

Implementing The Visual Storytelling Model as a Branding Strategy of Kandri Tourism Village on Instagram @desawisatakandri

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Abstract. The Covid-19 pandemic has caused a downturn in the tourism sector, especially community-based tourist attractions, namely tourist villages. One tourist village that has experienced a downturn is the Kandri Tourism Village in Semarang, which has been recorded since March 2020 that it has not received visits from group or individual tourists who wish to travel in that place. This crisis makes Kandri Tourism Village have to carry out proper branding and promotional media in order to attract tourists to visit again. The aim of this article is to implement a visual storytelling model on the @desawisatakandri Instagram account in order to increase tourist visits in Kandri Tourism Village. This research uses descriptive qualitative research methods. The results of this study indicate that through Instagram @desawisatakandri, the implementation of visual storytelling through photos and videos is a branding strategy for Kandri Tourism Village. The content uploaded in social media includes brand positioning for segmentation of tourists by group or teams. Brand identity describe on logo with the tagline “Kandri Wae”, and the Brand personality can be seen in activities that are characteristic of Kandri Tourism Village.

1 Introduction

Tourism is one of the sectors affected by the Covid-19 pandemic that has hit the world. Not only the national scope but also the world experienced the same thing. The Covid-19 pandemic resulted in a significant decline in the tourism sector, starting from the number of both local and foreign tourists entering Indonesia, the average length of stay, the occupancy rate of hotel rooms, the average length of guests staying, to the number of tourist visits to tourist attractions.

The decline in the tourism sector also occurred in the city of Semarang with the closure of several tourist areas in the period April to June 2020, which also led to a decrease in the number of tourist visits and the Room Occupancy Rate (OCC) in Semarang.

The decrease in tourist visits is not only an impact on tourist attractions. But also has an impact on community-based tourist attractions such as the Tourism Village, particularly the Kandri Tourism Village. Based on the results of interviews with the Chairperson of the

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Pokdarwis Pandanaran, Kandri Village, Syaeful Anshori on February 27, 2021, since the Covid-19 pandemic that emerged in March 2020 until now, Kandri Tourism Village has not received tourist (group) visits, even tourists who have made reservations for the year 2020 was forced to cancel the visit.

Table 1. Number of visitors of Kandri Tourism Village 2014 – 2020.

No	Year	Local	Foreign	Total
1	2014	1270	25	1295
2	2015	3392	36	3428
3	2016	6787	72	6859
4	2017	8767	96	8873
5	2018	12289	126	12415
6	2019	10241	87	10328
7	2020	2473	0	2473

The crisis that occurred during this pandemic then prompted the Kandri Tourism Village to attract tourists to return to the village while still prioritizing health protocols. Branding is the main thing that the Tourism Village must do to attract tourists again through promotion. Kandri Tourism Village needs to design a strategy that can attract tourists to visit Kandri, both local and foreign. This article aims to implement a visual storytelling model on the @desawisatakandri Instagram account in order to increase tourist visits to Kandri Tourism Village.

2 Literature Review

Brand strategy is what a brand should achieve in terms of consumer attitudes and behaviour. Brand strategy is brand management that aims to regulate all brand elements about consumer attitudes and behaviour. The Brand strategy includes brand positioning, brand identity, and brand personality [1]. In this case, the brand strategy adopted by the tourism village is to communicate their brand by covering three things, the brand positioning of the tourism village, the tourism village brand identity, and the brand personality of the tourist village.

1.1 Brand Positioning

Brand positioning relates to how consumers place products in their minds and imaginary realms so that potential consumers have certain judgments and identify themselves with the product. The positioning of a company must be preceded by segmenting and targeting activities. This is important so that the position formed is by the existing market segments and the target market [2]. The positioning has a relationship with consumer perceptions in perceiving a brand, differentiating one brand from another in one category, and placing the brand in the minds of consumers so that it has specific associations. Dimensions of brand positioning consist of 6 things, such as product attributes, product benefits, user groups, consumer competitors, product categories and prices [3].

1.2 Brand Identity

Brand identity is a unique brand association that shows promise to consumers. To be effective, brand identities need to resonate with consumers, differentiate brands from competitors, and represent what the organization can and will do over time. The brand element is a visual, sometimes even physical, effort to identify and differentiate a company's

product or service. Formal brand elements such as name, logotype, and slogan come together to form a brand or company [4].

Brand identity can be interpreted as an arrangement of words, impressions, and a set of forms from several consumer perceptions about a brand [5]. Brand identity is a collection of aspects that aim to convey the brand: brand background, brand principles, goals, and ambitions. Brand identity can be interpreted as a perception about a company's brand that wants to be conveyed to consumers to form consumer perceptions about the brand itself.

1.3 Brand Personality

Brand personality is a brand that is obtained from a character through communication about the brand and the brand's experience as well as from the person who introduces the brand [6]. *Brand personality* is a human characteristic or trait that can be attributed to a brand [7].

