

**O papel de 'Abang-None' em Jacarta como embaixador da marca no aprimoramento da
imagem positiva de mil ilhas**

**The role of 'Abang-None' Jakarta as brand ambassador in enhancing positive image of
thousand islands**

**El papel de Yakarta "Abang-None" como embajador de la marca en la mejora de la
imagen positiva de mil islas**

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Resumo

Abang None Jacarta é um evento de concurso para a eleição de embaixadores de turismo e cultura em Jacarta. Abang None Jacarta se tornou uma das maneiras de promover o setor de turismo de uma região. O objetivo deste estudo é obter informações sobre os esforços e obstáculos enfrentados pela Abang None Jacarta como embaixadora da marca de mil ilhas. A metodologia utilizada neste estudo é uma metodologia qualitativa descritiva, utilizando a teoria da comunicação de duas maneiras e o conceito de embaixador da marca por Khatri. Os dados são coletados por meio de entrevista, observação e documentação. O resultado mostrou que a Abang None Jacarta desempenhou seu papel de embaixadora da marca de mil ilhas, tornando-se informante ativo e testemunhando milhares de ilhas por meio das mídias sociais e boca a boca.

Palavras-chave: Turismo; Jakarta; Teoria da comunicação; Mídias sociais.

Abstract

Abang None Jakarta is a pageant event for tourism and culture ambassadors' election in Jakarta. Abang None Jakarta has becoming one of the ways in promoting the tourism sector of a region. The objective of this study is to get information on the efforts of and obstacles faced by Abang None Jakarta as brand ambassador of a thousand islands. The methodology used in this study is descriptive qualitative methodology using two ways communication theory and brand ambassador concept by Khatri. The data are collected using interview, observation and documentation. The result showed that Abang None Jakarta has done their role as a brand ambassador of thousand islands. They had become active informant and giving testimony on thousand islands through social media and word of mouth.

Keywords: Tourism; Jakarta; Communication theory; Social media.

Resumen

Abang None Jakarta es un evento de concurso para la elección de embajadores de turismo y cultura en Yakarta. Abang None Jakarta se ha convertido en una de las formas de promover el sector turístico de una región. El objetivo de este estudio es obtener información sobre los esfuerzos y los obstáculos que enfrenta Abang None Jakarta como embajador de la marca de mil islas. La metodología utilizada en este estudio es una metodología descriptiva cualitativa que utiliza la teoría de la comunicación de dos maneras y el concepto de embajador de la marca de Khatri. Los datos se recopilan mediante entrevistas, observación y documentación. El resultado mostró que Abang None Jakarta ha cumplido su función de embajador de la marca de miles de islas. Se han convertido en informantes activos y han dado testimonio en miles de islas a través de las redes sociales y el boca a boca.

Palabras clave: Turismo; Jakarta; Teoría de la comunicación; Redes sociales.

1. Introduction

Tourism is a secondary need which fulfilled by human after the primary need has been achieved. Tourism cannot be separated from human's life especially when it is related to economic and social factors. The development of tourism itself is seen as a way to drive people's economy. In the last few years, tourism sector has become one of the important sectors in Indonesia. It becomes the biggest foreign exchange earner, in 2015, placed in rank 4

after oil and natural gas, coal, and palm oil for 9.3% rather than other industries. Moreover, in 2016, tourism has ranked in second place after palm oil in contributing the foreign exchange to the State.

In order to enhance the tourism sector in Indonesia, some strategies should be done by the government, such as branding, advertising and selling. Gunawan Wimbawa, a representation of the Ministry of Tourism and Creative Economy, stated that, “The Ministry of Tourism has classified tourism into three elements in which each element has its own portion for 20% branding, 30% advertising and 50% selling (Apriyanto, 2017). These three strategies are incorporated in a promotional activity to attract tourists, either international or local. As stated by Indonesian Tourism Minister, Arief Yahya, that improving the infrastructure is one of the ways to enhance Indonesian tourism due to keep the potential shine. However, it will take a long time, probably 3 years, to make and fix the infrastructure. Thus, promotion can be the alternative way to enhance and show the tourism potential.” (Noviyanti, 2014).

