

DISASTER MITIGATION AND REGIONAL REBRANDING OF DISASTER-AFFECTED TOURISM AREAS IN INDONESIA

MITIGASI BENCANA DAN REBRANDING DAERAH WISATA TERDAMPAK BENCANA DI INDONESIA

Eli Jamilah Mihardja¹, Prima Mulyasari Agustini^{1a}, Sofia W. Alisjahbana, Fatin Adriati²

¹ Program Magister Ilmu Komunikasi, Universitas Bakrie, HR Rasuna Said, Jakarta.

² Program Studi Teknik Sipil, Universitas Bakrie, HR Rasuna Said, Jakarta

^a Korespondensi: Eli Jamilah Mihardja, E-mail: eli.mihardja@bakrie.ac.id

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ABSTRACT

Regional governments can create their own branding to serve as an identity and their foundation for marketing for benefits for the community. Considering that Indonesia is a country prone to natural disasters, the branding strategy must also include disaster mitigation so that locals and tourists will feel reasonably safe. This article aimed to illustrate the process of rebranding undertaken by several regions in Indonesia to recover from natural disaster. This study employs the case study technique. In 2021, data was collected using observation, interviews, and FGD in Lombok, and in 2022, benchmarking in the Toba and Yogyakarta regions was added. Data were analyzed manually using thematic analysis. The findings of the study indicate that the regional area has been generally effective in establishing regional branding with a focus on sport-tourism, which now encompasses islands other than Lombok, but disaster mitigation has not been incorporated into the branding plan.

Keywords: destination branding, disaster mitigation, regional branding, tourism branding.

ABSTRAK

Pemerintah daerah dapat menentukan rebranding daerah wisata terdampak bencana untuk memastikan masyarakat dan wisatawan merasa aman. Namun, strategi rebranding juga harus mencakup mitigasi bencana mengingat Indonesia merupakan negara yang rawan bencana supaya masyarakat dan pengunjung akan merasa relatif aman. Artikel ini bertujuan untuk memaparkan proses rebranding yang dilakukan berbagai daerah di Indonesia dalam rangka bangkit dari bencana. Bersumber dari laporan penelitian melalui hibah dari Kementerian Pendidikan dan Kebudayaan Republik Indonesia, penelitian ini menggunakan metode studi kasus. Data dikumpulkan di Lombok pada tahun 2021 dan dilanjutkan pada tahun 2022 dengan juga memasukkan benchmarking di wilayah Toba dan Yogyakarta. Hasil penelitian menunjukkan bahwa daerah-daerah tersebut relatif berhasil membangun regional branding dengan tema sport-tourism dan saat ini juga termasuk pulau-pulau selain Lombok, Namun implementasi mitigasi bencana belum terintegrasi ke dalam branding plan

Kata Kunci: destination branding, disaster mitigation, regional branding, tourism branding.

INTRODUCTION

Branding is a crucial step in identifying the distinctive characteristics that serve as a destination's primary draw for tourists and serve as an identity for its residents. Preparing regional rebranding should be including disaster mitigation. Indonesia is a Land of Thousands of Disasters (Purnamasari, 2017). According to the National Disaster Management Agency (BNPB), there were 887 natural disasters in Indonesia in 2007. This figure climbed to 2,004 in 2010 and 2,313 in 2016, with the BNPB recording 2,156 disasters in Indonesia as of December 25, 2017. The geographical circumstances of Indonesia have a significant impact on the occurrence of natural disasters. Disasters can occur anywhere, but the human capacity to adapt to them can be influenced by social and cultural factors. However, there are little initiatives taken in Indonesia to build a disaster emergency system. Public information is not yet readily available to all social strata. Not to mention the general public's awareness of natural disasters. In essence, Indonesia must cultivate disaster mitigation awareness.

The National Disaster Management Agency emphasized that disaster mitigation needs to be prioritized in the tourism sector given the vulnerability of the tourism industry to disasters. This happened, for example, in Yogyakarta and Lombok. Since the Lombok earthquake almost a year ago, the condition of the tourism industry in West Nusa Tenggara (NTB) is still concerning. The hotel room occupancy rate during February 2019 was only 32.63 percent, lower than the conditions in January 2019 which reached 32.84 percent (Khafid, 2019).

In fact, the tourism sector is one of the mainstays of NTB's economic growth.

