

# Wonderful Indonesia Marketing Communication Strategy Through Cobranding

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## Abstract

*Achievement Indonesia on Travel and Tourism Competitiveness Index (TCI) in 2019 consider not optimal compared to the tourism potentials. Currently, Indonesia is still in position 32, below Malaysia, Thailand and Singapore which is in terms of number of destination and coverage area smaller than Indonesia. An acceleration program is needed to accelerate TTCI through various efforts such as cobranding program. Cobranding is also expected to raise awareness of the Indonesian people to prefer travelling in Indonesia. This study aims to determine how the marketing strategy of Wonderful Indonesia through co-branding with the descriptive qualitative methods. Data will be obtained by conducting interviews, observation and document studies obtained and validated through data triangulation. By the co-branding marketing program, there hope that will increase in media value that encourages brand value and increase brand awareness of Wonderful Indonesia in the public so that the choose to travel in Indonesia.*

**Keywords:** Marketing, Communication Strategy, Cobranding, Wonderful Indonesia

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## I. Preface

Tourism is the main sector driving Indonesia's economic growth. Currently tourism contributes to the 5th income, contribute about 4.2 % of the total gross national income. The workforce that depends on the tourism sector in Indonesia is quite large, around 23 million people (Kemenparekraf: 2022). This data shows that tourism is the main sector that requires development support, including in the context of marketing and branding activities. Like other countries, Indonesia has a tourism brand, Wonderful Indonesia. This tourism brand is a form of tourism campaign that contains destinations, events and culture. Wonderful Indonesia has been designated as a national brand for Indonesian tourism through the Decree of the Minister of Tourism. This rule was strengthened by the presidential regulation number 32 years 2019 concerning the Indonesian Image Campaign Logo (Kemenparekraf: 2022).

Tourism brands in various countries are assessed based on the travel tourism competitiveness index (TTCI) as a measure of popularity and brand value. Based on data from the United Nations World Tourism Organization (UNWTO), Wonderful Indonesia's positioning in world tourism has increased significantly from 2012 with 80<sup>th</sup> position and in 2019 Wonderful Indonesia has occupied 40<sup>th</sup> position out of 184 world tourism brands. This achievement is certainly not optimal by the Indonesia's tourism potential both in the form of event destinations and cultural attractions. There needs a branding enhancement program that aims to increase the brand index and increase the brand equity of Wonderful Indonesia.

Indonesia's position in TTCI is considered not optimal when compared to the coverage of tourism areas and tourism potential in terms of destinations, culture and events. Indonesia still inferior to Malaysia, Thailand and Singapore where these countries have fewer destinations, diversity and event holdings than Indonesia. Singapore, a small country based more on artificial tourism, is different from Indonesia, which has extraordinary natural potential but instead has the No. 1 index in Southeast Asia. TTCI Indonesia should be in the top 25 (personal interview, Taufan Rahmadi: 2022).

As an effort to enhance the Wonderful Indonesia brand image and increase the tourism competitiveness index, the Ministry of Tourism (currently the Ministry of Tourism and Creative Economy) launched co-branding program in 2017. The partnership program or what is called co-branding is a collaborative program between the Ministry of Tourism and Creative Economy with various major brands in Indonesia to campaign for the Wonderful Indonesia logo as Indonesia's national tourism brand. This activity is aimed at introducing Wonderful Indonesia to both the domestic and foreign markets.

Every year, this program is evaluated and uses a different collaboration model and brand. Based on the results of pre-research conducted by researchers, the number of co-branding participants from 2018 to 2021 has

decreased from 198 brands to 62 brands, which was extended by a memorandum of understanding in collaboration with the Ministry of Tourism and Creative Economy (Personal Interview, Binol Rizanto: 2022). This evaluation is based on the media value results obtained from joint activities between the Ministry of Tourism and Creative Economy with brands and the curated results of cooperation submissions carried out by each brand every year.

Various strategic steps must be taken to further enhance Wonderful Indonesia's brand positioning. Indonesia's position still needs to be improved, especially in Southeast Asia. Currently, Wonderful Indonesia's position is at number 4 under Malaysia, Thailand and Singapore (The Telegraph, 2019). Even though the potential of our destinations, events and culture is far higher when compared to other countries. The Tourism Competitiveness Index and branding need to be improved in the domestic market, this is important because many Indonesian people do not have pride in local destinations by choosing to travel to foreign countries. Through Wonderful Indonesia, it is hoped that it will increase public interest in traveling in Indonesia so as to foster pride and encourage an increase in national income. The number of Indonesians who travel overseas has increased from year to year. It is predicted that in 2019 the number of Indonesians traveling abroad will reach 10.7 million people (The Jakarta Post, 2020).

