



## WONDERFUL INDONESIA CAMPAIGN AS INDONESIA'S NATION BRANDING ON DIGITAL MEDIA

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### **Abstract**

*Social media's influence on purchasing decisions is on the radar of many industries worldwide, and tourism is no exception. Social media today has become a tool for countries to promote tourism in their countries. Nation branding is a method for countries to differentiate and distinguish themselves from other countries worldwide through branding. This phenomenon allows countries to compete to attract tourists from all over the world. Thus, every country needs a special identity and uniqueness that differs one country from another. Indonesia is one of many countries that started a national branding campaign called 'Wonderful Indonesia' in 2011. Head of the Ministry of Tourism of Republic Indonesia Arief Yahya stated that in 2020 Indonesia targeted 20 million foreign tourists to come to Indonesia with projected foreign exchange earnings of 18.5 billion USD ([kemenpar.go.id](http://kemenpar.go.id)). This study found that the Wonderful Indonesia Campaign has been communicated through digital media (Website, Facebook, Instagram, Twitter, and YouTube). This study describes the channels utilized to promote the campaign and gives inputs to optimize the technical and content used in the campaign media.*

**Keywords:** Campaign, Channel, Nation Branding, Social Media, Wonderful Indonesia

### **INTRODUCTION**

In today's era, the digital world cannot be separated from our daily life. People are connected by their gadgets to the internet. They are sharing all kinds of information through the internet. In a short period of time, information sharing and seeking have overtaken communication as the most common activities on the Internet. As important gatekeepers in this setting, new technologies like social media and search engines have developed. The recent 2021 Global Digital reports from We Are Social and Hoot suite reveals that more than 4.5 billion people worldwide are using the internet (We Are Social, 2021). The internet, people are connected through social media. Social media has become a new way of sharing, communicating, and interacting with friends and relatives. Data from the 2021 Global Digital suite of reports show that more than 4 billion people worldwide are active social media users and 5 billion people are also active mobile phone users.

People are seeking information through online media and most of them are in the leisure and consumption category (Schroeder, 2018). Numerous businesses are keeping an eye on social media's impact on consumer buying behavior, and the tourism sector is no different. Social media has a significant influence on the decisions people make when booking a holiday, according to a recent study by one of the biggest online travel agencies in the world, booking.com. The study also discovered that 51% of the respondents said they wanted to select a location that none of their friends had ever been to. According to a report by Euromonitor International, 53% of prospective tourists won't make hotel reservations unless there is a review of the hotel posted on social media.

In the context of globalization, the phenomena known as nation branding began to pique the interest of scholars beginning in 1990, as it was regarded as one of the methods for countries to gain a competitive advantage (Andrei, 2017). The focus of research then turned to the notion that a nation's brand can significantly affect its future political, cultural, and economic outcomes as well as its level of global competitiveness. Thus, every country needs a special identity and uniqueness that differs a country from another. Nation branding has been a popular practice in which most nations take part, addressing prospective visitors as well as private equity and global business to draw in investment and spur economic growth<sup>7</sup>. International visitors, foreign investors, possible trading partners, and citizens of the branded country are the main audiences (customers or consumers) targeted by nation branders. Nation branding to shape the country's identity is not only about making a good campaign logo or slogan that sounds beautiful but about how a country can express its identity, characteristics, and culture through branding activities.

Through the Ministry of Tourism, Indonesia has started a national branding campaign named 'Wonderful Indonesia'. This campaign has been running for ten years since it launched in 2011. Several promotion activities were held in countries overseas, such as Malaysia, Singapore, South Korea, China, India, Turkey, Italy, Germany, Australia, and the USA, to promote this campaign. Moreover, several communication channels are also used, including digital media such as websites and social media Facebook, Instagram, and Twitter.

Although it just won the Diamond Award category 'ASEAN Best PR Campaign' at the ASEAN International PR Excellence Awards in Kuching Malaysia on Monday (4/29/2019), the Wonderful Indonesia Campaign has yet to reach the target of foreign tourist visits every year. According to data, 16.11 million foreign visitors visited Indonesia in 2019, an increase of 1.88 percent over 2018. In 2020 the number of visitors dropped to 4 million due to COVID-19 pandemic (bps.go.id, 2020).

