

Branding Strategy of Tourism in Bali Based on Cultures and Heritage

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Abstract

Bali as a tourist destination has so many tourism attraction and unique cultures. Balinese cultures and the way of life Balinese community support activities of the protection and preservation of natural resources and the environment. Bali achieved numerous awards in its capacity as a favourite tourist to visit. The famous name of Bali would not be separated from the history from the Dutch colonial period up to the development of tourism in Bali now. Branding of Bali, Bali Shanti must requires branding which refers to the existing potential and mutual support between branding, icon, and slogans set. Branding is an inherent identity and prestige for tourists who visit and form complex combination provides six levels of meaning: attributes benefits, values, culture, personality, and user. This research analyse by descriptive qualitative study of data analysis and SWOT analysis to create the strategies. The strategy can be applied in developing branding Bali tourism, namely: branding strategy of destinations Bali based on culture and heritage in accordance with the potential tourism attraction and Balinese cultures, the marketing strategy of destinations Bali based on culture and heritage, evaluation strategies of branding Bali Shanti, strategy authenticity differentiation of tourism potential Bali, strategy to improved security and prevention negative issues, and strategies to build trust rating through real action.

Keywords: strategy, branding, tourism, Bali, cultures, and heritage.

1. Introduction

The island of Bali is known by various nicknames such as "Morning of the world", "Last paradise of the world", "Island of Gods", "Thousands of Temple" and plus several international awards given to Bali (Table 1). Bali since as a tourism destination that known are very popular in the world. Tourists' coming to Bali almost always increases every year. In general, the reason tourists come to Bali because of its beautiful natural and unspoiled, unique culture of its inhabitants, and the population hospitality. Balinese culture and values of Balinese life is very supportive activities of the protection and preservation of natural resources and environment.

Table 1. Awards for Bali Destinations Period 1998-2015

Year	Awards	Appreciators
1998	<i>Favorite Island</i>	Magazine of Conde Nast Traveler, London
2001	<i>Favorite Holiday Destination</i>	Magazine of Time
	<i>Asia Best Island</i>	Magazine of Conde Nast Traveller, London
2002	<i>Runner up Favorite Island</i>	Magazine of Conde Nast Traveller, London
2003	<i>Favorite Holiday Destination</i>	Magazine of Time
2004	<i>Winner Favorite Island</i>	Magazine of Conde Nast Traveler, London
	<i>World's Best Island in Asia</i>	Magazine of Travel + Leisure, New York
	<i>World's Best Island Over All</i>	Magazine of Travel + Leisure, New York
	<i>Favorite Holiday Destination</i>	Magazine of Time
2005	<i>Winner Favorite Island</i>	Magazine Conde Nast Traveler, London
	<i>World's Best Island</i>	Magazine of Travel + Leisure, New York
	<i>Asian Spa Capital The Year</i>	Magazine of Asia Spa, Hongkong
2006	<i>Asia Best Holiday Destination</i>	Smart Travel Asia Comreader's
	<i>World Island Destination</i>	Magazine of Time
2007	<i>World Best Island</i>	Magazine of Travel + Leisure, New York
	<i>Asia's Best Holiday Destination</i>	Magazine of Smart Asia Travel
	<i>Asian Spa Capital of The Years and Baccarat</i>	Magazine of Asia Spa, Hongkong
2008	<i>Best Exotic Destinations-Luxury Travel Reader's Awards</i>	Magazine of Luxury Travel, London
2009	<i>The Best Spa Destination of The World</i>	Magazine of SENSE, German
2010	<i>The Best Island Destination Asia-Pacific in Asia Pacific</i>	The Fifth Annual Destination Asian Reader's Choice Award
	<i>The Best Leisure Destination in Asia Pacific</i>	Magazine of Business Travelers Asia Pacific, Hongkong
2013	<i>10 Great Dream Island Vacation Ideas For 2013</i>	Huffington Post
2014	<i>The World's Best Island</i>	Magazine of Travel + Leisure, New York
2015	<i>2015 Traveler's Choice Top 10 Island in The World</i>	Trip Advisor
	<i>The World's Best Island</i>	Magazine of Travel + Leisure, New York

Source: Bali Provincial Tourism Office, 2016.

