



## The Effectiveness Of Enjoy Jakarta Slogan in Building Community Awareness

Budi Satria<sup>1</sup>, Eri Bukhari<sup>2</sup>

<sup>1</sup>Dian Nusantara University, Indonesia

<sup>2</sup>Bhayangkara Jakarta Raya University

**ABSTRACT** : This study aims to see the effectiveness of DKI Jakarta's tourism slogan, namely DKI Jakarta and to find out what promotional media are often used by tourists to access tourism in a tourist destination using quantitative methods, using a sample of 30 people drawn randomly from 7 leading tourist attractions in DKI Jakarta. The analytical method used is adjusted to the research objectives. To answer the effectiveness of the slogan "Enjoy Jakarta" in promoting tourism in DKI Jakarta, the researcher uses the EPIC method. Meanwhile, to find out what promotional media are often used by tourists to access tourism in a tourist destination, researchers use a descriptive method where researchers will see the largest number of media selected by tourists. The result of this research is that the slogan "enjoy Jakarta" is quite effective in representing tourism in DKI Jakarta. Meanwhile, the media most accessed by tourists and potential tourists is through internet sites, television coverage (publications). coverage from print media, discount offers, bonus offers and coverage on radio and through catalogs. Meanwhile, media sponsorship, telemarketing, kiosks, direct mail and presentations are less effective in communicating a tourist destination. Because tourists and potential tourists rarely access the media. Thus the research results are expected to be a reference for the development of tourism promotion in DKI Jakarta.

**KEYWORDS** - Promotion, DKI Jakarta, EPIC

Received 29 December, 2020; Accepted 10 January, 2021 © The author(s) 2021.

Published with open access at [www.questjournals.org](http://www.questjournals.org)

### I. INTRODUCTION

The priority for tourism development in Indonesia was set in 10 (ten) national tourist destinations, namely DKI Jakarta, West Java, Central Java and Yogyakarta, East Java, Bali, North Sumatra, West Sumatra, North Sulawesi and South Sulawesi by the Directorate General of Tourism in 1999. Determination of government policies in tourism development is based on two main ideas (1). Availability of infrastructure, facilities and other facilities as well as the magnitude of tourism potential in the region concerned. (2). The principle of equitable development so that tourism development can be carried out simultaneously without neglecting the potential sources of each region (Untari et al, 2014).

As the capital city, Jakarta is also the center of business, politics and government, thus positioning Jakarta as a metropolitan city has its own magnet to invite people from outside Jakarta to visit or even live in Jakarta. Jakarta as one of the main tourist destinations in Indonesia has a variety of tourist products. The attractiveness of Jakarta as one of the main tourist destinations in Indonesia can be seen from the number of foreign tourists visiting Jakarta. Foreign tourists (tourists) visiting the city of Jakarta have continued to increase in the past four years with an average increase of 85,782 foreign tourists per year in December and 149,504 foreign tourists in January (DKI Jakarta Provincial Statistics Official News; 2013).

All tourism potential that is owned by DKI Jakarta requires a good management so that it can provide benefits to the community. The efforts of the DKI Jakarta government to elevate the people's economy through the tourism sector and turn DKI Jakarta into an international tourist area is a good effort, but the success or failure of making DKI Jakarta an international tourist area depends on the seriousness of the local government to cooperate with other agencies and be assisted by the community. In developing the tourism business in the city of DKI Jakarta, the participation of various elements is also required to achieve it, including active participation from the community around tourist sites (Barika, 2009).

One of the elements needed to inform and communicate tourism in DKI Jakarta is an effective promotion. The effectiveness of a promotional activity can be determined by a representative slogan and the

appropriateness of using promotional media so that the information that will be provided is more targeted. Therefore this study aims to see the effectiveness of the tourism slogan of DKI Jakarta, namely DKI Jakarta and to find out what promotional media are often used by tourists to access tourism in a tourist destination.