This number is small compared to neighboring countries such as Malaysia, Singapore, and Thailand. The Singapore tourism industry had a record year in 2019, with 19.11 million visitor arrivals (Hirschmann, 2022). The tourism, arts and culture ministry of Malaysia reported in 2019, there were 26.1 million tourist arrivals (Tourism Malaysia, 2019). At the same time, the Thailand Tourism Ministry recorded 39.9 million tourists in 2019 (National Statistical Office, 2021).

A visa-free policy for 169 nations was enacted in 2016 and is one of the measures taken by the Indonesian government to promote foreign tourist arrivals (Imigrasi Medan, 2016). Another effort is to utilize digital marketing to promote Indonesian Tourism. The previous Minister of Tourism, Arief Yahya stated that in 2019 allocated a budget of 70 percent for digital promotion to attract

national and international tourists. The allocation is based on the habits of the people who like to share and like using digital media or social media. The patterns of the people now have an impact on the development of Indonesian tourism, which is currently growing at 22 percent (Kompas.com, 2019). After the COVID-19 pandemic, the Minister of Tourism, Wishu Utama Kusubandio said that the government would focus on digital media promotion while adapting to the new normal era. He noted that the digital platform is more effective and can be specific to a certain target market (Azizah, 2020).

This study will examine how the Wonderful Indonesia campaign used digital media to promote Indonesia as a nation. It will then discuss the channels used and how the campaign's media can be optimized in terms of content and technical use by the Wonderful Indonesia team.

## METHOD

This study will examine the uses of digital media to promote the Wonderful Indonesia Campaign. Moreover, this study will examine the level of interactivity generated by the content posted on each digital media account. This will help to know how and to what extent the campaign was used to promote tourism in Indonesia. For this purpose, this article will initially discuss the theoretical basis of brands and nation branding and then analyze the campaign materials.

In terms of content and technical use of the campaign media, this study then describes the channels used and optimization efforts that the Wonderful Indonesia Campaign team can make. This study will examine the uses of digital media to promote the Wonderful Indonesia Campaign in 2019. It includes several digital media channels: the official website ([www.indonesia.travel](http://www.indonesia.travel)) and its social media channel; Facebook @IndonesiaTravel, Instagram @indtravel, Twitter @indtravel, and YouTube @Indonesia.Travel.

Nation branding is a process of communication from a country or state to the public. This study will then examine this process through the basic communication theory from Harold D. Laswell in 1948, which is 'Who says What in Which Channel to Whom with what Effect?' In this theory, Laswell divides this component into some categories:

Table 1. Lasswell Communication Models

Communication Component	Analysis Category
Who	Control Analysis
Says What	Content Analysis
In Which Channel	Media Analysis
To Whom	Audience Analysis
With What Effect	Effect Analysis

Source: ('Lasswell Communication Models', 2019)

In this study, the communication was done by the sender (who), the Wonderful Indonesia Campaign team, to a receiver (whom), a foreign tourist. This study then will narrowly discuss the media analysis (channel) used to deliver the message to the public. Channel selection can be decided through the following questions:

- What are the rules in this medium?
- Does this medium suit the audience?
- Is this medium attractive to the audience?
- How can the audience access this medium?
- Is the audience able to buy this medium?
- Does this medium fit the message?
- Can this medium explain what we want to explain?
- Do images and words have to be shown?

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## **FINDINGS**

### ***Nation Branding in Indonesia: Wonderful Indonesia Campaign***

Jero Wacik, Indonesia's Minister of Culture and Tourism, said in 2011 that the country's tourism brand would change from "Visit Indonesia" to "Wonderful Indonesia." This brand transformation was implemented in order to boost the image of Indonesian tourism, where tourists were not only welcomed but also empowered to do so (visit Indonesia) but were also treated by Indonesia's amazing tourism potential (wonderful). The Wonderful Indonesia brand is considered more attractive to describe Indonesia. Wonderful Indonesia was officially launched by the Indonesian Minister of Culture and Tourism in the ASEAN Minister of Tourism Forum on 17-18 January 2011 in Cambodia.

Wonderful tourism branding in Indonesia focuses on three key messages (Liputan6, 2016):

1. Culture; The largest and most diverse cultural property, in terms of ethnicity, language, traditions, and customs, is found in Indonesia.
2. Nature; That Indonesian nature, including its beaches, mountains, forests, and biodiversity from Sabang to Merauke, is the most magnificent in the world.
3. Creative Work (creative-made); The power of Indonesian human creation to produce a wide range of works, attractions, and attractions that fascinate visitors from around the world was demonstrated by creative works (man-made).



