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Smart Branding Award: Strategy To Increase Influencer Interest In Promoting Tourism In Indonesia

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Abstrak

Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif yang menguraikan pokok permasalahan dalam artikel ini meliputi Branding, Influencer, dan Smart Branding Award satu persatu secara rinci untuk memberikan pemahaman yang komprehensif bagi para pembaca yang akan membaca, mengkritisi, dan menelaah kembali artikel ini. Data yang digunakan dalam artikel ini merupakan data sekunder yang peneliti peroleh dari berbagai sumber yang kredibel dan berkualitas seperti jurnal ilmiah terakreditasi, buku-buku dengan penerbit kredibel, dan sumber website yang tidak diragukan lagi kebenarannya. Data yang diperoleh dianalisis dengan tahapan pengumpulan data, pemilihan data, reduksi data, dan penarikan simpulan dengan hasil penelitian di bawah ini. Hasil dalam artikel ini menunjukkan reward yang dapat meningkatkan semangat seseorang yang diberikan reward untuk meningkatkan intensitas kerjanya, kemudian award memiliki konsep yang sama dimana Influencer akan lebih bersemangat dan agresif dalam melakukan branding terhadap pariwisata yang ada. Terlebih lagi ward yang dimaksud bernilai emosional dan memiliki nilai material yang besar, hal tersebut dapat membuat Influencer semakin tertarik hingga memutuskan untuk melakukan branding terhadap destinasi pariwisata tersebut. Konsep ini merupakan konsep yang cerdas untuk meningkatkan minat Influencer dalam melakukan branding terhadap pariwisata yang ada.

Kata Kunci: *Smart Branding Award, Influencer, Promosi Pariwisata*

Abstract

This research is a qualitative research with a descriptive approach that describes the main problems in this article including Branding, Influencer, and Smart Branding Award one by one in detail to provide a comprehensive understanding for readers who will read, criticize, and re-examine this article. The data used in this article is secondary data that researchers obtain from various credible and quality sources such as accredited scientific journals, books with credible publishers, and website sources whose truth is unquestionable. The data obtained is analyzed by the stages of data collection, data selection, data reduction, and drawing conclusions with the research results below. The result in this article show reward that can increase the spirit of someone who is given a reward to increase the intensity of their work, then the award has the same concept where Influencers will be more enthusiastic and aggressive in branding existing tourism. Moreover, the ward in question is emotionally valuable and has great material value, it can make Influencers more interested until they decide to do branding of the destination tourism. This concept is a smart concept to increase Influencer interest in branding existing tourism.

Keywords: *Smart Branding Award, Influencer, Promoting Tourism*

INTRODUCTION

The American Marketing Association (AMA) defines a brand as “a name, term, sign, symbol, design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Keller 2016). Branding is the activity of boldly introducing products or services through the power of the brand owned. About how to create differentiation between products. Branding builds mental structures that help consumers organize their understanding of products and services in a way that will ultimately make it easier for them to make decisions and in the process, provide value to the company (Kotler 2019).

Brand positioning is the heart of marketing strategy. In determining brand positioning, it is necessary to identify the target market and competitive conditions in the market. Then, measurements are taken on each brand to determine the differences and gaps in positioning between brands (P. Kotler 2009). The measurement is done through an analysis of similarities and differences between brands in the existing competitive market. After finding similarities and differences between brands, we can map the position of each brand. To optimize a brand, companies need to know the criteria for determining the appropriate brand element. According to the book Strategic Brand Management by (Philip 2013), there are 6 criteria for determining the elements of a brand, namely: 1. Memorable,

easily recognized and easy to remember. 2. Meaningful, descriptive and persuasive. 3. Likable, fun and interesting, good brand visualization and depiction and has aesthetic value. 4. Transferable, within the scope of the product category. 5. Adaptable, flexible and easy to update. 6. Protectable, legitimate and competitive.

After knowing the criteria for brand elements that must be selected, another important part of a branding strategy is choosing the right steps in executing marketing communications for the products or services owned. The following are Four Important Marketing Communications according to (P. Kotler 2008). 1. Advertising and Promotion Advertising is all forms of paid promotion or advertising for an idea, goods or services by a particular sponsor. Promotion is a short-term incentive to increase the number of users of a product or service. 2. Interactive Marketing Interactive Marketing can achieve an objective marketing communications system, especially in building solid customer relationships. It can be done through (1) Websites, (2) online ads and videos, and (3) social media. 3. Events and Experiences As important as online marketing (interactive), events and experiences play a fairly important role in the brand formation process. Building a brand in cyberspace should be balanced with real brand formation in the real world. 4. Mobile Marketing This last option has recently become a very impactful tool in influencing society and touching customer elements directly. Mobile marketing is predicted to play an increasingly large role in the formation of better branding in the future, especially supported by the increasing number of smartphones and accompanied by a significant increase in internet penetration and increasingly sophisticated technology (P. T. Kotler 2017).

