

## The Importance and Implementation of National Tourism Branding

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### ABSTRACT

The objective of this academic research paper is to provide more information, knowledge, as well as a new perspective regarding the importance of a Branding for a country, especially in terms of tourism sector. In addition, this academic research paper also aims to help the Indonesian Government, business people, Organizations, and Indonesian society, to be more struggle and work hard in promoting tourism industry in Indonesia. This academic research paper was using primary research, one of the ways was by spreading online questionnaire to some respondents at IMI University Centre Switzerland and also in Indonesia, covering female and male. Questionnaire in general which related with Branding, Marketing Activities, Consumer Behavior, Communication, and Indonesia. In accordance to the results from the survey questionnaire that Indonesia was already well known in the international market. Besides that, the Internet is a very useful as marketing tools to promote tourism products. However, all Indonesian people still need to work hard in terms of promoting and performing good management order to increase the number of foreign tourists to visiting Indonesia. This academic research project expected to be useful for many people, such as the Indonesian Government, Business People, Organization, and Local People in the process of developing tourism industry in Indonesia. Because, actually Indonesia has a lot of potentials to be continue to grow in terms of Tourism Industry.

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**KEYWORDS** Branding; Communication; Consumer Behavior; Marketing; Indonesia and Internet.



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### INTRODUCTION

In tourism industry, destination branding is very important for tourism destination to develop, promote, as well as attracting tourists to visit to one of tourism destination. Nowadays, tourist's perception or image on a tourism destination is very important in determining tourism destination to be visited by the tourists. In addition, a positive image on tourism destination is very important, because tourism destination is a product, which cannot be touched or intangible product. Tourism destination does not have an example to be seen or be treated as tangible products, this is because tourism product offering experience that may not be forgotten by the tourists (Tasci & Gartner, 2020; Gartner, 2021).

Furthermore, this research project concerning to one of marketing aspect which is promotion. On the other hand, based on the research conducted by the Author regarding promotion of tourist destinations in Indonesia, the Indonesian government and the entire Indonesian people are still need to work hard, put a lot of efforts, and need to do promotion quite harder to improve the image of Indonesian tourism (Hassan & Mahrous, 2019; Mahrous & Hassan, 2024).

Until recently, Indonesian tourism sector are still limping along. It is caused by an obstacle of several problems. For instance, on the internal side, or problems in-side of country, there are some problems such as infrastructure, promotion funds, and security, indeed

inadequate. In the meantime, from the external side, deteriorating of global economy, particularly in European region and American also provided some obstacles in the development process for Indonesian tourism sector (Okafor et al., 2022; World Tourism Organization, 2022).

Actually, in terms of quantity, the diversity and appeal of tourist attraction, Indonesia has more complete and more complete and more interesting, compared with other countries in Southeast Asia. Even if Indonesian tourism sector of lodging behind other countries, this is more due to the management was not optimal, as well as inter regional policy with the central government has not completely synchronous (Beritasatu.com, 2011).

On the other hand, an interesting case of Indonesia, data obtained until June 2013, in Indonesia there are approximately 60 million people who used internet (Ikawati, 2013), which are generally routine access social networking sites. With this existence of this fact then it is to make Indonesia as a potential market for the development of e-commerce-based business (Kim & Park, 2021; Armutcu et al., 2023).

Moreover, one of the leading newspapers in Indonesia, which is Kompas wrote an article which explains that in 2013 market frontline business travel in Indonesia, it appears logically expected to grow for approximately 30 – 40 presents. More interestingly, regarding potential e-commerce in Indonesia was certainly not be wasted by various parties to encourage the promotion tourism in the country.

Indonesia is a big country in Southeast Asia, which has a lot of culture diversify, and also with many beautiful places to be used as tourist attractions. However, until now, there are some foreign people who do not know about the beauty of Indonesia. It is because based on data from Indonesian Bureau Central Statistic showed that the number of foreign tourists visiting Indonesia only reaching approximately eight million people in 2012 (VOA, 2013). However, Indonesian Bureau Central of Statistics record the number of foreign tourists who came to Indonesia during August 2013 reached 771,009 people (Investor Daily Indonesia, 2013)

This gap creates a pressing research urgency. As Indonesia seeks to compete with neighboring countries for a share of the growing international tourism market, understanding how potential tourists perceive the country and what factors influence their travel decisions is essential for designing effective branding and marketing strategies. The Indonesian government has set ambitious targets for tourism development, including increasing international tourist arrivals and tourism's contribution to GDP. Achieving these targets requires evidence-based strategies that leverage Indonesia's unique strengths while addressing persistent challenges in image, infrastructure, and promotion. This research is urgent because it provides empirical data that can inform and refine national tourism branding efforts.

Indonesia has abundant natural and cultural resources, such as Bali, Java, Komodo Island, Raja Ampat, and Wakatobi, which are internationally recognized destinations. However, Indonesia's tourism sector still faces several challenges, including inadequate infrastructure, security concerns, weak marketing systems, and limited promotion. In addition, negative international perceptions related to corruption, pollution, transportation, and social issues affect Indonesia's image, causing many foreign tourists to recognize Bali without fully understanding Indonesia as a whole.

