LANGUAGE OF CAMPAIGN COMMUNICATION MARKETING COMMUNICATION THROUGH BRANDING: ANALYSIS OF THE CREATIVE WORKERS OF TOURISM INDUSTRY IN WEST SUMATRA

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Abstract

Marketing West Sumatra is conventionally considered less effective because it is poorly understood by investors and have not been able to save the region from poverty. The main factors associated with the marketing of this area are: (1) the value of the product and how to communicate it, and (2) branding communication. The local government has failed to build the value of the product if the product is offered only in the form of a promise that is not in accordance with reality. Therefore, local governments must build a brand on the products it offers. A good brand is able to bind to the consumer, have an emotional connection with consumers, easy to understand, easy to remember and can be trusted. In fact, sometimes the government managed to create a brand of the product, but fails to communicate it to the market. The first year of this study intends to look at the effectiveness of marketing communications campaigns through branding of West Sumatra government communication in overcoming poverty. This study was conducted over two years, the first year in the area to help define and communicate its brand well and advised marketing campaign to communicate the various potential regions to the consumer market and investors; and the second year is planned to evaluate whether the offender is already powerful marketing area and was able to reduce poverty? In evaluating marketing communication activities, the analysis was conducted on the activity of the market, competitive conditions, and analysis of the target audience to get detailed information. Such information will assist in planning your next marketing communication programs. The evaluation plan is divided into two criteria, namely the pre-test and post-test. With the study of local government is expected to increase the number of investors and solve the problem of poverty. Marketing area by itself able to increase empowerment, partnership, participation and social advocacy become a strategy in overcoming poverty.

Keyword: marketing campaigns, brand, poverty

A. BACKGROUND

Act No. 22 of 1999 on "Local Government" gives authority to all counties and cities across Indonesia to manage their resources and wealth with the power and capabilities of each. Regional autonomy also provide opportunities for all counties and cities in the province of West Sumatra as centers of economic growth. The main motors of economic growth in the region is an investment. Local government has designed its offering to potential investors to invest in their area.The central government set 2004 as the year of investment as a form of support for investment promotion organized by the local government.

National tourism recorded success in enhancing the growth of tourist arrivals and revenues for the state. When the global economic crisis in 1998, the number of foreign tourists has increased 13.2% and 37.4% of foreign exchange. However, the OECD study states that in developing countries foreign exchange leakage occurs on average 50-75%, especially in matters of labor and imported products. Traveler spending did not give any significant change to the alleviation of poverty. The imbalance is also seen in the spatial distribution of revenue receipts (district revenue).

Distribution and factors beyond the economic sector is an important concern in the development of tourism. The Long-Term National Development Plan (RPJPN) 2005-2025 is not only directed to the benefit of tourist visits, but also for comfort, protection of the natural environment and cultural preservation, investment climate, including communications and marketing. The area supposedly able to define and communicate its brand well; communicate a variety of potential areas for the consumer market and investors; and consider these suggestions based on the definitions and indicators of poverty alleviation.

Investment profile makers do not have sufficient understanding. Its marketing is also not impressed by "the brand communication". As a result, only a few investors and the value of investment into the area. Through the marketing communication campaigns, areas expected to be able to: communicate a variety of potential; made his name as a strong brand; and placing himself with a distinctive positioning, clear and sharp in the eyes of the market and investors, in the midst of competition between regions is quite tight.

B. THE LITERATURE REVIEW
1. Poverty

Poverty is not limited to economic statistics in terms of income alone. World Bank explains that poverty is also a condition of lack of food, shelter, employment and other powerlessness (Hermantoro: 141). The cause of poverty includes three main things: opinion and ownership limitations on basic needs such as food, shelter, clothing, health and education; powerlessness and lack of voice he listens to them by social institutions; and vulnerability to adverse shocks associated with their powerlessness.

