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A Destination Branding of “Kampung Batik Semarang”

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Abstrak

Kampung Batik Semarang is one of the tourist destinations of centers of Batik Semarang that were revived since 2006 in the City of Semarang. Nevertheless, there are still many tourists who are not familiar with Semarang Batik Village as a tourist destination in the City of Semarang. Kampung Batik Semarang does not yet have an important visual identity to identify the characters distinguishing Kampung Batik Semarang from other tourist destinations. Kampung Batik Semarang requires a visual identity as a means of developing destination branding which aims to increase the public awareness of Kampung Batik Semarang and increase the tourist visits to Kampung Batik Semarang. Therefore, Kampung Batik Semarang requires a design of the visual identity and its application on the destination branding of Kampung Batik Semarang in the form of visual identities e.g., logo and slogan, promotional media, promotional products, and wayfinding signs. The process of designing the visual identities and its application was divided into several stages, i.e., preliminary, pre-production, production, and post-production stages. This study has produced the designs of a logo, slogan, promotional media (through and below the line), promotional products, and wayfinding signs (including informational, directional, and identificational signs).

Kata Kunci : visual identity; tourist destination; branding; Kampung Batik Semarang.

INTRODUCTION

Indonesia has many developing and potential tourist destinations. Various kinds of existing destinations compete with each other to further increase the attractiveness to tourists and visitors. Kampung Batik Semarang as one of the tourist destinations in the City of Semarang has been re-invigorated by the Indonesian government since 2006. However, Kampung Batik Semarang does not yet have an identity that specifically functions as a means of identification that distinguishes it from other tourist destinations to increase its attractiveness and tourist visits. This is very unfortunate because Kampung Batik Semarang is a cultural tourism area that preserves Batik Semarang.

A visual identity is a vital component that must be owned by a particular company or brand. This is a name, logo, symbol or trademark, which refers to a distinctive or unique value that shows the characteristics and works as a thing that ensures satisfaction through its quality every time it is purchased, used or expected and always provides an emotional connection to create long-term relationships with consumers (Slade, 2016).

A visual identity or brand identity is a visual image that represents the performance and image of a brand. Visual identity is more than just a logo or a brand-representing product. A visual identity relates to the feelings or emotions of consumers' beliefs about the quality of the brand. Creating a visual identity for a brand is a challenge. Five components must be considered in designing a brand identity, i.e., timeless, unique/distinct, tells a story, simple, and flexible (Geyrhalter, 2016). In summary, a visual identity/brand identity is any distinguishing character that gives consumers trust or emotional connection to a brand.

The design of the visual identity is an important element that supports the branding of the tourist

destination of Kampung Batik Semarang. The application of the visual identity in various media will further enhance the character and image of Kampung Batik Semarang. Destination branding is an effort to build a positive image of a tourist destination that identifies and differentiates it from other destinations through a consistent selection of brand elements (e.g., brand names, logos, slogans, and packaging) (Cai, 2002). A destination branding is a set of marketing activities that (1) support the design of brands, symbols, logos, slogans or other graphic elements that have identified and differentiated a destination; who (2) consistently conveys expectations about the travel experience uniquely associated with the destination; which (3) serves to strengthen the emotional connection between the visitor and the destination, and that (4) reduces search costs and potential consumer risk. Collectively, these activities serve to create a destination image that positively influences consumers' destination choice decisions (Blain *et al.*, 2005). Therefore, Kampung Batik Semarang needs to have a visual identity as a means of building a destination branding so that the wider community knows and recognizes the existence of Kampung Batik Semarang as a tourist destination that is worth a visit.

Konecnik has offered the concept of customer based brand equity for a destination to measure the equity of a tourist destination. There are four dimensions used, i.e., destination awareness, image, quality, and loyalty.