National branding plays an important role in shaping positive perceptions of Indonesia globally. It goes beyond logos and slogans and involves building a strong image through

policies, culture, services, and international engagement. A strong national brand can improve competitiveness, strengthen national pride, attract foreign tourists, and enhance economic growth, particularly in the tourism sector (Hassan & Mahrous, 2019; Mahrous & Hassan, 2024; Ruiz-Real et al., 2021).

To achieve effective national branding, the government must implement integrated strategies involving all stakeholders and supported by both conventional and digital media. The main focus should be on promoting tourism destinations, strengthening positive national image, and improving service quality and infrastructure. Through consistent and well-planned efforts, Indonesia can enhance its global reputation and increase international tourist arrivals.

At Dissertation Outline, the Author will explain regarding the composition of the concept in writing this dissertation. In the first chapter will provides some idea about background and purpose of this research, then continued with some idea about the problems that exist in Indonesia as tourist attractions. At Chapter 2 will be discussing about Literature Review which consists of various knowledges, such as marketing, branding, communication, tourism, and of course there will be a brief explanation about Indonesia. Turning to chapter 3, in here the Author will discuss regarding Research Methodology which will be used in conducting this study such as a secondary and primary data. In chapter 4, the Author will discuss the finding, which is the result of research. In chapter 4 there will be a lot of graphs and diagrams as a tool to help clarify the results of the study. In the last chapter, that is chapter 5, the Author will explain the Conclusion for this dissertation. In addition, there will be Limitation which is an obstacle in the process of writing this dissertation. Finally, at the last will be closed with Recommendation which is expected to be useful in assisting the Indonesian government in promoting Indonesia in International market. Eventually, this Dissertation will have 5 chapters that will be connected one chapter with other chapters.

## **METHOD**

### **1. Type of Research**

This research project applied a quantitative research approach supported by both primary and secondary data. The study is mainly descriptive and exploratory in nature, as it aims to describe and explore people's perceptions, attitudes, and awareness regarding Indonesia as a tourism destination and its national branding. Quantitative research is chosen because it allows the researcher to collect numerical data that can be measured and analyzed statistically, which helps to provide objective and reliable findings. In addition, secondary data from books, journals, and academic publications are used to strengthen the theoretical framework and support the primary research findings (Nunkoo et al., 2020; Styliadis & Cherifi, 2022).

### **2. Population and Sample**

The population of this research consists of international tourists and people in general who have potential interest in Indonesia as a tourism destination. The sample is selected using random sampling techniques, where each member of the population has an equal opportunity to be chosen as a respondent. More than 100 respondents are targeted in this study, mainly from students at IMI University Centre, who come from various nationalities, as well as Indonesian citizens to provide domestic perspectives. This combination of international and local respondents is expected to generate diverse viewpoints and enhance the reliability and representativeness of the research findings.

### **3. Data Collection Techniques**

The main technique for data collection in this research project is the use of questionnaires, which are distributed to respondents through surveys. The questionnaire is designed in several sections, including introductory questions, knowledge-based questions about Indonesia as a tourism destination, attitude-related questions concerning promotion and branding, and demographic questions. Most questions use closed-ended and Likert-scale formats to ensure consistency and ease of analysis. In addition to primary data, secondary data collection is conducted through books, journals, academic articles, and online sources related to marketing, branding, tourism, and Indonesia, which provide theoretical support and contextual understanding for the study.

### **4. Data Analysis Techniques**

The data collected from the questionnaires are analyzed using statistical and descriptive analysis techniques. The numerical data are processed and presented in the form of tables, charts, and diagrams to facilitate interpretation and comparison. This analysis enables the researcher to identify patterns, trends, and relationships in respondents' perceptions of Indonesia's tourism image and branding strategies. Furthermore, the results are interpreted in relation to the research objectives and literature review, allowing meaningful conclusions and recommendations to be developed for the Indonesian government and tourism stakeholders.<sup>61</sup>

## **RESULT AND DISCUSSION**

### **A. INTRODUCTION TO RESEARCH ANALYSIS**

In this chapter discussed regarding the results of the survey that was conducted by The Author of this research project in doing questionnaire. Questionnaire has been distributed mostly in Switzerland, especially at IMI University Centre Switzerland and partially distributed in Indonesia. Questionnaire distributed in several ways, such as Electronic Mail, Social Media, and print papers. Questionnaire has been distributed to approximately 200 potential respondents. However, there were only 100 respondents that return or respond it. Actually, the primary objective from chapter four is to do interpretation and analysis to the data that have been collected. In addition, these data would be useful to explain the importance of National Tourism Branding in a country, especially Indonesia.