Base on standard measure of income under the UN's extreme poverty, the number of poor in Indonesia in 2008 reached 34.96 million or 15.42% of the population, down by 5.94% over the previous year. By default the lower poverty line (below the UN standard), the number of poor people in the village recorded nearly twice the number of poor people in the city. World Bank research shows that poor households are concentrated in the agricultural sector. Interesting phenomenon, Java has a high economic growth, amounting to 4.93% in 2007, but it actually has the highest poverty. The same is true in the western Indonesia which recorded the number of poor has almost four times the number of poor people in eastern Indonesia.

Poverty indicators derived from the economic variables and welfare of non-financial (Hermantoro: 150).

2. Reinventing Government and Change of Regional Marketing Strategy

The essence reinventing government is transforming the entrepreneurial spirit into the public sector (mewirausahakan bureaucracy). Ten characteristics of reinventing government or government self-employment are: the government acts as a catalyst (catalyst), the government belongs to the people, competitive government, government driven by mission, results-oriented administration, customer-oriented government, the government is bureaucratic, entrepreneurial government, anticipatory governance, and decentralized government (Osbone and Gabler, 1995).

The paradigm change leads local governments to offer better potential of the region into a competitive market. Thus local governments must better understand the characteristics of the market. The market will be formed if the interaction between demand and supply (Samuelson and Nordhaus, 2003). In addition, there are six elements of the proposed market Osborne and Gabler (1995), namely: supply, demand, accessibility, information, and regulatory and maintenance. On the other hand, there are seven core concepts of marketing, namely: 1) the needs, desires and demands; 2) products (goods, services and gaagasan); 3) the value, cost and satisfaction; 4) exchange and transactions; 5) relationships and networks; 6) market; and 7) marketers and prospective buyers (Kotler, 1997).

Realization of market-oriented government is local government is able to sell products/services (local potential) to the market (investors). An understanding of the potential areas and markets (investors) will facilitate local governments to attract investors to the region. Marketing the area to potential investors must be done with the right marketing strategy. The success of local governments in the selling potential of the region is determined by how he understands the investor and how he organized with effective marketing (Sutisna, 2001). Thus, communication is an important element in supporting effective marketing. Communication as an element of marketing support will form a triangle of marketing, namely: products/services; communication; and market/investor.

Figure 1. Marketing Supporting Communication Forms a Triangle of Marketing
Source: Bhinadi, 2005

Communication serves to optimize the interaction between local government and the investors so as to create interaction between the two. Through proper communication strategy, local governments can better

inform the potential in the region to investors. Thus investors can easily capture business opportunities in the region. One option is a good communication strategy to create regional branding communication.

3. Branding Communication

Branding is not just follow fashion or even just a fad. Branding is a fundamental strategy to create an emotional connection with consumers so that consumers become increasingly close prefer to choose products and services offered. Branding should be able to reveal the characteristics of the area. Local governments should be able to create different characteristic regions with other regions, and can be expressed hope that area.

Branding combine elements of which include: strategic planning, marketing communications, market research, and organizational development. Five things to do to create a brand, namely: market research, understand in passing environment, consumer lines, contract brand and brand value proposition. Has a strong brand characteristics include: making and keeping promises to the consumer; represent the characteristics and aspirations of the institution [read: the area!]; make these institutions differ from competitors; creating an emotional connection with the consumer; and a guide for institutions and members of the institution (Marketing Partners, Inc., 2003).

Brand can be built if local governments can establish and communicate the value of the area. Local governments can not establish the value of the area only by distributing brochures or creating websites about the area. If the value can not be established, then the local government can not effectively communicate their regions. Building a regional value and the value mengkomunikan will establish brand the area. If the brand has been established, then the brand must be communicated (branding communication) to stakeholders. Branding a region that is already formed, must be communicated on an ongoing basis.

Communication in this case is supposed to make the audience pay attention to what was ordered by the communicant; stimulate their emotions; involve the audience in conveying the brand message; show the simplicity and strength of the region; and demonstrate the key benefits to consumers.

