

Destination Branding of New Celosia Flower Park, Bandungan, Semarang Regency in Attracting Visitor Interest

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ABSTRACT

Keywords

Destination branding
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This research aims to analyze the destination branding strategy of Celosia Flower Park in Semarang Regency in attracting visitors consisting of market investigation analysis and strategic recommendations, brand identity development, brand launch and introduction, brand implementation, monitoring and evaluation. The approach used is qualitative with descriptive methods to describe and analyze facts in the field. Data were collected through observation, in-depth interviews, and documentation. The results showed that the management of Celosia Flower Park always identifies visitor needs, pays attention to consumer behavior, analyzes market opportunities, and makes regular updates. The destination branding efforts undertaken include the addition of game rides, improvement of public facilities, and cooperation with travel agents. Marketing through social media is also a major focus although it still faces challenges in audience stability. This research is expected to be a reference for Celosia Flower Park managers in increasing tourist visits.

1. Introduction

The tourism industry is currently growing rapidly and covers almost all countries, playing an important role in increasing foreign exchange after oil and gas. Each country is competing to highlight the uniqueness of their tourist attractions with the support of various facilities and services from the community, government, and entrepreneurs. Tourism is everything related to the organization and exploitation of tourism which includes objects and tourist attractions, tourism facilities, tourism services, and other businesses (Soekadijo in Sidiq & Prihatmaji, 2017). Tourism is part of the culture for people related to the utilization of time owned, with the aim of pleasing themselves and others. The term tourism is also contained in Law No.10 of 2009, Article 1 paragraph 1, which states that tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development or studying the uniqueness of tourist attractions visited in a temporary period. Tourism is the main choice in regional development. The development of tourism has undergone many changes, both changes in patterns, forms and nature of travel activities, tourist destinations, and others.

Indonesia has abundant tourism potential that can improve the country's economy if managed properly. The role of promotional strategies is very important in tourism planning because of the increasingly fierce competition and intensive promotion of destinations. One of the tourist destinations is Bandungan in Semarang Regency, Central Java, which is famous for its Celosia Flower Park in the tourist area of Gedong Songo Temple. The garden offers a variety of famous symbols from around the world such as the Eiffel Tower, Merlion Statue, Dutch Windmills and Hobbit Houses. This uniqueness makes Celosia a magnet for tourists. However, Celosia's development strategy is not optimal because it has not made significant progress in optimizing existing potential and has not evaluated the factors that influence public interest, so tourist visits have not been maximized.

Previous research that is relevant to this research is Meilisa's research. Meilisa's research on the communication strategy of the Tourism Office of the Communication Strategy of the Indragiri Hilir Regency Youth, Sports and Culture Tourism Office states that the communicator strategy carried out has four stages, namely planning, proposal / approval, technical preparation, and implementation of programming and selecting communicators who have credibility and knowledge, communicator strategy is to determine the primary audience and secondary audience. The message strategy is to emphasize the core of the message and organize the message. The media strategy is to use print media, electronic media and the internet (Meilisa & Firdaus, 2018). The similarity between this research and the research conducted by Meilisa is to analyze how strategies are carried out to attract visitors. While the difference is that the previous research object was carried out at the Indragiri Hilir Regency Tourism, Youth and Sports Office, while this research was conducted at the New Celosia Flower Park Bandungan, Semarang Regency.

This study aims to determine the Destination Branding Strategy of New Celosia Flower Park Bandungan, Semarang Regency in Attracting Visitors. The results of this study are expected to be a reference by the owner of the New Celosia Flower Park in attracting tourist visits.

The destination branding theory is used as a reference to analyze how the strategy is carried out to attract visitors to the New Celosia Flower Park. Destination branding is an identity or identity that can identify a destination in a different way from other destinations, and make it easier for destination visitors to remember it (Morrison & Anderson, 2002). According to Morgan & Pritchard, the destination branding theory has five stages in it, namely first, market investigation analysis and strategic recommendations. This stage is conducting market research activities to develop the right strategy in developing destinations. Second, brand identity development is a step to develop a brand identity or brand. Third, brand launch and introduction is a step to introduce the brand to social media or the surrounding community. Fourth, brand implementation is a form of cooperation to establish a business to help realize the brand's vision and mission. Fifth, monitoring and evaluation, this stage is an effort to monitor whether there are shortcomings or deviations from what has been done.