Bali has the potential of uniqueness cultural and natural beauty as a tourist attraction since the beginning of its tourism development. Culture and natural beauty has become the image of Bali tourism. In this regard, the Regional Government of Bali since the beginning has proclaimed that the type of tourism that is developed in this area is the cultural tourism inspired by Hinduism. The provision is already contained in the Regional Regulation Number 3 of 1991, which then; improvements became Regional Regulation Number 2 of 2012 on Tourism Culture Bali. The concept of tourism culture of Bali is referred to in the Regulation is Bali tourism is based on the Balinese culture animated by the teachings of Hinduism and the philosophy of Tri Hita Karana as the main potential by using tourism as a vehicle for the actualization, to realize the relationship dynamic interrelationship between tourism and culture that makes them evolve in synergy, harmony and sustainable to provide welfare to the community, cultural and environmental sustainability.

Bali consists of eight districts (Karangasem, Buleleng, Klungkung, Gianyar, Badung, Bangli, Jembrana and Tabanan) and one city (Denpasar). Each districts and city in Bali has a unique tourism potential and

very diverse. The existing diversity, both cultural and natural beauty, as if Bali did not inexhaustible in which to dive and visited makes tourists wants to come back and come back again to Bali. Bali's famous name would not be separated from the history of the island from the Dutch colonial period up to the development of tourism in Bali now. When the Dutch East Indies colonial period in the 1920s, tourists who come to Bali, usually boarded a cruise ship docked in the port of Padang Bai seaport. The tourists from North America or Europe arrived in Bali after crossing the Pacific Ocean or along the coasts of Asia in accordance with the route. Among the visitors, that needs special attention the role of a set of foreign immigrants who settled in Bali during the period between the world wars. Most of them consist of the artists and scholars, although there are also adventurers and entrepreneurs. The resident alien is a pioneer and a guarantor of tourism cultural elite of the colonial era (Spruit, 1995; Picard, 2006).

They serve as intermediaries between Bali with tourists, both to validate and disseminate the image of Bali as a heavenly island in the western world, and the role of the public identifies with the culture of Bali - which is limited to the arts and religion. There are several activities such strangers who contributed rise of the image of Bali as a tourist area. They popularized the villages where they live, especially Ubud, Sanur and Kuta, which has now become the centre of tourism activity on the island. They also give a boost decisive moment in the process of renewal of Balinese arts: they paid attention to the endangered artistic expression. They disseminate the techniques and aesthetic codes that were not yet known by local people. Finally to encourage local artists to produce art forms that suits the tastes of foreign enthusiasts and can be traded in the market of tourism (Picard, 2006). Stories about the journey, paintings, photographs and films taken home, everything has been shaping the image of Bali as the island is heavenly, and the image is then taken over by the sector of the promotion of the tourism industry that is growing at the time (Macrae, 1992; Picard, 2006). Thus, starting in 1920, Bali portrayed continuously as the Garden of Eden, where the reign of a traditional culture that is protected from the modernity and its problems. Residents of the Garden of Eden was also described to have exceptional artistic talent, who spends most of his time with magnificent ceremonies held for the sake of their own pleasure and the gods (Picard, 2006).

2. Methods

This study analysed by descriptive qualitative data analysis and SWOT analysis. Presentation of the results of the data analysis is done formally (in tabular form) or informal (in narrative form). A tool used to prepare the strategic factors is the SWOT matrix. This study is to explore, and formulate policies and programs based on internal conditions, such as strengths and weaknesses factors that are owned and external situation, such opportunities and threats factors. Referring Rangkuti (2004), a SWOT analysis is a way to systematically identify the various factors in order to formulate a strategy. This analysis is based on logic can maximize the strengths and opportunities, but simultaneously can minimize your weaknesses and threats. SWOT Analysis considering and comparing the external factors, such as the opportunities and threats to internal factors, such as the strengths and weaknesses, so that the results of the analysis can be taken a decision branding strategy of tourism based on cultures and heritage in Bali.