Before describing the results from the survey, before discuss regarding the questionnaire that has been distributed to the respondents, on this occasion will explain regarding the questionnaire that consists of 45 questions, which are divided into five sections. The first section consists of eight questions which asked about Indonesia that is useful to know whether the respondents know about Indonesia. The second section consists of nine questions that asked regarding the people or respondent's behavior and habits that related with tourism in the current times. However, in section one and two those questions in the form of Yes or No answer.

In section three and four the questions are using a Likert Scale Rating. In the third section consists of seven questions, which asks the General Image about Indonesia. This section is useful to know more regarding Indonesia as a country which is located in South East Asia and has potential to become tourist attractions. In the fourth section consists of fourteen questions related with Marketing, Branding, Promotion, and the Internet. Then, in the last section, or section five will discuss regarding Demographic questions, or questions aimed to know the profile from the respondents, such as age, country of origin, age, marital status, education,

employment status, and income per month. Therefore, the overall results from questionnaire would be very useful for this final project to be able to find the best solution in term of promoting and developing Tourism Industry in Indonesia.

## B. RESULTS FROM QUESTIONNAIRE SECTION ONE

At this questionnaire section one will discuss regarding Indonesia in general, or more precisely regarding Indonesia as a tourist attraction an interesting to visit.

**Table 1 Results from Questionnaire Section 1**

QUESTIONS	YES	NO	TOTAL
1. Are you familiar with Indonesia, which is a large country in Southeast Asia?	93%	7%	100%
2. Have you ever heard about Tourism Destination in Indonesia?	89%	11%	100%
3. Have you ever seen the promotion activity about Tourism Places in Indonesia?	78%	22%	100%
4. Have you ever been to Indonesia?	74%	26%	100%
5. Are you interested to do vacation in Indonesia?	95%	5%	100%
6. Have you ever heard about an island in Indonesia called 'Bali'?	97%	3%	100%
7. Have you ever been to Bali?	65%	35%	100%
8. Are you interested in visiting Bali?	95%	5%	100%

At the first Table explain regarding Section One, which are questions related with Indonesia. On the table and graph above shows that approximately 86% of respondents answered YES, and only 14% who answered NO, which can be interpreted the respondents are quite familiar with Indonesia. When examined more in depth, based on the results from the survey above majority of the respondents, with 93% people recognized Indonesia is a country located in Southeast Asia, and only 7% of respondents were not familiar with Indonesia.

Second, Indonesia has a lot of tourism destination places, and one of the famous places is Bali Island. From the results above, that 97% of respondents had heard or know Bali Island, which is one of famous tourists' destination in the World. Last, according to the survey results Indonesia still has appeal for foreign tourists to visit, because it is based on survey above, that 95% of respondents are interested in to visit Indonesia. Therefore, until recently, Indonesia has a lot of potential to get a lot of foreign visitors to visit Indonesia.

**Table 2 Descriptive Statistics of Results from Questionnaire Section 1**

	Column YES	Column NO
Mean	0.8575	0.1425
Standard Error	0.042035274	0.042035274
Median	0.91	0.09
Mode	0.95	0.05
Standard Deviation	0.11889371	0.11889371
Sample Variance	0.014135714	0.014135714
Kurtosis	-0.75474238	-0.75474238
Skewness	-0.861317686	0.861317686
Range	0.32	0.32
Minimum	0.65	0.03
Maximum	0.97	0.35
Sum	6.86	1.14
Count	8	8
Confidence Level (95.0%)	0.099397629	0.099397629
Confidence Level (95.0%)	0.115106988	0.115106988

According to the data above can be seen that in column one which is the YES column has a mean for 0.858 and has Median of 0.91, and also has a Standard Deviation of 0.119, besides that, still in the same column has Range for 0.32. Meanwhile, in column two which is the NO column has Mean for 0.1425, it has Median for 12:09, and also has a Standard Deviation of 0.1189, in this column also has Range for 0.32.

### C. RESULTS FROM QUESTIONNAIRE SECTION TWO

At this questionnaire section two will be discussed more regarding consumer habits and consumer behavior. In addition, in these two sections also discusses regarding a communication tool which is very popular in the current times, which is the Internet.

**Table 3 Results from Questionnaire Section 2**

QUESTIONS	YES	NO	TOTAL
9. Do you like to do vacation in a beach?	90%	10%	100%
10. Do you like to do vacation in Mountain?	69%	31%	100%
11. Do you like shopping?	85%	15%	100%
12. Do you like reading Newspaper?	52%	48%	100%
13. Do you like reading Magazines?	85%	15%	100%
14. Are you Internet users?	98%	2%	100%
15. Do you often surfing with using a Web browser?	94%	6%	100%
16. Do you often use the Internet to read the news?	86%	14%	100%
17. Do you often use the Internet to get information?	100%	0%	100%

In section two which consists of nine questions relating to the Respondent's behavior in terms of Tourism in General, Advertisement, as well as the Internet. In beginning six questions at section two, the aim is to find out regarding consumer habit and consumer behavior. In the table above illustrates that on average respondents answered YES as much as 84% and only 16% who answered NO. Based on the data above that most of the respondents are happy to do vacation in the beach and they are happy to do shopping. After that, on the next questions, asked regarding the Internet as one of the communication tools that very important in this era, because it is based on above survey which 100% respondents agreed that the Internet is very useful to get information.