Picture 1. Wonderful Indonesia Logo

Source: <https://www.indonesia.travel/gb/en/home>

The Garuda Bird, the nation's emblem, inspired the "Wonderful Indonesia" logo. The original design is still in use, emphasizing flexibility through graphics without angles representing balance and human harmony on earth and symbolizing environmentally friendly travel. The Garuda logo's wings are recognizable, express a strong desire to fly over boundaries, and stand for peace (Liputan6, 2015).

The logo still uses five color components, each with a specific meaning. Blue stands for universalism, tranquility, and resolve. Green represents harmony, creativity, and a love of nature. It stands for creativity, inclusivity, and a spirit of regeneration. Purple represents both physical and spiritual union as well as the imagination of the faith. The color magenta represents the harmony of common sense and practicality (Liputan6, 2015).

In the Brand and Design Application Guidelines Book (Indonesia, 2016), According to the campaign team, Indonesia thinks that if everyone could experience the "World of Wonderful," the world would be better. With the word "Wonderful" implying the assurance that Indonesia is indeed rich with wonders, in both human and natural aspects, which will inspire the heart and mind while providing visitors with a novel, exciting experience, Wonderful Indonesia represents the promise of Indonesian tourism to the world. A brand positioning statement is a crucial component of brand expression and communication. In order to maintain the brand, it not only sets Indonesia apart from other tourist locations but also gives it a deep spirit. Consequently, the brand promise of Wonderful Indonesia should follow:

Together with the stunning, thrilling, wealthy, and colorful beauties of the nation, the peaceful, caring, and friendly Indonesian people make Indonesia not just a wonderful vacation location but also an unforgettable experience.

The campaign team also stated that a brand's personality, reflected in its visual elements, written content, and tone of voice, is essential to maintaining its relationship with its audiences. The brand's personality might be subtly identified in audiences' minds after it becomes popular. Because Indonesia is a country with a wide range of experiences, a breakdown of Indonesia's entire personality is necessary to grasp its potential (Indonesia, 2016) properly. The campaign is also considered its visual system component that must be applied to every content. This component is called 'Thematic Wonder Experience' that contains 5 (five) elements (Indonesia, 2016).

### ***Natural Wonders***

The natural wonders are the essence of nature's exquisite nooks of enjoyment and enlightenment throughout the Indonesian Archipelago. It exemplifies the diversity of Indonesia's biosphere, both above and below the surface. We should introduce nature as a part of ourselves

and a portion that we should share with the rest of the world since Indonesians still coexist with nature.

The color green represents our diverse natural landscape because it includes many living things, biodiversity, and environmental friendliness. It conveys the variety and spirit of Indonesia's natural surroundings. The natural experience is a crucial component of our theme wonders since our natural landscape, which includes reefs, oceans, beaches, forests, and even wildlife is one of what makes us unique. It follows that we must make it utterly captivating for our viewers.



Picture 2. Natural Wonders

Source: Brand and Design Application Guidelines Book (Indonesia, 2016)

### ***Sensory Wonders***

The five senses are the fundamental means by which to experience Indonesia. It demonstrates how numerous Indonesian leisure activities are tied to bodily functional sensors over the holidays. Indonesians are concerned about visitors' enjoyment while on our territory, so we provide enjoyable sensory stimulations. We welcome everyone who wants to participate and sample our music, cuisine, leisure, and artistic acts.

Purple represents our everyday bodily experiences because it has various psychological and physiological effects on the body, including boosting mood, stimulating the imagination, and calming the mind and nerves. The sensory experience is crucial to the thematic wonders because Indonesia has a variety of amusing stimuli, including hearing, sight, smell, taste, and touch. To express all the sensory joys in a single connected experience, it is vital to combine all five experiences.



Picture 3. Sensory Wonders

Source: Brand and Design Application Guidelines Book (Indonesia, 2016)

### **Cultural Wonders**

The heart of Indonesia's outstanding historical heritage lies in its cultural treasures. It exemplifies many of Indonesia's cherished ancestral values and the ancient customs that many of us continue to follow today. From ancient times to today's post-modern society, one of the things we hold dear is our proud and very illustrious culture. We come from a nation rich in ancestry traditions and are fearless in sharing our knowledge with the rest of the globe.