The process of making SWOT analysis can be done through the eight stages of defining a strategy through SWOT matrix. The stages are: 1) create a list of objects internal strength; 2) establish the internal weakness of the object; 3) Make a list of objects external opportunities; 4) establish the internal threat objects; 5) Interpret of a combination of strengths and opportunities, and then record the results in the cell SO strategy (Strengths Opportunities); 6) interpreted from a combination of force and threat, then record the results in the cell strategy ST (Strengths Threats); 7) interpreted from a combination of weaknesses and opportunities, and then record the results in cells WO strategy (Weaknesses Opportunities); 8)

interpreted from a combination of weaknesses and threats, then record the results in cells WT strategy (Weaknesses Threats). The sampling method use deep interview to respondent (100 tourists who come to Bali) about internal factors (strengths and weaknesses) and deep interview with stakeholders (government, industry, local community) about external factors (opportunities and threats).

3. Results and Discussion

3.1. Policy Tourism of Bali

Tourism is one of the economic drivers of Bali, besides agriculture and small middle industries sectors. Tourism development is expected to provide benefit and well-being as much as possible for the people of Bali. Bali tourism development objectives are: 1) improve the quality and quantity of tourism destinations as well as the diversity of tourism attractions based on local potential; 2) conduct marketing activities using various media effectively, efficiently, and responsibly; 3) creating a tourism industry that is capable of moving the regional economy; and 4) develop tourism and governance institutions are able to synergize tourism destination development, marketing, and tourism industry in a professional, effective, and efficient. The target to be achieved: an increase in the number of domestic and foreign tourists visit; increase in length of stay and the number of tourist spending; increased community participation in tourism; an increase in regional gross domestic product and per capita income and poverty reduction.

Set policy direction related to tourism development in Bali are: 1) the development of local tourism quality, community-based and sustainable; 2) an integrated regional tourism development across sectors, regions, and principals; 3) development of regional tourism that promotes the potential advantages of Tourism Region, Region Special Tourist Attractions and Tourism Destination Region with the development priorities matching with the theme of development of the area; 4) development of tourist destination areas based on the potential appeal of culture, nature, and man-made based on local wisdom; and 5) development of tourism-oriented regions on the distribution of economic growth, increase employment opportunities, poverty reduction, as well as cultural and environmental preservation. Hence regional tourism destinations consisted of Tourism Region and Region Special Travel Attractions defined in Regulation Number 16 of 2009 on Spatial Planning Bali Province. Tourism Region is a strategic area of tourism that are within one or more geographical administrative area villages / wards in which there are potential tourist attraction, high accessibility, availability of public facilities and tourism facilities as well as socio-cultural activities of the community of mutual support in the realization of tourism. Bali has 16 destination area spread across eight regency and cities, while the Bangli Regency does not have destination area.

Table 2. Destination Area in Bali

No.	City/Regency	Destination Area
1.	Denpasar	Sanur
2.	Badung	Kuta, Tuban, Nusa Dua
3.	Gianyar	Ubud, Lebih
4.	Tabanan	Soka
5.	Klungkung	Nusa Penida

6.	Karangasem	Candidasa, Ujung, Tulamben
7.	Jembrana	Candikesuma, Perancak
8.	Buleleng	Kalibukbuk, Batu Ampar, Air Sanih

Region Travel Attractions Lodging is a strategic area of tourism that are in a geographic one or more areas of administrative villages / wards in which there are potential tourist attraction, high accessibility, availability of public facilities and tourism facilities are limited and the activities of social culture of mutual support in the embodiments of tourism, but its development is very limited to be directed to the effort to preserve the culture and the environment. Bali has 5 Travel Attractions Region Special consisting of Kintamani (Bangli), Bedugul-Pancasari (Tabanan-Buleleng), Tanah Lot (Tabanan), Palasari (Jembrana), and Gilimanuk (Jembrana). Travel Attractions Region Lodging in Bali serves as a buffer zone of cultural preservation and the environment, so that the use of space for tourism accommodation facilities and support are very limited and regulated further in the detailed spatial plan of tourism strategic areas set by local regulations.

3.2. Tourist Attractions in Bali

Tourist Attractions is anything that has a uniqueness, beauty, and value in the form of natural diversity, the culture, the result of man-made, and the activities of social culture that became the target or destination of tourists who could be area / expanse, rural areas / villages, period buildings, the buildings and the surrounding environment, the travel path locations spread in the district / city, both inside and outside the region or region Tourism and travel Attractions Special. Bali has a tourist destination areas are spread across the city and district. As for some tourist attraction located in each districts and city in Bali are as follows:

1) Tourism Potential of Denpasar City

Denpasar Bali is the center of the city. There is a tourist attraction in the city of Denpasar dominated by the inscriptions of cultural heritage, museums, traditional markets, and there is also Sanur Beach. Throughout the Sanur Beach and surrounding buildings there are many luxury hotels. Denpasar atmosphere is quite crowded by office activities and public economic activities. The tourist attraction located in the city of Denpasar, namely: Taman Budaya Art Centre, and Kumbasari Badung traditional market, Bali Museum, Bajra Sandhi Monument, Pura Jagadnatha, Sanur Beach, and many other tourist attractions.