Awareness of tourist destinations does not always lead to purchases but the increase in the curiosity about the product/destination. The destination awareness will increase the chances of a destination's image in the minds of the potential tourists. A successful destination requires a destination awareness and a positive image. In contrast to destination awareness, image is related to familiarity and is often measured through previous visits or direct experiences of tourists. This is related to the process of seeking internal information about a destination and will be a significant stimulus (Konecnik & Gartner, 2007).

Destination images play a very important role in the process of evaluating and selecting destination places for tourists (Ruzzier, 2010). The overall image of a destination is influenced by tourists' cognitive and affective evaluations on a destination. A unique image is important to distinguish a tourist destination from other destinations (Aaker, 1991). Tourist destinations are required to build a positive and strong brand image derived from cognitive, unique and affective image associations to increase repeat visitors and new tourists (Qu *et al.*, 2011). The ability of a tourist destination to provide a favorable experience for tourists to develop a positive image would affect the willingness of tourists to recommend the destination to potential new tourists.

The destination quality relates to how tourists see and feel the quality of the environment in a tourist destination. Specifically, destination quality is related to the quality of accommodation, food, atmosphere, and sense of security. For tourists, the brand of a tourist destination is a guarantee of quality, and they will be willing to pay more for the tranquility that the tourist destination offers (Almeyda-Ibáñez & George, 2017).

Repeat visits are indications of a destination's loyalty. Destination loyalty consists of behavioral and attitude loyalties (Konecnik & Gartner, 2007). Behavioral loyalty shows that the familiarity of previous experiences influences the decision to visit today and in the future, especially in choosing a destination (Gitelson & Crompton, 1984). Meanwhile, attitude loyalty refers to the intention of tourists to visit or recommend a tourist destination to others. Even though they may not re-visit, the tourists who have attitude loyalty can still promote positive reviews about a destination (Bigné *et al.*, 2001). In summary, a destination branding is all efforts made to increase the emotional connection and positive image of a tourist destination to tourists as a means of identification by considering the four dimensions of a destination branding.

METHODS

Materials and Equipment

The materials used in designing the visual identity and its application to the destination branding of Kampung Batik Semarang included papers for initial sketches/rough designs in the process of brainstorming exploration of the concept of the visual identity. In addition, mechanical pencils and pens were also used in this process. The drawing tool was chosen because it was practical and can be used manually.

Several hardware was used in the process of designing visual identity and its applications, including laptop, mouse, smartphone, and DSLR camera. In addition, some software used were Adobe Illustrator 2020, Adobe Photoshop 2020, Adobe InDesign 2019, and Microsoft Word 2010.

Procedure of Creating the Visual Identity

The design of visual identity and its application to the destination branding of Kampung Batik Semarang involved of manual and digital techniques. The manual techniques included designing an initial sketch or brainstorming on manual media using writing utensils and paper. This technique was chosen to spontaneously get as many ideas as possible. Furthermore, the process of digitizing the design was carried out using a laptop and a mouse, while the smartphone was used as a means for taking pictures/recording videos/recording sound. The process of digitizing the design was done through the forementioned software.

RESULTS AND DISCUSSION

Logo and Slogan

The logo of Kampung Batik Semarang (Figure 1) was visualized using a mixed logo type approach, i.e., the gram logo and the logo type. This logo has a gram logo inspired by the shape of the joglo roof, Tugu Muda head and canting using yellow and dark red colors. These objects were chosen because they were considered able to represent Kampung Batik Semarang. The logo type in this logo uses a Sans Serif font to give a modern and friendly impression using a dark blue color.



Figure 1. The designed logo and slogan of Kampung Batik Semarang

The joglo roof of a Javanese traditional house and the shape of the head of Tugu Muda represent Kampung Batik Semarang which is located in the capital city of Central Java Province, while the shape of the four canting heads represents the process of making batik together. This logo used dark blue, red and yellow colors. The dark blue color was chosen to depict the coastal area that is close to the sea. In addition, this color also symbolized the progressive nature of Kampung Batik Semarang. The red color was chosen to symbolize warmth and presented an authentic impression. The yellow color symbolized bright sunlight which gave a cheerful or pleasant impression.

