Heritage Tourism Branding Strategy (Comparative Study of Heritage Tourism Branding Strategies in Madura, Indonesia and Malaysia)

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Abstract. Malaysia already has quite well-known heritage areas, namely George Town and Melaka which are recognized by the UNESCO World Heritage Side. Then what about some of the historical heritage in Indonesia, especially Madura? The formulation of the problem raised is related to how positioning, differentiation, manage image, for the next how is a Comparative Study of Heritage Tourism Branding Strategies in Madura, Indonesia and Malaysia. The research method uses a qualitative descriptive method. As well as reviewing and linking with several study variables. The Comparative Study of Heritage Tourism Branding Strategies in Madura, Indonesia and Malaysia, has very big differences. Tourism Heritage George Town, Penang and Melaka in terms of branding strategy management, have been successful. Positioning, product differentiation, and brand image have been carried out well by the two Old Town in Malaysia. Very different from the branding strategy carried out by PT. Garam because it has no authority and limited duties related to the management of old buildings to be used as a heritage tourism sector.

Keywords: Heritage, UNESCO, Positioning, Differentiation, Image

1   Introduction

Heritage in the tourism context is an important part of cultural tourism based on experiences and activities that authentically represent the historical, cultural and natural resources of a particular region [1] As reported by the UNITED Nations World Tourism Organization (UNWTO) in 2005 noted that visits to cultural and historical heritage tourism objects have become one of the fastest growing tourism activities. Two types of tourism activities that are closely related to cultural heritage and historical heritage are cultural tourism and heritage tourism.

As a tourism product, Malaysia is a tourism destination country that has various kinds of tourist attractions both natural, cultural and special interests. Malaysia already has the George Town and Melaka areas which are recognized by UNESCO. Then what about some of the historical heritage in Indonesia, especially Madura and a comparison of branding strategies for the two countries.

2   Method

The research method used by researchers is descriptive qualitative research. Qualitative research is defined as a research process to understand social problems based on the creation of research images formed in sentences, with detailed views of informants, then arranged in a scientific setting.

Data is generally presented in the form of narratives and pictures. As for the data presented in verbal form, which places more emphasis on contextual issues and is not related to numerical calculations, empirical measures.

The choice of this qualitative research method is intended because the use of this method provides more in-depth information about a data, as well as the validity of the information provided by sources is more accountable because the research is carried out by taking data directly from informants or informants directly, either by conducting interviews or observing .

While the approach taken in this study is a qualitative descriptive approach. Qualitative descriptive refers to the identification of distinguishing traits or characteristics of a group of people, objects or events. Basically descriptive qualitative involves the process of conceptualization and results in the formation of a classification scheme. The purpose of this study is to make a systematic, factual and actual description or description of facts related to the phenomenon under study [2]. The data collection technique is through 1. In-Depth Interview (in-depth interview), 2. Observation (observation), 3. Documentation

3   Results and Discussion

3.1   Presenting Results

Potential Area of George Town, Penang. George Town is a city located in the state of Penang, Malaysia. Penang is an area of 1,031 km2 which is in direct contact with the Malacca Strait. The Penang region is divided into 2, namely Pulau Penang and Sebrang Perai. The area of Sebrang Perai is much larger than Pulau Penang. However, all forms of government activities of the State of Penang are centered on Pulau Penang.

The city of George Town also has another feature, which is that it has more than 4,000 old buildings, including shop houses and classic European-style buildings that adorn almost every corner of the city. Not only that, there are also Chinese temples, Indian temples to Malay mosques which symbolize the diversity of religions and cultures in the city of George Town. Uniquely, even though they have existed for hundreds of years, these buildings are still standing strong and are in good physical condition today.

Therefore, protecting and maintaining various heritages in the city of George Town is something that must be done. Furthermore, the importance of the city of George Town for Malaysia can be seen through the various activities carried out by the government and community groups in an effort to preserve the heritage that is in it. In order to realize this, it is deemed necessary to achieve World Heritage City status for

the city of George Town. Because by achieving this status, the city of George Town will receive international assistance to protect the heritage in it.

Potential of Melaka Heritage Area. Melaka is a state in Malaysia. In 2008, Melaka was declared a World Heritage Site by UNESCO. Melaka State was declared as 'Melaka Maju' on 20.10.2010 at 20:10 at Hang Jebat Stadium which was presented by the Prime Minister of Malaysia directly from Putra World Trade Center (PWTC), Kuala Lumpur. Melaka is also declared a Green Technology City. The country has a fairly highly educated population, with an adolescent literacy rate of 99.5% as reported by the 2015 Millennium Development Goals Report. As of 2016, Melaka is the safest place to live in Malaysia. The domestic crime index rate fell by 15.5 percent in 2017 with 3,096 cases recorded compared to 3,663 in 2016. The 2017 Socioeconomic Affairs Report published on 26 July 2018 reported that Melaka was the state that recorded the lowest unemployment rate in 2017 with only 1,0 percent.

Potential Heritage Area of PT. Garam District, Kalianget. The scope of the area in this study is focused on the cultural heritage area of PT Garam Area in Kalianget District, Sumenep Regency and is based on recommendations for historic buildings that are known by the public and included in the criteria for preserving historic buildings and the environment. The area of PT Garam, Kalianget District, covers an area of 32 ha. PT Garam area in Kalianget District, Sumenep Regency can be regarded as one of the cultural heritage areas in the form of ancient buildings and are referred to as cultural heritage buildings, which are evidence of the heyday of the Garam industry in Indonesia

The value of economic growth is based on shifts in livelihood activities. This has an impact on the physical maintenance of ancient buildings. In the Kalianget area there was an emptying of buildings. There are 54 building units or 64.2% which are currently vacated by PT Garam [3].