This research uses quantitative methods, using a sample of 30 people drawn randomly from 7 leading tourist attractions in DKI Jakarta. The analytical method used is adjusted to the research objectives. To answer the effectiveness of the slogan "Enjoy Jakarta" in promoting tourism in DKI Jakarta, the researcher uses the EPIC method. Meanwhile, to find out what promotional media are often used by tourists to access tourism in a tourist destination, researchers use a descriptive method where researchers will see the largest number of media selected by tourists.

## **II. LITERATURE REVIEW**

### **Tourism**

Tourism is a humanitarian activity that deals with people from the same country or between countries or only from a limited geographical area. This includes living temporarily in other areas or other countries or other continents to meet various needs except for activities to earn income, although in its development the limitations on earning income have become foggy (Wahab; 1992).

In line with the above opinion, according to Warpani (2007), tourism is a trip carried out by a person or group of people visiting certain places voluntarily and temporarily for the purpose of vacation or other purposes not to make a living.

There are similarities in the definitions given by some experts, namely that tourism involves temporary displacement of places, in order to seek a pleasure and not earn a living.

### **Marketing strategy**

Developing a strategy in developing a tourist product into a tourism product is absolutely necessary. This is related to the sustainability of the business where through planning a careful strategy can help achieve the final goals to be achieved and focus on the vision and priorities that need to be developed in response to an ever-changing environment (Untari; 2014) and also through planning. a mature strategy can ensure that all stakeholders who take part in product development can work towards the goals to be achieved.

Strategies are needed in developing a product and in developing a tourism product, strategic decisions involve three main parameters, namely the who dimension, namely who is the target customer, what dimension, namely what products or services will be offered, then the third dimension is how, namely the activity that will be done to make it happen (Tjiptono et al, 2008; 132). Kastaman (2003; 2) in his research revealed that an important strategy for getting success in the field of product marketing includes advantages in cost / costs (cost leadership), advantages because of the distinguishing or uniqueness of the products made (differentiation) and advantages because it focuses on targets. or specific market segments.

### **Promotion**

Promotion is a form of marketing communication, in which there are marketing activities that try to spread information, influence, persuade, remind target markets to be willing to accept, buy and be loyal to the products offered (Tjiotono, 2008; 219).

Taking an approach with consumers and communicating about the value of a product, what makes it different from other products and arguing about the reasons for buying the product is very important because humans manipulate thoughts and mind control from hearing words or sentences (Reilly, 2010) .

Primadona (2012) in his research found that promotion can remind consumers of informed products and promotions also motivate consumers to consume informed products. The use of advertising media in the form of print and electronic media as well as sales promotion in the form of discounted prices is considered more effective in promoting a product. Promotion is an effort to increase consumer understanding and perception of the products offered by increasing consumer understanding and perceptions of a product, which affects the amount of money that is willing to be used to consume the products offered (Rini, 2012).

The process of developing a promotion so that it can run effectively and efficiently requires three stages of analysis, namely Determine promotional objectives and Creating an effective theme and message Before the promotion is carried out, it is necessary to determine the objectives of the promotion, in marketing the AIDA (Attantion, Interest, Desire, Action) model is known. The model can be directed at developing the expected response. Attantion reflects the cognitive stages, interest and desire is a reflection of the affective stage and action is a reflection of the contive stage. Thus it can be determined for what promotion is carried out and which stages will be the target of the promotion.

Creating an effective theme and message, food is a strong symbol of quality of life and authenticity, as a result has a theme of importance and is then used in advertising. However, the food theme is actually twofold and can

also be used to describe symbols of culture and status (Frochot, 2003). Creating an effective message involves four questions related to promotion, namely,

1. What is the content of the message that will be conveyed, this is related to the attractiveness of the message. There are three appeals in creating a Unique Selling Proposition, namely rational attractiveness, emotional appeal and moral appeal
2. How to create a logical message structure.
3. How to create interesting message symbols, this includes headlines, taglines, color illustrations and sounds.
4. Who will convey the message, this has to do with choosing the credibility of the figure or figure who will be the ambassadors of a product.

Tjiptono (2008) states that an effective message has three main characteristics, namely desirability (customer likes), exclusiveness (unique and relatively not owned by competitors), believability (customer trust).