2) Tourism Potential of Badung Regency

Badung regency is located in the southern district of Bali. Badung Regency has a variety of tourism potential, both natural and cultural, and the most rapid development of tourism compared to other districts in Bali. The district has three tourist areas, Nusa Dua, Kuta and Tuban which is the most massive hotel construction site in Bali. Moreover, airports are located in this district. Tourism potential contained in this district dominated by temples and beaches, namely: Pura Taman Ayun, Pura Uluwatu, Tourism Village Baha, Agro Pelaga, Garuda Wisnu Kencana, Kuta Beach, Dreamland Beach, Batu Bolong Beach, Coastal Pandavas, Kedonganan Beach, Mall, Monument Human Tragedy Bali bombings, Waterboom Park, and many other tourist attraction.

3) Tourism Potential of Gianyar Regency

Gianyar Regency is a district that is famous for his art. Tourist villages located in Gianyar Regency has a unique appeal and distinctive culture. For example, Celuk famous carving crafts gold and silver. Sukawati village famous as a center of art and wood carving art has a market that sells a wide range of art products for tourist souvenirs. Singapadu village is famous as the center of his face carving stone used for building

materials. The village is famous as an attraction Batubulan Barong and Kris. The village of Ubud is famous as a center of art and development center for accommodation because it has a very beautiful view and atmosphere unspoiled. Keramas village is famous as a center of art and engraving metal. Bona village is famous as a center for handicrafts from bamboo. Bedulu village famous for its cultural heritage, namely Goa Gajah, Yeh Pulu Relief, Pura Samuan Three and Tebing Tegal Linggah. Taro Payangan village as a center for elephants in Bali and has the most comprehensive museum in the Southeast Asian elephants, and Bali Elephant Safari Park. In addition, this regency also has other tourist attraction, namely: Puri Ubud, Monkey Forest, Bali Safari and Marine Park, Bali Bird Park and Reptile Park, Butterfly Park, Bali Zoo Park, Pura Tirta Empul, the Presidential Palace Tampak Siring, and many others tourist attraction.

4) Tourism Potential of Tabanan Regency

Tabanan regency is fertile agricultural land that the population of farmers and mostly covered in rice fields and green. Tabanan also dubbed the granary island of Bali, because it is the biggest producer of rice in Bali. Tourist attraction in Tabanan regency in the form of natural attractions and combined with cultural attractions, the Pura Tanah Lot, Bedugul Botanical Garden, Ulun Danu Beratan Lake, Jatiluwih terrace rice fields, Alas Kedaton, Penatahan Hot Spring Water, Subak Museum, Margarana Hero Tomb Park, Butterfly Park, Castle Court and Anyar Kerambitan Castle.

Tanah Lot Temple is a tourist attraction (place of worship Hinduism) built on the reef which is located on the beach. Tanah Lot Temple scenery is very beautiful when the sun sets and made travel packages required by the travel agent. Bedugul Botanical Gardens is a conservation area in the form of a large botanical garden with an area of 157.5 hectares of land managed by the Indonesian Institute of Sciences. Ulun Danu Beratan Lake is a tourist attraction in the form of the temple which is in the middle of Lake Beratan has very beautiful scenery. Tourist attraction is equipped with amenities and attractions boat ride around the lake.

Jatiluwih is a village which is mostly covered in the form of terraced rice fields which have beautiful views and every activity of paddy fields, from planting to harvesting rice, full of culture. The village is also designated as a world cultural heritage by UNESCO. In Jatiluwih, the tourist activities that can be done in this village such as cycling, trekking and rafting. Alas Kedaton is a tourist attraction in the form of the temple at the center of the natural protected forest inhabited by hundreds of monkeys and bats that hang from tree branches. Penatahan Hot Spring water is a tourist attraction where natural hot spring visited by tourists. This hot water can improve health and eliminate fatigue rating. Subak Museum is a tourist attraction education that teaches about the system Subak (water irrigation) in Bali and equipment used in rice fields in Bali. Margarana Hero Tomb Park an idol of the nation garden reserved for the heroes who fell in battle of Puputan Margarana struggle for independence. Butterfly Park is a special place conservation of various species of butterflies. Tabanan Regency also has a tour of the castle, the Puri Agung and Puri Anyar Kerambitan.