Currently the co-branding program is being implemented with various targets, especially for support for post-pandemic tourism revival. The Covid-19 pandemic has made the tourism sector experience a downturn so that a program is needed to revitalize tourism, one of the main programs at the Deputy for Tourism Marketing of the Indonesian Ministry of Tourism and Creative Economy is cobranding. Until now, May 2022, there are 62 brands that are carrying out the co-branding program. The Co-branding program is also a support system for various other national tourism activation programs such as the #DiIndonesiaAja program. This research focuses on Wonderful Indonesia's marketing communication strategy through cobranding carried out by the Ministry of Tourism and Creative Economy.

## II. Literature Review

### Marketing Communication

Tourism marketing communication is a branch of marketing communication science that combines marketing and tourism communications. The concept adopted specifically from Philips Kotler focuses on four product elements, place, price and promotion (Kotler 2016). The concept of tourism marketing cannot be separated from the promotion mix as a promotional program involving various elements of communication media including public relations, personal selling, sales promotion and advertising. Branding and cobranding are part of promotional activities and are included in the realm of public relations. Branding Wonderful Indonesia is a public relations activity oriented towards brand equity to increase the Travel Tourism Competitiveness Index.

Several definitions of marketing communication according to Kottler and Armstrong (2008: 116) be understood as a specific blend of advertising, sales promotion, public relations (PR), personal selling and target marketing. This understanding relevant to public relations activities through strengthening the Wonderful Indonesia brand. According to Kotler and Keller (2012: 498) marketing communication is understood as a means to inform, persuade and remind consumers about a product or brand. This understanding is relevant to co-branding efforts to remind audiences of the Wonderful Indonesia brand.

Marketing in tourism has a special framework. Marketing is the concept of positioning, differentiation and branding. In conducting communication, we have to look at various elements including targets and segmentation. Speaking of communication, marketing must also have a timeline where the timing of communication determines the success of the communication message. The concept of tourism marketing according to Arief Yahya is as follows.

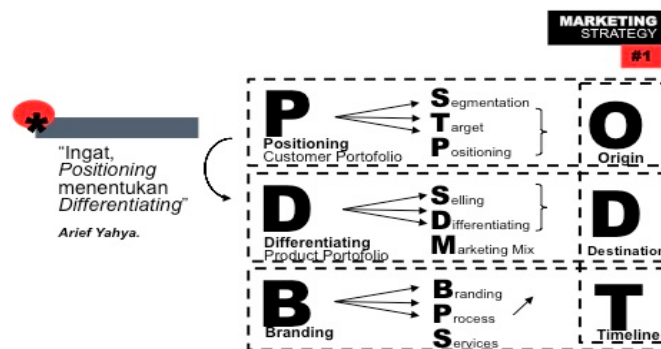


Figure 1  
Tourism Communication Mix By Arief Yahya  
Source: Paradox Marketing ( 2018)

Branding activities through the cobranding program are applications of marketing activities other than positioning and differentiation according to the chart above. In the process, branding activities can be carried out through various activations including branding, branding processes and services

### Communication Strategy

Communication strategy based on its understanding is a combination of the concept of planning and management of communication programs. In this research, the concept taken is about communication planning and management of the implementation of the Wonderful Indonesia cobranding program. Middleton (Cangara 2003:61) defines a communication strategy as a combination of all communication components from communicators, messages, media, communicants and effects designed to achieve communication goals optimally. Stephen Robbins (Effendy, 2004:29) gives a view of the communication strategy as setting goals and the direction of attitude and preparation to get what is needed in the long run.

The communication planning process is combination of various activities which include situation analysis, in this study SWOT analysis is used as a situation analysis approach to map the current condition of the wonderful Indonesia brand. Other planning approaches are analysis of communication messages, analysis of communication audiences and selection of communication media for the implementation of the Wonderful Indonesia co-branding program. The process of implementation or communication management in this study focuses on 3 things, namely the implementing team, the implementation of the planned program and the evaluation of program implementation.

