

Increasing competitive advantage in Binong tourism village with the implementation of digital brand destination

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Abstract: The potential of Binong Tourism Village is very large with the various knitting products produced and the existing tourist attractions. It is hoped that this potential will be known to the public so that it will increase their interest and interest in visiting Binong Tourism Village. Digital Brand Destination is a strategy to increase branding by utilizing digital media. This research aims to improve the branding of Binong Tourism Village with a Digital Brand Destination strategy which can also be a competitive advantage, and increase tourist experience. The research was carried out in various stages, starting from conducting focus group discussions and interviews with the Binong Tourism Village, then pre-survey, taking photos and videos for marketing content, creating a Digital Marketing Plan, creating a Business Model Canvas, utilizing digital media, using Ads features until later training and mentoring will be held for MSME players there. This research using qualitative and quantitative data. Qualitative data based on interviews with the Binong Tourism Village. Quantitative data was obtained by distributing questionnaires to 100 respondents. The data used is primary data and secondary data. A pre-survey was also carried out to find out the hopes of partners and the general public for developing the potential of Binong Tourism Village in the future. The next step is to create a digital marketing plan by analyzing the advantages, disadvantages, opportunities and challenges of Binong Tourism Village both externally and internally. Furthermore, data and analysis will also be obtained from the Business Capital Canvas. Based on several stages of research that have been carried out, it shows that Binong Tourism Village has great tourism potential, but has not yet maximized the use of digital media as a means of promotion and branding. A Digital Marketing Plan and Business Model Canvas scheme been created to develop digital branding as a competitive advantage and an indicator of improving the tourist experience when visiting Binong Tourism Village. So, it is hoped that the development of a digital brand destination can increase public awareness of the potential of Binong Tourism Village, and can increase the reach of promotions and branding.

Keywords: *Binong tourism village, Digital brand destination, Branding, Digital marketing plan, Competitive advantage, Customer experience.*

1. Introduction

Binong Tourism Village is a tourist destination with a variety of great tourism potential. Based on data from Jadesta, Ministry of Tourism and Creative Economy, there are 9 tourism potentials available in Binong Tourism Village, namely Knitting Asa Tourism and Kampoeng Radjoet Shopping Village, Binong Ala Culinary Tourism, Buruan Sae tourism potential, pencak silat attractions, staycations, and public spaces. With these various tourism potentials, it will add value to the Binong Tourism Village and can increase people's interest in visiting there because of the various potentials offered in one area. Regarding technological developments and digital marketing, it will provide various benefits related to branding and the tourism sector (Parlov, N., Perkov, D. i Sičaja, Ž. (2016)).

