

CHAPTER V CONCLUSION

Indonesian tourism sector is significantly developing. Tourism development exists since tourism has a significant role in Indonesian development, mainly as a foreign exchange producer in addition to the oil and gas sector. Previously during the Indonesian post-independence period, the government focused on the development and improvement of the national economy, hence, that it could stand on its own at that time.

2008 was the turning point of the promoted Indonesian tourism campaign. Indonesia adopted the Visit Indonesia Year 2008 campaign by taking the momentum of the 100th Anniversary of National Awakening. Visit Indonesia Year 2008 served as a milestone in the rise of Indonesian tourism by optimizing tourism promotion and competitiveness at national and international levels. In this year the slogan "unity in diversity" began to be echoed.

As known, in the Republic of Indonesia government regulation number 50/2011 concerning the 2010-2025 national tourism development master plan, the National Tourism Development Objectives involve conveying the Indonesian tourism destinations through effective, efficient, and responsible marketing media.

“Wonderful Indonesia” is believed to adequately represent the image of the equity and richness of Indonesia. “Wonderful Indonesia” or the Enchantment of Indonesia is the promise of Indonesian tourism to the world. The word "Wonderful" or "Pesona (charm)" contains the promise that Indonesia is rich in amazement from all aspects and its native cultures, which disturbs heart and promises a pleasant new experience. The general rule is that “Pesona Indonesia” should be used primarily for domestic audiences and domestic media, while “Wonderful Indonesia” should be used for international audiences and international media.

“Wonderful Indonesia” and the Indonesian are confirmed as the branding of Indonesian tourism through the Decree of the Minister of Tourism of the Republic of Indonesia Number km.03/um.001/mp/ 2014 concerning the Wonderful Indonesian logo and/ or Indonesian Charm logo. The “Wonderful Indonesia” logo or the Indonesian Charm logo consists of a bird logo component called the logogram, and the words “wonderful” and “Indonesia” or “charm” and “Indonesia” are called logotype.

The first key message of "Wonderful Indonesia" campaign is to introduce new tourism areas in Indonesia that are supported by the facts that Indonesia is rich in cultural history and natural resources. To support the nation, tourism infrastructure is densely developed in the targeted area. The second key message is to promote sustainable tourism through the variety of initiatives to help the unique of Indonesian tourism, primarily which is based on cultures, traditions, and local wisdom. The third key message is emphasizing the creative economy, and creative human resources in Indonesia are a unique psychological component of the essential message

In the next five-year development program, the Indonesian government focuses on infrastructure, maritime, energy, food and tourism sectors. The underlying consideration for those five sectors is that the significance of their roles in the short, medium and long-term on national development. Of the five industries, tourism is defined as the leading sector because, in the short, medium and long terms, their growths are positive. Indonesia also considers tourism as the leading sector in the development.

Since Joko Widodo was elected as the President, tourism development in Indonesia has been rapidly growing. Therefore, tourism grows and develops into a new type of industry boosting economic growth, by absorbing human resources, increasing income, living standards of the community and encouraging the growth of other related production sectors.

Tourism sector with its rapid and significant growth is not only able to become one of the most significant foreign exchange contributors but instead, it is also proved to be successful in creating new jobs of 8.41% or 9.8 million workers in Indonesia. Hence, tourism sector turns out to be an active sector in responding to the need of increasing economic added value regarding poverty (pro-poor) and job creation (pro-job). Higher increase and even distribution in income, in turn, will affect community welfare nearby the tourist sites.

Tourism contributes significantly to the Indonesian economy. The impact of tourism on national Gross Domestic Product (GDP) in 2016 was 4.03% of national GDP. The GDP in the tourism sector is created through domestic tourist expenditure, government tourism budget, foreign tourist expenditure and investment in tourism businesses including: business tourism attraction, tourism area business, tourism transportation services, travel services, food and beverage services, accommodation providers, entertainment and recreation activity organizer, meeting organizer, incentive travel, conferences and exhibitions, tourism information services, tourism consulting services, tour guides, water tourism, and SPA.

Currently, tourism GDP has contributed 10 percent of national GDP, with the highest nominal in ASEAN. This GDP figure has shown a much higher increase compared to that of the agriculture industry, automotive manufacturing, and mining. The contribution of the tourism sector to 2016 National GDP was 4.03% of the target set at 5%. The realization of the 2015 National GDP was 4.23%.

In the Indonesian economy tourism sector has proved to provide a significant contribution to foreign exchange earnings. Tourism sector plays a strategic role in Indonesian development beside oil and gas. In addition to serving as foreign exchange sources, the tourism sector also has an essential role in driving and mobilizing other economic areas. This when oil and gas sector, as well as coal, fail to hold their

positions since the two industries are non-renewable energies, and hence, the availability on earth will be decreasing from year to year. While the components of tourism sector involve natural and cultural richness that are renewable energies, and their availability is not exhausted, provided that their existence continues to be developed.

Indonesian government through the Ministry of Tourism has carried out efforts to use the “Wonderful Indonesia” brand as a forum for cultural diplomacy in tourism. “Wonderful Indonesia” has an interest in socializing culture, art, the image of national values and policies to achieve the domestic benefits through programs with no use of coercion, i.e., using soft power approaches such as exhibition, art performance, seminar, etc. About the NAWACITA program in tourism, Indonesia struggles to improve competitiveness by utilizing tourism potentials and at the same time providing excellent opportunities for the national economic growth.

With the development of the tourism industry, the people and the Indonesian government are now aware of the enormous potential of this industry; therefore, various parties are seriously considering this sector to improve economic conditions. International tourism marketing refers to the scope of tourism sales and sales that cross a country's boundaries. As an item, when it wants to be sold, it must be able to offer quality and benefits. Likewise, it is also true with a tourism destination. In managing the Indonesian nation brand, the role of Indonesia's contribution is still at the lower stage but in this case, Indonesia has the potential to enter the global competition through the Contribution stage.

Promotion is part of marketing communication. Following the “Wonderful Indonesia Go Digital strategy”, the Minister of Tourism explained the key to improving communication in the Indonesian tourism sector. As one of the efforts to attract foreign tourists and encourage the promotion of tourism in Indonesia, the Ministry of Tourism has made a wonderful publication and development of Indonesia. The branding effort is to promote tourism through the placement of

advertisements on websites, space media, TV and print media and holding festivals abroad.