Marketing strategy, promotion strategy and media strategy are marketing communication strategy theories which include the concepts of branding, advertising and selling as well as the use of media from various types of media; paid media, own media, social media and endorsers according to the following scheme:

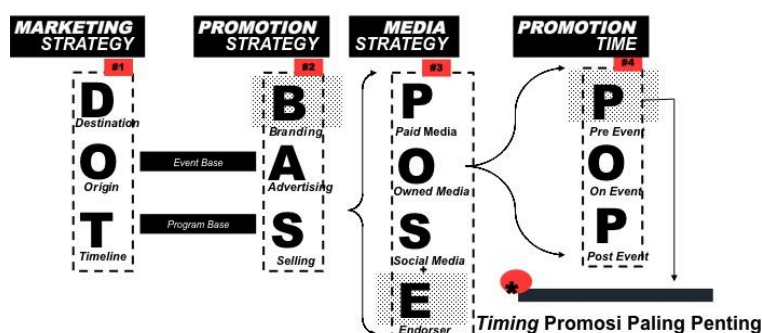


Figure 2  
Marketing Strategy Shema, Promotion and Media By Arief Yahya  
Source: Paradox Marketing ( 2018)

### Branding & Co-branding

Brand is a name, identifier, symbol and design or a combination of them, used to identify goods or services or sales or groups and differentiate them from others or competitors (Philips Kotler 2016). Brand equity is an asset created over a long period of time as an investment from a brand. The discussion about brand equity is in the value of a brand in the eyes of consumers, sellers and institutions. There are 3 methods to increase brand equity, namely building, borrowing and buying. Factors of brand equity consist of brand awareness, brand associations, perceptions related to brand and brand loyalty. The co-branding activity is an effort to build cooperation, borrow space in carrying out the Wonderful Indonesia marketing program.

Brand equity or brand strength is control related to the exchange of perceptions of the brand, brand excellence, the brand as an asset that can be used to drive the achievement of goals. Brands can increase but can also decrease in value because the brand itself is based on testimonials from consumers (Kotler 2016). Brand reputation refers to how a brand (individual or group) is seen by others. Brand reputation shows how consumers believe and feel they benefit from the services provided.

The key to success of branding lies in brand reputation. To find out the brand reputation can be seen from the analysis and business identification or comments on the brand, both positive and negative. For online reputation, it can be analyzed on Google pages, by looking at the topics discussed, comments and conversations that become highlights. Online reputation is also calculated by accurately assessing and viewing brand consistency, assessing media content and public relations. Optimizing SEO (search engine optimization) and conducting competitor reviews and building channels with audiences, strategies and work plans (Denny Prawibowo, 2018).

Cobranding is the concept of collaboration between brands or brands with specific goals. Cobranding is a strategic concept that utilizes various product or service brands as part of a strategic alliance. Each brand contributes its identity to provide logo assistance and schemes to provide brand affirmation. Cobranding can be done by two or more brands by collaborating and setting certain goals. The various advantages of cobranding include targeting loyal consumers while at the same time attracting the attention of new consumers, increasing brand recognition, increasing credibility, increasing reputation and increasing the efficiency and effectiveness of promotions in terms of financing.

Wonderful Indonesia's marketing through the co-branding program is a collaboration in utilizing promotional media from each brand. This collaboration opens opportunities for mutual access to media strengths and internal media assets from each brand that collaborate through activation and marketing programs that are mutually agreed upon. The cobranding strategy undertaken can also be in the form of collaborating to produce a logo series or launching a new product, including displaying the logo on partner products as an effort to increase media exposure for the audience. This brand collaboration has goal that is expected to provide benefits for both parties, in this case to provide benefits for the Wonderful Indonesia brand and brand partners.

### **III. Methode**

This research is a type of qualitative descriptive research. Qualitative research is construction of meaning and the results of that meaning construction are not singular, but can change according to the era (Moeleong, 2002). The object of this research is the Wonderful Indonesia Marketing Communication Strategy Through Co-branding. The subject of this research is the Ministry of Tourism and Creative Economy through the Director of Marketing Communications, Marketing Deputy and Co-branding Expert Team. The data source in this study is data obtained through interviews conducted with key informants, The Director of Marketing Communications of the Ministry of Tourism and Creative Economy, Expert Staff of the Ministry of Tourism and Creative Economy, Co-branding program affiliated Brands, document studies in the form of studies, program plans and also documentation of co-branding activities. branding through documentation of activities and mass media content.