However, there is still a lack of public awareness regarding the existence of the Binong Tourism Village, which has an impact on the number of visits and number of product sales. So, in order to overcome these obstacles, strategies will be developed related to digital brand destinations to increase competitive advantage and customer experience at Binong Tourism Village. Meanwhile, so that branding can be more widely known by the public, the content created must be up to date and convey information to the public regarding the Binong Tourism Village on a regular and ongoing basis. It is hoped that the implementation of the digital brand destination strategy can add value, competitiveness and competitive advantage to the Binong Tourism Village. Remembering that Binong Tourism Village has various interesting and attractive potentials. Regarding customer experience, people can gain a lot of experience by visiting several tourist potentials at once in the same location. So, to maximize this achievement target, strong branding is needed so that the public can know more about the tourist destination. If linked to other marketing strategies, consumer interest and interest will arise when it begins with the delivery of information such as promotions and advertisements. So from this initial stage it is hoped that it can create brand awareness and action to buy the goods or services offered. Apart from that, other important indicators are also needed such as the quality of the goods and services offered, fast response, attractive packaging, as well as follow-up feedback from consumers as evaluation and input for future business continuity. Some of the results of the questionnaire that were filled in by 100 respondents will be discussed. That 56% of respondents agreed that Binong Tourism Village was easy to visit. 58% of respondents agreed that Binong Tourism Village has adequate facilities for business people and consumers. Based on data, it shows that the potential of Binong Tourism Village meets consumer needs. However, it needs to be further optimized in terms of digital branding, so it is hoped that implementing a digital brand destination strategy can further increase public awareness of the tourism potential of the Binong Tourism Village. Because by visiting Binong Tourism Village, people can not only buy knitted products but can also enjoy other diverse and attractive tourism potential. The synergy between information technology and the development of tourism destinations has an impact on products, processes and also the competitive environment (Oliveira, E. (2013)). In relation to Brand Identity Development, data was obtained that 36% of respondents agreed that the Binong tourist village brand was known by the wider community, and 25% said they were neutral. Based on the results of respondents' opinions, 38% of respondents agreed that the tourism potential of Shopping Village was already known to the wider community, and 35% said they were neutral. Likewise, the potential of other Binong Tourism Villages, such as Merajut Asa as well as arts and culture, homestays and public spaces, is well known to the public. However, the public does not know more about the details of tourism potential, so a comprehensive strategy in branding and promotion is needed. Apart from tourism potential, what also needs to be maximized regarding digital brand destinations is the use of digital platforms. Still based on the results of the pre-survey questionnaire, it was discovered that only 27% of respondents agreed that the content on the Binong Tourism Village website was always up to date, while 33% said they were neutral. This shows that the information on the website has not been conveyed properly. Regarding content on social media, 30% of respondents agreed that the content on Kampung Wisata Binong's social media was up to date, while 29% of respondents said they were neutral. This low percentage shows that the content on the Binong Tourism Village social media has not been utilized optimally. Innovation is needed, as well as knowledge related to business and technology to improve business performance and competitive advantage (Distanont, A. (2020)). As information technology develops, it will also have an impact on consumer experience, so it is important for a business to adapt to technological developments (Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V. (2020)). Digitalization now covers various aspects, so that various technologies, applications and digital media are present to help support activities, one of which is marketing activities. The digital era connects many things from data to information, so that tourists get an overview both narratively and experientially based on information obtained through digital media (Oliveira, E., & Panyik, E. (2015)). By branding through digital media you will get many benefits such as not being limited by place and time, being able to reach a wider consumer target, knowing consumer needs with the various features used. Apart from that, consumers can also play a role in sharing

information in real time. Destination brand identity analysis should be based on social and dynamic structures, and influence business productivity and technological development (Escobar-Farfán, M., Cervera-Taulet, A., & Schlesinger, W. (2024)). Quality content is also needed as a branding and promotional strategy. So that implementing this digital strategy will create engagement with consumers and will increase consumer loyalty.

2. Material & Methods

Binong Tourism Village has tourism potential and quality products. The characteristic of Binong Tourism Village is the knitted products produced by business people there. However, there are still several things that are obstacles in improving the marketing and branding of Binong Tourism Village. Based on the results of the pre-survey conducted, there are still respondents who do not know about Binong Tourism Village, both in terms of location, products and what tourism potential exists there. So based on the survey results, there is still minimal performance and utilization of branding strategies in Binong Tourism Village. Apart from that, determining digital strategies has not been utilized optimally. The importance of branding will be of value in increasing competitive advantage. Information technology is experiencing rapid development and covers various lines, one of which is related to marketing. Today's technological sophistication can be utilized to support business continuity in various sectors. Binong Tourism Village has an Instagram social account but the content uploaded is not up to date, and good management is needed so that information and promotions can be conveyed well to potential tourists. The branding of the Binong Tourism Village is also not optimally known in the community, like the branding of the knitting village. It is also hoped that other potentials in the Binong Tourism Village can be maximized in terms of promotion and branding, considering that there are various tourism potentials in the Binong Tourism Village. It is hoped that this problem can be overcome with the solution offered, namely by developing a digital brand destination strategy in Binong Tourism Village. Research data types are qualitative and quantitative data. Qualitative data was obtained based on interviews with the Binong Tourism Village. Quantitative data was obtained by distributing questionnaires to 100 respondents, both from business actors in Binong Tourism Village to the general public. This data was processed and analyzed to obtain an overview of the perceptions of MSME actors in the Binong Tourism Village, as well as the general public regarding existing conditions and hopes for the future development of the Binong Tourism Village. The data source used was direct data collection in the field, namely by conducting interviews and distributing questionnaires to 100 respondents. The data used is primary data and secondary data. Primary data was obtained from valid sources such as Binong Tourism Village stakeholders. Then use several references from national and international journals. The data collection method used in this research is direct observation of what the existing conditions are like in Binong Tourism Village, then finding out the partners' needs by conducting interviews, so that we can find out what kind of branding strategy is used and how partners use digital media as a promotional tool. Based on these needs, a pre-survey was also carried out to find out the hopes of partners and the general public for developing the potential of Binong Tourism Village in the future. The next step is to create a digital marketing plan by analyzing the advantages, disadvantages, opportunities and challenges of Binong Tourism Village both externally and internally. Furthermore, data and analysis will also be obtained from the Business Capital Canvas. The aim of this research is to develop a Digital Brand Destination strategy for Binong Tourism Village by implementing various digital platforms such as websites, e-commerce and social media. In this research, promotional content related to tourism potential will also be created to increase competitive advantage and customer experience. The Business Model Canvas will be created by determining several indicators related to digital branding. Then there will also be training and destination branding testing for Binong Tourism Village MSMEs regarding the use of digital platforms as a promotional tool. The next stage is implementing several digital features, namely social media ads and marketplace ads. The research object is Binong Tourism Village, Bandung. The research variables are Digital Brand Destination, Competitive Advantage, and Customer Experience, and the research time was approximately 6 months.

