

**THE INFLUENCE OF BRAND POSITIONING *FUN, ART AND EDUCATION* BALE SENI BARLI-KOTA BARU
PARAHYANGAN TOWARD VISIT DECISION IN BALE SENI
BARLI-KOTA BARU PARAHYANGAN**

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Abstract

Bale Seni Barli-Kota Baru Parahyangan is one tourist attraction (DTW) art which is located in Kota Baru Parahyangan, Padalarang. Number of tourists visiting Bale Seni Barli-Kota Baru Parahyangan from year to year has increased, but did not meet the expected targets visit the manager. Building a strong Brand Positioning able to provide a reference for tourists in choosing DTW to be addressed which can then influence the decision of tourists to visit a DTW. Therefore Bale Seni Barli-Kota Baru Parahyangan trying to build a strategy Brand Positioning Fun, Art and Education in order to position itself as DTW which offers attractions and tourist activity-laden art education but still fun for tourists. This study aims to find out about how much influence the Brand Positioning Fun, Art and Education against the decision of visiting tourists in Bale Seni Barli-Kota Baru Parahyangan. In this study, the independent variable (X) is the Brand Positioning and the dependent variable was the decision to visit, with a sample of 100 respondents, data collection techniques using a questionnaire (questionnaire), interviews, documentary studies and literature studies, while data analysis techniques using simple regression. The results showed that the influence strategy Brand Positioning Fun, Art and Education on the decision been run Bale Seni Barli-Kota Baru Parahyangan have a strong influence, which amounted to 83%. This shows that when Brand Positioning Fun, Art and Education implemented properly, then the decision to tourists visiting Bale Seni Barli-Kota Baru Parahyangan will increase.

Keywords: positioning, visit decision, bale seni barli

Abstrak

Bale Seni Barli-Kota Baru Parahyangan merupakan salah satu daya tarik wisata (DTW) seni yang terletak di Kota Baru Parahyangan, Padalarang. Jumlah kunjungan wisatawan ke Bale Seni Barli-Kota Baru Parahyangan dari tahun ke tahun mengalami kenaikan, akan tetapi tidak memenuhi target kunjungan yang diharapkan pihak pengelola. Membangun Brand Positioning yang kuat mampu

memberikan referensi bagi wisatawan dalam memilih DTW yang akan dituju yang kemudian dapat mempengaruhi keputusan wisatawan untuk berkunjung ke sebuah DTW. Oleh karena itu Bale Seni Barli-Kota Baru Parahyangan mencoba membangun strategi Brand Positioning Fun, Art and Education dalam rangka memposisikan dirinya sebagai DTW yang menawarkan atraksi dan aktivitas wisata seni yang bermuatan edukasi tetapi tetap menyenangkan bagi wisatawan. Penelitian ini bertujuan untuk mengetahui tentang seberapa besar pengaruh Brand Positioning Fun, Art and Education terhadap keputusan berkunjung wisatawan di Bale Seni Barli-Kota Baru Parahyangan. Dalam penelitian ini yang menjadi variabel bebas (X) yaitu Brand Positioning dan variabel terikat adalah keputusan berkunjung, dengan sample sejumlah 100 responden, teknik pengumpulan data menggunakan angket (kuisisioner), wawancara, studi dokumentasi dan studi literature sedangkan teknik analisis data menggunakan regresi sederhana. Hasil penelitian menunjukkan bahwa pengaruh strategi Brand Positioning Fun, Art and Education terhadap keputusan berkunjung yang dijalankan Bale Seni Barli-Kota Baru Parahyangan memiliki pengaruh yang cukup kuat, yaitu sebesar 83%. Hal ini menunjukkan bahwa ketika Brand Positioning Fun, Art and Education dilaksanakan dengan baik, maka keputusan berkunjung wisatawan ke Bale Seni Barli Kota Baru Parahyangan pun akan meningkat.