Data collection techniques that will be used in this study through three ways; observation, interviews, and documentation. Observation starts from the initial data search, including when starting the preparation of the proposal. Interviews were conducted in a structured manner using interview guidelines. Finally, documentation, this technique is a way of collecting data through written sources such as websites, books, newspapers, magazines, and the like. The validity of the data in this study used triangulation approach, namely source triangulation by comparing data from interviews, document studies, and documentation of the implementation of the cobranding program through various mass media articles. Researchers will conduct interviews with several sources for data triangulation, by the national tourism observer Taufan Rahmadi, national tourism event activist Heru Mataya and Secretary General Genpi Indonesia, the Indonesian tourism community Ghera Nugraha. Data analysis was carried out after the data reduction process. Data analysis techniques are carried out in three ways; data reduction, data presentation, and drawing conclusions. Data reduction is an effort to simplify data. In this data reduction process, data is sorted or classified as interrelated, and discards irrelevant data (Daymon Chirsin & Hollowey Immy. 2002)

### **IV. Result & Analysis**

Wonderful Indonesia's communication strategy through the cobranding program carried out through program planning and communication planning as well as managing the implementation of the cobranding program. Cobranding program planning with an initial assessment related to the situation analysis of the Wonderful Indonesia brand according to current conditions. Situation analysis can be carried out using SWOT analysis as a basis for selecting the cobranding communication strategy to be used.

Cobranding strength that Wonderful Indonesia brand is a national brand so has a strong emotional bond on behalf of Indonesia for the people. Through this sense of pride, it is hoped that it will be able to involve various public participations. The existence of partners who have a large and loyal market share is expected to be able to increase the level of public awareness of Wonderful Indonesia. The challenges faced as a form of weakness are felt that the interest in traveling abroad from some Indonesian people still high and Indonesia's intense competition with various countries in Southeast Asia is a challenge in itself, such as competition in the tourism competitiveness index with Malaysia, Singapore and Thailand. However, with the diversity of destinations and culture, this is an opportunity because Indonesia's potential is far above those of these countries.

Wonderful Indonesia was designated as an Indonesian Tourism Brand through the Decree of the Minister of Tourism of the Republic of Indonesia Number KM.142/UM.001/MP 2018 concerning the Wonderful Indonesia Logo and the Pesona Indonesia Logo. The Wonderful Indonesia logo is registered in the brand certificate issued by the Ministry of Law and Human Rights No. IDM000650036 since May 25 2018. This logo has actually been around since 2006 during a campaign visit to Indonesia but has undergone improvements in shape and color combinations which are the 5 sensory wonders; orange, blue, green, purple and magenta.

Wonderful Indonesia as an Indonesian tourism brand continues to be introduced and marketed in various ways. This main responsibility of the Marketing Deputy of the Indonesian Ministry of Tourism and Creative Economy or often referred to as Deputy 5 (D5). In terms of organizational structure, Deputy 5 is divided into several directors including the director of marketing communications, the director of marketing for the archipelago, the director of regional tourism marketing I, II and III. The communication strategy carried out by the Ministry of Tourism and Creative Economy through Deputy 5 is carried out in a structured manner. One of the main strategies undertaken is cobranding, which is part of the duties of the director of marketing communications. In carrying out, internal collaboration is demonstrated by the support from other related units to strengthen programs, especially those that have the same duties and functions, such as the communications bureau, directorates, whether from one deputy or another. This is felt to increase effectiveness and increase access from the implementation of the Wonderful Indonesia marketing communications program.

The preparation of the Cobranding program is divided into long-term and medium-term program objectives, namely annual targets. This formulation is certainly inseparable from the main objectives of the master plan and the strategic plan of the Ministry of Tourism and Creative Economy. The target is adjusted from the main target and adjusts the direction, especially the direction of the Minister where the co-branding program is a derivative program from the main program, namely Indonesian tourism marketing (Diyah Paham: 2022). In the preparation management involves a team of experts in this position, a team formed and assigned as cobranding experts who have a professional background in tourism branding and marketing. This team works under the direction of the tourism marketing communications director.

Cobranding is used as communication strategy method to increase public awareness regarding the Wonderful Indonesia brand. This approach is an effort to increase brand exposure through collaboration with 78 brands deemed appropriate to the scope of Wonderful Indonesia. As of November 2, 2022, there are 78 brands which until now are official co-branding partners for Wonderful Indonesia (Media Indonesia, 2022).

Basically, all brands can cobrand, but to become a cobranding partner, Wonderful Indonesia curates various brands that can become partners. This curation is carried out to ensure brand reputation from partners and see how far the reach and impact will be. The majority of collaborating brands are customer good brands and brands that have scope in tourism services both in terms of amenity services, transportation services and other products that have an eye on Indonesian tourism (Binol Rizanto, 2022).