C. RESEARCH METHODS

Pre-test was conducted before the campaign program. In this stage, advertisers do tests on all campaign materials from programs that have been made. Is the program in accordance with the strategy that has been formulated. The goal is to perform testing of materials "West Sumatra Campaign Marketing Communications Branding Through Communication" that has been designed. Is the program design is acceptable and captured by the target audience. The test results feed into the preparation of the campaign strategy of the program. In addition, pre-test was also intended to determine there action of respondents to a campaign by the program. The reaction is an important factor that must be measured in the pre-test. Through these measurements can be determined whether the campaign materials program has a strong influence in persuading the audience to buy tour packages West Sumatra; and whether the message in the campaign material embedded in the minds of audiences, as well as whether the message in the campaign materials have the same meaning in the minds of others audience.

Pre-test is tested against the "West Sumatra Marketing Communications Campaign Branding Through Communication" conducted by using focus group discussions (FGDs). FGD also called group interviews were classified as focused or structured type of interview. FGD according Hoed (1995:1), was designed to reveal the group's perception of a problem (in Harahap (2012: 60). Researchers took FGD members based on criteria that have been agreed upon. Hoed set "between 7 to 10 people. Amount is too large (more than 12 people) would complicate the discussion and analysis "(1995: 7). Discussion FGD held less than 2 hours in order to remain effective discussion, not saturated.

D. LANGUAGE OF BRANDING CAMPAIGN THROUGH MARKETING COMMUNICATIONS

1. The Symbol of Regions Not Fully Build Regional Imaging

Logo, in this case is the emblem or symbol is the identifier of the identity of the business, products, as well as the services offered to their customers. As one part of strategi branding, local governments should try to pay attention to the design of the logo, motto, and investment needs.

Table 1.
Comparison Between The Logo and Motto
and Regional Investment Needs

No.	Logo	Local Investment Inquiry
1	"Padang Kota Tercinta, Kujaga dan Kubela" "Payakumbuh Kota Batiah" "Sarantau Sasurambi"	a. The motorway construction from Padang to Border Riau Province b. Railroad construction Padang-Solok (Shortcut)
3	"Payakumbuh Kota Batiah"	c. Airport Development Pioneers in Piobang, District Fifty Cities
4	*"Saayun Salangkah"*	d. Sianok Gorge Bridge Construction
5	*"Padang Kota Tercinta"*	a. Road Building Padang Monorail b. Development Alternative Way to Gulf Bayur c. Investment Opportunities for Water Supply in Padang City d. Investment Opportunities for Solid Waste in Padang City
6	"Tuah Sakato"	a. Investment Opportunities for Electricity b. Investment Opportunities for Non Metallic Mineral Resources and Rocks c. Investment Opportunities for Fisheries Sector

Before starting to create the logo, it should take into account local government branding strategy, because the logo area can serve as an important element of the promotion and advertising area. Without a strategy, a logo can convey the wrong message, which weaken the strategy. The local government must keep the brand message is delivered correctly and consistently, can be remembered and recognized by consumers. In addition, the logo is not the brand and identity of the area. Logo design, identity design and branding have their

respective roles. The combination of all these elements form the image of the region, consumer perceptions of local businesses, products and services of the area.

The task of branding is to create brands, logos, area, and all the products offered have a regional character. Character is formed from the perception in the minds of consumers. Designers can not create a brand, as consumers play a major role in it. Designers only form the foundation and all the necessary elements. Consumers create the image of their perception.

Branding strategy consists of many elements, including the logo which can be further divided into elements, such as colors, shapes, letters, slogans, and even music. Creation of the logo is much more difficult and complicated than theorized. Basic concepts and fundamentals of branding area is all the things done, all the things that are owned areas, and all the things that produced the area which will reflect the value of the region as a whole. West Sumatra is expected to reflect on the city is successful investments, such as Jakarta, Balikpapan, Surabaya, Batam, Jakarta, Papua and Pekanbaru ("Survey Kota Investasi Terbaik" dalam *SWA 17/ XXIV/ 7-20 Agustus 2008*).

