

Branding Strategy Rumah Keramik Tanah Baru to Increase Tourists' Motivation to Visit

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ABSTRACT

This research aims to analyze the branding strategies carried out by rumah keramik tanah baru and their implementation to increase tourist motivation to visit. Based on data from survey results via Instagram, the Tanah Baru Ceramic House still does not introduce its identity as a tourist attraction, namely educational tourism, culinary tourism, wedding event locations, and so on. Data was obtained through interviews with managers, employees, and visitors to Rumah Keramik, as well as through literature studies, journals, e-books, and official websites. Data analysis using Nvivo and SWOT analysis. The research results show that tourists are motivated because of the activities they can do, namely making ceramics. The ceramic house created a branding strategy to build brand awareness by creating a direct touch through the logo and tagline as the identity of the ceramic house. There is a driving factor to increase tourist motivation, namely implementing the "Fun With Clay" tour package promotion system. However, obstacles also influence the motivation to visit the rumah keramik, namely the health crisis, infrastructure and competitors.

Keywords: Branding Strategy, Logo, Tagline, Ceramic House, Tourist Motivation

1. INTRODUCTION

Branding strategy is the main step in identifying the values, personality, and position of the brand so that tourists can position the brand and have a deep understanding. The large number of historical remains, as well as the strong diversity of artistic and cultural traditions of local communities, make Indonesia a potential tourist destination. "Business competition is getting tougher with the provision of facilities to easily access various information both for the service or product that the company offers" means that competition in the business world is getting tougher, availability of facilities, ease of accessing various information both in the world of services and products [1]. At the Tanah Baru Ceramic House tourist attraction, branding plays a very important role in increasing tourist motivation to visit.

To introduce F Widayanto's ceramic works to consumers, F Widayanto created a ceramic gallery that is used as an art and educational tourist attraction.

Based on data from survey results via Instagram, the Tanah Baru Ceramic House still does not introduce its identity as a tourist attraction, namely, there are educational tours, culinary tours, wedding event locations, and so on. The first thing that tourism actors do is that it is necessary to inspire tourism actors that are offered to tourists through promotions and marketing as a source of inspiration for tourists to visit these tourist attractions [2].

Branding is the value that a tourist attraction provides to customers as a combination of logo, design, sign, name, or music which is the characteristic of a tourist attraction that differentiates the company's products from other products. The new earthenware house, can increase awareness of tourists and also the local community about the existence of this tourist attraction. Ceramic houses have their uniqueness compared to other tourist attractions in the city of Depok.

Research [3] discusses website quality on user satisfaction using the 4.0 method, where information dissemination activities are carried out by the F Widayanto Ceramic House company using the website, namely www.fwidayanto.com. Apart from that, research [4] analyzed that Instagram media was not used properly and only products, promos were offered and visiting activities by the Ceramic House.

Therefore, the researcher formulated the problem: 1) What is the branding strategy used by ceramic houses to increase the motivation to visit tourists, 2) Why the implementation of branding strategies can increase the motivation to visit tourists, and 3) What are the driving and inhibiting factors in increasing the motivation to visit tourists. The researcher took the title "Branding Strategy for the Tanah Baru Ceramic House tourist attraction to increase tourist motivation to visit".

2. LITERATURE REVIEW

2.1 *Tourism Destination*

The Government of the Republic of Indonesia has determined archipelagic tourism activities through Law Number 10 of 2009 and [5] defines tourism destinations as geographical areas within one administrative region including tourist attractions, public facilities, tourism facilities, accessibility, and mutually beneficial communities. related to and complementing the realization of tourism that is environmentally responsible, socially just, and economically viable.

Factors for developing tourist destinations according to Yoeti [6] include 4 criteria that are said to constitute a tourist attraction, namely the presence of something that can be seen, activities that can be done, something that can be bought and something that can be learned. Geographical areas that have Tourist attractions such as natural beauty, culture, history, or others that have adequate facilities and access can be called tourist destinations [1]. So, it can be said that definitions and development factors need to be considered in developing successful and sustainable tourist destinations.

2.2 *Tourist Attraction*

Tourist attractions are places that tourists visit because they have natural and artificial resources. According to [7] and [8] tourist attractions can also be called tourist attractions which have the potential to encourage tourist arrivals in destination areas. Tourist attractions are the main tourist destinations, which are used as recreation areas for tourists. Meanwhile, tourism is an activity carried out by groups or individuals to visit a particular destination for recreational purposes, to learn about the uniqueness of tourist areas, as self-development in a short period [9]

2.3 *Strategy*

According to [10] In strategic planning for a tourist destination, environmental analysis and resource analysis are carried out. For a company to develop and survive amidst intense competition, the right strategy is needed. Strategy functions as a map or road that directs a company toward its goals. By using strategy, large-scale plans are oriented toward the future to interact with the competitive environment to achieve company goals, where a strategy can reflect the company's awareness of the problem of how, when, and also where it should compete, against whom it should compete and with what goals. he has to compete [11].