In an interview with Mrs. Diyah Paham as Director of Marketing Communications at the Ministry of Tourism and Creative Economy in July 2022, she stated that the cobranding initiative was carried out to achieve 3 strategic objectives: Increasing and strengthening the brand equity of Wonderful Indonesia as an Indonesian tourism brand in the global and domestic markets, Expanding market penetration and reach by utilizing market networks owned by co-branding partners and resource sharing which will result in savings on marketing and promotion costs. Co-branding strategies at least provide benefits; expanding the market, increasing brand awareness and increasing revenue for collaborating brands. In the customer perspective, co-branding allows customers to obtain quality services or products. Meanwhile, the brand perspective increases brand equity (Diyah Paham, 2022).

There are 3 focus activities in Cobranding; by increasing the portfolio program through branding, advertising and selling. Branding is the activity of using the Wonderful Indonesia logo on digital assets (websites and applications), product packaging and promotional or informational content. The advertising program includes product or voucher support as well as one-on-one collaborative action activities such as content creation support, special pricing and endorser products. Selling includes the creation of the Wonderful Indonesia special edition product as well as multi-collaborative activities that make the trend of selling *parekraf* and partner products.

The cobranding program requires media support where one of the main strategies in implementing marketing communication strategies through cobranding is an effort to increase exposure through the media. The media used is not limited to just one media, but by combining various media owned by Wonderful Indonesia (in this case the Ministry of Tourism and Creative Economy) and partner media.

Some of the internal media used as optimization for Wonderful Indonesia are websites on [kemenparekraf.go.id](http://kemenparekraf.go.id), [Indonesia.travel](http://Indonesia.travel) and access to media partners through the Kemenparekraf communication bureau. Meanwhile, social media accounts use various social media channels such as Instagram, tik tok, facebook and also twitter. Other media are supporting media such as outdoor media, bulletins and events organized by the Ministry of Tourism and Creative Economy. The main campaign is carried out through social media Instagram; @pesonaindonesia supported by various other accounts such as @kemenparekraf.ri and @wonderfulindonesia. Apart from that, other accounts that are part of the Ministry of Tourism and Creative Economy often become endorsers for various activities, such as the Menparekraf account @sandiuno (Binol Rizanto, 2022).

Co-branding partners, in this case, provide support for ongoing programs through media owned, both social media and other media. For example, Tiket.com, Hydrococo, Genpi, OPPO, Pegi-peg, Sasa and a total of 78 other cobranding partners provide media access in the form of collaboration posts and also dissemination of shared content. Utilization of this media is a cooperation clause as outlined in the MOU between the Deputy for

Marketing of the Ministry of Tourism and Creative Economy and partners. Various forms of media exposure carried out in this collaboration are the dissemination of information through the mass media through the release of activities and implementation of activities, live Instagram, social media posts and dissemination of post materials such as posters, banners, billboards, product samples and brochures.

In addition to media exposure, cobranding collaboration is carried out through the use of the Wonderful Indonesia logo on various products and various partners releasing special editions of their products with Wonderful Indonesia such as Ice Cream AICE, Localate, Nutrisari W'Dank, Hydrococo, Tiket.com, Kit Kat Nestle, Element Bike and others.



Figure 3  
Collaboratio between Wonderful Indonesia with AICE Ice Cream, Kit Kat, Nutrisari Wedank and Lokalate for Wonderful Indonesia Logo Placement

The table above shows Wonderful Indonesia's co-branding collaboration with various brands. An example is the Nestle Kit Kat product where this product released 3 million packs for Kit Kat packaging with Wonderful Indonesia through special edition packaging for destinations in Indonesia. Kit Kat makes a special design with a tourism theme, namely affixing Indonesian destination and cultural designs to Kit Kat packaging. Hydrococo did the same by releasing packaging with the theme of Indonesia's super priority destinations, namely including photos of destinations to Labuan Bajo, Mandalika, Morotai, Lake Toba, Borobudur and others in Hydrococo packaging. Both Kit Kat and Hydrococo include the Wonderful Indonesia logo on their product packaging.

Creative products such as tourism campaigns, both graphic and video from partners, also display the Wonderful Indonesia logo. The use of this logo is regulated in the Wonderful Indonesia brand guide line which regulates the layout to the size of the logo that can be displayed in promotional materials. The inclusion of this logo is also regulated in the article stated in the MOU in cooperation between the Ministry of Tourism and Creative Economy with co-branding partners.