Kata kunci: *positioning, keputusan berkunjung, bale seni barli*

INTRODUCTION

Bale Seni Barli-Kota Baru Parahyangan is One alternative art tour tourist attraction located in Kota Baru Parahyangan. Bale Seni Barli-Kota Baru Parahyangan which became an institution that focuses on the promotion and development of art that offers a wide range of outreach activities with art activities. Art activities include visits and art appreciation ranging from simply viewing gallery Bale Barli, studio painting and sculpture, as well as a workshop making tie-dyed batik, painting on glass media, to the canvas following earthenware dish and interactive angklung. Number of tourists visiting Bale Seni Barli-Kota Baru Parahyangan from year to year increase, the highest increase occurred in 2012, in which the increase in the number of tourists reached 70%. The magnitude of the increase in the number of tourists in the year 2012 made the manager of Bale Seni Barli-Kota Baru Parahyangan feel optimistic to continue to improve his visit targets in subsequent years. In 2013 the manager then makes a target for the number of tourist arrivals could reach 15,000 tourists.

But those targets can not be met. The increase in the number of tourists is only 29%, it shows that in addition to not be able to achieve the target of visits that have been determined, the increase in the number of tourists was apparently

occurring volatile, where the number of visits in the previous year greater than 2013. This is caused by many factors. Internal factors such strategies do not work together in order to make Bale Seni Barli-Kota Baru Parahyangan as DTW travelers who remains an option in order to perform the art of travel activities, one of them through marketing programs were conducted. While external factors, among others, many emerging new DTW attract tourists.

To achieve the expected target of visits needed some marketing strategies that besides tourists make repeated visits to Bale Seni Barli-Kota Baru Parahyangan also expected that tourists can invite others to participate traveled to Bale Seni Barli-Kota Baru Parahyangan. By positioning itself as DTW with brand positioning Fun, Art and Education is expected tourists can feel the excitement and pleasure in performing arts tourism activities in Bale Seni Barli-Kota Baru Parahyangan. According to Kevin Keller Line (2013: 79) "brand positioning is at the heart of the marketing strategy. It is the act of designing the company's offer and image so that it occupies a distinct and valued place in the targeted customer's minds ". This means that brand positioning is the heart of the marketing strategy. It is the act of designing the company's image so that supply and occupies a different place and appreciated in the minds of target consumers.

Brand positioning is used as one of the strategies used to increase the number of tourist visits, with a strong build Brand Positioning travelers may influence the decision to choose and then visit a DTW, because Brand positioning aims to convey a message about a unique destination to tourists and to convince tourists that they will get a good impression about the destination. By building a strong brand positioning will mamapu provide a reference for tourists to choose a tourist destination that will be addressed later may influence the decision of tourists to visit Bale Seni Barli-Kota Baru Parahyangan. Brand Positioning Fun, Art and Education implemented the marketing strategies that do like doing Advertising, E-Marketing, development of new products based on the Fun, Art and Education and direct selling by promoting positioning Fun, Art and Education. Bale Seni Barli-Kota Baru Parahyangan by Brand Positioning Fun, Art and Education to design tour packages are based on meeting the diverse needs of travelers based capabilities, providing the allotted time, the media used, price, and facility activities. Tour packages include Fun with Science and Art consists of four courses, Art Play consists of three programs, and Science on the Move consists of 3 courses. Each package has a unique name and varied to distinguish the activities of each package is offered which is characteristic of each package.

LITERATURE REVIEW AND FRAMEWORK

Brand Positioning

Positioning is the act of designing offers and corporate image in order to get a special place in the minds of the target market. The goal is to put the brand in the minds of consumers in order to maximize the potential benefits for the company. Kotler and Keller (292: 2009). In order to position a product or organization, marketers must identify what is important to the target market. After that, marketers can conduct studies to determine the positioning of the target market's perception of the various products or manufacturers / suppliers based on critical dimensions or attributes that are used. (Fandy & Gregory, 158: 2012). While brands often be interpreted in different ways, such as a logo, a legal instrument (ownership), personality, set of values, vision, enhancing the value of identity, image, relationships and involving entity. American Marketing Association (AMA) in (Fandy & Gregory, 238: 2012) revealed that brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate it from goods and services of its competitors.

Positioning strategy is a method to create a unique differentiation in the minds of the target customers, thus forming the image (image) brands or products superior to brand / product competitors. Ries and Trout (2001: 214), explaining that, "Positioning is not what you do to a product, it is what you do to the mind of a prospect". Means that the positioning is not what companies do to a product, it's what companies do to think about the prospects. Brand positioning is one part in the effort to build brand equity in which the strong brand equity is a valuable asset for the company (Adiwijaya, 2005). Positioning is one of the efforts in order to establish a corporate image in the minds of consumers that the product is indeed trustworthy and competent also illustrates the company to occupy a place in the minds of distinguishing the target market. The ultimate goal is to put the brand in the minds of consumers to maximize the potential benefits for the company.

