discussion

Branding of Surakarta City is a form of basic communication resulting in branding with specific slogan Solo the Spirit of Java. It is intended to communicate the benefit of Surakarta City, distinguishing it from other cities by showing off the identity of Surakarta City as a cultural city. The slogan is inherent to be the identity of Surakarta region and trademark for promotion purpose and the attempt of raising featured products through the effectiveness of multimedia to international area. It is suggested by the Tourist Destination Promotion Staff of Culture and Tourism Department of Surakarta City. The development of tourist management information system in Surakarta is carried in some stages. The beginning stage in the information system development starts with describing the tourism actor’s need, viewed from short-, medium-, and long-term strategic approach system. To communicate the tourist destination to consumers, internal and external communications are used by sales promotion, event, relation, community, direct marketing (sending catalogue, letter, phone, fax, or email), sponsor product or service offering cooperating with private as sponsor, and advertising are the method of introducing product/service through all types of advertisement (De Luca, 2019; Santoso, 2020).

Tourists’ perception on tourist destination in Surakarta affects satisfaction and intention to visit tourist object. It is of course dependent on the ability of tourism human resource in tourism service division to provide unforgettable positive experience obtained by tourist during tour in Surakarta. In addition, tourism actors also pay attention to governance, economy, life quality, environment, human resource and transportation through building strong information and communication infrastructure. Professional digital practice in the use of technological tools in the search for new tourist destination, and knowledge about Surakarta City becomes a parameter to determine the satisfaction of tourists (Tri, 2015).
of digital technology for tourism activities by either individual or institution makes city branding a strong trademark of a tourist destination (Lupton, 2015). Tourism MSME actors in Surakarta state that in managing Solo the Spirit of Java as the branding, the factor of digital marketing branding plays an important role in digital tourism development. For that reason, tourism actors in Surakarta use information technology application and multimedia to be able to disseminate information and to accelerate the process. The information includes accessibility, amenity, accommodation, and accessories for service to tourists. Tourism product and service are one of tourism product activities so ld to tourists (Rining & Herlina, 2019).

Some domestic and foreign tourists met state that tourism development is highly determined by the role of tourism marketing. One of effective factors in tourism marketing is the use of branding. Good branding is to select the types of brand activities adjusted with the achievement of brand value in the value itself. Unknown brand, in their opinion, should focus on building consciousness. The well-known but less understandable brand means working hard and explaining what the consumers bring to the brand. The known and understandable brand means that we should find the activities that will increase the interest in trying or purchasing. These activities are called brand activity (Rather et al., 2020).

In Surakarta, there have been many products becoming the branding Solo the Spirit of Java: batik, Solo typical food, gift, unique tourist object, etc. Good branding means selecting the types of brand activities adjusted with the achievement of brand value. Unknown branding should focus on building consciousness. Well-known but less understandable brand needs to work had to explain what can give brand to the consumers (Wijaya et al., 2020).

The development of branding as the marketing condition has been determined by brand ambassador that can bring trust in the targeted community. Tourism in Surakarta employs Putra-Putri Solo (Solonese Youths selected in a competition) as brand ambassador to promote Surakarta City to the world. Meanwhile, internally the tourism regions in Surakarta used sub-branding according to the condition of individual regions to support the role of branding to disseminate effectively throughout world. In addition, there are several business opportunities in entrepreneurship and other situation, because it needs not only non-profit orientation but also new framework to optimize the branding Solo the Spirit of Java as the branding of cultural city in the world (Pebriani et al., 2020).

The role of multimedia in information technology network, according to tourist actors in Surakarta, is very important in supporting city branding in the marketing development strategy. It can create public trust and positioning concept with self-confidence in a product offered. Meanwhile, tourism branding is determined by the attractions existing in the tourist destination, accessibility that enables tourists to reach the location easily and smoothly, facilities needed by tourist, and peculiarity aspect of community in providing product and service enjoyed by tourists in their visit. The development of city branding can change the community’s attitude and behavior and make them aware of the importance of maintaining tourism asset in the region that should be maintained and developed to be tourist object. Public awareness and participation to support the city branding program are the strength of branding program application to run well, focusing on the goal of sustainable regional tourism (Chatterjee & Kar, 2020).

City Branding is not merely a slogan but should also be equipped with more professional tourism management and need real socialization from all members of society. The local tourism actors should participate actively in supporting global tourism branding to manage tourist destination not only in attraction, accommodation and accessibility aspects usually managed, but also in the awareness aspect. Social awareness of tourism product and service should be taken into account in applying the tourism development in Surakarta particularly and in Indonesia generally. The development of tourism product and service should meet the
standard quality with quality guarantee, to respond to the tourists’ basic needs (Özgit & Zhandildina, 2021).

Tourism actors should understand better and anticipate the needs of all tourists, consider the ability of accommodating and anticipating the awareness in managing all tourism assets. In addition, they should consider cleanliness, beauty, coolness, comfort, order, security, and memory for the tourist.

The development of smart information systems has been one of the indicators highlighted in the organizational performance, viewed not only from the operational aspect of tourist destinations but also in relation to customer trust. Tourist destinations supported with reliable digital information technology will have added value compared with competitors in the form of faster response, efficiency and effectiveness, performance improvement, more accurate problem identification and solving, and trust in work delivery (Nürk, 2019).

The development of tourism industry through branding in social media emphasizes the core proposition on the competency of tourist destination product having an impact on output, income, manpower, and technology and bringing the development of spillover area to surrounding areas. The tourism-based industry is in line with the ideal of national industrialization to create prosperity for everyone. Adequate and quality product and service, people with purchasing power due to feasible income and high productivity, and science and technology developing evenly. The implication of branding is that in addition to industrial development aspect, branding also builds national economic resilience, and therefore affects the state sovereignty (Re et al., 2019).

5 Conclusion

The role of digital multimedia networks supports the attempt of managing Solo the Spirit of Java as the branding based on smart information systems in Surakarta Indonesia. It is the positioning of Indonesian tourism industry in the digital era. IT network with multimedia strengthens branding, and therefore should be supported positively in the application of all tourism assets as the concept of branding specified. Joint commitment in anticipating the global competition challenge needs the people’s concern.

References