3. Results

The innovation that will be implemented is the development of digital brand destinations that suit the needs of partners related to promotional strategies and improving branding. There is a need to optimize the use of technology and digital platforms for MSMEs and Binong Tourism Village to increase competitive advantages, as well as provide more experiences for tourists when visiting Binong Tourism Village. Various digital platforms that are widely used today will be used as platforms to increase promotions and digital branding. Considering that access to information via digital media is one of the needs of individuals. So utilizing digital media as a branding tool will be appropriate and right on target because the circulation of delivery, access and sharing of information related to product promotion can be conveyed in real time.

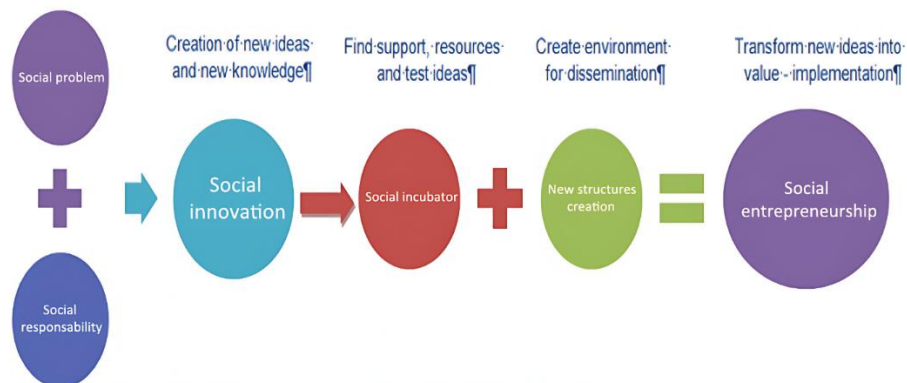


Figure 1.

Social innovation scheme.

Source: Gauca, Oana & Gilmeanu, Denisa. (2017).

If it is related to innovation in the social aspect, then based on this image it can be a reference regarding what stages are carried out to produce innovative ideas that can be implemented for society. Starting from knowing the needs and problems, such as related to the research we conducted by finding out the needs of the Binong Tourism Village through a pre-survey, then based on social responsibility we will provide solutions to fulfill these needs. Apart from that, determining what ideas and strategies to implement regarding the use of technology to improve the branding of Binong Tourism Village as well as holding training and mentoring for MSME players there for sustainable business, so that later they can independently utilize digital technology as a promotional and marketing medium. Strong socio-economic aspects will encourage the implementation of innovative business models and linkages with other parties will produce well-developed programs (Osburg, T., & Schmidpeter, R. (2013)). The development of innovation will be faster because it is influenced by several factors, such as the quality of innovation, the rationality of innovation, and strategies to increase innovation (Young, H. P. (2011)).