Brand personality is a way that aims to increase the attractiveness of a brand by giving characteristics to the brand, which can be obtained through communication, experience and from the person who introduces the brand. There are five dimensions of brand personality, which consist of [8]:

- a. Sincerity dimension, sincerity is expressed in the form of honesty on product quality, product authenticity, and brand similarity with simple characteristics, such as graceful and Muslim women as a brand presence in the eyes of consumers.
- b. Excitement dimension shows how fun or even exciting the personality is. Describing dynamic characters who are full of passion and high imagination in making differences and innovations.
- c. Competence dimension, this dimension shows a trustworthy personality.
- d. Sophistication dimension this dimension is a personality dimension that shows and shows a satisfying experience. The characteristics in this dimension relate to exclusivity formed by prestige excellence, brand image, and the level of dazzling attractiveness.
- e. Ruggedness dimension, this dimension shows how tough the personality is. Character in this dimension is a brand associated with the benefits of a brand in supporting the strength of the product.

So it can be concluded that brand personality reflects the image of a company. Consumers often choose and use a brand that has a good and consistent brand personality. The concept of brand personality is also very useful in analyzing brand choices related to consumer buying behaviour and interest in a brand.

1.4 Visual Storytelling

Visual storytelling is a method in which images, videos, infographics, presentations, and other visuals on social media platforms are used to describe a product by compiling a graphic story around the value and offering of the product. [9]. Visual storytelling is a method for promoting through social media platforms by using visualization through still or moving images. The images presented do not only focus on the product that is highlighted but also the story behind the product.

Research shows that consumer interest in visual content is easier and faster for humans to accept. The right image can be more than just telling a story visually, where humans can feel emotions, generate memories, and even make changes in human attitudes.

Types of Images used for Visual Storytelling:

- a. Photography: every spot and activity can be a photo opportunity. Photos shared on social media platforms show what matters to you and what you believe is worth sharing. A good, well-crafted photo can encourage an immediate response from followers.

- b. Graphics and Pictures: in presenting data for learning, the response of readers is better focused on diagrams, graphs, numbers rather than too many letters. Easy-to-read visuals make the message easier to digest.
- c. User-Generated Images: collaborative visual storytelling between users and companies. User-Generated Images can be in the form of opinions, or endorsement results from a social media account, where the account reviews products that the company owns.
- d. Photo Collage: multiple images collated in one frame can sometimes tell a story better than a single image. Multiple still images in one frame offer creative products by highlighting various attributes of a company, product or event. This photo collage can then tell a storyline in itself
- e. Images with Text (Captions, Quotes, Statistical data): these images are classified as cost-effective which are a way to ensure that the text is not missed. Small amounts of text, one line, quotes, or statistics can greatly contribute to a product's visual story.
- f. Postcards and E-cards: postcards are currently being developed to be implemented on the internet as a way to combine photos and text. E-cards are used because they are very easy to share over the internet.
- g. Word Photos: tools like WordPhoto (iPhone / Ipad app) and WordCam (Android app) can create compelling visual images from slogans to keywords
- h. Memes: memes are ideas that spread from person to person and can be jokes, phrases, concepts, images, videos, and shareable pop culture.
- i. Cartoons: cartoons are powerful, funny, artistic and engaging visual storytelling tools. Cartoons can spark brand recognition and make them a great medium for storytelling. Cartoons can be packaged from pop culture, promotions, facts, and products
- j. GIFs: graphics Interchange Format (GIF) animates multiple images and photo frames from videos through animation. GIFs can tell small stories in just a few seconds, i.e. GIFs can capture funny moments in no time.
- k. Infographics: visual representations of information by bringing together data and visuals to tell a story. Infographics only highlight key ideas which are highly visual and easy to share. Infographics are created to influence leadership thinking, inform target audiences, and optimize search engine rankings.
- l. Videos: video helps companies and products to reach consumers in ways that other visual media cannot. Videos can tell a funny, inspiring, personal, moving visual story, and also highlight the product, idea, or image of the product itself.
- m. Presentation: the presentations are very visual, artistic and attractive. The flow of slide-to-slide information can tell a story of what it is trying to tell.

3 Research Methods

This research uses descriptive qualitative research methods. Descriptive research describes the quality of a symptom to make readers know what is happening in the related research. The researcher describes a symptom based on the indicators that he makes the basis of the presence or absence of the symptoms studied [10]. The qualitative method aims to obtain descriptive descriptions to describe reality argumentatively. Qualitative methods were used in this study because data collection required interviews with informants. The type of data used in this study is qualitative data obtained from observations, interviews, Focus Group Discussions (FGD), and documentation.