After knowing the criteria for brand elements that must be selected, another important part of a branding strategy is choosing the right steps in executing marketing communications for the products or services owned. The following are Four Important Marketing Communications according to (Thamrin 2013). 1. Advertising and Promotion Advertising is all forms of paid promotion or advertising for an idea, goods or services by a particular sponsor. Promotion is a short-term incentive to increase the number of users of a product or service. 2. Interactive Marketing Interactive Marketing can achieve an objective marketing communications system, especially in building solid customer relationships. It can be done through (1) Websites, (2) online ads and videos, and (3) social media. 3. Events and Experiences As important as online marketing (interactive), events and experiences play a fairly important role in the brand formation process. Building a brand in cyberspace should be balanced with real brand formation in the real world. 4. Mobile Marketing This last option has recently become a very impactful tool in influencing

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The branding method that researchers mean in this article is branding carried out by an influencer who is believed to be able to influence many tourists to decide to travel to the places being compared or promoted. Influencer is taken from the word influence or in Indonesian it is called influencing, meaning that an influencer is someone who is influential or someone who influences others. An influencer is a figure or someone who is on social media with many followers and something that is conveyed on social media can influence the behavior of his followers (Hariyanti and Wirapraja, 2018) in (Malhotra 2010). Influencer is the ability to change and influence a person's behavior and opinions (Evelina and Fitri, 2018) in (Malhotra 2000). Influencers are parties who have a large audience or followers on social media and have a big influence on their followers, for example YouTubers, bloggers, celebrities, artists, and others, accessed from kumparan.com (SociaBuzz Influencer Marketing Platform, 2017).

According to the cintalia.com article (Butler 2008), an Instagram Influencer is someone who has an active and successful account on Instagram, has the capacity to influence many followers, markets goods from Instagram, and is paid a lot according to their photo uploads. In addition to this, Instagram Influencers can achieve maximum targets even according to the target market. To improve the ability of Influencers to market tourism, in accordance with this opinion, it can be concluded that an effective promotional method for now is to use Instagram Influencers, who are used as intermediaries by companies in marketing new goods to their followers. This is because customers today are not active in conventional advertising, but they are more active in social media and tend to like to see things on a virtual basis and are more interested in interesting content from people they follow on their social media, one example is Influencers on Instagram social media (Susanto 2004).

To increase Influencer interest in marketing or promoting the intended tourism, researchers use the Smart Branding Award concept where Influencers will get an award if they do branding or promotion of tourism with the best concept, the most viewers, and the most unique concept. Thus, the study believes that Influencers will be interested in branding the intended tourism.

RESEARCH METHODS

Based on the explanation above, it can be concluded convincingly that this article aims to examine the concept of Smart Branding Award as a strategy to increase Influencer interest in promoting tourist destinations (Lexy J. Moleong 2018). This research is a qualitative research with a descriptive approach that describes the main problems in this article including Branding, Influencer, and Smart Branding Award one by one in detail to provide a comprehensive understanding for readers who will read, criticize, and re-examine this article (Manzilati 2017). The data used in this article is secondary data that researchers obtain from various credible and quality sources such as accredited scientific journals, books with credible publishers, and website sources whose truth is unquestionable (Rukin 2019). The data obtained is analyzed by the stages of data collection, data selection, data reduction, and drawing conclusions with the research results below (Abdurahman 2016).

RESULT AND DISCUSSION

Branding and Influencer

The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol, design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Keller 2016). Branding is the activity of boldly introducing products or services through the power of the brand owned. About how to create differentiation between products. Branding builds mental structures that help consumers organize their understanding of products and services in a way that will ultimately make it easier for them to make decisions and in the process, provide value to the company (Kotler 2019).

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Smart Branding Award: Strategy To Increase Influencer Interest In Promoting Tourism In Indonesia

Rewards are awards given to employees that can be in the form of money or goods (in kind), or other forms intended to increase employee happiness. By feeling appreciated, employees will feel at home as part of the company's team and organization. Employee rewards are part of the compensation and benefits provided by the company to attract and retain top talent (Hindarti and Wayyudi 2011). Giving rewards can also increase retention, so that employees are more loyal to the company. Meanwhile, to improve performance, managers provide incentives for workers who can provide work performance that exceeds the expected performance standards. Apart from wages, salaries, and incentives, leaders often provide additional other income as an effort to further appreciate the performance of their workers (Hindarti and Wayyudi 2011).

Several experts explain the definition of reward, including: "Reward is something we give to someone for doing something. As appreciation and as an expression of our gratitude and attention." (Marzuqi 2021)"Incentives that link payments based on increasing employee productivity in order to achieve competitive advantages and goals." (Simamora, 2014: 514) Grand theory based on the opinion of Michael and Harold (2004: 43) states that the division of financial compensation into three categories, namely (1) salary is the basic income given to each employee (staff), (2) allowances are given for employee welfare (staff), and (3) incentives are additional wages as compensation, for example overtime (Yuni 2016).

In line with the concept of reward that can increase the spirit of someone who is given a reward to increase the intensity of their work, then the award has the same concept where Influencers will be more enthusiastic and aggressive in branding existing tourism. Moreover, the ward in question is emotionally valuable and has great material value, it can make Influencers more interested until they decide to do branding of the destination tourism. This concept is a smart concept to increase Influencer interest in branding existing tourism.

CONCLUSION

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