The slogan resulted from this design was "Torehan Lilin Sejarah Warisan Luhur" or "The Noble Heritage Historical Candle Inch". Kampung Batik Semarang is a center of Batik Semarang that has been through a long journey to date. The word "Warisan Luhur" or "Noble Heritage" was added to emphasize that Kampung Batik Semarang always preserves batik (especially Batik Semarang) as a noble cultural heritage. The words "Torehan" or "Inch" and "Sejarah" or "History" were chosen to indicate a long process that Kampung Batik Semarang went through to produce authentic batik. The word "Lilin" or "Candle" means candle as a cloth dye that represents the products produced by Kampung Batik Semarang. In addition, the word candle also means light because Kampung Batik Semarang continues to produce batik with developing coastal and iconic motifs.

Promotional Media



Figure 2. A template of Instagram banner as a through the line promotional media

Through the line promotional media for the destination branding of Kampung Batik Semarang were in the form of an Instagram banner (Figure 2), Facebook banner (Figure 3), and leaflet (Figure 4). The Instagram banner (Figure 2) was used for promotional purposes through Instagram. Four banner template designs were produced with different functions. Banners 01 and 02 were used for promotional purposes for Kampung Batik Semarang, while banners 03 and 04 were used for announcements and sharing interesting quotes related to Kampung Batik Semarang, respectively.



Figure 3. A template of Facebook banner as a through the line promotional media

Through the line promotional media in the form of a Facebook banner (Figure 3) for Kampung Batik Semarang was a digital banner used for promotional purposes through Facebook. Four banner template designs with different functions were produced. Banners 01 and 02 were used for promotional purposes, while banners 03 and 04 were intended to convey announcements and to distribute interesting quotes related to Kampung Batik Semarang, respectively.



Figure 4. A leaflet as a below the line promotional media

A leaflet as a below the line promotional media of Kampung Batik Semarang in Figure 4 was a A5 size leaflet containing information about Kampung Batik Semarang. This promotional media was chosen and targeted to reach the public/audience who visited the Kota Lama of Semarang who were expected to continue traveling to Kampung Batik Semarang.

Promotional Products

One of the promotional media used by Kampung Batik Semarang was using promotional products such as water bottles (Figure 5), tote bags (Figure 6), paper bags (Figure 7), key chains (Figure 8), stickers (Figure 9), and fridge magnets (Figure 10). In addition to as souvenirs, these products were also used as a promotional media to put Kampung Batik Semarang logo. This media was considered effective due to its broad reach and long term usage by visitors/tourists. Therefore, it could be a medium to indirectly promote Kampung Batik Semarang.



Figure 5. Water bottles as a promotional product in the destination branding of Kampung Batik Semarang



Figure 6. Tote Bag as a promotional product in the destination branding of Kampung Batik Semarang

Tote Bag is one of the promotional products for Kampung Batik Semarang in the form of a cloth bag made of calico. In addition to being used as a promotional media and souvenirs, this tote bag can be used as a container for carrying goods or equipment for daily needs for a long period of time. Moreover, the tote bags were used to reduce the use of plastic bags.

The tote bags were made in two different designs related to its designation. The tote bag design 01 was specifically for tourists or visitors who visit Kampung Batik Semarang as a souvenir at an affordable and relatively cheap price. Meanwhile, the design of tote bag 02 was dedicated as a free souvenir the visitors in the exhibitions or seminars or certain activities outside of Kampung Batik Semarang held or attended by Kampung Batik Semarang.



Figure 7. Paper bag as a promotional product in the destination branding of Kampung Batik Semarang.