According to Kotler and Keller (2008), Brand Positioning is important in a product, other than that Brand positioning is a key marketing strategy. A strong brand positioning can facilitate direct sales to explain the details of the brand, the uniqueness of a brand or similarity with other competing brands could be a reason for consumers to choose a specific product. A brand positioning reflects how people perceive a brand. Two major problems in achieving optimal competitive brand positioning is (1) Defining And Communicating The Competitive Frame Of Reference And (2) Choosing And Establishing Pointsof-Parity (POPs) and Points-Of-Difference (PODs) are hereinafter become dimensional brand positioning,

Dimensional Line brand positioning by Kevin Keller (2013: 85) were divided into three: defining and communicating the competitive frame of reference points-of-parity (POPs) and points-of-difference (PODs), which is described as follows:

1. *Defining and Communicating the Competitive Frame of Reference*

The starting point in defining the reference knjerangka competitive on brand positioning. There are three main ways to communicate a brand category,

- a. *Communicating Category Benefits*
- b. *Exemplars*
- c. *Product Descriptor*

2. *Points-of-Parity (POPs)*

Points-of-parity (POPs) or points of the equation, is the attribute or benefit associations are not necessarily unique to a brand but may actually shared with other brands. The equation points include:

- a. *Category*
- b. *Competitive*
- c. *Correlational*

3. *Points-of-Difference (PODs)*

*Points-of-difference (PODs) or the points difference, defined as an attribute or benefit that is highly correlated between consumers and brands, a positive evaluation, and believe that they can not find common ground with a competing brand. And points of difference include *Desirability, Deliverability, Differentiation.**

Visit Decision

Decision to visit an individual and group activities that are directly involved in the decision to make a visit to a certain tourist destinations. According to Kotler & Armstrong (2012: 133) says that “*Consumer buyer behavior The buying behavior of final consumers—individuals and households that buy goods and services for personal consumption.*” Meanwhile, according to Kotler & Armstrong (2012:154) *Purchase decision is the buyer’s decision about which brand to purchase. Dimensional concept of purchasing decisions are the choice of product, brand selection, selection of dealers, the amount of purchase, time of purchase and payment methods.* (Kotler dan Armstrong, 2012:24) Visiting a decision-making process where visitors actually decided to use one of the products / services among a wide range of alternative travel options.

Dimensional concept of purchasing decisions (Kotler dan Armstrong, 2012:240):

1. Selection of Products / Services

Visitors can take the decision to visit a tourist area for other purposes. In this case the company should focus its attention to those who are interested to visit tourist areas that they manage.

2. Options Brand (Brand)

Visitors must decide where the tourist areas to be visited. Each tourist area has its own differences.

3. Selection of Suppliers

Visitors take a decision on which one to use dealer. Each visitor is different in terms of determining the dealer could be due to the location factor, low prices, inventory is complete, the convenience of shopping, the vastness of the place and so on.

4. Time visits

Decision in the selection of visitors visiting time can vary, for example, there is a visit every day, once a week, a rise to all, and maybe once a year.

5. The number of visits

Visitors can take a decision on how many products / services that will be visited on the tour at any time. Visits were made possible more than one. In this case the company must prepare a number of products / services in accordance with the wishes of visitors different from each visitor.

6. Payment Methods

Visitors in visiting an area definitely have to do a payment. By the time the payment is usually the visitors there are to make payments in cash or by credit card.