Brand is not just unsightly cap and memorized. Local governments should be aware that the brand promise to the consumer must be kept consistent with the characteristics, benefits, and certain services. Therefore, the preparation of brand attributes, benefits, values, culture, personality, and type the wearer must be arranged appropriately. These elements form a solid brand equity and profitable area. Attempts to mmilih proper name, attaching a logo, to make packaging, can not be done just by simply attaching the stamp alone, but must keep their promises to the area that has been given to their customers. If the area can not afford to keep its promise to the customer, then the brand was considered a failure.

2.   Election for Regional Motto

Brand name or motto proper area plays a major role in the process of building a brand, but, not all regions choose the right name because it is not an easy job. The biggest mistake is to load too much description in the brand name or the motto. A local name should not attempt to describe, but is able to show the essence (the distinctive character) of a productor the potential of the region.

Motto of the counties and cities in West Sumatra, mostly less reflect regional peculiarities, more impressed as the statement itself, does not show the character of the area. It is seen from "Tuah Sakato" (West Sumatra Province), "Tali Tigo Sapilin" (Agam District), "Tau Jo Nan Ampek" (Dharmasraya District), "Musara Kasimaeru" (Mentawai Islands District), "Saiyo Sakato" (Padang Pariaman District), "Saiyo" (Pasaman District), "Tuah Basamo" (West Pasaman District), "Dimana Bumi Dipijak, Disitu Langit Dijunjung" (Sijunjung District), "Alue Jo Patuik" (Solok District), "Sarantau Sasurambi" (South Solok District), "Tuah Sepakat, Alur Jo Patut" (Tanah Datar District), "Saayun Salangkah" (Bukittinggi City), "Padang Beloved City, I Watch and I Defend" (Padang City), "City of Veranda of Mecca" (Padangpanjang City), "Sabiduak Sadayuang" (Pariaman City), and "Lubuak Nan Tigo" (Solok City).

Sawahlunto motto "'Sawahlunto Mine Cultured City Tour'" was considered quite representative in expressing its potential, as the city was known as a mining town. In terms of tourism, the city is also rich in history. Instead, "Payakumbuah is Batiah City" further highlight the culinary, snack "Batiah" and forget about other potential of the city Payakumbuh. To be effective, it must have a potential name. The name is too short or too descriptive will not have the ability to become an effective brand.

Motto is composed of the abbreviated letters would not have any meaning. The motto will be lost in the market competition and high costs in the promotion. Pasaman motto "SAIYO" is an acronym of "Healthy, Safe, Beautiful, Confident and Optimistic". In Indonesian "saiyo" translated as"Seiya" and added the word "one word", thus becoming "one word Seiya". With the motto stands, Pasaman fail to describe its potential in terms of tourism history. This area was ruled by the Dutch colonial. War against Dutch colonialism in Pasaman led by Tuanku Imam Bonjol known as Padri War (1821-1830). In terms of networking potential investment, Pasaman also failed to reveal itself as the main income from food crops, the production of 788,446 tonnes of palm oil most of the area of 78,387 hectares (BPS, 2000), and the best patchouli oil producer in the world, in addition to the Mentawai Islands.

Area managers should avoid abbreviations in the motto, unless they have a lot of money advertising. Motto form of words will be easier to remember the consumer. Motto with a wordlike "SAIYO" may be effective, but not necessarily publish accommodative potential of the region. Because motto was created as an acronym, the motto they have the potential to make local governments lose control of the brand territory.

Local governments also tend to rely on research to examine the names of the "taboo" in the community. In fact, no one who understands the product and positioning better than it own citizens and local governments. Consider "Tau Jo Nan Ampek" (Dharmasraya District), "Saiyo Sakato" (Padang Pariaman District), "Dimana Bumi Dipijak, Disitu Langit Dijunjung" (Sijunjung District), "Alue Jo Patuik" (Solok District), "Saayun Salangkah" (Bukittinggi City), and "Sabiduak Sadayuang" (Pariaman City). They prefer to rely on that determine the popularity of the name, even though the popular jargon motto may not necessarily be good for the long term. Referring to suggestions Jacobs, the local government must have the courage to choose the name

of the most controversial and stomping market. Local governments do not actually make the motto of the region into the market. "Saiyo Sakato" (Padang Pariaman District), "Dimana Bumi Dipijak, Disitu Langit Dijunjung" (Sijunjung District), "Alue Jo Patuik" (Solok District) which contains the literal meaning, tends to limit the development of the region and shows a lack of creativity from the local government.