Indonesia needs a real and continuous strategy. Hence, the role of public relations is very needed to define what kind of steps that should be taken and what kind of strategies that should be used to increase the awareness and attract tourist due to reach the target by the government. Public relations has aim to build public opinion that can be accepted and advantaged to every parties, especially for tourism sector. A public relation could help the promotion and marketing activity using communication as the technique. Moreover, public relation can create a social environment by making a good relationship with consumers (Kitchen & Burgmann, 2015).

The Ministry of Tourism has prepared some strategies in reaching the target on both international and local tourist visit by assigning 10 tourism destinations to be the tourist visit priority in 2019, including thousand islands (Ibo, 2015). Thousand islands are becoming interesting topic to be talked since it is located in Jakarta, the capital city of Indonesia (Kementrian Pariwisata, 2016). As its name, thousand islands is consisted of many tropical islands. Thousand islands offers beautiful scenery and becomes a perfect place for snorkeling due to its marine diversity. However, based on the data of tourist visit, thousand islands is still far from the word popular compared to Bali. This is a pretty heavy task for Government and thousand islands tourism service officer in establishing and increasing the positive image of thousand islands to be the ‘New Bali’ in Indonesia. One of the efforts done by Government is through the role of Abang None. As a pageant event that looking for tourism and culture ambassador, Abang None Jakarta of thousand islands has carried on theme of 1000 contributions for one destination due to develop and maintain the culture and tourism within

the island (Ase, 2017). The election of tourism ambassador is done to create and communicate the brand image of a region in modern era (Juwita, 2015). Most people have argument that this competition is merely a competition for choosing the official companion in ceremonial event. But the fact, tourism ambassador is a credible endorser in representing the tourism place. Tourism ambassador also expected to be able to give influence to others through network and connection that they have (Juwita, 2015). Therefore, this study has objective to know the role of Abang None as brand ambassador in creating a positive image of thousands islands as the 'New Bali' in Indonesia.

2. Methodology

This study is using descriptive qualitative methodology to know the role, obstacle and solution faced by Abang None Jakarta of thousand islands. Qualitative methodology is an inquiry strategy which emphasizes on finding meaning, definition, concept, characteristic, event, symbol or description on a certain phenomenon (Yusuf, 2017). Since it is descriptive qualitative methodology thus the data will be in the form of words, pictures, and have no number within (Moleong, 2017). The data analysis technique used in this study is Miles and Huberman technique which done while the data collection is running and after the data collection is finished. Meanwhile, triangulation technique is used to check the data validity given by the informant. The theory used in this study is two ways communication and brand ambassador's concept by Khatri, including testimony, endorsement, actor and spokesperson. This study is done in Department of Tourism and Culture in Jakarta on April 2018 till June 2018. However, this study is limit on Abang None of thousand islands. The result on Abang None of thousand islands is cannot be applicable to Abang None of other regions due to the success of Abang None of thousand islands cannot be generalized for other region.

3. Result and Discussion

a. The Role of Abang None Jakarta of Thousand Islands as Brand Ambassador

In analyzing the role of Abang None Jakarta as brand ambassador, the writers refer to the 4 roles of brand ambassador proposed by Khatiri below;

- Testimony

Testimony is a form of honest review on a product or service that has been used or wear by users. In this case, Abang None Jakarta of thousand islands had

been done their role as brand ambassador since they were actively giving information and testimony on thousands islands to public. As None Jakarta stated that, every participant or the winner of Abang None Jakarta will be responsible for giving information about thousand islands. Even if they were just becoming the audition participants, they were obliged to know the information about the islands. This also supported by Abang Jakarta that the main job for Abang None of thousand islands is to give information on thousand islands with expectation it can bring forward or promote the tourism sector within. The leader of the Association of Abang None Jakarta of Thousand Islands, Andi Hakim, also stated that the main job for Abang None Jakarta of thousand islands is helping the promotion of thousand islands in public. Besides, the Association of Abang None Jakarta of Thousand Islands also active in promoting the island through social media, one of the programs is #seribuklopedia (encyclopedia for thousand islands) in instagram account @abnonseribu.