The paper bags as a promotional product was a container made of art cartoon paper to carry purchased goods from Kampung Batik Semarang. Paper bags were chosen because they are more environmentally friendly than using plastic bags. Kampung Batik Semarang paper bags were divided into two forms, i.e.,

vertical paper bags of 20x10x25cm and horizontal paper bags of 35x12x23cm. Vertical paper bags were used as containers for purchasing products of small sizes or quantities, while horizontal paper bags were used as containers for purchasing products of large sizes or quantities. Both vertical and horizontal paper bags had two designs or colors.



Figure 8. Key chains as a promotional product in the destination branding of Kampung Batik Semarang

Promotional products in the form of key chains can be attached to keys or bags. Key chains showed a high intensity of use. The visitors will see the Kampung Batik Semarang logo on the key chain continuously when using the key/bag. These products were given to tourists/visitors for free after they bought batik products at Kampung Batik Semarang.



Figure 9. Stickers as a promotional product in the destination branding of Kampung Batik Semarang

The stickers of Kampung Batik Semarang was a paper with the Kampung Batik Semarang logo that can be affixed to an object's surface. The stickers of Kampung Batik Semarang was made with a simple design of a logo to allow an easy recognition by the audiences. The stickers was chosen as one of the promotional product for Kampung Batik Semarang because the production cost was cheap, flexible and can be affixed to many media.



Figure 10. Fridge magnets as a promotional product in the destination branding of Kampung Batik Semarang

Refrigerator magnets are decorations in the form of illustrated magnets that could be affixed to the out surface of the refrigerator. Promotional products in the form of a fridge magnet at Kampung Batik Semarang were equipped with a bottle opening for a long time usage. This promotional product was chosen due to its long durability that can remind the audiences about Kampung Batik Semarang.

Wayfinding Signs

Wayfinding signs designed in this study were informational, identificational and directional signs that are shown in Figure 11, 12 and 13, respectively. The signs would help the visitors to reach Kampung Batik Semarang and explore the destination more easily.



Figure 11. Informational signs for the destination branding of Kampung Batik Semarang.

Wayfinding sign in the form of informational sign or map (see Figure 11) was a means to display information about maps of tourist sites and facilities so that tourists or visitors can find out an overview of tourist locations and facilities in Kampung Batik Semarang. In its implementation, this informational sign was made using a type of pylon sign planted in cast/cement to make it stronger.



Figure 12. Identificational signs for the destination branding of Kampung Batik Semarang.

The identificational signs (in Figure 12) were visual media used to identify a place or location in Kampung Batik Semarang. The identification signs of Kampung Batik Semarang had two different designs. The first design with a dimension of 70 x 25 x 172 cm was identification signs in the form of identifying the name of the village, while the second design with a dimension of 47 x 25 x 250 cm was in the form of identification of facilities in Kampung Batik Semarang.



Figure 13. Directional signs for the destination branding of Kampung Batik Semarang.

Directional signs shown in Figure 13 were visual media placed at strategic locations to provide directions to a location in Kampung Batik Semarang. Directional signs of Kampung Batik Semarang had a square pole shape with an arrow of 25 x 166 x 250 cm. The directional signs of Kampung Batik Semarang were chosen to facilitate the mobility of tourists/visitors so as not to get lost while visiting Kampung Batik Semarang.

CONCLUSIONS

The design of visual identity and its application to the destination branding of Kampung Batik Semarang was one of the efforts made to identify and differentiate Kampung Batik Semarang from other tourist destinations. In addition, this design was also expected to increase brand awareness, image, and tourist visits to Kampung Batik Semarang.

This study produced a visual identity in the form of the Kampung Batik Semarang logo and its application. The visual identity was applied to promotional media (Instagram banner, Facebook banner, leaflet), promotional products (water bottles, tote bags, paper bags, key chains, stickers, and Fridge magnets), and wayfinding signs (informational signs, identification signs, directional signs). The results of the design in this study project can later be used as a means to build a destination branding of Kampung Batik Semarang.

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