5) Tourism Potential of Klungkung Regency

Klungkung regency is bordering other districts in Bali, Bangli, Karangasem and Gianyar. Klungkung regency third (112.16 km²) located on the island of Bali is great and two-thirds (202.84 km²) is located on the small island of Bali, the island of Nusa Penida, Nusa Lembongan and Nusa Ceningan. These small islands located in Klungkung regency causing the district has the appeal of marine tourism is very beautiful and used for diving and snorkeling. Tourist attraction located in Klungkung regency consists of: Nusa Penida, Nusa Lembongan, Nusa Ceningan, Kusamba Beach, Watu Klotok, Kerta Gosa, Goa Lawah Temple as a tourist attraction caves, temples and beaches, Kamasan village famous for its art of

traditional painting Village Tihingan as the manufacturing hub of gamelan, Semarajaya Museum and the Museum of Classical Art Gunarsa, and many other tourist attraction.

6) Tourism Potential of Bangli Regency

Bangli district is the only district in Bali does not have a coastal tourist attraction. Although Bangli Attraction does not have a beach, Bangli still has attractions that managed to amaze the world community. The district borders Buleleng, Klungkung, Karangasem, Badung and Gianyar. Tourist attraction located in Bangli regency, namely Niagara Yellow, Singasing, and Batur Kintamani Lake and hot spring water.

7) Tourism Potential of Karangasem Regency

Karangasem regency has varied tourism potential, both natural attractions and cultural tourism. Nature in this district is very promising with the presence of Mount Agung as a climbing tour supported the mountain ranges that appeal trekking tours, shore excursions for snorkeling and diving spot, as well as agro park. While the potential of the culture of a very unique and traditional still is at the root of Balinese culture that is still carried out by the society. As for the data is a tourist attraction in Karangasem, among others: Yeh Malet, Padangbai, Candidasa, Tenganan Village, Taman Ujung Soekasada, Puri Agung Karangasem, Taman Tirtagangga, Jemeluk-Amed, Tulamben, Putung, Iseh, Telaga Waja, Pura Agung, Besakih, and Bukit Jambul.

8) Tourism Potential of Jembrana Regency

Jembrana is a district that has a tourist attraction dominant beaches and tourist attraction water. Tourist attraction located in Jembrana, namely: Perancak Beach, Medewi Beach, Rambut Siwi Coastal, Perkutatan Beach, Delod Berawah Coastal, Rening Baluk Beach, Pengeragoan Coastal, Palasari, Gumbrih Village, Water Park, and Tourism Village in Blimbing Sari. Travel beaches in Jembrana often used for traditional rowing boat races, surfing (Medewi Beach), as well as turtle breeding places for spawn (in Perancak). Tourism Village of Blimbing Sari provides hiking, trekking, and outbound in the forest area.

3.3. Branding Bali

Bali formed now a long series of processes before developing tourism in Bali since the 1920s. Bali's famous name would not be separated from the history of the island from the Dutch colonial period up to the development of tourism in Bali now. The travelers who come when it spread the image of Bali as the island upward through the stories of your travels, paintings, photographs and films taken home, all the information spread and has formed the image of Bali as the island of heaven and its people have artistic talent outside ordinary.

Bali branding has a slogan Shanti, Shanti, Shanti that's means Peace, Peace, Peace, showing the beauty of the local knowledge that is expected as a vehicle that will spread globally. Bali brand made with the essence of which is the spirit of all the people of Bali. It also takes into mind the other virtues of Bali, such as beautiful scenery, cultural, and spiritual feelings. Shanti Bali is the spiritual core that integrates peace around the man and the universe. Local knowledge will hopefully lead to a broader desire, namely world peace.