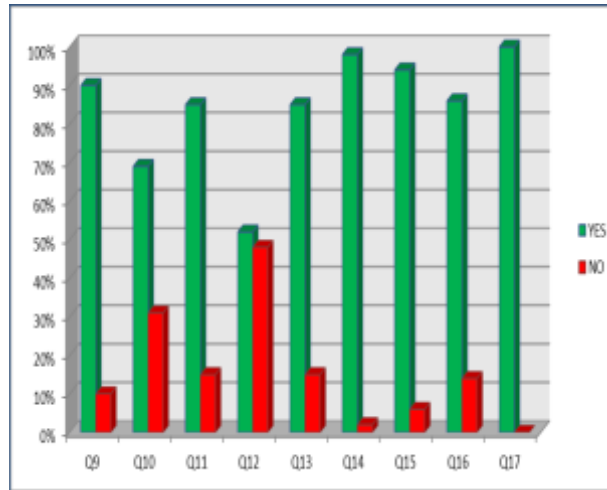


Figure 1 Diagram of Results from Questionnaire Section 2

In the graph above can be seen that start from question nine until seven-teen of the respondents answered YES. From the answers above can be described that the tourism industry has now changed, that technology plays an important role in the process of the development for tourism industry. On these days, tourists are generally using the Internet to do many things, such as finding information regarding tourist destination, current conditions, hotel, transportation, even sometimes tourists also using Internet to do payment transaction, for example to pay for airplane ticket with just using credit card in Internet (Kim & Park, 2021; Kaur et al., 2020; Ozturk et al., 2016).

**Table 4 Descriptive Statistics of Results from Questionnaire Section 2**

YES		NO	
Mean	0.843333333	Mean	0.156666667
Standard Error	0.05057997	Standard Error	0.05057997
Median	0.86	Median	0.14
Mode	0.85	Mode	0.15
Standard Deviation	0.151739909	Standard Deviation	0.151739909
Sample Variance	0.023025	Sample Variance	0.023025
Kurtosis	1.75998297	Kurtosis	1.75998297
Skewness	-1.376280436	Skewness	1.376280436
Range	0.48	Range	0.48
Minimum	0.52	Minimum	0
Maximum	1	Maximum	0.48

<b>Sum</b>	<b>7.59</b>	<b>Sum</b>	<b>1.41</b>
<b>Count</b>	<b>9</b>	<b>Count</b>	<b>9</b>
<b>Confidence Level (95.0%)</b>	<b>0.116637619</b>	<b>Confidence Level (95.0%)</b>	<b>0.116637619</b>

In according to the table above shows about section two that asked regarding Respondent's behavior, consists of nine questions. In the first column constitute of YES column has a mean for 0.84333333, Median for 0.86, Mode of 0.85, and Standard Deviation for 0.151739909. Whereas in the second Column, constitute of the NO column has Mean for 0.15666667, and median for 0.14 and Standard Deviation for 0.151739909.

#### D. RESULTS FROM QUESTIONNAIRE SECTION THREE

At this section three discussed more regarding Indonesia in general, however, more specific to the National Tourism Branding. At this section three consisted of seven questions. However, there are differences on the answer that given which is using the Likert Scale, and it is different with the previous questionnaire section that using Yes or No Answer.

**Table 5 Results from Questionnaire Section 3**

QUESTIONS	STRONGLY				STRONGLY AGREE (5)	TOTAL
	DISAGREE (1)	DISAGREE (2)	NEUTRAL (3)	AGREE (4)		
18.Indonesia is a big country with a lot of Tourist Destination Places.	0%	0%	20%	29%	51%	100%
19.Indonesia is a country that has a lot of potential role in the field of Tourism Industry.	1%	1%	10%	39%	49%	100%
20.Indonesia is one of an interesting place to visit when I am on vacation.	0%	0%	24%	36%	40%	100%
21.I think that mostly people have a positive image and opinion about Indonesia as Tourist Destination Places.	0%	8%	37%	33%	22%	100%

22.Indonesia is a popular country							
for Tourism	Destination	1%	8%	35%	38%	18%	100%
Places.							
23.Indonesia is a safe country to							
visit.		5%	18%	44%	22%	11%	100%
24.Indonesia is a beautiful							
country.	beautiful	0%	2%	10%	36%	52%	100%

In the table above explain regarding questions that related with Indonesia in General. However, in this section answer in the form of Likert Scale Rating. In this section three, Likert Scale consists of five options ranging from Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. Furthermore, average for column Strongly Disagree is 1%, whereas at column Disagree has average for 5%, at the column Neutral has average for 26%, at the column Agree has average for 33%, and at the column Strongly Agree has Average of 35%. The total average from overall start from Strongly Disagree until Strongly Agree is 100%.