2.4 Branding

According to Aaker in the branding strategy book [12] brands focus on names and symbols that can differentiate their products from other products. According to Kartajaya [13], the conventional branding concept of Communication Creation (Branding) is how the destination designs and communicates its name and identity to build a reputation. A tourist attraction must build a reputation as a place trusted by the market and manage its image by keeping promises made to tourists. Effective communication will help tourists to understand and remember the object. So, communication can be done through various media such as mass media, social media, and word of mouth.

2.5 Motivation to Visit

According to [14] motivation to visit is a manifestation or expression of interest in behavior and also according to Simamora [15] reflects the tendency that exists within a person to respond to a situation by forming an attitude that becomes the basis for the behavior that occurs. will be done. Indicators that can attract tourist motivation include natural and historical attractions, culinary delights, recreational facilities, and the image of the destination being marketed [15]. There are many motives for tourists who want to travel to study, worship, have hobbies, job demands, or just refresh [16]. Travel activities for some people are increasing creative power, doing business, shopping, eliminating work boredom, relaxation, health, and so on.

3. METHODS

This research was conducted at the Tanah Baru Ceramic House located on Jalan Curug Agung No. 1 Tanah Baru District, Beji District, Depok City. This research data uses primary data where researchers interview managers, employees, and visitors to the Rumah Ceramic tourist attraction. Secondary data was collected through literature studies, journals, e-books, and the official website of the Tanah Baru Ceramic House tourist attraction. This research uses descriptive qualitative methods along with qualitative analysis. Qualitative is a type of analysis carrying out research that is based on phenomena or natural phenomena [17].

In qualitative research, data analysis is carried out before arriving at the research location, while at the location, and after arriving at the research location. According to Miles and Hubberman [18], activities in data analysis, namely data reduction, which means summing up, choosing the main things, focusing on the most important things, looking for results and patterns, presenting the data in the form of tables, graphs and the like, and finally is that concluding will be able to answer the formulation of the problem formulated by the researcher.

Data collection techniques and tools in this research use interviews and surveys, observation, and documentation. The analysis technique requires Nvivo and SWOT data analysis. SWOT analysis is an approach to strengths, weaknesses, opportunities, and threats. Where are the strengths, and what are the weaknesses, see the opportunities that exist and be able to know the threats, disturbances, and obstacles faced.

4. RESULTS AND DISCUSSION

4.1. General Description of Rumah Keramik F Widayanto

Rumah Tanah Baru also known as Rumah Keramik F Widayanto is located on Jalan Cuiruig Agung No. 1 Tanah Barui District, Beji District, Depok City. The owner of this ceramic house is Mr. Fransiskus Widayanto, who is said to be a major master in Indonesia. Standing on land covering an

Based on the word cloud analysis, the word Widayanto is related to the logo created by Rumah Ceramics. The presence of the name Mr. Tourists shows that there are the words "clay statement" in the logo. Tourists can appreciate that the Ceramic House provides Fun With Clay activities as a ceramic-making activity that depicts the tourist attraction brand. So, the presence of typographic elements used by ceramic houses can build brand awareness to recognize ceramic house tourist attractions. By using the brand as its identity and also maintaining the brand image so that the quality and performance of the products it owns are maintained.

Fighters are interested in coming because they see ideas, photos, or posts that can encourage intuitive tourists to carry out certain ceramic activities, which is an activity that is often carried out at the Ceramics Center. This is related to the design of the Rumah Keramik logo as a branding strategy that can attract tourists to visit the Rumah Keramik Tanah Baru. A logo is an image that is used as a symbol of a type of symbol, icon, and so on [19]. The image above is the logo of the tourist attraction Rumah Keramik F Widayanto, based on interviews although this Rumah Keramik has been around for more than 26 years, the logo of this Rumah Keramik has never changed in terms of color, layout, icon, and so on. There are several types of logos or brand marks, one of which is used by ceramic houses, namely:

Wordmarks

The wordmark used by the Tanah Baru ceramic house is the name F Widayanto as an identification sign that the ceramic house is also the residence of Mr. Widayanto which is used as a place for a ceramic-making workshop. Added to this is the was element which is a characteristic of the new earth ceramic house and has special benefits and value. Based on the image above, the ceramic house logo has a philosophy or meaning for each element, namely that there is a wasp at the top, symbolizing a life that is useful, clean, and also of course useful for all the products used. The bold red color in F Widayanto's writing symbolizes courage.