Bali branding is dominated by red, black and white (color of *tridatu*) representing the god *Trimurti* (*Brahma, Vishnu, Ciwa* which serves as creator, preserver and destroyer). The image of that branding has

floral motif signifying a close relationship between Bali and its surrounding environment that provides life. It is also a unique thing about Bali with the rhythm and harmony, which leads to a peaceful and spiritual Bali. Branding Bali accommodate all interests, be it tourism, agriculture, and all sectors to cooperate in bringing the name of Bali. Visual Branding Bali take the form of taking into account the values of previous findings. In line with the brand differentiation that underlines natural and cultural aspects, visual and branding tagline Bali dominant with spiritual nuances. This leads to a philosophical element to support the spirit of Bali. Branding Bali uses visual triangle symmetrical triangle is a symbol of stability and balance. It is formed of three straight lines where the two ends meet, took the symbol of the blazing fire (Brahma - the Creator), the *lingga* or phallus. That triangle is also representing the three gods of the universe (*Trimurti - Brahma, Vishnu and Shiva*), the three stages of nature (*Bhur, Bwah and Swah Loka*), and three stages of life (born, lived and died). The triangle also explains the essence of the brand is influenced by *Tri Hita Karana*, the basic values guiding the people to a balanced life. That is the Hindu philosophy and the meaning of a triangular shape. Branding Bali has symmetrical floral motifs. If the triangular folded, motif on each side will be identical. It shows the balance becomes an important part in the design: harmony and peace in accordance with the vision of the brand. Floral motif strong and dominant describe the creativity of the Balinese which shows the closeness of the Balinese with the surrounding natural environment, emphasizing the virtues of the most powerful, and the beauty of the natural landscape.



3.4. Environmental Analysis Branding Bali

Strengths Factors

- 1) Bali is a well-known tourism destination in the world. For tourists, Bali names would be familiar. This is evidenced by the number of tourists visiting Bali and Bali a number of awards as Best Destinations. Bali's famous name would not be separated from a variety of marketing activities and the island's history since the development of tourist arrivals in the start.
- 2) Bali has a very unique culture. The uniqueness of Balinese culture is second to none in the world. The culture of each area in Bali is very varied and is formed in accordance with local knowledge and habits of life of each region in Bali.
- 3) Diversity of tourism potential in the area of Bali. It can be seen from the potential of each district and city in Bali. Bali travel product variations create very rich in tourist attraction. It also led to tourists coming to Bali many times, as if Bali did not inexhaustible in which to dive and visit its appeal.
- 4) Domination and variation potential of culture in Bali. The potential of tourism in Bali is dominated by cultural potential. Balinese culture is very famous and preserved until now because the culture to this day remain to be implemented, acted and preserved by the people of Bali. Balinese culture that is rooted in their daily lives against the backdrop of agriculture. Balinese culture is implemented sincerely is a form of tribute and gratitude speech presented to the Lord. That makes it different Balinese culture.
- 5) Philosophical Bali branding in accordance with the Bali tourism potential. Branding Bali to address the culture of Bali. Bali brand made with the essence of which is the spirit of all the people of Bali. It also takes into mind the other virtues of Bali, such as beautiful scenery,

cultural, and spiritual feelings. Bali slogan and logo is the spiritual core that integrates peace around the man and the universe. Local knowledge will hopefully lead to a broader desire, namely world peace.

- 6) The cultural tradition is still carried out and fused with Balinese life. Balinese culture is very famous and preserved until now because the culture to this day remain to be implemented, acted and preserved by the people of Bali. Balinese culture that is rooted in their daily lives against the backdrop of agriculture. Balinese culture is implemented sincerely is a form of tribute and gratitude speech presented to the Lord. That makes it different Balinese culture.
- 7) There is a festival rides for the expression and appreciation of Balinese culture. In Bali there are several cultural festival as a cultural expression of society, such as Bali Arts Festival, Mahalango Bali Festival, and also Sanur Kite Festival.