PROGRAM PORTFOLIO		
<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>1. AICE</li> <li>2. Air Asia</li> <li>3. AirAsia</li> <li>4. Agoda</li> <li>5. AMEX</li> <li>6. Ancol</li> <li>7. Ansel Group</li> <li>8. ASENSI</li> <li>9. Alami</li> <li>10. Bakmi Naga</li> <li>11. Bangs Bumbu</li> <li>12. Baskin Robbini</li> <li>13. BPR</li> <li>14. Cebu</li> <li>15. Chezy Duck</li> <li>16. Diner Bataavia</li> <li>17. Element Bike</li> <li>18. Fina</li> <li>19. Fina Beach Club</li> <li>20. Garuda</li> <li>21. Gary</li> <li>22. Goodness</li> <li>23. Goodness</li> <li>24. Gosh</li> <li>25. Handy Clean</li> <li>26. Helloworld</li> <li>27. Helloworld</li> <li>28. Hotel Naga Group</li> <li>29. Hydrococo</li> <li>30. J&amp;A</li> <li>31. Kit Kat</li> <li>32. Lokalate</li> <li>33. Lokalate</li> <li>34. Lokalate</li> <li>35. Mandiri</li> <li>36. Misa</li> <li>37. Misa</li> <li>38. Puncak</li> <li>39. Puncak</li> <li>40. Puncak</li> <li>41. Pura Indonesia</li> <li>42. Sabarby Whisky</li> <li>43. Sarden Asahi</li> <li>44. Satrianika</li> <li>45. Sava</li> <li>46. Sea Salt Cruise</li> <li>47. Secret Garden</li> <li>48. Secret Garden</li> <li>49. SweetsEscape</li> <li>50. SweetsEscape</li> <li>51. TRAC</li> <li>52. Vite</li> <li>53. Virtual Tour</li> <li>54. Waterbom Ball</li> <li>55. W'Dank</li> <li>56. White Horse</li> <li>57. Zentao</li> <li>58. W'Wheat Race</li> </ul>	<p><b>ADVERTISING</b></p> <ul style="list-style-type: none"> <li>1. AICE</li> <li>2. Airbnb</li> <li>3. Agoda</li> <li>4. AMEX</li> <li>5. Bakmi Naga Resto</li> <li>6. BPR</li> <li>7. Citra</li> <li>8. Element Bike</li> <li>9. Fina Beach Club</li> <li>10. Garuda</li> <li>11. Garuda</li> <li>12. Hydrococo</li> <li>13. Kit Kat</li> <li>14. Koneksi Api Pariwisata</li> <li>15. Misa</li> <li>16. Puncak Management International</li> <li>17. PuraPura</li> <li>18. Sea Salt Cruise</li> <li>19. SweetsEscape</li> <li>20. SweetsEscape</li> <li>21. Vite</li> <li>22. Virtual Tour</li> <li>23. W'Dank</li> </ul>	<p><b>SELLING</b></p> <ul style="list-style-type: none"> <li>1. AICE</li> <li>2. Airbnb</li> <li>3. Agoda</li> <li>4. AMEX</li> <li>5. BPR</li> <li>6. Element Bike</li> <li>7. Garuda</li> <li>8. Garuda</li> <li>9. Hydrococo</li> <li>10. Puncak Management International</li> <li>11. PuraPura</li> <li>12. Kit Kat</li> <li>13. SweetsEscape</li> <li>14. Vite</li> </ul>

Figure 4  
Portofolio Program Wonderful Indonesia Cobranding  
Source: Presentation Material Diyah Paham Marketing Communication Director Kemenparekraf

In Figure 4 there are 3 portfolio program items implemented as cobranding activities. Data up to June 2022, there are 58 brands carrying out branding activities, 23 brands carrying out advertising activities and 14 brands carrying out sales activities. Various cobranding activities of Wonderful Indonesia with various brands, especially customer good, were realized by the release of various special edition product series and the inclusion of the Wonderful Indonesia logo on the product packaging.

Apart from the inclusion of the Wonderful Indonesia logo on the product packaging and releasing a special product collaboration edition, other things being implemented as a Wonderful Indonesia cobranding communication strategy by holding events and brand activation. The following example of the activation by Pegi Pegi and Tiket.com with Wonderful Indonesia:



Figure 5

Wonderful Indonesia Campaign With dengan Tiket.com and Pegi Pegi for brand activation  
Source : Kemenparekraf 2022

Wonderful Indonesia is also collaborative bridge for various brands that are members of the Cobranding Forum. In 1 year there are 2 to 3 meetings involving the Ministry of Tourism and Creative Economy (Wonderful Indonesia) with partners. This event is a means of collaboration not only for Wonderful Indonesia but between co-branding partners as happened with Hydrococo with Pegi Pegi, OPPO with Genpi, Tiket.com with Waterboom Bali and other collaborations. Communication between partners is carried out periodically with moderation from the Ministry of Tourism and Creative Economy through internal meetings and Whatsapp group forums. In addition, acidental lasts as long as there are events or activities that are tentative in nature.