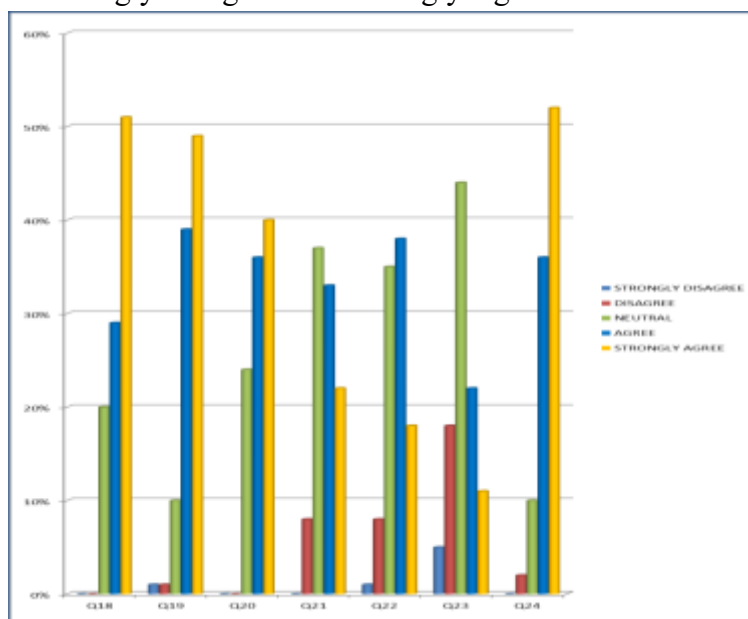


Figure 2 Diagram of Results from Questionnaire Section 3

Actually, at the questionnaire section one and three have similarities, which are asked about Indonesia, in general. However, the difference at the section three the aim is to dig deeper in terms of the interest from respondents to visit Indonesia. Because, Indonesia is a beautiful country and it has a lot of potentials to be a popular tourism destination, specifically in Southeast Asia.

**Table 6 Descriptive Statistics of Results from Questionnaire Section 3**

STRONGLY DISAGREE		DISAGREE		NEUTRAL	
Mean	0.01	Mean	0.052857143	Mean	0.257142857
Standard Error	0.006900656	Standard Error	0.024948927	Standard Error	0.050648851
Median	0	Median	0.02	Median	0.24
Mode	0	Mode	0	Mode	0.1
Standard Deviation	0.018257419	Standard Deviation	0.066008657	Standard Deviation	0.134004264
Sample Variance	0.000333333	Sample Variance	0.004357143	Sample Variance	0.017957143
AGREE		STRONGLY AGREE		TOTAL	
Mean	0.332857143	Mean	0.347142857	Mean	1
Standard Error	0.022647851	Standard Error	0.065454975	Standard Error	1.71311E-17
Median	0.36	Median	0.4	Median	1
Mode	0.36	Mode	#N/A	Mode	1
Standard Deviation	0.059920582	Standard Deviation	0.173177586	Standard Deviation	4.53247E-17
Sample Variance	0.003590476	Sample Variance	0.029990476	Sample Variance	2.05433E-33

In the above data it can be seen that the column of Strongly Disagree Mean for 0.01, with median for 0, and Standard Deviation of 0.18257419. Whereas, at the column of Disagree has mean for 0.052857143, with median for 0.02, and Standard Deviation for 0.066008657. At the third column which is Neutral has Mean for 0.257142857, with the median for 0.24, and Standard Deviation for 0.134004264.

Turning to the fourth column, which is column of Agree has Mean for 0.332857143, the median for 0.36, and Standard Deviation for 0.059920582. Move to the fifth column which is Strongly Agree column that has a Mean for 0.347142857, with the median for 0.4, and Standard Deviation for 0.173177586. Therefore, the table above provides more explanation that related with the data from the table of questionnaire section 2, these table explain some data ranging from Median, Mean, Standard Error, Standard Deviation, Mode, until Sample Variance.

#### **E. RESULTS FROM QUESTIONNAIRE SECTION FOUR**

At the questionnaire section four discussed more regarding Branding, Marketing, Promotion, and Communication. Similar with section three, at the section four are also using a Likert Scale in the process of getting the answers.