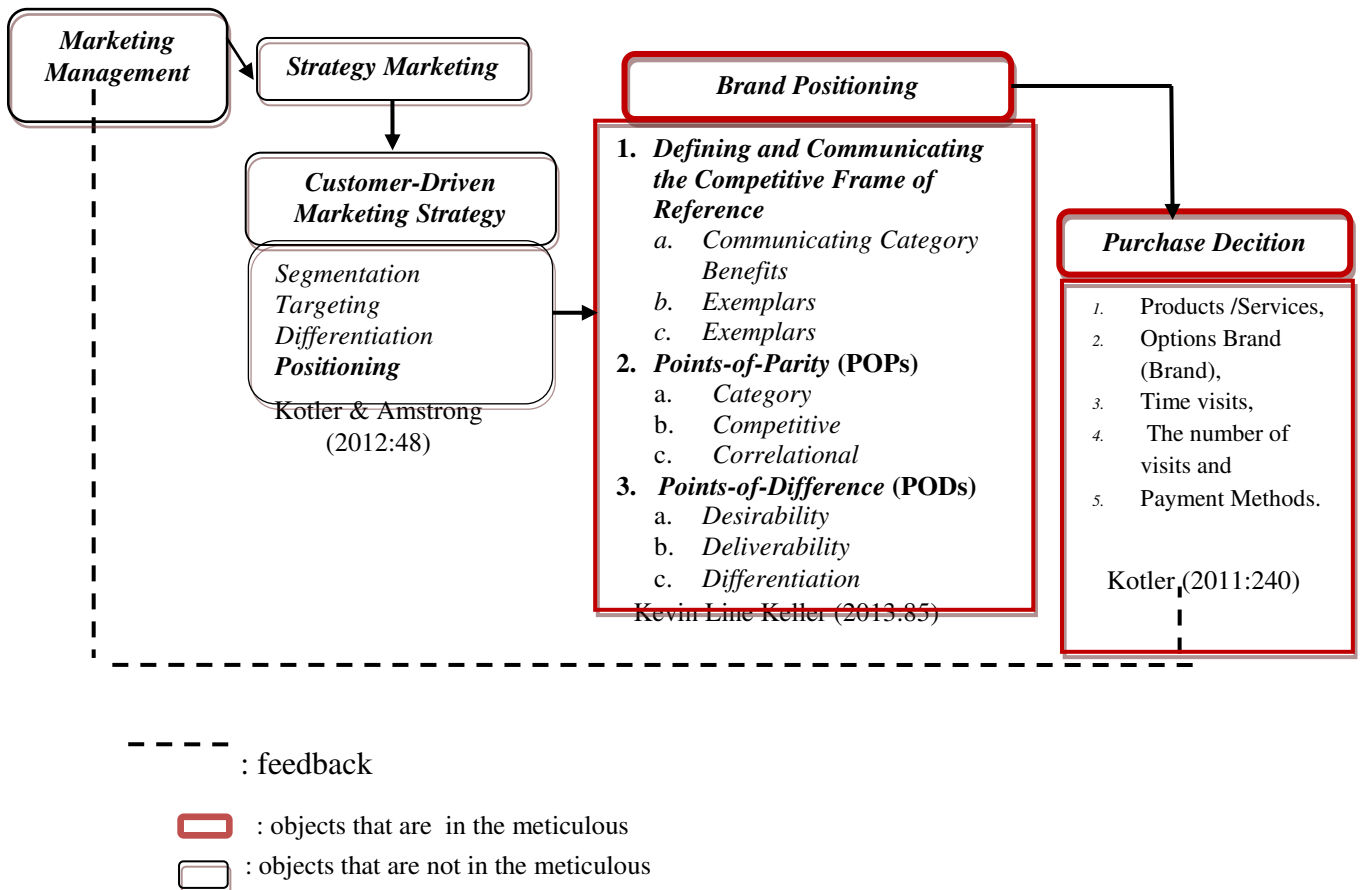
In this research, the dimensions of visit decision are measured by the Selection of Products /Services, Options Brand (Brand), Time visits, the number of visits and Payment Methods.

Problem Solving Model

According to Kotler and Keller (2008), Brand Positioning is important in a product, other than that Brand positioning is a key marketing strategy. A strong brand positioning can facilitate direct sales to explain the details of the brand, the uniqueness of a brand or similarity with other competing brands could be a reason for consumers to choose a specific product. A brand positioning reflects how people perceive a brand. Travelers be interested in visiting a DTW one of them due to the uniqueness of the brand offered a DTW through most commercial messages are congruent and consistent which can be met DTW. As noted Kevin Keller Line (2013: 85) that brand positioning is defined as an attribute or benefit that is highly correlated between consumers and brands, a positive evaluation, and believe that they can not find common ground with a competing brand.

To affect the incidence of the behavior of the visit and the means to conduct prospective tourists to visit the region Bale Seni Barli Kota Baru Parahyangan can be described through a model of buyer behavior that consists of a selection of products / services, the selection of the brand (brand), time of visits, number of visits, and the method of payment. Kotler and Keller (2009: 240).