The function of copyright is to ensure that it is not easily imitated by rivals or rivals, without any concerns about counterfeiting or misuse of the brand [18]. Therefore, the R mark in the F Widayanto Ceramic House logo indicates that the brand has been registered, which is indicated by the issuance of a brand certificate. The presence of traditional elements in Mr. Widayanto's work interpreting Javanese culture indicates that he is Indonesian.

The researchers identified a strategy using branding theory [13] which is oriented toward the buyers' needs and desires by creating certain values in the minds of visitors.

1) Positioning

Brand positioning is a marketing approach that is demonstrated intuitively by looking at the characteristics, uniqueness, and benefits obtained by consumers [21] In creating the right positioning for visitors, Tanah Baru Ceramic House has implemented a more attractive promotional and marketing system through advertising or advertisements published on social media, such as Instagram, Facebook, and websites. Good interaction will attract tourists which will in turn increase their loyalty towards the tourist area. Rumah Keramik Tanah Baru creates an intuitive point or touch point by balancing tourist perceptions, including:

a. Direct touch point

According to [22] the touch point occurs when there is contact between the customer and a variety of services including products, advertising, and all forms of communication in a company. Tanah Baru's ceramic house conveys the customer's experience that here we don't just make ceramic floors, but all the products are functional. Immediate interactions become feedback on emotional responsiveness.

b. Website and Social media

Based on the interview, Instagram media @fwidayantogalleiry is used to provide activities for competitions both located in Setia Budi, South Jakarta, and at Tanah Baru Ceramic House, Depok which currently hosts ceramic making classes. Not only that, based on the results of the analysis of the most common word, namely Instagram, it is used to specifically promote products sold at Keramik F Widayanto's house, as well as special promotional information during holidays such as Christmas with the terms and conditions that apply.

2) Differentiation

Based on the word cloud (Word cloud), the word study is related to the differentiation of where the Rumah Keramik tourist attraction is, tourists can learn intuitively about ceramics and history, and also tourists can learn about ceramics in the studio at Rumah Keramik. Not only that, this ceramic house has 4 criteria for the presence of tourist attraction factors, namely something to see, something to learn, something to do, and something to buy. This means that penguins can enjoy the attractions that exist, things that can be learned, activities that can be done, and also have memories as souvenirs.

The thing that caused the problem was that F Widayanto's Keiramik product did not register with the online shop. Based on interviews, tourist attractions do not list or list their products in online shops because these art items are different from fashion. If an art product is made, it doesn't have to be the same as the others, and it also has to be detailed, starting from photos, videos, and so on. Therefore, the content of Instagram content only aims to promote sales, ceramic tourism activities, or clay tourism activities.

Implementation of a Branding Strategy to Increase Motivation to Visit Tourists.

Implementation of the branding strategy carried out by the ceramic house by implementing an effective promotion system on social media such as Instagram, Facebook, and also the website. Instagram and Facebook are used to upload ceramic-making activities, offer promotions on certain dates, and also sell products made by F Widayanto. The website is used to sell products by F Widayanto which are displayed along with prices and are also still available at Tanah Baru Ceramics house. Tourists find out about this ceramic house through Instagram and word-of-mouth marketing where tourists get information from local people, relatives, or friends who have visited the ceramic house and tried making ceramics at F Widayanto's studio.

Even though this ceramic house has been around for more than 26 years, the logo of this ceramic house has never changed in terms of colors, layout, icons, and so on. In the long term, it is still possible to balance the promotion system, sales strategy, and ideal intuition. Not only that, based on the interview, the planning of implementing the old product design into a new product design so that it doesn't become old-fashioned is still being updated and improved according to current trends.

Encouraging and Inhibiting Factors to Increase Tourist Visiting Motivation

In identifying inhibiting and driving factors to increase visiting motivation obtained from interviews and observations, there are strengths and weaknesses of each indicator. Where some weaknesses and strengths influence tourists' motivation to visit. The Strength of the new clay ceramic house tourist attraction is "There are supporting facilities" in this ceramic house, tourists have various activities that can be carried out, such as making ceramics accompanied by instructors who are professionals in their field, the availability of restaurants that have distinctive food and one of the ceramic house drinks is lemongrass tea, which adds further functionality to the ceramic house as an outdoor area with a tropical feel that can be used as a wedding venue. "Natural beauty" is an attraction, one of which is that inside the ceramic house, there are still many trees growing around various corners of the ceramic house, this is one of the attractions of the ceramic house and encourages tourists to be motivated to visit the ceramic house. "Safety and Comfort" The longer

tourists enjoy a tourist attraction, the better the employees provide comfort for tourists who visit the ceramic house. Security in this ceramic house is maintained where there is a security guard in front of the guest reception area.