The following is a table listing visitors to Celosia Flower Park :

Bulan.	Jumlah Pengunjung Taman Bunga Celosia Menurut Bulan di Kabupaten Semarang		
	Domestik	Asing	Jumlah
	2020	2020	2020
Januari	9 800	0	9 800
Februari	12 400	0	12 400
Maret	-	0	0
April	0	0	0
Mei	0	0	0
Juni	0	0	0
Juli	3 250	0	3 250
Agustus	3 625	0	3 625
September	3 210	0	3 210
Oktober	6 074	0	6 074
November	6 125	0	6 125
Desember	5 500	0	5 500
Jumlah	49 985	0	49 985

Sumber: Dinas Pariwisata Kabupaten Semarang

Figure 1. Table Listing Visitors to Celosia Flower Park
Source: <https://simaspulkam.semarangkab.go.id/dinas-pariwisata/>

2. Method

This research uses a qualitative approach that aims to understand symptoms that do not require quantification (Sugiyono, 2013:213). In collecting data, researchers need observation in several techniques in order to fulfill observing the destination branding activities of the New Celosia Flower Park Tourism. Researchers conducted observations, interviews, and documentation to find out the conditions and situations that exist in the field.

This research is used to state the problems that exist in the destination branding process. The type of research used is descriptive research to describe and analyze facts in the field. Descriptive research is a broad research in exploring the necessary data. In this study, researchers also want to describe the

situation and conditions, describe completely the response of tourist visitors after renewing the name of the tourist spot.

3. Result and Discussion

Research on destination branding at Celosia Flower Park, Bandungan, Semarang Regency to attract visitors. This research was conducted using interview, observation and documentation techniques. The efforts include strategies to attract visitors.

3.1. Presenting the Results

After conducting field research by conducting observations, interviews, and documentation, researchers found several things. First, managers always identify the needs of visitors, pay attention to consumer behavior, analyze market opportunities, and continue to make updates. The results of interviews that have been conducted by researchers are declared valid and accurate by linking to related theories. Morgan & Pritchard (in Lidya et al., 2017) suggests five stages to conduct destination branding.

1. Market Investigation, Analysis and Strategic Recommendations

Based on the results of the analysis of market investigation, analysis and strategic recommendations, the marketing team determines the target market by conducting research, identifying products and services owned and analyzing competitors by paying attention in terms of age, gender, occupation, and salary. The marketing team analyzes market opportunities are all segments in order to reach all ages. Celosia Flower Park has a concept that is a flower garden combined with a playground into a market opportunity consisting of children, families, adults, teenagers, parents and the elderly. They provide rides and educational parks suitable for children through dino land to help introduce children to the ancient dinosaurs, teenagers take pictures and ride rides, parents and the elderly can enjoy the view of the flower garden and take pictures.



Figure 2. New Celosia Flower Park

2. Brand Identity Development



Figure 3. New Celosia Flower Park Logo
Source: New Celosia Flower Park Website

Based on the analysis, the Celosia Flower Park Logo has a shape like a hill in a mountainous area with the meaning of the word New symbolizing renewal related to tourism now and then. The word Celosia is taken from the name of the Celosia flower, an ornamental and edible plant in the spinach family. It is famous in the highlands of East Africa and found in Greece, where the name means 'burning flower' due to its striking red color. The semicircle symbolizes the rising sun which gives new spirit and hope, as well as selflessness. Cypress tree: symbolizes fertility, growth and prosperity, as well as a connection with nature, given the park's location at the foot of Mount Ungaran. The phrase Bandungan Central Java indicates the location of the park in Bandungan District, Semarang Regency, Central Java, to make it easier for visitors to remember its location. The celosia flower park has the tagline "From Flowers for Indonesia" which aims that the celosia flower park tour itself has many branches like scattered flowers. Flowers themselves have meaning as a symbol of fertility, beauty, happiness, awareness and safety.