Another trend, sometimes the motto coined by feelings, personal preference, even political, so no longer focused on strategy. Local governments that choose jargon popular with reason to worry about a lot of audience comment was not satisfactory, but when investors, tourists and the general public began to be familiar with that name, they will feel comfortable with it.

3. Marketing Communication To The Potential of Region

In the first year, this study helps to define areas and communicate its brand well; suggest that marketing campaigns are able to communicate to the various potential areas of consumer markets and investors; and consider these suggestions based on the definitions and indicators of poverty alleviation. The results of the initial survey "Program Branding CampaignThrough Communication" obtained until the end of 2013 developed, evaluated, monitored and controlled in 2014 for further evaluation, analyzed and improved in terms of design, and manufacture of communication campaigns in order to get maximum conditions in 2015.

The solution of the problems facing West Sumatra is creating different communication strategies. Communication should prioritize the introduction applied which aims to increase sales of the object and the tourist attractions of West Sumatra. Domestic and foreign tourists are expected to know the advantages and make West Sumatra as a choice of tourist destination. The strategy will be carried out by applying Integrated Marketing Communication Program. The purpose of this program is to increase the percentage of West Sumatra tourism product sales.

Most local governments in West Sumatra have not thought of doing branding and understand the nature of the logo clearly. Logo is important to build consumer memory, and shows the personality of the city or county in question. This is because some areas in the province due to the splitting of the new stand, like Pasaman West and South Solok. West Sumatra is also still stuck on the promotion of partial to regularly scheduled activities, such as tourism exhibition and seminars are intended as potential areas of investment exhibition in several countries. West Sumatra cannot even organize this partial promotion because his status was not invited.

Activities attended by tens or even hundreds of these participating countries, would make West Sumatra increasingly difficult to compete. Activity was often only attended by a central tourism department staff with limited budget reasons. Thus, the more difficult for those areas in West Sumatra to realize city branding. "City branding must be externally and internally inspiring, very externally different from other regions or countries and internally inspire people to do much to the success of the area" (Sumardy, Consultant Octo Brandin *SWA 13/XXIII/14 to 27 June 2007*)

Based on the pre-test conducted before the campaign program, travelers knowledge of the object and the tourist attractions of West Sumatra is still considered low, due to the lack of promotion of the communication program of West Sumatra. In this stage, advertisers do tests on all campaign materials program that has been created. Tests regarding the suitability of the program with a strategy that has been formulated. To increase the target audience and make the purchase western Sumatra as brand preference among its competitors, used Integrated Marketing Communications Campaign strategy or Integrated Marketing Communication (IMC).

Target Market campaign conducted by the Creative Workers West Sumatra Tourism Industry based on the target market of West Sumatra tourism marketing plan. West Sumatra tourism market target is obtained by determining the proportion of the largest market share based on market segmentation. West Sumatra tourism market segmentation is basically consumer fragmentation potential for tourism in West Sumatra, grouped by age; income; purpose in coming to West Sumatra, destination arrival: a vacation or business trip, etc.

Campaign activities are divided into two parts: the first thematic campaign which aims to popularize West Sumatra marketing campaigns as well as expand the object and information about tourist attractions. The second is a tactical campaign that aims to increase sales at the same time reminding the consumer to the brand awareness of West Sumatra to stay awake (recall).

Inan integrated marketing communications campaign program of West Sumatra are big idea or the core message is the main campaign. Determination of the big idea is taken from the power of West Sumatra which has many advantages in the object and attractions are sold at an affordable price, and its people are friendly to new comers as well as being in need of investors. So the big ideais formulated to be used for the theme of integrated marketing communications campaign message West Sumatra namely: "Vacationing and Investing in Hometown Ancestor".