Problem Statement

The Ministry of Tourism has launched a disaster mitigation; to reduce the risk of disasters in the tourism industry. However, implementation in the field is not yet known. Related to regional branding, disaster events make it necessary to review the regional branding; for example, by confirming that the area is safe to visit. The formulation of the problem in this research is 'how to apply disaster mitigation in the preparation of regional rebranding'. Therefore, this research intended to describe the implementation of disaster mitigation in the regional branding

Purpose of the Study

Consequently, the purpose of this study is to describe the incorporation of disaster mitigation into area branding so that inhabitants and visitors feel secure. In addition, it is envisaged that this will promote worldwide destination marketing. (Yuristiadi and Sari, 2017).

MATERIAL AND METHODS

Destination Branding

In the promotion of tourist attractions, brands play a crucial role. Possessing a brand that accurately represents the community's or stakeholders' values, culture, philosophy, and expectations has a good impact on the destination's tourism development. Destination branding's strength is in making people aware of a place and then connecting the intended connotations. Destination branding has emerged as a result of the increased mobility of people and

enterprises, as well as the expansion of the tourism industry. However, disaster-affected situations are also a difficulty for this destination's branding process. "Destination branding" is a name, symbol, logo, or other graphic feature that defines and differentiates a location (Richie and Richie, 1998; Djelantik, 2021). Destination brands also serve to consolidate and reinforce memories of a positive encounter in a particular location. The first stage in creating a municipal brand is to establish objectives and measurable outcomes. Among these is benchmarking with cities and regions that share similar features to their own, such as traffic congestion, population density, and the English language proficiency of the populace. (2) comprehending the target market, namely the market that will be targeted. because it is a potential market, (3) identify the current brand image, (4) determine the position, which means you must know what position the region wants, and (5) execute strategies to give an impression about the region through public relations strategies, advertising, the use of traveling bloggers, and others.

Saraniemi (2011) emphasized that the relevance and benefits of branding strategies for enterprises and services can also be applied to destination brands. During its development, the study of literature in the field of general marketing and branding began to recognize the significance of companies/tourist areas providing products or services together to create valuable experiences in an interactive context with consumers and other stakeholders. This concept is known as 'co-creation' (Saraniemi, 2011; Hankinson, 2007; Kylänen and Rusko, 2011)

Brands play an important role in marketing tourism destinations. Having a brand that can represent the values, culture, philosophy, and expectations of the community or stakeholders in a destination has a positive effect on the development of tourism in that destination. The power of destination branding is to make people aware of a location and then connect the desired associations. The increased mobility of people, businesses and the growth of the tourism industry have contributed to the emergence of destination branding. The purpose of this type of campaign is to create awareness and a favorable image of a location that will attract temporary or permanent visits from individuals and similar businesses (Keller, 2013).

In the destination brand literature, there are three variations of the identity of a destination: identity as an image of a place, or an objective reality that is confronted with the image of the place, and related to the cultural traditions of a place [4]. Kalandides (2011) identifies elements of identity at a destination, namely: (1) image of a place, (2) materiality or material things, (3) Institutions, and (4) Relations or relationships in society in everyday life. This branding destination can also become government policy, such as tourism development policies in improving tourism destinations and in tourism master plans (Hernawan and Pratidina, 2015; Suswoyo, 2019). This is important because, when it comes to the region, destination branding is needed to form a city image. A favorable image can also ensure that the area gets optimal benefits, such as increasing the income of its people (Djunaid, 2019)

Disaster Mitigation

Disaster Mitigation is a series of initiatives to lower disaster risk via both physical development and increased awareness and capacity to deal with disaster risks (PP No 21 Tahun 2008 Tentang Penyelenggaraan Penanggulangan Bencana). A disaster is an occurrence or set of events that threatens and disrupts people's lives and livelihoods, resulting in human fatalities, environmental damage, property losses, and psychological effects.

The tourism industry is a service industry whose products are intangible and whose experiences are subject to risks and dangers. Therefore, disaster mitigation in government programs, including tourism programs, is an absolute necessity. (Muktaf, 2017).

Among other objectives, disaster mitigation seeks to: lessen the impact, especially on the population. As a foundation (guide) for development planning. Raise public awareness of catastrophe mitigation and risk reduction so that people can live and work securely.