Weaknesses Factors

- 1) The slogan branding Bali Shanti is not universal. The slogan should have meaning and can be understood by the target market intended. Branding not just a slogan, but the slogan is communicated continuously able to strengthen the branding of the destination. Communication is needed between the marketer with tourists through the products and the fulfillment of the promise of the product.
- 2) Brand products describe the identity of those who consume them. There is no special icon built and agreed to strengthen the branding of Bali. Branding is not just an icon, but the icon may reflect an image of a destination and the traveler will accelerate the connectivity of mind will be a brand.
- 3) There are no special merchandise heritage tourism are made and agreed to strengthen the branding of Bali. Brand identity require some form of a product that can be owned by tourists, merchandise herein can be used as souvenir for tourists, to remind as well as evidence and the fulfillment of social prestige or ever visited the showroom of the destination.
- 4) Lack of tourism promotion. Branding should continue to be delivered to travelers to sensitize these destinations are still there, knowing that destination, and the destination can be answered and made the choice to place traveled. Very importance information to unknown and further recognition rating and potential tourists.
- 5) Lack of management packs cultural tour packages in Bali. Cultural tour packages offered by Bali impressed attract the attention of tourists through personal effort.

Opportunities Factors

- 1) The development of information technology and social media. Development of Internet technology plays an important role in providing information to tourists and potential tourists. The information of company's product marketing mix so easy will be known with the customer. The products became very easy to imitate.
- 2) Trends in special interest tourism. The development of tourism in Bali today is not only limited to sun, sand, sea, but already increased to sport and spiritual tourism.
- 3) The cost of living in Indonesia is cheaper than other countries.
- 4) Variety of tourism products in Indonesia as a place for tourists traveled further. This is to spur the development of tourism in other parts of Indonesia.
- 5) The hospitality of Indonesian people. Indonesian I society is known for hospitality and openness to accept the arrival of tourists.

Threats Factors

- 1) The number of competitor's similar tourist destinations.
- 2) The amount of information and choices traveled to tourists.
- 3) Negative information media in Indonesia tend to be preached repeatedly and over a long period. Negative information will be a tourism destination able to change the view and the image of the destinations. Nice image formed will initially turn out to be negative by the repetition of information that turns into confidence and considered the truth by tourists or potential tourists.
- 4) Services in total in the tour affecting the image to a destination. There are no other words in accelerating the formation of branding in the minds of consumers, in addition to providing services in accordance with what has been promised, and even tried to surpass consumer expectations. Total services in tourism can not only be provided only by the industry, however a summary of a variety of industries. The experience gained will shape branding travelers about destinations.
- 5) Safety, congestion, health, waste is a future. Safety, congestion, health, waste is a problem that must be addressed and made handling and management systems.

3.5. SWOT Analysis Branding Bali

Based on these factors internal and external environment, then the resulting strategy can be seen in Build Branding Strategy of Bali Tourism that is:

SO (Strengths Opportunities) Strategy

Strategies to strengthen the image of Bali tourism destinations based on cultures and heritage in accordance with the Bali's main tourist potential.

Tourist destination Bali is famous for its culture and heritage, which is still preserved cultural activities and held until today. Strengthening the image of Bali tourism destinations can be done by highlighting the major tourism potential to attract tourists to come and get a quality tourism experience and unforgettable. This is the basis for the next steps and must have the same rhythm and mutual support, such products, icons, slogans, service and other factors have the same rhythm in the image to be formed and capable of strengthening the existing image.

WO (Weaknesses Opportunities) Strategy

Bali travel destination marketing strategy based on cultures and heritage.

Steps in the marketing of tourism destinations Bali based on cultures and heritage to do the analysis effort segmenting, targeting and positioning that leads to culture and heritage. The next step in building a marketing mix that corresponds to the intended target market. Study and research in an effort to build the marketing mix to the target market is very important. The results of marketing mix to identify the factors internal and external environment of Bali tourist destinations. Based on these factors, the drafted strategy and marketing programs based tourist destinations Bali cultures and heritage.

The evaluation of Bali branding strategy

One of the biggest challenges facing the management of branding is the marketing environment is dynamic and constantly changing. A shift in consumer behavior, changes in government regulation, technological developments, the dynamics of competition, and other changes could potentially affect a

branding. A branding has several elements or identity, both tangible (brand name, symbol, slogan, graphic design, etc.) or intangible (symbolic value, a special bond, personality, self-image, etc.). Bali branding must be evaluated by conducting studies and research on the effectiveness of branding over the years. Slogan in branding should be able to understand, remember and become a magnet for tourists to come visit. Programs that can be applied, among others: increasing the breadth and depth of brand awareness and brand consumption; marketers can increase the quantity and quality of the visits, as well as eliminating obstacles that hinder visits to destination; increase strength, favorability, and uniqueness of Bali tourism potential; defend vulnerable customers, recapture lost customers, identify segments neglected, as well as attract new customers (expanding geographical or exploit new market segments).