The Digital Marketing Plan created in this research goes through several stages. The first is to determine what digital platforms will be used to strengthen the digital brand destination of Binong Tourism Village. The digital platforms that will be used are marketplaces, web commerce and social media. The next stage is to create interesting and attractive content that will be uploaded on digital platforms. The content contains products and business activities in Binong Tourism Village, such as knitting activities, public areas and other activities. Kampung Rajut Binong has advantages in the field of diverse tourism potential, so that tourists will get a tourism experience by visiting one location but can see and feel the various tourism potential there. When visiting Binong Tourism Village, tourists can also see firsthand the manufacture of knitted products. The next stage in the digital marketing plan is to carry out promotions and implement various digital marketing strategies. Based on the SWOT analysis of Binong Tourism Village, it can be explained as follows:

Strengths/Strength

Binong Tourism Village has superior knitted products, as well as various tourism potentials that tourists can enjoy in one location

Weakness/Weakness

There is still minimal use of social media platforms as digital promotional media

Opportunities/Opportunities

Knitted products from Binong Tourism Village include various types, such as outerwear, hats, bags, and others. So that it can open up opportunities for business actors to increase the types of knitted products and sell them internationally. It also opens up opportunities for business actors to take part in various activities such as MSME training, taking part in bazaars and exhibitions in order to expand networks and increase promotions and market share.

Threats/Constraints.

The marketing content created is not yet optimal, and the content is only created for a few months and is not updated, thus hampering promotion and limited information obtained by tourists. After the SWOT analysis, the next stage is content design and content design so that it can further increase tourists' interest in visiting tourist destinations. Then a Business Model Canvas (BMC) will also be created related to the tourism potential in Binong Tourism Village.

Several activities have been carried out such as taking photos and videos at Binong Tourism Village which will be used as promotional content and digital branding. Then a pre-survey was carried out, the questionnaire questions can be seen in the attachment. A Digital Marketing Plan and Business Model Canvas scheme has also been created to develop digital branding as a competitive advantage and an indicator of improving the tourist experience when visiting Binong Tourism Village. Creation of a questionnaire based on the dimensions of the digital brand destination, namely:

1. Market Investigation, Analysis, and Recommendation

The discussion is related to observations that have been made previously, such as conducting focus group discussions (FGD) and interviews with the Binong Tourism Village. Then it will be stated in a questionnaire related to the results of these observations, so that the needs of the partner, namely Binong Tourism Village, can be identified.

2. Brand Identity Development

The next stage is to describe several indicators related to how familiar the respondents are with Binong Tourism Village and the tourism potential that exists there. From here it can also be used as a reference if there is still minimal information known by respondents, then they must know why.

3. Brand Launch and Introduction

At this stage, we want to know to what extent respondents know Binong Tourism Village through social media, and how optimal the use of social media as a promotional tool is by the Binong Tourism Village.

4. Brand Implementation

It is also necessary to know how the Binong Tourism Village implements the brand in various tourism potentials, from promotions to organizing tourist events.

5. Monitoring, Evaluation, and Review

Then the final stage is to find out the needs and expectations of the Binong Tourism Village and the general public in order to develop tourism potential and use digital media to increase branding and business excellence.

From these 5 indicators, they were developed into several statements in a questionnaire to explore perceptions, suggestions and input related to how the development of digital brand destinations refers to existing conditions. Then create a digital marketing plan, namely by formulating several stages for developing a digital brand destination. The Digital Marketing Plan contains categories of content that will be created, namely photos and videos that can be obtained directly by visiting Binong Tourism Village. Photo and video content will be made interesting and attractive by adding design and copywriting. Then the digital media that will be used are Instagram and TikTok, then to further increase

awareness and make it easier for consumers to find the products they are looking for, use the social media ads and marketplace ads features.

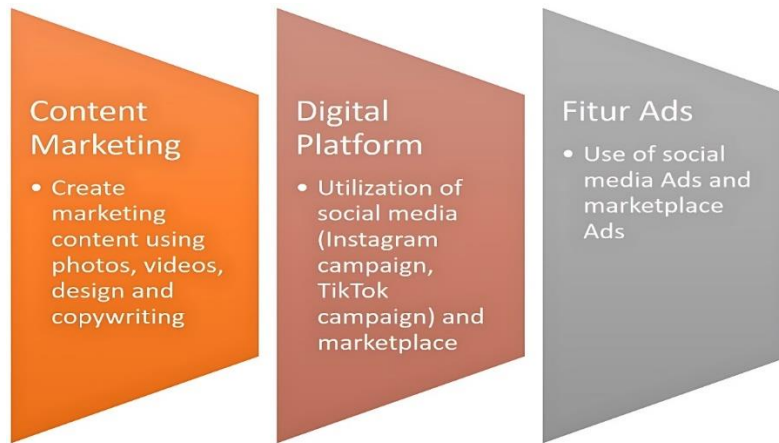


Figure 2.
Digital marketing plan Kampung Wisata Binong.