Most past research findings are related to catastrophe management. In Indonesia, most research focus on the growth of tourist attractions following a natural disaster, such as Merapi Lava Disaster Tourism in Yogyakarta (Muktaf, 2017). and the rise of ecotourism in Pangandaran after the tsunami (Nugroho, Yusuf, and Suryono, 2013). Therefore, research needs to be done on how disaster prevention can be used in regional branding planning.

The Case Study Research Methods

This study employs a case study method (Yin, 2000). A case study is a research

method that employs several data sources to systematically investigate, characterize, and explain various elements of an individual, group, program, organization, or event (Kriyantono, 2014). A case study approach is defined as research that analyzes phenomena in real-world situations, the boundaries between phenomena and contexts are evident, and when multiple sources are employed (Herdianjah, 2010).

The case study method is applied to explore the reasons for the need for disaster mitigation to build regional branding. Second, understanding the concepts of disaster mitigation are included in the regional branding design process. Therefore, the case put forward is the process of including disaster mitigation in the regional branding strategy.

Data Gathering

Survey, observation, interviews, and document analyses were utilized to obtain data. Survey conducted as a preliminary research to obtain data about perception of tourism and disaster management. Observations on the ground are scheduled for Lombok, although their execution can be modified based on pandemic conditions. Development and tourism stakeholders were interviewed, including tourism business actors, visitors, local governments, and academics from local universities. Government documents are the subject of document studies.

Data Analysis

This research utilizes an interactive model data analysis technique developed by Miles and Huberman (Bungin, 2015). In this paradigm, the researcher must complete four stages:

data collection, data reduction, data presentation, and conclusion drafting.

RESULTS AND DISCUSSION

Disaster-Affected Tourism Area

Since 2016, the Government, through the Ministry of Tourism, has introduced the 10 "New Bali" program which focuses on 10 destinations: Lake Toba, Tanjung Kelayang, Borobudur Temple, Labuan Bajo, Mandalika, Thousand Islands, Morotai, Wakatobi, Bromo Tengger Semeru, and Tanjung Lesung in Banten. The Ministry of Tourism and Creative Economy focuses on 5 locations called "super priority destinations". The five are Lake Toba, Borobudur, Likupang, Mandalika and Labuan Bajo (Setiadarma, and Wijaya2020).

At the time this research proposal was made, Lombok was in shambles after the earthquake. Tourism is also slumping so that it requires efforts to revive the spirit of tourism while instilling a sense of security in tourists to come to visit. At the end of October 2021, we were actively preparing for the Mandalika Circuit. Now, Lombok is heading for a rebranding as the 'Lombok-Sumbawa Infinite Experience and Quality Sport Tourism (RL, 2019; Rinjani, 2021; Imansyah, 2021) with the existence of an international motorcycle racing circuit (Aditya, 2020). Lombok is improving to raise all its tourism potential, including Mount Rinjani. The results of interviews and observations led to the the finding that the process of recovering from the earthquake disaster had not yet fully occurred, but that it was then hit again by the Pandemic disaster. The Mandalika Circuit and the Mandalika region are now a hope not only for Lombok but also for Indonesia.

In Bali, the Government and Balinese people continue to strive to maintain the sustainability of the tourism development sector. In dealing with the Bali tourism crisis in 2017, four steps have been taken, namely: tactical lifting of travel warnings, tourism promotion, movement to come to Bali, and disaster mitigation strategies. All parties (stakeholders) who are members of the disaster mitigation team, including tourism services, provide the services needed for tourists: providing information related to the 2017 eruption of Mount Agung; carry out rapid evacuation of tourists around Mount Agung to a safe area, the community and tourism actors seek to create a safe and comfortable Bali tourism area so that the sustainability of Bali tourism can be maintained (Wahyuni, Putera, and Yoserizal, 2020). In line with the explanation, the results of interviews and observations in Bali in early October 2021 resulted in the findings that Bali implemented structural and non-structural disaster mitigation. In non-structural mitigation, formal and non-formal approaches are used, namely involving village officials (formal) and perbekel (customary leaders). Bali is adapting its approach to disaster mitigation by involving the customs and social cohesion of the community which is still well established (interview, 9 October 2021).