**Table 7 Results from Questionnaire Section 4**

No	Questions	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total
25	National branding is very important for a country.	0%	3%	7%	27%	63%	100%
26	A good marketing campaign is really needed for promotion activities on tourist attraction places.	0%	0%	8%	31%	61%	100%
27	In my opinion, good branding and image are really needed for tourist attraction places.	0%	3%	8%	35%	54%	100%
28	In my opinion, a positive image will be very helpful in promotion for tourist attraction places.	0%	0%	4%	30%	66%	100%
29	For me, Internet access is an important requirement in current times.	0%	1%	2%	21%	76%	100%
30	Online marketing activities in the tourism industry are very important.	0%	0%	11%	36%	53%	100%
31	I think the Internet can help me during the process of searching and finding information about tourist attractions.	0%	1%	1%	25%	73%	100%
32	The content on a website that promotes tourist attraction places is very crucial and important.	0%	2%	8%	39%	51%	100%
33	In my opinion, pictures and photos on tourism websites create good promotion and attract people to visit tourist destinations.	0%	0%	3%	36%	61%	100%
34	I think social media (e.g., Facebook, Twitter, YouTube) are very helpful in promoting tourist destinations.	2%	4%	11%	33%	50%	100%
35	Tourism guide books are better and more useful for finding interesting tourist attractions.	0%	3%	36%	36%	25%	100%
36	In my opinion, brochures, flyers, and pamphlets are still useful in promoting tourist attractions.	1%	5%	31%	41%	22%	100%
37	In my opinion, tourist attraction advertising should be performed using television.	0%	9%	22%	48%	21%	100%
38	In my opinion, complete information about tourist attractions is very important.	0%	3%	11%	38%	48%	100%

In the table above consists of fourteen questions which asked questions concerning for people or respondents behavior regarding Marketing, Branding, Promotion, and the Internet. In section four those questions and answers using a Likert Scale, with a scale ranging from Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. However, on this occasion will discuss concerning for the Average from the table above.

In the column one which is Strongly Disagree column only has 0%. Second, In the Column two namely Disagree column has average for 2%. Whereas, in column three which column Neutral has average for 12%. Move to column four which is Agree column has average for 34%. Then in the fifth column which is Strongly Agree column has average for 52%. Therefore, the total from the overall average above is 100%.

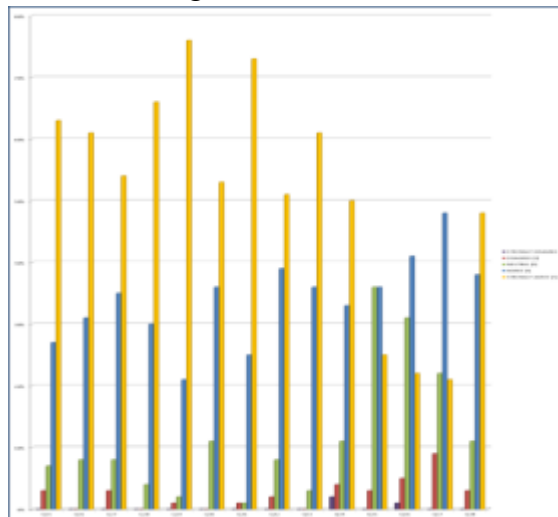


Figure 3 Diagram of Results from Questionnaire Section 4

Based on questionnaire which have been given to respondents ranging from questions twenty-five to thirty-eight are related with Marketing, Branding, Promotion, and the Internet, that the respondents mostly answered Agree or Strongly Agree. With there were many respondents who answered Agree or Strongly Agree, it can be seen that Marketing Activity play an important role in the process of forming a positive image in one country, and promotion process on the a tourism destination. It can be concluded that the National Tourism Branding in one country is very important, especially in terms of Tourism Industry (Tasci & Gartner, 2020; Hassan & Mahrous, 2019; Huerta-Álvarez et al., 2020).

In accordance to the survey results, it could be seen that the current time is different with the ancient times, that information can be obtained easily and quickly, for instance, in the current times mostly people, or in this case tourists more likely to use technology, especially the Internet in terms of searching of information.

Nowadays, not only tourists who using the technology, however, company or organization also already modern, they are also using the Internet as a media in marketing activity. Perhaps, there were some people who still using traditional way, such as brochures and tourism Guide Book in terms of getting information (Tran & Rudolf, 2023; Confetto et al., 2023).

However, with as time passes, the traditional way of getting information is slowly becoming obsolete. Therefore, with the results from this survey is expected to provide an overview and input for government, business people, and company to be cleverer in terms of using technology in the process of Marketing Activities.

Based on the descriptive statistics, the results indicate that the majority of respondents expressed positive attitudes toward the statements in Section 4. The Strongly Disagree responses recorded a very low mean of 0.0021, while the Disagree category also showed a low mean of 0.0243, suggesting that very few respondents held negative views. The Neutral

category showed a slightly higher mean of 0.1164, indicating moderate uncertainty among some respondents. In contrast, the Agree responses had a mean of 0.34, and the Strongly Agree category recorded the highest mean of 0.5171, demonstrating that most respondents strongly supported the statements presented. Overall, the findings show a clear tendency toward agreement and positive perceptions among respondents.

## F. RESULTS FROM QUESTIONNAIRE SECTION FIVE

At this section five will discuss regarding Demographic Questions or Demographic Statistics. At this section consists of seven questions, which began from Gender, Country of Origins, Age, Marital Status, Education, Employment Status, and Income Status from the total of one hundred respondents.