Then create a Business Model Canvas (BMC) to map the potential and business opportunities in Binong Tourism Village. Tourists can do various interesting activities if they visit the Binong Tourism Village, starting from buying knitted products, practicing knitting directly from experts, to enjoying the arts and culture attractions and public space facilities there. Binong Tourism Village also maintains good relations with consumers through various promotions offered and receiving feedback from tourists for future business development. Prospective tourists can search for information related to Binong Tourism Village via websites or social media, but the lack of optimal content is one of the obstacles in improving branding. Therefore, this research will help Binong Tourism Village and related stakeholders to optimize digital branding by utilizing digital media.

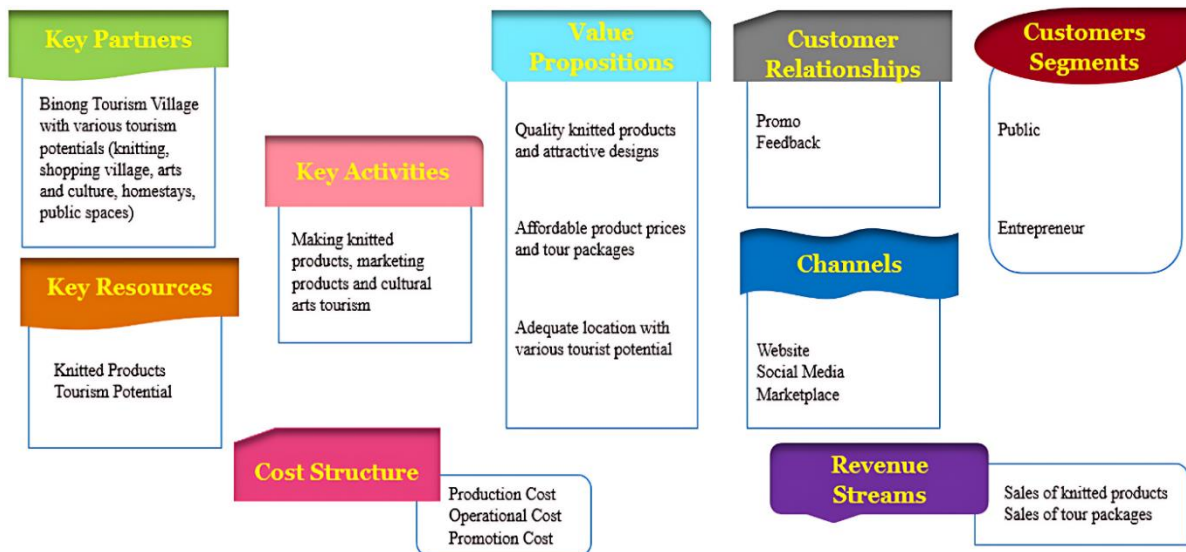


Figure 3.
Business model canvas Kampung Wisata Binong.

4. Discussion

In the next stage, training and assistance will be provided for MSMEs in Binong Tourism Village regarding the use of digital media as a digital branding strategy. Ads features will also be used, namely social media Ads and marketplace Ads to make it easier for tourists and consumers to find the information they need related to Binong Tourism Village. Then of course the research will continue with other research topics such as the use of digital marketing analytics, the creation of the Binong Tourism Village application, as well as the development and use of AI technology to help business actors increase their business potential and performance.

5. Conclusions

Several stages of research have been carried out, such as taking photos and videos to create digital branding content for Binong Tourism Village, then conducting a pre-survey by distributing questionnaires to 100 respondents from both partners and the general public so that we can obtain the needs of Binong Tourism Village and future hopes related to business development. and the use of technology to improve branding. Then a Digital Marketing Plan scheme has also been created as a reference for the stages that will be carried out regarding the use of information technology, starting from content criteria, social media that will be used, as well as the use of Ads features for social media and marketplaces. A Business Model Canvas was also created to find out what indicators need to be developed in the Binong Tourism Village. In the next stage, mentoring and training will be provided for Binong Tourism Village MSME players to increase competence related to the use of information technology for business development and progress.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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