The Perception about Tourism Area and Disaster Awareness

The survey was conducted as preliminary research to get an overview of destination branding and implementation of disaster mitigation in tourism. Data based on the results of a survey with the theme "Millennial Perceptions Regarding Disaster Mitigation and Destination Branding" on 100 students with an average age of 17-19 years old found that they generally knew their area of origin and tourist attractions;

know about destination branding but lacked an understanding of disaster mitigation in tourism. This is an illustration that awareness about the concept of disaster and disaster mitigation must be socialized and a well-structured system is formed. This is a necessity because almost all places in Indonesia are disaster-prone areas. Surveys of tourists cannot be carried out because at the time this report was made, the pandemic situation had not yet allowed normal tourism to return. Furthermore, a survey of policymakers is still at the data collection stage.

Group of Expert Explaining about Destination Branding and Disaster Mitigation

Other data were obtained from in-depth interviews and focus group discussions. Disaster events sometimes eventually become a new tourism potential. A source once said "...disaster mitigation, especially in tourist areas, is still a homework in the Ministry of Tourism and Creative Economy, which I have observed. Because if I'm not mistaken in 2020 and continued in 2021, we are currently compiling a kind of SOP for disaster mitigation in tourism areas based on UNWTO standards. So within the framework of the size of the UNWTO, it becomes an umbrella for all countries to make disaster mitigation SOPs in tourism areas. But indeed, this is still not finished and one more national one, this place needs to have derivatives in each tourist destination. Then the second, what I see is that the pattern of disaster mitigation in tourist areas varies, yes. In fact, the meaning makes the disaster-affected area a source of new tourism branding. For example, if we look at Bali, yes, the terrorist bombing site has become a new tourist spot for our tourists in Bali. Then also in several other areas, yes, the tsunami in Aceh and some locations have

also become new destinations". (FGD, 22 September 2021)

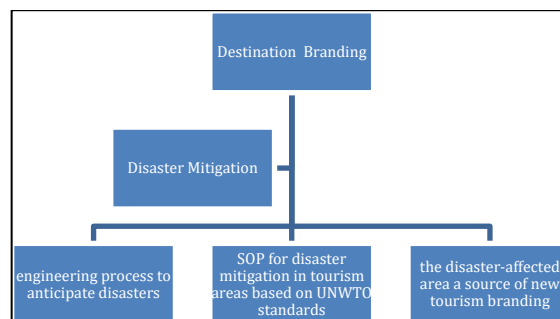


Figure 1 The FGD Results

Another source as FGD participant said: "from a technical point of view, it was revealed that there must be an engineering process to anticipate disasters. Perhaps the preparation should come from each region. Tourism, of course. In my personal opinion, Bali is most prepared to deal with tsunamis, not only for tsunamis, but also the buildings for evacuation that they have built at the airport. The roads in Bali have already made structures for building shelters, evacuation centers- it's very good too. Until 2009 the potential for a tsunami in Bali was up to 5 meters to 1 km inline. So, Bali is ready for that. So, it means that if we talk about tourism rebranding, we need to talk about techniques as well, fractures, infrastructure strengthening, strengthening disaster mitigation evaluations, evaluating the potential for disaster recurrence, then there is a structure or what it can be, each should be evaluated individually."

In terms of implementation of disaster mitigation in regional rebranding; stakeholders have realized the need to include disaster mitigation in the preparation of regional rebranding. However, in practice, this aspect of disaster mitigation must be applied optimally so that the inclusion of disaster mitigation does not just become discourse and only on paper.

CONCLUSION

In the promotion of tourist attractions, brands play a crucial role. Possessing a brand that accurately represents the community's or stakeholders' values, culture, philosophy, and expectations has a good impact on the destination's tourism development. Destination branding's strength is in making people aware of a place and then connecting the intended connotations. Destination branding has emerged as a result of the increased mobility of people and enterprises, as well as the expansion of the tourism industry. However, disaster-affected situations are also a difficulty for this destination's branding process. Despite the presence of a disaster law and SOPs for disaster mitigation in tourism, the execution of disaster mitigation was typically poorly understood, let alone implemented, by local tourism stakeholders, according to preliminary data. This syndrome is caused by numerous factors. Organizing a system that enables the adoption of disaster mitigation in tourism policy is one way to ensure the security and sustainability of tourism by mainstreaming disaster mitigation. In addition, disaster mitigation implementation must be incorporated into the regional branding or rebranding plan. A plan for rebranding or renaming a region must include steps to prevent and deal with disaster.

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