Furthermore, the weakness that influences tourists' motivation to visit is "Not open during events". This ceramic house is not open to the public during certain events, for example, weddings or weddings. Usually, the event is held outdoors or around the courtyard near the restaurant and also the model house which is used as a special place for 53 bridal makeup rooms. "Relatively Expensive Prices" where the goods sold at this ceramic house, both used goods and decorations, are at relatively high prices because they require a very long process and are also difficult to manufacture depending on the dimensions or sizes offered by the ceramic house. "There is no connecting transportation." If tourists use public transportation from Depok station, tourists stop in front of the Beji monument, then tourists can walk approximately 500 meters or around 15 minutes to get to the Tanah Baru Ceramic House.

Furthermore, the opportunity that ceramic houses have is "Easy Access". Ceramic Houses are located not far from the center of Depok city, located on Jalan Curug Agung, Tanah Baru, Beji-Depok, which is one of the reasons why tourists visit Ceramic Houses. It was built in a village not far from the Kukusan toll exit, making it easier for tourists to visit by bus or private car. "Effective Promotion" The ceramic house implements a promotion system via Instagram, Facebook, and also the website to attract tourists to visit the new clay ceramic house. Where the posts uploaded are ceramic-making activities, sales of F Widayanto's products, and also promotions during national holidays such as Christmas. "Visitor Loyalty" is where tourists who visit this ceramic house are ceramic art enthusiasts or someone who wants to learn new things, especially craft arts. Visitor loyalty is seen if the visitor appreciates works that are still considered rare or rarely produced. The price offered is also commensurate with what they get.

And finally, the threat that will be faced by new earthenware houses is "Change in Trends". Visitors' preferences for Instagrammable tourist attractions are a need for Gen Z tourists. Apart from that, we also prioritize flexibility, healing, or taking a moment to let go of all the work we are doing for the sake of mental and physical health. "There are road repairs" at certain times that do not know the exact and unpredictable conditions, such as repairs on the main road to the ceramic house which can hinder tourists' journeys. Budget limitations are also an obstacle in infrastructure work. "Many Competitors for Tourist Attractions" 54 Competition for tourist attractions that offer promotions that attract tourists is one of the considerations for tourists when deciding or making a trip. So, it becomes difficult to attract tourists to be motivated to visit.

CONCLUSION

Based on research discussions, it can be concluded that the Rumah Keramik tourist attraction applies logo and tagline branding strategies through social media to increase tourists' motivation to visit. Rumah Keramik Tanah Baru has implemented a branding strategy by building a brand image, and creating a direct touch so that tourists have a perception of Rumah Ceramic Tanah Baru. What differentiates the Rumah Kramik tourist attraction from other tourist attractions is that Rumah Keramik prioritizes art education. This Tanah Baru Ceramic House has all the criteria that make it a tourist attraction, such as having activities to do (something to do), having a souvenir shop (something to buy), learning about ceramics (something to learn), seeing beauty (something to do). The creation of communication used in ceramic houses using the Tawon logo on the top left has the meaning of useful life and also the name F Widayanto.

Implementing a branding strategy to increase motivation to visit is creating touch points by hosting activities and also offering promotions. Visitors are less likely to know about the logo as branding for the ceramic house. Meanwhile, others want to know that the logo has been touched up on various products to make potential tourists and craft collectors like keramik believe that the

products are authentic. Art products have a high value, therefore crafts are sold at high prices based on their level of difficulty. There are products with small sizes with very detailed manufacturing that takes a long time, there are also large sizes but they are made quickly.

There are obstacles based on external factors such as infrastructure improvements that block the main road to the Ceramic House, and a health crisis such as COVID-19 so that the government temporarily stops activities, one of which is a tourist attraction. a unique photo spot of the generation of personal motherhood. Meanwhile, the driving factor to be able to increase motivation to visit is a promotion on social media featuring the work of F Widayanto, which is part of the branding of the Tanah Baru ceramic building logo, the motivation for most tourists to take the package to create ceramic ceramics with clay to explore all the crafts that can be made by own hand or is handmade.

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