Figure 6

Cobranding Forum Logo and WICF Event  
Source : Kemenparekraf.go.id

As a form of program evaluation, the Ministry of Tourism and Creative Economy Co-branding Team carries out program monitoring and planned evaluations for a certain period of time. Evaluation is carried out in 2 stages; monitoring Wonderful Indonesia's activities with co-branding partners through the programs implemented. This monitoring is carried out in every program that is run, monitoring is carried out by the cobranding team. While the evaluation is carried out periodically, especially at the end of the program period. The cobranding team conducted surveys for both cobranding partners and the community to measure various matters related to the programs being carried out.

## V. Analysis

The strategic Cobranding partnership program involves various marketing pillars which are implemented not only in products but in brand activation which is carried out with various media strengths from each brand. At this stage, collaboration emerges through the creation of new products or series, utilizing media values and

activating digital assets that add to the impression of the communications made. This is in accordance with the purpose of co-branding, which is to create new products as an innovation and a form of collaboration (Keller: 2013).

Increasing promotion by collaborating and expanding access to target markets owned by partners. As we know that currently there are 78 products that have a specific market share, so that Wonderful Indonesia can expand its market reach through audiences or product users from partners. This method is considered effective for reaching an audience where each partner has their own market share. Cobranding allows both brands to exchange potential markets to introduce their brands to a well-mapped target market.

Cobranding activities include 3 things as illustrated in Figure 1 in this study, marketing mix according to Arief Yahya, which includes 3 things as marketing strategies for Positioning, Differentiating and Branding (Arief Yahya: 2016). The positioning based on the data at the beginning of the discussion shows that the positioning is by taking the customer portfolio from partner brands. The curation to ensure that partners have a portfolio including customers who are considered to have the potential to increase brand equity. Brands that become partners have segmentation and targets that match the target market of Wonderful Indonesia. The similarity of the target market is a realistic reason for collaboration. The target segmentation is Indonesian and global people who want to make tourist visits.

Differentiation includes elements of the marketing mix which examine product related, access to products, prices and also promotional activities. Each partner has differentiation so that this increases effectiveness in reaching potential consumers. Branding requires time and process so that the massive activities from this collaboration including from partners will increase effectiveness in forming awareness of the Wonderful Indonesia brand.

The co-branding program is an implementation of government regulation No. 50 year of 2011 concerning the development of tourism promotion and partnership images. Some of the things do to cobranding activities are efforts to increase brand awareness and recognition of the Wonderful Indonesia brand. Presenting the logo as part of the brand and increasing interaction with consumers who are considered loyal is a strategy to increase awareness and knowledge regarding the existence of the Wonderful Indonesia brand.

Various indicators that show about achievements of the cobranding program are Indonesia's increased ranking in the 2021 Travel and Tourism Competitiveness Index (TTCI). Currently, according to the World Economic Forum (WEF), Indonesia is ranked 32<sup>nd</sup> above its main competitors in Southeast Asia, Thailand in 36<sup>th</sup> position and Malaysia in position 38. The TTCI assessment is not without basis and one of the main elements of this assessment is brand performance such as market share and the extent to which the brand is known and competes with similar brands. Various cobranding activities have contributed to build and maintaining the reputation of the Wonderful Indonesia brand through various activities including the media. This achievement is collaboration work including the results of the cobranding program. Brands with positive sentiments produce a good image thereby increasing ratings from various aspects. Awards increase in some index to become a benchmark for recognition of the reputation of the Wonderful Indonesia brand.

Wonderful Indonesia's brand equity has increased during the program. The increase of brand equity was driven by various factors, there are increase in brand awareness, brand image, brand association, brand quality, brand experience, brand preference and brand loyalty. Brand preference certainly increases in line with the increase in the level of brand interaction with consumers. The presence of Wonderful Indonesia through the logo on the packaging is considered to increase interaction and exposure to consumers. The number of activations involving various media is considered to increase the opportunity for consumers to be able to interact with the brand. This increases brand associations with consumers because brands exist through other brands (partners) that have earned the trust of consumers.

By release special edition of the Wonderful Indonesia collaboration with partners have function to provide experience, especially for potential markets. Various products present tourism themes through the special packaging that was released. This shows that there is a desire to present experiences that are expected to encourage interest in traveling. An example is eating Kit Kat or drinking special packaged Hydrococo, not just eating chocolate or drinking coconut water but providing experiences related to the tourist destinations on the packaging. Presenting destination information through packaging is an activity to increase knowledge and establish emotions with customers.