The new celosia flower park also claims that the celosia flower park is the largest park in Central Java. This statement is based on the vast 8.6 hectares of park area featuring various types of flowers from around the world, as well as the facilities available to visitors, such as recreation areas, places to take pictures, and various educational activities related to flora. With the aim of attracting local and foreign tourists, the management of Celosia Flower Park strives to create a unique and memorable experience for every visitor.

As a support for their branding characteristics, New Celosia Flower Park also has a song which has lyrics that describe the flower garden and playground suitable for recreation with family. With the song, it makes Celosia's brand identity easier to remember by the public,

3. Brand Launch dan Introduction

The manager said that the most important form of marketing is through Tiktok and Instagram social media. The content creator team creates daily content such as creating videos that show the excitement of the rides, recommendations for favorite photo spots, rules that have been set, and the latest information related to New Celosia Flower Park. Although they still have problems with the unstable number of viewers, there is lunar festival content with only 182 likes but there is also content that gets 68.1 thousand likes. However, they consistently upload content that relates and follows trends and reposts video content from visitors.

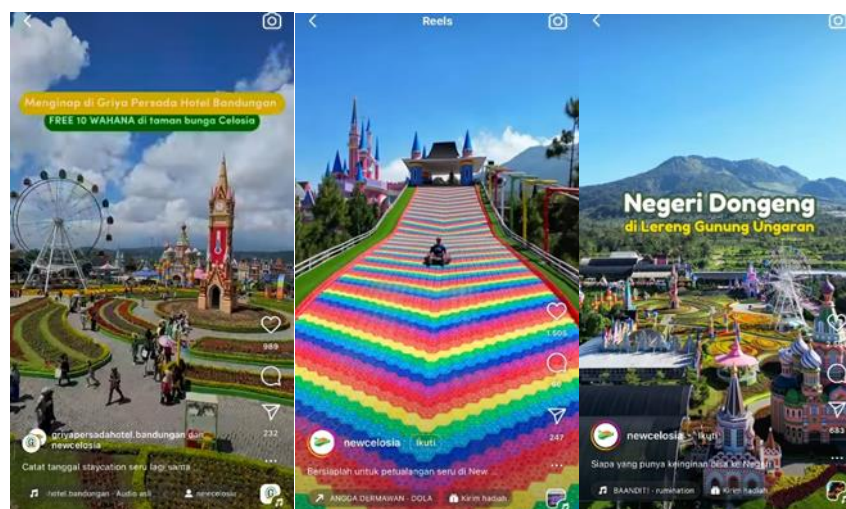


Figure 4. Celosia Flower Park Instagram Content example

Source: <https://www.instagram.com/newcelosia/>

4. Brand Implementation

The marketing team's form of cooperation to bring in visitors is by working with travel agencies that will later bring in groups of visitors. Some of the travel agencies that work together are Lentera Tour and Yasuda Tour from Klaten, Central Java where these two agencies initially brought groups and then Celosia offered future cooperation. One form of cooperation is that they provide discounts and special prices for the travel agency. As for the form of cooperation with the aim of advancing and

prospering the surrounding community to establish good relations through recruiting labor from the surrounding community and empowering MSMEs to sell in the Celosia Flower Park tourist area.

Not only with agency bureaus, travel and MSMEs but the marketing team also collaborates with KOL or celebs on Instagram and content created in the form of videos to show the beauty of the new celosia flower garden, they utilize more forms of content such as videos because they offer significant advantages, creative exploration, and the ability to influence audiences directly, making them a very strong choice in modern marketing and communication strategies.