Framework



Pictures-1

Framework Of The Influence Of Brand Positioning Fun, Art And Education Bale Seni Barli-Kota Baru Parahyangan Toward Visit Decision In Bale Seni Barli-Kota Baru Parahyangan

Hypotheses

In preparing the research hypothesis, the authors are supported by some states the premise that there is an influence on the decision to visit the brand positioning, are as follows:

1. According to Kotler and Keller (2012: 276)

A good brand positioning helps guide marketing strategy by clarifying the brand's essence, identifying the goals it helps the consumer achieve, and showing how it does so in a unique way. Everyone in the organization

should understand the brand positioning and use it as context for making decisions.

2. According to Konuk dan Altuna in the journal titled *Brand positioning Though Multidimensional Scaling: a study in the Turkish shampoo Market* (2011:206) stated that:

The positioning strategies of the brands determine the rules and strategic steps of competition in the market. Any brand that has a strong and favorable position in the mind of its consumers has the chance of achieving consumer loyalty and sustainability.

3. According to Andrew Whalley (2010:84) stated that:

The idea of developing a positioning for organization as a whole rather than for individual products is becoming increasingly important in many markets. Organizational positioning is perhaps most important for markets in which the purchase decision is driven as much by the organization as it is by the product.

Based on the framework and the premise, the hypothesis proposed in this study is a significant difference between brand positioning to the decision to visit.

RESEARCH METHODS

In this research, brand positioning acts as the independent variable (independent variable) consisting Defining and Communicating the Competitive Frame of Reference, Points-of-Parity (POPs) and Points-of-Difference (PODs). While the decision to visit as the dependent variable (dependent variable) that consists selection of products / services, the selection of the brand (brand), time of visits, number of visits, and the method of payment. The method used is cross sectional method. Based on the variables to be studied, then this type of research is descriptive and verification studies. The method used in this research is explanatory survey. Operation variables of both variables as object in this study using ordinal scale.

Types of data sources used in this study are grouped into two groups of data, there wereis secondary data and primary data. The population to be used in this study is a population of tourists visiting the Bale Seni Barli-Kota Baru Parahyangan in 2013 which amounted to 11.623 tourists. Based on the formula Slovin, the minimum number of samples studied was of 100 respondents. The sampling technique used in this study one of them is systematic random sampling or systematic random sampling technique for mobile populations. The technique of collecting data using questionnaires, interviews, documentary study, and the study of literature. Engineering design data analysis using descriptive analysis and

design verification. This study uses a simple linear regression data analysis or perform prediction (estimate).

RESULTS AND DISCUSSION

Based on the results of the assessment questionnaire distributed to respondents regarding aspects of the variable aspect Positioning Fun, Art and Education. The highest traveler ratings provide is the point Bale Seni Barli Parahyangan New City offers art activities that includes educational content. It is in line with that carried the Brand Positioning Branding Fun, Art and Education where tourists are expected to be able to feel the excitement and pleasure in performing arts tourism activities in Bale Seni Barli-Kota Baru Parahyangan. In addition to the promotion and development of art that offers a wide range of outreach activities with art activities. Visits and appreciation of art ranging from simply viewing gallery *Bale Barli-Kota Baru Parahyangan*, studio painting and sculpture, as well as a workshop making tie-dyed batik, painting on glass media, to the canvas following earthenware dish and interactive angklung designed in a way to provide fun and excitement for the tourists who follow him. So Bale Seni Barli-Kota Baru Parahyangan a choice tourist attraction for play and learning, where tourists who participate in various programs offered through tour packages which there remain happy even though it contains educational content.

While the lowest ratings given to the point of Conformity varied artistic activity obtained with the expected, it is due to the limited attractions available at the request of the tourists who want the manager can continue to innovate and development of the attractions and activities of the existing art in Art Bale Barli-Kota Baru Parahyangan, in order to avoid saturation of the existing products. It also led to his re-level visits of tourists to Bale Seni Barli-Kota Baru Parahyangan. Results of the assessment questionnaire distributed to respondents about aspects of Decision variables Been can be seen that the highest ratings given by tourists is on the point ease at the time of payment, while the lowest ratings in point of time visits during weekday / weekdays. That is because Bale Seni Barli-Kota Baru Parahyangan only accept guests on weekdays, so tourists who only have free time on holiday can not enjoy the attractions and tourist activity in Bale Seni Barli-Kota Baru Parahyangan. Based on the average of the overall assessment, the respondents gave a good assessment in the amount of 73.48% on valuation decisions to tourists visiting Bale Seni Barli-Kota Baru Parahyangan. Based on the Likert Scale included in the category quite well.