To expand Wonderful Indonesia's cobranding market, one common strategy is to expand market and awareness through positive collaboration (Oeppen & Jamal: 2014). A positive image from a combination of 2 brands will influence the market to see image consistency, character and personality while at the same time providing a unique and original perception (Sattayawakksakul & Tiangsoongnern: 2019)

Cobranding program Wonderful Indonesia has more than 95 collaborative programs through 3 main activities of branding, advertising and selling. The measurement of this activity can be seen from the responses given by cobranding partners and through impact calculations from several sides. The activities carried out resulted in a PR value of IDR 10,981,594,000, an Ad Value of IDR 3,165,902,000 and an AVE Value of IDR



599,000,000,000 (Diyah Paham: 2022). PR value is measured by the increase in brand value in terms of image, market expansion and potential new customers exposed to the Wonderful Indonesia co-branding campaign. Ad Value is measured based on the value of advertising media provided by partners through various activities. This Ad Value value is the minimum value obtained from collaborative activities. While the AVE value is the value of media coverage resulting from public relations activities. This strengthening is important in cobranding where there are six structured dimensions; strengthening brand awareness, unique associations, positive consumers, positive feelings from consumers, Favorable and sufficiently strong brand (Keller: 2013)

The results of cobranding activities are an increase in brand equity, an increase in tourist visits both global and domestic and an increase in partner revenue. Wonderful Indonesia's marketing communication through cobranding is inclusion of the Wonderful Indonesia logo on partner service products and the release of a special edition brand collaboration with Wonderful Indonesia. Collaboration in increasing media exposure by creating various programs together by utilizing media channels from both the partners' side and Wonderful Indonesia.

Brand awareness increases brand equity because there is a relationship between cobranding activities and efforts to bring brands closer to the market (Prianti: 2015). The collaboration of two brands can increase access to new market shares from each collaborator (Deeker – Lange & Baade: 2016). Through various joint activities, it is possible for each brand to strengthen the loyalty of its audience (Li & Wang: 2019).

The optimization of the media used in this cobranding program refers to the occupational map of the media mix, which combines paid media, own media, social media and endorsers from Wonderful Indonesia and co-branding partners. The media mix makes it possible to increase engagement and increase the number of impressions. Activation by utilizing the four media channels such as releasing news on the media partners of the Ministry of Tourism and Creative Economy (Wonderful Indonesia) and partners. Other activations are conducting campaigns through social media as well as involving endorsers.

An example of a queuing activation program is implementing a social media campaign by following the Instagram platform algorithm. In the (Ngantri) Sandi Uno as Menparekraf conducted a live Instagram via the @pesonaindonesia account with endorsers by presenting partners as supporters. The media mix produce engagement from both parties and optimize through influencer capabilities. This weekly event is a regular event involving different endorsers, of course choosing those with positive followers and engagement.

Cobranding social media campaigns through various optimizations. The use of hashtags can be a benchmark for various digital communications. The use of this hashtag allows public participation to contribute user generated content (UGC) to content and digital communication campaigns with the theme Wonderful Indonesia. In addition to the main hashtag #WonderfulIndonesia, a thematic hashtag is also applied to measure the effectiveness of the communication program. Some of the indicators used as the basis for evaluating digital campaign programs are the extent, effect and involvement of the program being implemented.

## **VI. Conclutions**

Wonderful Indonesia marketing communication strategy through cobranding is carried out through the inclusion of the wonderful Indonesia logo on partner service product and the release of special edition brand collaboration. The inclusion of Wonderful Indonesia logo applied on all communication materials both internal media, mass media and social media from partners. Collaborator for increasing media reach by creating various program together by utilixing media channel from both of partner side and Wonderful Indonesia. The inclusion of this logo and media acces has the aim of increasing market interaction and potential audiens thereby increasing brand awareness. The cobranding communication strategy through brand activation, collaboration event, both through online channels and offline events.

Cobranding program Wonderful Indonesia result more than 95 collaborative partner and program through 3 main activities of branding, advertising and selling. The activities carried out resulted in PR value if IDR 10,981,594.000 and adv value of IDR 3,165,902.000 and AVE Value of IDR 599.000.000.000. The result of cobranding activities are increase brand equity and visitors both global and domestic. The impact of cobranding for partners are increase in revenue. Brand equity increased through increased brand awareness, brand loyalty and brand experience thereby increasing the reputation of the Wonderful Indonesia. The increase of TTCI to the rank of 32 is an indicator of increasing brand value and the popularity as well as the quality of the brand of Wonderful Indonesia.

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