Orange represents our wealth in traditional values and crafts because it evokes feelings of prestige, wealth, and knowledge and is frequently used to denote high-quality items. Orange represents power and perseverance in heraldry. Given that Indonesia has hundreds of centuries-old traditions that are still observed, maintained, and practiced, the cultural experience is crucial to thematic wonders. Beyond compare, our society is vibrant and diversified, serving as a model for the rest of the world.



Picture 4. Cultural Wonders

Source: Brand and Design Application Guidelines Book (Indonesia, 2016)

### **Modern Wonders**

Experience the magnificent, advanced culture throughout the Indonesian archipelago through its modern marvels. It exemplifies Indonesia's proud, contemporary way of life. As a modernized nation, we provide a wide range of cutting-edge amusement attractions that firmly belong to the twenty-first century. Since blue is frequently associated with depth, competence, and stability, it represents modernity and civilized life. It is necessary for structure and direction in both professional and personal life. Due to Indonesia's abundance of excellent postmodern leisure destinations and inventions, the modern experience is crucial to the theme wonders. Thus, it is crucial to spread the news about our incredible progress so that everyone may see it.



Picture 5. Modern Wonders

### **Adventurous Wonders**

The core of visiting Indonesia's exotic and thrilling recreation areas is to experience its daring delights. It exemplifies the wide range of exciting sporting and exploratory activities we can provide. Indonesia has a wide variety of physical sports and heart-pounding pastimes because of its distinctive and varied landscape. We like sharing our games and amusements with people worldwide.

Magenta represents the daring attitude of adventurous activities since it is a non-conformist, free-spirited hue. It encourages you to take charge of forging your course through life, improves activity, and helps you realize your goals and aspirations. Due to Indonesia's abundance of amazing recreational venues for sports and adventures, the adventurous experience is significant to the theme wonders. For fans of sports and thrill-seekers, we are paradise.



Picture 6. Adventurous Wonders

Source: Brand and Design Application Guidelines Book (Indonesia, 2016)

The Wonderful Indonesia Campaign aims to promote Indonesia's tourism brand globally so that Indonesia becomes more well-known and develops a positive reputation in the international community. This will result in more foreign tourists visiting Indonesia due to Indonesia's improving image abroad (Liputan6.com).

The Wonderful Indonesia Campaign conducted focused on working on 16 international markets, which are:

1. Main Markets: Singapore, Malaysia, and Australia
2. Prime Markets: China, Japan, South Korea, Philippines, Taiwan, United States, United Kingdom, and France
3. Potential Markets: India, Netherlands, Middle East, Germany, and Russia

Arief Yahya, Indonesia's Minister of Tourism and Culture, announced the "10 New Bali" projects in 2016, which aim to promote ten more stunning Indonesian tourist sites beyond Bali. Due to the indisputable fact that roughly 40% of foreign visitors enter Indonesia through the Island of the Gods, Bali has become a symbol of Indonesian tourism. Lake Toba in North Sumatra, Belitung Island, Tanjung Lesung in Banten, Thousand Islands in DKI Jakarta, Borobudur Temple in Central Java, Bromo Mountain in East Java, Lombok in West Nusa Tenggara, Komodo Island in Nusa East Southeast, Wakatobi National Park in Southeast Sulawesi, and Morotai in North Maluku are among the "10 New Bali." (Liputan6.com).



### **Official Website**

The campaign's official website address is [www.indonesia.travel](http://www.indonesia.travel). The official website is available in several options for each country which is; Global, Indonesia, Russia, China, Korea, Japan, France, Saudi Arabia, Australia, Taiwan, Hong Kong, Singapore, Malaysia, Thailand, United Arab Emirates, Netherlands, United Kingdom, Germany, United States, Philippines, and India. For each country's options, visitors can choose the language that is most suitable for them. The available languages are Indonesian, English, Russian, Chinese, Korean, Japanese, French, Arabic, Dutch, and German. The official website contains 5 (five) sections; What to See, What to Do, Plan Your Trip, Explore, and Partners Kit.

### **Home Page Analysis**

The home page highlights the destinations or events that come up in Indonesia. The highlights slideshows show a trip package for 4 Days and 3 Nights in several destinations in Indonesia. It also offers a concert event that's going to behold in the country. In Destination highlights it is shown several photos of the cities in Indonesia, there are Medan, Raja Ampat, Bali, Banyuwangi, Bintan Island, Jakarta, Yogyakarta, Bandung, Makassar, and Lombok. These cities are the most famous tourist destinations in Indonesia and have also become the most favorite destinations.