Rationale of the big idea is West Sumatra is a tourist destination which pamper tourists with all its advantages and drawbacks, as it is considered hometown. For European travelers generally want their coming forth life flashed their ancestors, travelers like the Netherlands, the UK, Germany, Japan and China. In connection with it is the appropriate strategy if West Sumatra can make them as their ancestral homeland came

to present the sights and attractions that can evoke memories of ancestors or create an atmosphere that represents the life of their ancestors while in Indonesia.

Campaign period 2014 West Sumatra has a protrusion positioning based on price and quality. Efforts to make West Sumatra became a tourist destination and investment area is to meet the needs of tourists and investors in terms of satisfaction and business traveled, or the positioning based on product characteristics and usage protrusion.

Development of creative strategies guided by the goals and objectives and are based on a number of factors including the target, the basic issue advertising, and targeted messages. The approach in the execution of creative strategies to make the execution of advertising include: generic, which emphasizes on the factors and benefits of the product; preemptive, similar to the genericstrategy, but this strategy further highlight the superiority and a unique statement, which has not been claimed by the products of similar category; informational,which gives facts about the product and the attributes possessed; credibility, which increase confidence and reduce perceptions of the risks or negative effects of products; emotion, which is owned as sociate affective value customers and prospects in order to respond to messages with the products of their feelings or emotions; association, namely to create a psychological connection between the product with customers and prospects; lifestyle, ie usingspecific situasion symbol of a lifestyle; incentive, namely by creating perceived rewards when using the product; Reminder, namely keeping the product in order to remain a top of mind target.; and interactive, whichcreates a two-way communication hat aims too penavenues of communication with customers and make their feedback as an input (Duncan, 2008:288).

Until the implementation of the event Tour de Singkarak, 7-15June 2014has not been so visible participation of all levels of society in West Sumatra branding to promote their respective regions. Community involvement (horizontal branding) is still relatively less than the vertical branding (ads). After the event was taken over Central Sumatra, Yogyakarta with permission from The Center also intervene by printing logos and slogans of West Sumatra in T-shirts, hats and other souvenirs. Can not say the local community proud with the logo and slogan because they are not socialized, eventhe price set is relatively expensive. A piece ofT-shirt with the quality standards that may be sold standard Rp. Sold 50,000 to Rp. 150,000, even more. Field surveysal so showed Sumatra bureaucrats were not yetable to explainthe consequencesoforunderstanding of thelogoarea. Soprettysadifthey are mandated to embrace (embarcing) tourists and investors. Need a course or workshop for the integrated solution.

Because the purpose of the communication is in the West Sumatra conative stage, the approach used in the execution of creative strategy campaign Period 2014 West Sumatra is by integrating incentives, reminders, interactive and focused to move the audience to immediately make a purchase or visit and invest to West Sumatra and always remember toWest Sumatra.

E. CONCLUSION

Motto of districts and cities in West Sumatra less reflect the peculiarities of each area. The motto was more impressed as the self that does not show the character and potential of the region it represents. Branding was not based on a clear logo, whereas the logo is important to build an audience memory. The logo also can show the personality of the cities and districts concerned. Even so, the concerned area managers seek to influence investors, tourists and the general public through their ideas and concepts. Through the district's motto, they establish the reality of the area. Reality is constructed through imaging, both objectively and subjectively. The motto is a form of 'raising' power through linguistic features. Local government trying to persuade target audiences through their area imaging.

Furthermore, this study suggested that after the campaign, also held the post-test. The goal is to determine the successful or not the marketing communications programs. It was evidenced from the effects of cognitive, affective, and konasi which happens, against audience which be target. Post-test was carried out during the period of the campaign and after the campaign ends. The post-test will measure the level of encouragement to make a purchase tourism in West Sumatra in the minds of target audiences. It is measured by the effectiveness of the message and the election campaign elements that have been used.

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