4 Discussion

The application of the visual storytelling method is a brand strategy carried out by the Kandri Tourism Village in comparing tourist attractions in order to increase the number of visitors that have decreased due to the Covid-19 pandemic. Visual storytelling is applied on Instagram social media belonging to Kandri Tourism Village, @desawisatakandri, using image types in photos and videos. The two types of images used in the visual storytelling of Kandri Tourism Village include three parts in a brand strategy such as brand positioning, brand identity, and brand personality to describe the brand strength of Kandri Tourism Village to increase public awareness of the existence of this tourism village.

4.1 Brand Positioning of Kandri Tourism Village

Brand positioning is used to identify the segments and targets of visitors to the Kandri Tourism Village so that the branding will be right on target. Kandri Tourism Village is located in Kandri Village, Gunungpati District, in Semarang, with 319,640 Ha. The area consists of 97,622 hectares of paddy land, 221,368 hectares of yards and buildings, and 650 hectares of public facilities. Based on population data, the largest livelihood is in Kandri Tourism Village; around 40% of the population of Kandri Village work as farmers, while the rest work as breeders and labourers. Judging from the land area and livelihoods that are the majority in the region, Kandri Tourism Village has advantages and opportunities in terms of agriculture. The positioning of Kandri Tourism Village is in an area surrounded by agricultural land and is supported by the majority of the population who daily cultivate agriculture. Kandri Tourism Village captured these advantages and opportunities to serve as a tourist village with an educational concept by bringing tourists closer to geographic and demographic aspects. From a geographical point of view, tourists can enjoy the natural beauty of the Tourism Village, which is mostly surrounded by rice fields and springs. The demographic side of Kandri Tourism Village is to display knowledge about agriculture, livestock, and small industry artisans. The following result of the mapping of the positioning of the Kandri Tourism Village by looking at its potential.

Tabel 2. Mapping of the positioning of Kandri Tourism Village.

Potensial	Content	Segmentation
Geography	The beauty of nature, rice fields, spring, wells.	"Eduwisata" that explore the potential of the target area with tourists aged 4-30 years from local and/or foreign in a group or team who want live in the village and gain experience and knowledge in the field of agriculture, arts and culture.
Demographics	farmer, cattle raiser, labour	
Arts and culture	Music, Gamelan, traditional dance	

4.2 Brand Identity of Kandri Tourism Village

The identity of the Kandri Tourism Village Brand lies in the provision of a logo and tagline/slogan as a form of identity for the Kandri Tourism Village. The tagline "Kandri Wae" is the slogan chosen by Kandri Tourism Village to describe WAE as "Wisata - Adventure - Edukasi", wherein Kandri Tourism Village, we can travel, have an adventure by enjoying its natural beauty, and gain knowledge. This tagline is also used as the logo of the Kandri Tourism Village using four colours; black, red, yellow, blue and green.



Fig. 1. Kandri Tourism Village Logo.

Photos and videos uploaded on Instagram @desawisatakandri include the Kandri Tourism Village logo as an identity. The logo on the photo can be pointed in the upper left, upper right, lower left, and lower right corners. Whereas in the video, the Kandri Tourism Village Logo is on the opening and closing of the video.

4.3 Brand Personality of Kandri Tourism Village

Brand personality is a way that aims to increase the attractiveness of a brand by giving characteristics to the brand, which can be obtained through communication, experience and from the person who introduces the brand. This brand personality is shown in photos and videos uploaded on the Instagram of Desa Wisata Kandri. In addition to bringing up the Kandri Tourism Village logo and tagline, these characteristics can be a form of visual storytelling by linking to the dimensions attached to the tourism village personality. Through photos or videos, we can see the dimensions of sincerity, excitement, competence, sophistication, and ruggedness dimension.



Fig. 2. Photos of outbound activities at Kandri Tourism Village.

The photo illustrates one of the outbound activities carried out by Kindergarten students catching fish in a pond. The five dimensions can be illustrated through the photo. Photos of educational activities, natural beauty, people's daily activities, and ceremonial activities can be content to describe the personality of the Kandri Tourism Village.

5 Conclusion

The visual storytelling method can be applied as a branding strategy for the Kandri Tourism Village to attract local and foreign tourists to visit Kandri village. This method can be described using three branding strategies: brand positioning, identity, and personality. Brand positioning is identified through the regional potential in Kandri. Brand identity lies in logos and taglines that appear as identities that will always be remembered by the public when they

see the logo and hear the tagline. Brand personality can be seen in photos and videos uploaded through social media by displaying five dimensions: sincerity, excitement, competence, sophistication, and ruggedness. In order to strengthen the brand in people's minds about Kandri. These three strategies can describe the identity and everything related to Kandri Tourism Village. The media used for visual storytelling are photos and videos, which can be uploaded on Instagram @desawisatakandri. The purpose of implementing this visual storytelling method is through photos and videos. The community gets an overview of the Kandri Tourism Village, both in terms of tourism, area, community conditions, activities, arts and culture. Hence, they are interested in visiting this tourist village.

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