### 1. Gender of Respondents

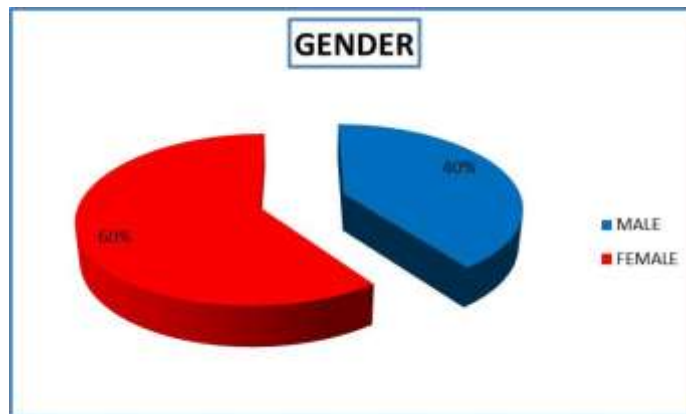


Figure 4 Gender of Respondents

In this section will discuss regarding Gender on the Respondents who filled out on the questionnaires. From the total respondents, which were one hundred people, who are divided into two groups of people, there were sixty percent from Woman and only forty percent from Man.

### 2. Country of Origin

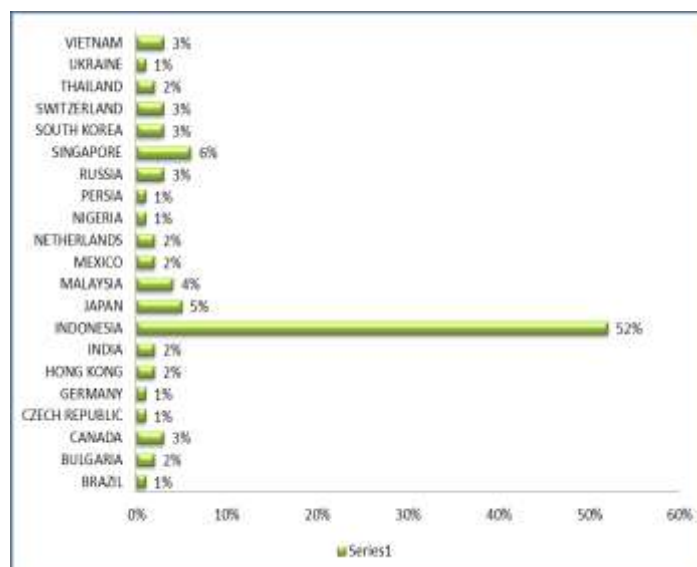


Figure 5 Country of Origin

At the above graph explains regarding Country of Origin from the respondents. There are twenty-one different Nationalities. However, majority of the Respondents came from Indonesia, for fifty-two percents. This is because the questionnaire was also distributed in Indonesia. In the second position for country of origin is Singapore with only six people. Therefore, it can be seen from the above data that respondents who respond to questionnaire generally derived from countries that are in Asia, such as Singapore, Thailand, Malaysia, Japan, South Korea, Indonesia, and Vietnam.

### 3. Age of Respondents

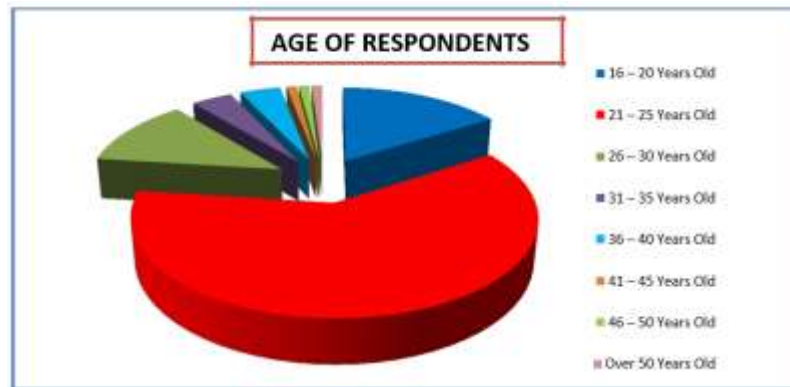


Figure 7 Age of Respondents

From the graph above can be seen that for age range of respondents divided into eight categories. Ranging from 16-20, 21-25, 26-30, 31-35, 36-40, 41-45, 46-50, and over 50 years old. However, majority from the Respondents derived from age range between 21 until 25 years old. This is due to because the majority of respondents who fill questionnaires are students or who still taking educational in under-graduate program for sixty-one percent, and at the second position is between 16 until 20 years old, which is also the students.

### 4. Marital Status of Respondents



Figure 8 Marital Status of Respondents

In accordance to the chart above describes that ninety percent from the respondents are still single. Besides that, there are five percent respondents who already Married. However, only one percent who has Divorce. Therefore, from chart above, it can be concluded that on the majority from the respondents who responded questionnaires there are Single or Married.

### 5. Education of Respondents

This section explains the educational background of the respondents. The findings show that 43% of respondents hold a Bachelor Degree, making it the most dominant educational level. This is followed by Higher Diploma holders at 16%, Master Degree holders at 14%, and

Senior High School graduates at 10%. Only 1% of respondents reported having a Professional Degree, while none reported having a Doctorate Degree or no schooling completed. Overall, it can be concluded that approximately 90% of respondents possess educational qualifications above Diploma level, indicating a relatively well-educated sample group.