PT Garam's area is more than 50 years old, which is evident in the power plant and big salt pump, it is stated that the machines were built in 1914 and 1929. Ownership of ancient buildings belongs to PT Garam, and is under the responsibility of the state. Previously these buildings could only be enjoyed by PT Garam workers without paying for them. However, conditions were different when the central PT Garam office moved to Surabaya. There are 30% of the ancient buildings occupied by PT Garam while the others are vacated and rented out.

3.2   Discussion

In the world of Marketing 3.0 proposed a framework called "Model 3i", which views the company from three aspects: positioning, brand and differentiation (Fig. 1) [4]. Companies are advised to evaluate their marketing efforts from the perspective of the three "i"s – brand identity, brand image, and brand integrity – and aim to approach a balanced triangle. The final form of marketing is building a strong image by clarifying the brand's unique identity and strengthening it with authentic integrity.

Fig. 1. Concept 3i

Positioning of heritage tourism destinations. In determining Positioning where the act of designing tourism offers and images from these two countries occupies a distinctive position between one another, Malaysia in the study of George Town, Penang and the heritage city of Melaka seeks optimization by emphasizing the strategy of world recognition through UNESCO by making both the city as a World Heritage City, with the aim being to keep both cities in Penang and Melaka in the minds of consumers to maximize the potential benefits of the tourism sector. The positioning created is about how a tourism area can enter and control the minds of customers. Determination of position begins with the existence of the city itself along with the services provided, be it in the form of goods, services, institutions, or even people as supporters. Positioning is not an activity that marketers carry out on products, but rather an activity that marketers carry out on the minds of prospective customers so that the right position of the product can be implanted in the minds of customers [5]. Meanwhile, in heritage studies in the environment which are mostly owned by PT. Garam, less trying to make some of its areas part of the old city which is recognized by the world through UNESCO.

Fig. 2. George Town Building "World Heritage Incorporated"

The establishment of the George Town Building "World Heritage Incorporated" (Fig. 2) on the island of Penang, as a designation of a position that shows class in the hearts

of tourism lovers. Also this is not inferior to Melaka by making Melaka a World Heritage City.

Differentiation of tourist destination products.
Differentiation of tourist destination products is an effort by a region to differentiate its tourism products from competitors in a trait that makes it more desirable for tourist visitors [6]. As the differentiation provided by the old cities of George Town and Melaka, these two cities provide different forms and advantages, even though both are recognized as World Heritage Cities. Like Penang Island and George Town, it has provided a differentiator by having murals and design art as photo spots on several walls and corners of the city's buildings.

Fig. 3. The existence of a very iconic Phinisi Ship in Melaka

You can also see how Melaka makes a difference even though they are both UNESCO World Heritage (Fig. 3).

Management Image and Reputation. The Tourism Image that was built (Brand Image) from these two old cities seeks that consumers can make associations based on product-related attributes, for example price and packaging or product-related attributes, for example color, size, design and other features. Associations can also be created based on product benefits such as functional benefits, symbolic benefits, or based on experience benefits.

As with the image management provided by the old cities of George Town and Melaka, the forms of public services, such as the provision of service places and information centers are provided (Fig. 4). Here the reviewer found more services provided by the Government of Penang Island, where people who got off from the Penang airport immediately found several information centers that were so complete, starting from transportation to maps of tourist locations along with details.

Fig. 4. Information service center in Gorge Town, Penang

The provision of information services and the installation of places that can be recognized and remembered by tourist visitors is a form of effort to build that image properly.

Comparison of Heritage Tourism Branding Strategies. How is the Comparative Study of Heritage Tourism Branding Strategies in Madura, Indonesia, and Malaysia. Indeed, there is a great distance between the existence of George Town Heritage Tours on the island of Penang, the buildings, and forts in Melaka, when it is related to the heritage in the Sumenep area, especially the heritage management owned by PT. Garam (Fig. 5). This huge difference is due to the authority and management system provided by each government. Heritage Services from PT. Garam is due to its function as a budget-producing party under BUMN. Meanwhile, the main duties and functions that are produced are Garam products that can be sold, and do not have the main duties and functions as heritage managers and fund generators from the tourism sector. As the authority that is not fully given by the ministry to manage the tourism sector. As for the regional government, in this case, the Sumenep regional government, does not have the authority to manage all the assets owned by PT. Garam because PT. Garam itself is under direct ministry.

Fig. 5. The 103-year-old Central Building

4   Conclusion

Even though Madura has an Old Town which can be a heritage tourism potential, from the side of the Comparative Study of Heritage Tourism Branding Strategies in Madura, Indonesia and Malaysia, has very big differences. Tourism Heritage George Town, Penang and Melaka in terms of branding strategy management, have been successful. Positioning, product differentiation, and brand image have been carried out well by the two old town in neighboring Malaysia. Very different from the branding strategy carried out by PT. Garam in managing the heritage of its old buildings. This is because PT. Garam has limited authority and duties related to the management of old buildings to be used as a heritage tourism sector, and the weaknesses of several buildings and areas owned by PT. Garam cannot be transferred by the local government because there are differences in asset ownership and management.

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