5. Monitoring, Evaluation and Review

Based on observations through monitoring, the marketing team accommodates criticism and suggestions from visitors to be able to evaluate and improve services at Celosia Flower Park by providing a criticism and suggestion box. Criticism and suggestions are accommodated and sorted out for further discussion and monitoring whether there are deviations, shortcomings and so on. After that the whole team will consider input with several factors in order to evaluate and revise for further improvement.

3.2. Discussion

Through destination branding can create a positive image and unique identity for a place, which determines what will remain in the minds and memories of visitors. Destination branding is the foundation of marketing strategy and the most important marketing tool. The goal is for organizations that promote locations as attractive tourist destinations to provide information to leisure travelers and encourage event organizers to choose their locations for meetings, incentives, conferences, and exhibitions. Destination marketing is about promoting a particular location or destination to visitors.

According to the results of research that has been conducted through interviews, observations, and documentation, New Celosia Flower Park has fulfilled the five stages in destination branding as described. At the stage of market investigation, analysis and strategic recommendations, marketing research is an activity of collecting, processing and analyzing all facts or data concerning issues related to the transfer and sale of goods and services from producers to consumers (J. Supranto., 1997). Although the target market of New Celosia Flower Park is all ages, they need to look in terms of lifestyle, gender, occupation, and salary. People who have stable and high opinions tend to do frequent traveling activities, so the target market of the New Celosia Flower Park is all ages who like to do traveling activities. All ages in question are ranging from children, adolescents, adults, parents, and the elderly. New Celosia Flower Park can be said to be a family recreation area so that it can cover the target market for all ages.

While in the brand identity development stage is a unique set of brand associations created by brand strategists (Kotler & Philip, 2005). New Celosia Flower Park already has a logo and tagline so that it can be a branding for their products. However, the logo does not describe the game rides and flower gardens, it only describes the natural scenery so that people who do not know it will think the place looks just a natural landscape tour. The logo can be made simple but has represented the identity of the New Celosia Flower Park, in this case the role of a graphic designer is needed.

Furthermore, at the brand launch and introduction stage, the use of social media is the right way to promote a product in the digital era. This also supports the shortcomings of the logo that have been explained, so that people who have just heard of Celosia can see an overview of the Celosia Flower Garden by seeing it through social media. At this stage they have an unstable number of viewers, even so they consistently upload content that relates and follows existing trends to keep social media active. In addition to actively using social media, New Celosia Flower Park also actively holds events as a form of promotion. Some events are carried out such as organizing educational events for children such as farming, getting to know plants and coloring which were attended by several a kindergarten children, one of which was the PAUD Pertiwi Kasih Ibu Foundation. Furthermore, a culinary event called Celo Food Festival, which presents a variety of archipelago and international culinary delights.

Furthermore, the brand Implementation stage is an effort to ensure that brand implementation has integrated all parties involved in branding in order to create a successful destination branding target and get a positive image from consumers (Ningrum, 2023). The cooperation carried out is appropriate, but the marketing team can add cooperation with other parties such as KOL or content creators to promote it. So that KOL can influence their followers by creating content to visit Celosia Flower Park.

At the last stage, namely the monitoring, evaluation and review stage, providing a criticism and suggestion box for evaluation material is the right step. But marketing team can also see a review of the New Celosia Flower Park on Google, because people will be more free to provide criticism and suggestions via cellphones which can be accompanied by images as support.

4. Conclusion

This research examines the Destination Branding strategy of the New Celosia Flower Park in Bandungan, Semarang Regency, in an effort to attract visitors. This research uses a qualitative approach through observation, interviews, and documentation and the results of the research are in accordance with the theory used, namely destination branding. The results showed that the manager of New Celosia Flower Park consistently analyzes visitor needs and market opportunities, and makes updates to meet consumer expectations. Marketing strategies through social media such as Instagram and TikTok, cooperation with travel agencies, and empowerment of local communities are some of the concrete steps taken to increase tourist attractiveness. Evaluation and monitoring are also carried out through the collection of criticism and suggestions from visitors. The overall effort aims to create a satisfying experience for visitors and increase tourist visits to New Celosia Flower Park.

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