## **6. Employment Status of Respondents**

This section describes the employment status of the respondents. The majority of respondents, amounting to 67%, are students, which is reasonable considering that most questionnaires were distributed at IMI University Centre. In addition, 15% of respondents are employed for wages, followed by 11% who are trainees. A small proportion of respondents, each accounting for 3%, are self-employed or currently out of work but seeking employment. Overall, the data indicate that students form the largest group of respondents in this research.

## **7. Income of Respondents**

This section presents information regarding the income levels of respondents, measured in US dollars to facilitate consistency. The findings show that 61% of respondents earn less than USD 1,000 per month, while 29% report incomes between USD 1,100 and USD 3,000 per month. Smaller proportions of respondents earn between USD 3,100 and USD 5,000 (4%), between USD 5,100 and USD 7,000 (5%), and only 1% earn between USD 9,100 and USD 11,000 per month. These results indicate that the majority of respondents fall within the lower-income categories, which aligns with the earlier findings that most respondents are students

## **G. RESEARCH FINDINGS**

In this section will explain regarding Final Research Findings. In accordance to the results from the survey above, that this final research paper get results which is quite satisfactory. However, it is still far from being perfect. First, Indonesia is a country that located in South East Asia which also well known, or maybe quite popular as a tourist destination (Mahrous & Hassan, 2024; Pike & Page, 2020).

Second, based on survey results that have been done, Indonesian government still need to work hard to reorganize Branding Positioning and provide positive image regarding Indonesia in international market. It needs to work hard, and it will take time to improve the number of foreign tourists to visit Indonesia. Because, actually Indonesia is a big country which has a lot of potentials, however, the tourist destinations have not been well managed and exposed in the international market. If the Tourism Industry can work properly, then this business sector will help many parties, especially in terms of providing new job opportunities for many people. Besides that, with a good tourism industry could be able to help Indonesian government in terms of reducing the number of unemployed in Indonesia.

Third, Branding is very important for a product, or in this case is tourism product. Because, when a company or in this case is a country has a good Branding, it will increase the value added and perceptions from consumers, perhaps in this case were foreign tourists. With establishing branding that could do liberate of tourism product from the commodity trap (Tasci & Gartner, 2020; Styliadis & Cherifi, 2022).

As a big country, which has a lot of tourism potential, Indonesia has many opportunities to position them-selves as a leader, in Tourism sector. However, there are some things that need to be done by the Indonesian Government, which should make realistic evaluation

regarding Country's reputation before developing a further strategy. This should be supported from several aspects, such as politics, culture, trade, and of course tourism.

Fourth, a good Marketing requires hard work, and it will provide positive impact for a Brand. The world of marketing, especially tourism marketing is full of challenges. However, one thing should be remembered that behind every challenge, and then there will be a satisfactory result.

Fifth, the Internet is a medium that very useful to do Marketing Activities, or more precisely to do promotion and Advertising. With the Internet, the promotion activity in business could be done more quickly, more easily, and cheaper. In addition, to cost efficiency, one of the advantages from online advertising that there are many ways to more creative and efficient to advertise products online. The Internet is a tool that is much more flexible rather than print media or even broadcast media. Other than static advertising, company or organization could be able to make an active advertising, for example with voice, video, movement photos, pictures, and others. Company or organization could also have a link and create interactive advertising features. There are many creative ways to highlight or to promote a product, or in this case the tourism product online. Besides that, by using the Internet is much more affordable compare than creating advertising on Television (Huerta-Álvarez et al., 2020; Abbasi et al., 2023; Orrensalo et al., 2024).

In Brief, at the end from the results of the survey that was conducted before that Indonesia already well known in the international market. However, the Indonesian government still need to work hard to create a better positive image. In addition, Indonesia still need work hard to promote tourism destinations which are widespread in Indonesia. Because, in fact that Indonesia has a lot of potential, in Tourism Sector that can provide many advantages for Indonesian people.

## CONCLUSION

This chapter provides a brief summary of the research findings based on a survey conducted with 100 respondents. The results indicate that 93% of respondents are familiar with Indonesia as a country, while 97% have heard of Bali as one of its most popular tourist destinations, and 95% expressed interest in visiting Indonesia. Furthermore, 63% of respondents strongly agreed that national branding is very important for a country, and most participants acknowledged the significant role of the Internet in searching for tourism information, making bookings, and supporting promotional and marketing activities. In terms of demographics, 60% of respondents were female and 40% male, with participants representing 21 different nationalities, dominated by Indonesians (52%) and Singaporeans (6%), while variations in age, education, employment status, and income provided useful insights into respondent profiles. Overall, these findings are closely aligned with the literature review, particularly in relation to marketing, branding, promotion, and Indonesia as the main research object.

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