Moving down to the Home Page, there are photos linked to the campaign's official Instagram, @indtravel. It shows beautiful photos of several places, destinations, interesting cultural events, or other objects that show the beauty of Indonesia. In this section we also can see the 'What Others Say' part which contains comments from people visiting the country. At the very bottom of the page, there are several links that are linked to other website related to the campaign. There are official websites of Ministry of Tourism Republic of Indonesia, Pesona Indonesia, Cruise Indonesia, Yachts Indonesia, and Sustainable Tourism Indonesia. Moreover, there are also links to the campaign's official social media accounts (Facebook, Instagram, Twitter, Youtube, and Trip Advisor). Visitors can also subscribe to their mail addresses for daily newsletters about tourism in Indonesia.

### **What to See Page Analysis**

The what to See page contains three sections; Destinations, Attractions, Events, and Festivals. On the Destinations page, the team is encouraging visitors to see beautiful places and destinations in every city in Indonesia. It is divided into six islands: Java, Maluku & Papua, Bali & Nusa Tenggara, Sulawesi, Kalimantan, and Sumatra.

Visitors can click on each city's or destination's photos which will direct them to the next page that explains more detailed information about the places. On this page, visitors can also be booked a tour package and information about how to reach the areas. Moreover, at the very bottom of the page, visitors can click a link that will direct them to booking.com to book a flight and hotels and tripadvisor website to see reviews about the places.

On the Attraction Page, visitors can get information about exciting attractions in Indonesia. This page is categorized into Culture & Beliefs, Arts & Crafts, Culinary, History, and Flora & Fauna. It is written that a holiday in Indonesia can bring much more joy if it's experienced with

family. The attractions are not only for adults but also suitable for kids. So, it can be enjoyed by the whole family, for people of different ages.

On the Events & Festivals Page, visitors can see a calendar of events and festivals held in Indonesia throughout the year. This calendar shows events and festivals every month, so visitors can see when they will visit Indonesia to see specific events or festivals. Visitors can click on the photos on the event calendar to get more information about the events or festivals and the accommodation and flights to the venue.

### ***What to Do Page Analysis***

The what to Do Page contain three sections; Experience 5 Wonders, Trip Ideas, and Travel Blog. On the Experience 5 Wonders page, the team is encouraging visitors to experience Indonesia's destinations, culture, and heritage through 5 wonders: Nature Scenic Landscape & Wildlife, Culinary & Wellness, Arts, Culture & Heritage, Recreation & Leisure, and Adventure.

On Trip Ideas Page, visitors can see useful information, tips, tricks, and interesting facts about destinations or attractions to inspire them. There are several interesting articles, for example, Discover 2020's Best Travel Experience in Komodo, Jakarta's Historical Story in a Short Trip, 7 Traditional Foods to Spice Up Your Likupang Trip, A 4D3N Nature & Culture Trip In & Around Borobudur, 11 Irresistible Ideas to Get the Best Summer Adventure in East Nusa Tenggara, etc.

On Travel Blog Page, visitors can see articles from bloggers that have visited Indonesia. It can inspire them to know more about Indonesia and encourage them to visit the country. There are several articles with photos that tourists from all around the world write. Not only articles but several bloggers post videos about their trips to Indonesia.

### ***Plan Your Trip Page Analysis***

Plan Your Trip Page contains three sections; General Information, News, and Packages. General Information Section includes essential information that needs to know by the tourist that is going to visit Indonesia. This information includes; Visa and Immigration Information, History of Indonesia, getting to Indonesia, Language, Time Differences, Wi-Fi & Connectivity, Plugs & Electricity, Currency, Credit Cards, Weather Climate & Seasons, Staying Safe in Indonesia, Embassies, People Culture & Manners, Local Laws, and Business Hours & Holidays.

News Section contains the latest news and information about tourism in Indonesia. The report was written in a calendar template so visitors could easily search for information according to the timeline published. The packages Section contains links to Airlines, Hot Deals, and Booking.com website. From this link, visitors can easily search for flight tickets, tour packages, and accommodations for their trip to Indonesia.