Figure 1. Instagram screenshot of #seribuklopedia program.

Abang None Jakarta also active in giving information through media collaboration with thousand islands' Government, visit report, internet or other social media, and some events that invite Abang None as the guest star. According to Rizky, one of the inhabitant of Harapan Island, said that the promotion delivered by Abang None Jakarta of thousand islands has attract people to visit the thousand islands. Therefore, the role of Abang None Jakarta as the brand ambassador in giving testimony has been worked well.

- Endorsement

Endorsement is an activity to introduce or promote a product or service. Abang None Jakarta of thousand islands has role as an endorser to promote about thousand islands as a tourism destination. In interview with None Jakarta, Shabrina Ayu claimed that she did not charged to be an endorser but the love feeling is automatically appear when she is becoming a part of thousand islands. Thus she is willing to share and post every activity she has done in the island to her personal social media account.



Figure 2. Screenshot of Shabrina Ayu's activity in Thousand Islands in her personal Instagram account

Ayu claimed that she does not know whether the endorsement can make the public aware to the thousand islands tourism destination or not. But, for her, the effort on promoting the island is enough to make public know that Jakarta has thousand islands as tourism place. Ayu also said that a lot of people asked for the location whenever she uploads a picture in one of the tourism place in thousand islands. Taufan Akbari added that there should be a measurement to know how far the effort of Abang None influences the public.

Thus it can be concluded that Abang None Jakarta of thousand islands has played their role as endorser in which they introduce and promote thousand islands to public. Even though, there is still a system needed to know the influence of Abang None Jakarta of thousand islands affect the public.

- Actor

As *Brand Ambassador*, Abang None Jakarta of thousand islands has role as an *actor*, which he asked to promote tourism places on a television program like when they doing an interview they will state a testimony about places they have visited in thousand islands, and explain about the beauty of thousand islands. It can be shown by Abang None media performance, such as interview with television station. Radio, and advertisement publishing. Taufan Akbar, the judges of Abang None Jakarta of Thousand Islands competition also state that Abang None Jakarta has important role as an *actor* to promote Thousand Islands.

- Spokesperson

According to Khatri (2006), *Brand Ambassador* has a role as *spokesperson*. Where, Abang None Jakarta of Thousand Islands at a certain time they will perform on every advertisement or direct campaign to introduce tourism destination in Thousand Islands. The result of interview claims that Abang None Jakarta has ever take a role as spokesperson in one of event they have attend. Ayu explains when she and Adi were assigned by the province to attend event in China, they explained about Thousand Islands as a part of Jakarta. Those statements supported by Andi Hakim, Head of Abang None Jakarta Thousand Islands Association. Andi told that during their quarantine, they got public speaking training. Based on the statements by several internal and external sources above, it can be concluded that Abang None Jakarta of Thousand Islands has role as tourism destination's *spokesperson* of Thousand Islands. Abang None Jakarta of Thousand Islands 2017 take their role as spokesperson during their protocols program like taking care the Thousand Islands' booth at an event. As *spokesperson* they explain more about Thousand Islands, its potential, its tourism, and many more.

b. *The Solution in Enhancing the Positive Image of Thousand Islands as 'New Bali'*

As tourism ambassador, Abang None Jakarta of thousand islands needs to develop a good communication with inhabitant within the islands since Abang None Jakarta will be the representation of the islands. Andi Hakim, the Leader of the Association of of Abang None Jakarta of Thousand Islands, said that good communication is build through the island visit and island introduction with the

inhabitant within the islands. Moreover, good communication can be made through schools visit and social charity program. Another effort done is by uplifting the local culture and showing the beauty of thousand islands to public. Also by making a program that involved the thousand islands' society, such as in education. Christian Adijada, Abang Jakarta 2017, stated that during his duty, he make a English teaching program for thousand islands' society ranged from children to adult.