#### EPIC Model

The EPIC Model in Durianto (2003) in Satriya (2012) is a measuring tool for the effectiveness of advertising with a communication approach developed by AC Nielsen - one of the world's leading marketing research companies - which includes four critical dimensions, namely: empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact, and Communication - EPIC). The following will describe the dimensions in the EPIC model:

1. Dimensions of Empathy. Empathy (empathy) is a mental state that makes a person identify himself or feel himself in a state of feeling or mind that is the same as another person or group. The dimension of empathy informs whether consumers like an advertisement and describes how consumers see the relationship between an advertisement and their person.
2. Dimensions of Persuasion. Persuasion (persuasion) is a change in belief, attitude, and desire to behave caused by a promotional communication. The persuasion process that will be used is determined by the level of consumer involvement in the product message. The Persuasion dimension informs what an advertisement can provide to increase or strengthen the character of a brand, so that advertisers gain an understanding of the impact of advertisements on consumer desire to buy and get an overview of the ability of an advertisement to develop the appeal of a brand.
3. Impact dimensions. The desired impact from the advertising results is the amount of product knowledge achieved by consumers through the level of consumer involvement with the product or the selection process. The Impact dimension shows whether a brand can stand out from other brands in the same category; and whether advertising is able to engage consumers in the message conveyed.
4. Communication Dimensions. The communication dimension provides information about the consumer's ability to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message.

#### Indentations and Equations

The first paragraph under each heading or subheading should be flush left, and subsequent paragraphs should have a five-space indentation. A colon is inserted before an equation is presented, but there is no punctuation following the equation. All equations are numbered and referred to in the text solely by a number enclosed in a round bracket (i.e., (3) reads as "equation 3"). Ensure that any miscellaneous numbering system you use in your paper cannot be confused with a reference [4] or an equation (3) designation.

### III. RESEARCH METHODE

This research used quantitative method with a number of sample are 30 people drawn randomly from 3 leading tourist attractions (Taman Mini Indonesia Indah, Ragunan, Monas). The analytical method used is adjusted to the research objectives. To answer the effectiveness of the slogan "Enjoy Jakarta" in promoting tourism in DKI Jakarta, the researcher uses the EPIC method.

### IV. RESULT

From the calculation of the EPIC Model it can be concluded that:

#### 1. Dimensions of Empathy (Empathy)

The dimension of Empathy (Empathy) informs about whether (interesting) or not the slogan "Enjoy Jakarta" according to the audience and the audience's level of liking for the ad. The results of the research analysis measuring the effectiveness of the Djarum Super My Great Adventure cigarette television ad based on the EPIC Model show that the empathy dimension of the ad is included in the effective scale range (4.31). This informs that the audience thinks the slogan "Enjoy Jakarta" is good (interesting) and the audience likes the ad.

#### 2. Dimensions of Persuasion (Persuasion)

The persuasion dimension informs what an advertisement can provide to increase or strengthen a brand, so that advertisers gain an understanding of the impact of advertisements on consumer desire to buy and obtain an overview of the ability of an advertisement to develop the appeal of a brand (Durianto, 2003: 87) . The persuasion dimension of the slogan "Enjoy Jakarta" is included in the effective scale range (3.62), which shows that the slogan "Enjoy Jakarta" is sufficient to increase or strengthen the character of the tourist destinations of DKI Jakarta. This slogan has quite an impact on the audience's interest in DKI Jakarta tourism products and the public's desire to enjoy tourism in DKI Jakarta.

### 3. Impact Dimensions (Impact)

The impact dimension is used as a parameter about whether an advertisement can be more creative and prominent than other similar brand advertisements and whether the ability of consumer involvement affects the level of product knowledge. The impact dimension of the slogan "Enjoy Jakarta" is included in the effective scale range (3.90). This means that audiences have sufficient product knowledge on tourism in DKI Jakarta and audiences think that the slogan "Enjoy Jakarta" is creative when compared to other tourist destination slogans.