ST (Strengths Threats) Strategy

The strategy of authenticity differentiations of Bali tourism potential.

Marketer should be able to build and interpretation tourists through the rational and emotional perception and experience travel. Perceptions associated with feelings, emotions, moods, and travelers the impression of something. Experience rating will affect the perception of something that is believed to influence decisions and travelers traveled further. These attributes can include weather, transportation, food, landscape, recreation facilities, or the attitude of the local people. Experience and enjoy the products at destination should be different than other destinations, if the traveler does not tend to compare and easily assess that a better destination or not.

The strategy to improving security and tackling negative issues

Efforts that can be done by involving the active participation and foster the community's concern and care for the environment surrounding the security of destinations. This can be done effectively if the public benefit with the development of tourism, so the concept of community-based tourism and sustainable tourism should be applied to ensure the survival and welfare of the community. Negative issues are negative for the promotion of the destination. If it is allowed to drag on, then the negative impact on the perception and lower trust rating to make a visit. Efforts can be made to work together with various stakeholders and work with the media information to be able to dampen the negative issues and provide positive information to the public.

WT (Weaknesses Threats) Strategy

The strategies to build trust rating through real action

Consumer confidence can be achieved if the product is offered in accordance with the promise made marketer for their products, and consumers are satisfied with the products consumed. Some things to be aware of the effort to maintain customer satisfaction, namely:

- (1) The customer expectation is dynamic and shaped by many factors, including the shopping experience in the past, the opinions of friends and relatives, as well as information and promotion of the company and its competitors.
- (2) Not all customers equal value, because it needed strategic segmentation that facilitates the selection of a special segment for purposes of long-term relationship marketing.
- (3) Strategy buy customer loyalty sometimes it potentially harm the company, especially when targeted is switchable customers (a group that likes to find the best deals, the lowest namely, prizes, or the most attractive facilities).

- (4) The use of technology to replace, supplement, or add services companies face obstacles in the form of issues of privacy, confidentiality, the level of technological literacy.
- (5) The high degree of reluctance dissatisfied customers to complain. It is caused by cultural factors, lack of knowledge and experience in delivering consumer complaints, difficulty in getting redress (complaints procedure too complicated), the value of the products or services purchased relatively small.
- (6) Satisfaction is only one among the many kinds of emotions that color the experience of our daily lives (angry, disappointed, upset, happy, and excited). Customer value in accordance with the product. Customer value refers to the difference between consumer benefits gained through access or ownership and use of a product or service to the costs incurred to obtain these benefits.

Conclusion

Bali's famous name is formed from a long process of prior to developing tourism in Bali since the 1920s. This is inseparable from the history of the development of the island from the Dutch colonial period up to the development of tourism in Bali now. Travelers who come when it spread the image of Bali as the island upward through the stories of your travels, paintings, photographs and films taken home, all the information spread and has formed the image of Bali as the island of heaven and its people have artistic talent outside ordinary. Branding Bali has a slogan Shanti, Shanti, Shanti that's means Peace, Peace, Peace, showing the beauty of the local knowledge that is expected as a vehicle that will spread globally. In the future need for in-depth study and analysis of the current Bali branding. Efforts to build the branding strategy of tourist destinations Bali-based ultimate potential of the form: Strategies that can be applied in developing branding Bali tourism, namely: strategy branding of destinations Bali-based culture and heritage in accordance with the potential of the main tourist Bali, the marketing strategy of tourist destinations Bali-based culture and heritage, strategy evaluation Shanti Bali branding, strategy authenticity differentiations of Bali tourism potential, safety improvement strategies and countermeasures negative issues, and strategies to build trust rating through real action.

Some things that can be recommended are:

- 1) The branding strategy is said to be effective if the target market has the same view with marketers who are able to influence the decision in traveled tourists. A tourist has many options and they tend to choose and consider the goals that benefit.
- 2) Need for a study on branding slogan Bali Shanti and there is a special icon built and agreed to strengthen the branding of Bali.
- 3) Promotion through social media and websites. Internet plays an important role in providing information to the traveler's itinerary today's travelers.

- 4) Negative information media in Indonesia in order not reported repeatedly and over a long period to negatively impact to the image of the destination.

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