### ***Explore Page Analysis***

Go Explore is like a search button with filters to search for information about trips that are most suitable for visitors. It contains two filters; Select Destinations (Family, Couple, Group, Adventurer, Business, and Senior) and Categories (Nature Scenic Landscape & Wildlife, Arts Culture & Heritage, Culinary & Wellness, Recreation & Leisure, and Adventures). After selecting

these filters, the visitors will be given information about destinations, attractions, and packages that are most suitable for them based on the filters that have been chosen.

### ***Partners Kit Page Analysis***

This page is meant to encourage companies, institutions, and organizations in the travel and media sectors to join forces and cooperate to support the Ministry's mission to boost foreign travel to Indonesia and promote tourism abroad. The team invites stakeholders of the tourism industry that offer services, including transportation, lodging, and vacation packages related to Indonesian attractions, to discuss potential collaborations that may be made to increase the number of visitors to the nation. This page has three sections; Partnership Opportunity, Brand Guidance, E-Brochures, and Photo Archives.

### ***Social Media Channel; Facebook @IndonesiaTravel, Twitter @indtravel, Instagram @indtravel, and YouTube @Indonesia.Travel***

As part of digital media tools, Wonderful Indonesia Campaign also uses social media channels as a tool to promote Indonesia's tourism. The social media used are Facebook, Instagram, Twitter, and YouTube. The social media used by Wonderful Indonesia is targeted to native digital segmentation or those who often use digital media to find information.

### ***Facebook @IndonesiaTravel Analysis***

The Facebook Page was created on the 3<sup>rd</sup> of March 2009. It was followed by 457.548 people and liked by 456.490 people. The page is entirely written in English, which shows that the page is intended to promote Indonesia to international tourists. The page was verified by Facebook which is seen from the blue check mark displayed on the profile page. In the 'about' part is the official website address and the email to contact the team. In the 'Our Story' part, the team wrote:

Selamat datang! Welcome to the official account of Indonesia. Travel — we're here to provide you with daily updates on the enchanting archipelago with more than 17,000 islands. Like our page for travel stories and tips to hidden beaches, unspool underwater beauty, and beautiful rainforests.

Share your moment and mention us using #WonderfullIndonesia so we know we can reshare it. Photos with a little caption dominated the Facebook page to show the beauty and sceneries of cities in Indonesia. Each post got dozens of likes and was also re-shared by the followers. Each post usually has a theme to explain specific islands, cities, destinations, or activities, with several photos and captions describing the objects. Sometimes, the team also posts short videos about events or activities that will be held or currently happening in Indonesia. This is to show exciting and fun parts of Indonesia to visitors. Moreover, encouraging them to visit the country to attend the event. To engage with more followers, in November 2019, the team made a quiz with a holiday package prize to Bali.

### ***Twitter @indtravel Analysis***

The Twitter account was created on September 2009. It was followed by 1,33 million accounts, following 414 accounts, and has tweeted 23.300 times (14/01/2020). The account has been verified by Twitter, displayed by the checked mark on the username.

Like Facebook, the tweets are written in English, showing that the contents are targeted at international tourists. Compared to Facebook, the content shared on Twitter is the same. The same pictures, photos, or captions are used on both Facebook and Twitter. Each tweet has a theme about destinations, cities, events, or activities, with several photos and captions explaining the objects. Each tweet usually gets dozens of retweets and likes, with several accounts giving comments about the contents.

### ***Instagram @indtravel Analysis.***

The Instagram account was followed by 618.000 followers, following 242 accounts, and has posted 2.665 photos (14/01/2020). The account was classified as Tourist Information Center and verified by Instagram which is seen from the blue check mark on the profile page. In the 'bio' part, it is written that the account was an Official account of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency with #WonderfulIndonesia and the official website address.

The photos shared on Instagram are mostly scenic photos showing the beauty of nature in Indonesia. The images are mostly showing beaches, oceans, mountains, lakes, or underwater views. There are also photos of temples, castles, and cities but it was so few compared to natural landscapes. Mostly each photo that has been shared gets 3.000 – 14.000 likes. Mostly, people love photos of beaches and underwater views.

### ***YouTube @Indonesia.Travel Analysis.***

Wonderful Indonesia's YouTube channel was created on the 23<sup>rd</sup> of August 2010. The channel has 98.000 subscribers and a total of 56,9 million views (14/01/2020). In the description part, it is written as an Official account of the Ministry of Tourism of the Republic of Indonesia. It also has links to the official website and other social media accounts.