### 4. Dimensions of Communication (Communication)

The communication dimension provides information about the consumer's ability to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message (Durianto, 2003: 89). The communication dimension in the slogan "Enjoy Jakarta" is included in the effective scale range (3.92), which informs that consumers and audiences consider the slogan "Enjoy Jakarta" to be clear enough, and able to convey the main message and the audience understands the message to be conveyed in the slogan the. The slogan is able to represent a message that is easy to convey and easy for the audience to examine.

Based on the data above, it can be seen that the media most accessed by tourists and potential tourists is through internet sites, television coverage (publications). All respondents admitted that they received information about a tourist destination via the internet and publications via television, followed by coverage from print media, discount offers, bonus offers and coverage on radio and through catalogs. Meanwhile, media sponsorship, telemarketing, kiosks, direct mail and presentations are less effective in communicating a tourist destination. Because tourists and potential tourists rarely access the media.

## V. CONCLUSION

Based on the research that has been done, the slogan "enjoy Jakarta" is quite effective in representing tourism in DKI Jakarta. Meanwhile, the media most accessed by tourists and potential tourists is through internet sites, television coverage (publications), coverage from print media, discount offers, bonus offers and radio and catalog coverage. Meanwhile, media sponsorship, telemarketing, kiosks, direct mail and presentations are less effective in communicating a tourist destination. Because tourists and potential tourists rarely access the media. Thus, tourism promotion for DKI Jakarta will be more effective if it is carried out through internet sites, television coverage (publications), coverage from print media, discount offers, bonus offers and then radio and catalog coverage. The research results are expected to be a reference for the development of tourism promotion in DKI Jakarta.

## REFERENCES

- [1]. Durianto, Darmadi, et al, 2003, *Invasi Pasar dengan Iklan Yang Efektif*, PT Gramedia Pustaka Utama, Jakarta
- [2]. Kastaman, R, 2003, *Kajian Teknis Budidaya dan Manajemen Produksi Pengolahan Minyak Nilam di Beberapa Sentra Nilam Jawa Barat*, Laporan Kegiatan Pengabdian Masyarakat Universitas Padjadjaran Bandung.
- [3]. Kotler, Philip dan Kevin L. Keller. (2005). *Marketing Management*. Pearson. International Edition ; New Jersey.
- [4]. Primadona , Henny, 2012, Tesis, *Analisis Pengaruh Promosi Terhadap Keputusan Pembelian dan Peningkatan Penjualan dari Beberapa Produk Pakaian dan Asesoris*, IPB, Bogor.
- [5]. Puspitasari, Kartika, 2008, Tesis, *Analysis of Customer Satisfaction and Loyalty at Nasi Bebek Ginyo Restaurant in Jakarta*, IPB, Bogor.
- [6]. Reilly Tom, *VALLUE ADDED SELLING; How to sell more profitable, confidently and profesional by competing on value*, 3ed Edition., 2010, Mc Graw Hill. United State of America.
- [7]. Rini, Istifa, 2012, Tesis, *Analysis of Consumer Perception and Willingness to Pay for Wagyu Steak Product*, IPB, Bogor.
- [8]. Satriya, Jimy, 2012, *Efektifitas Iklan Media Televisi Djarum Super My Great Adventure Menggunakan EPIC Model Pada Fakultas Ekonomi Universitas Brawijaya Malang*, skripsi, Universitas Brawijaya, Malang.
- [9]. Tjiptono, et al, 2008, *Pemasaran Startegi*. ANDI, Jokjakarta.
- [10]. Untari, et Al, 2014, *PENGEMANGAN EKOWISATA KULINER SEBAGAI TANTANGAN BAGI PENGEMBANGAN SEKTOR PARIWISATA DI INDONESIA*, Dipresentasikan pada Seminar Nasional Universitas Sahid, Jakarta.
- [11]. Warpani, Suwardjoko P. dan Warpani,Indira P, 2007, *Pariwisata dalam Tata Ruang Wilayah*, ITB, Bandung.
- [12]. Wahab, Salah, 1989, *Manajemen Kepariwisataan*, PT Pradnya Paramita, Jakarta.
- [13]. *Berita Resmi Statistik Provinsi DKI Jakarta*, 2013