Figure 3. Screenshot of Abang None Jakarta while educating people in thousand islands

However, the English teaching program had not yet gives huge impact. As Hastuti, one of the inhabitants in thousand islands said that the impact from English teaching is not yet felt by society if it is not done continually. Rizky Maulida also said that Abang None Jakarta of thousand islands only do their visit to big islands. Thus, the efforts are considered uneven and not optimal.

c. The problem of Abang None Jakarta Thousand Islands as Brand Ambassador to improve their positive image of Thousand Islands as 'New Bali'

Based on the result of interview with Abang None Jakarta of Thousand Islands 2017, and Head of Abang None Jakarta Thousand Islands Association, the problems they found within their period as Abang None Jakarta of Thousand Islands as *brand ambassador* to improve their positive image of Thousand Islands as 'New Bali' such as; (1) people have thoughts that Thousand Islands are dirty and hard to reach, (2) they have lack amount of provided transportation become one of the problem, (3) many people come to the same island because they don't get enough information about another island inside.

Moreover, the problem of Abang None Jakarta of Thousand Islands to create and improve positive image of Thousand Islands is the lack of consistency from their effort. It can be seen by many information from *travel agent* which overlap published information either by Abang None Jakarta of Thousand Islands or by government. On his interview, Taufan states “right, that’s because of an inconsistency, you know *social media engine* read based on algorithm, and it can go down once it’s not being active. The law is simple isn’t it?”

All the effort has been done by Abang None Jakarta of Thousand Islands will not working perfectly if they not doing it consistently, and that’s the most significant problem to create and improve positive image of Thousand Islands. Relationship of Abang None Jakarta of Thousand Islands and government has a good engagement; and it’s a very positive thing and will not become a problem for the duty of Abang None Jakarta of Thousand Islands to play their role as tourism ambassador in creating and improving positive image of Thousand Islands as new Bali, however there are still much event-event in Thousand Islands which needs support but it get blocked because their promotion strategy is not maximum.

d. The solutions has been done by Abang None of Thousand Islands as Brand Ambassador to improve positive image of Thousand Islands as ‘New Bali’

There are several solutions of problem that has been found by Abang None Jakarta of Thousand Islands related to time problem and lack information of Thousand Islands as tourism destination such as (a) put their duty as priority, (b) prepare a replacement immediately when Abang None Jakarta of Thousand Islands couldn’t make it on the place, (c) make an *up to date* program related to millennial generation, (d) prepare a planned promotion agenda that can be measured so that the resulting impact from the effort of Abang None Jakarta of Thousand Islands can be seen, and (e) carry on the accessibility, amenity and attraction of Thousand Islands itself, because it has to have continuity between product and communication.

4. Conclusion

In conclusion, Abang None Jakarta of thousand islands had done their role as an active informant and testimony giver on thousand islands as tourism destination. They spread the information through word of mouth and social media. They also had done their role as

endorser who promote and persuade people to come and visit thousand islands. As brand ambassador, they become the representation of thousand islands and run their role as spokesperson during their protocol jobs to explain on the thousand islands' potentials and tourism places. Nevertheless, Abang None Jakarta of thousand islands also faces some obstacles during their role as brand ambassador. The inability of Abang None Jakarta of thousand islands in time management and their personal business become the obstacles in maximizing their role. The lack of information on the access route to thousand islands and the previous image on thousand islands as dirty tourism place also becoming the obstacles. Some solutions have been found in handling the obstacles such as putting the task as the priority, preparing for the replacement of Abang None Jakarta, making some programs, making structured promotion agenda that can be measured due to know the influence from Abang None Jakarta, also offering accessibility, amenity and attraction within the tourism place. However, if it is not done consistently, it will not working perfectly. Thus, to see whether the product is good or not it can be seen through how the information is delivered.

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