On this account, the Wonderful Indonesia team uploaded various videos about the Enchantment of Indonesia, activities in Indonesia, tourism documentary films, and others. This account is also frequently updated with events in Indonesia that will be held and supported by Wonderful Indonesia.

In addition to a short video distributed via a YouTube account, the publication of creative works by Wonderful Indonesia is also made in the form of a short film. This short film is categorized as a campaign media chosen by Wonderful Indonesia to target demographic segmentation that is not included as a digital native, namely the age of 35 years and over. Two short films, "Wonderful Indonesia" made by Indonesian youngsters won awards in the history and culture category (titled Wonderful Indonesia: History and Culture) and the sport and adventure category (with the title Wonderful Indonesia: Diving) at the International Tourism Film Festival (ITFF) 11th titled "On the East Coast of Europe" in Bulgaria (Soepardi, 2015). Video is a medium that combines visuals and audio so that it will produce different effects from ordinary campaign media. The use of YouTube media is a good way for audience engagement by the Wonderful Indonesia

team. Uploaded videos also vary and are constantly added. The team also encourages Indonesian people to make various promotional videos about Indonesia to promote tourism.

## CONCLUSIONS

Nation branding is a strategy nations use to set themselves distinct from other nations on the global stage. To create an identity and achieve a specific image of the country internationally, nation branding imagines and narrates the nation in a particular way. The Wonderful Indonesia campaign makes significant statements about how Indonesian tourism is envisioned, discursively formed, and communicated to both internal and global audiences.

Digital media is a channel that can be used to promote a campaign that is part of national branding. In today's era, digital media is the primary channel to spread information or messages to the public. Several stakeholders can be reached through this channel, from potential buyers, investors, or tourists from overseas. The rule in digital media is to create unique, interesting, beautiful, and easy to understand content. Digital media is popular, accessible, and easy to access through mobile phones or computers. This channel can easily share various kinds of content from text, photos, and videos, which is very good for explaining and sharing messages with the stakeholders. Today, where everything can go viral instantly, digital media has become an essential and inseparable part of Public Relations campaigns.

Wonderful Indonesia Campaign has taken full advantage of this chance to communicate its message worldwide through digital media. It utilizes all available online platforms, including websites, Facebook, Instagram, Twitter, and YouTube. The campaign has followed the main rules of sharing content on social media that must be beautiful, unique, and easy to understand. Through the content that is shared, the campaign shares desirable messages using beautiful photos, easy-to-understand captions, and short but informative videos. All of the photos and videos are taken professionally and thematically arranged which is adding value to each social media account's timelines.

In the use of digital media such as websites and social media, shared content prioritizes static content or attractions that can only be seen and enjoyed by tourists compared to what activities can be done. Making and publishing creative videos through YouTube and overseas publications is a good way of engaging audience engagement by the Wonderful Indonesia team. Video production and publication of creative works are quite diverse in terms of video length and type of video. They are systematically divided into playlist categories, making it easy for visitors to find what they need. The website can function and run well when accessed, but technical problems still need to be solved. Examples include links that still need to be opened, news links that have stale news, and event calendar links that still need to be updated.

The recommended content change is in terms of destinations promoted on the website's front page and in every post made by the Wonderful Indonesia team on social media. Websites and social media should promote Dynamic Tourism Object / Community, which emphasizes dynamic activities that tourists can do rather than static attractions where tourists can only be quiet and see what is there. For example, diving with a Whale Shark in Cenderawasih Bay, Journey of Wild Life on Komodo Island, and so on. With this uniqueness, the Indonesian people will also be interested in sharing the posts made by the Wonderful Indonesia team for their social

circle. In addition, changes in content that are more directed to the activity and involvement of tourists in tourism destinations in Indonesia can also be poured through videos and creative works that will be published both through the official Indonesia Travel page, YouTube, and on overseas publications or events that will be attended by the Wonderful Indonesia team.

To achieve key national objectives in terms of trade, investment, and tourism, nations are consciously working to strengthen their country branding (Dinnie, 2008). As for Indonesia, Wonderful Indonesia is a national branding campaign to attract more tourists to visit the country. Tourists inject money into these economies; thus, all these destinations benefit from economic growth and job creation.

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