Based on correlation test in this research note that the Brand Positioning Fun, Art and Education with the decision having been strong enough relationship. This shows that when Brand Positioning Fun, Art And Education implemented

properly, then the decision to tourists visiting Bale Seni Barli-Kota Baru Parahyangan will tend to be positive. Based on hypothesis testing is known that Brand Positioning Fun, Art And Education significantly influence the decision to visit. The results support the research conducted by Ramaseshan & Tsao (2007) which suggests the research that the brand must be consistent and congruent with the brand 's positioning. Furthermore Akaka & Alden (2010) suggests that brand advertising may benefit most from a combined or hybrid approach such desired attributes (e.g. quality and prestige) along with consumer preferences and behaviours in the selection of language, visuals and themes. And the goal of improving media decisions in China, Hung et al., (2005) study found that advertising in special interest magazines is more effective in reaching consumers. This shows when Brand Positioning Fun, Art And Education performed well.

CONCLUSION AND RECOMENDATION

In an effort to facilitate the tourists to know Bale Seni Barli-Kota Baru Parahyangan, the manager needs to do a marketing strategy that is well integrated. Brand Positioning Fun, Art and Education implemented the marketing strategies that do like doing Advertising, E-Marketing, development of new products based on the Fun, Art and Education and direct selling by promoting positioning Fun, Art and Education. The strategy set price is still considered to be less appropriate in the eyes of tourists, travelers sacrifices made in nominal terms have not been proportional to what tourists get when visiting Bale Seni Barli-Kota Baru Parahyangan. Bale Seni Barli Kota Baru Parahyangan has conducted various marketing activities, among others, Direct Selling, Advertising and E-Marketing, but according traveler ratings, the information obtained through these marketing tools are considered less clear, so tourists are still frantically looking for clear information on products and services offered by Bale Seni Barli-Kota Baru Parahyangan. Obscurity traveler information obtained can also come from not the extent of dissemination of information about Bale Seni Barli-Kota Baru Parahyangan to tourists.

As Travel Attractions (DTW) that puts the art tour that also educate, managers must continue to improve and develop the potential attractiveness, uniqueness, as well as facilities in the new city of Bale Seni Barli-Kota Baru Parahyangan in a structured and focused. The high activity of art that tourists do when visiting Bale Seni Barli-Kota Baru Parahyangan requires management to continue to improve the existing support facilities. The high rating of involvement in such activities involved in the studio painting and sculpture, as well as a workshop making tie-dyed batik, painting on glass media, until the canvas following earthenware dish and interactive angklung requires the manager to continue to evaluate so tourists can feel satisfied after enjoying the attractions art tours and activities offered at

the Bale Seni Barli-Kota Baru Parahyangan. It is known that most tourists are tourists who first came to Bale Seni Barli-Kota Baru Parahyangan, meaning that most tourists do not do repeat visits. It can be seen that most tourists come to Bale Seni Barli-Kota Baru Parahyangan are tourists who visited on the recommendation of friends, it shows that Bale Seni Barli-Kota Baru Parahyangan is DTW who have a good impression in the minds of tourists who come, gives satisfaction after the tourists to follow a series of activities on offer, but do not make tourists want to come back. That is because, the manager did not do innovation and product development so that muincul saturation in the eyes of tourists. Because there is no new thing that tourists can get during a visit back to Bale Seni Barli-Kota Baru Parahyangan.

Planning and development of Bale Seni Barli-Kota Baru Parahyangan can be done with a variety of facilities that have been provided, the various existing programs such as painting and sculpture studio that can be used by the public, so as to provide art education through the study of basic skills. With a variety of classes that have been provided. In addition to the fine arts studio of children and adolescents who became a facilitator in the development of talents, interests and creativity in children and adolescents. Such programs must always be maintained so that the number of visitors can be increased. Brand Positioning Fun, Art and Education should do well, so that potential tourists or visitors can get to know the characteristics of Bale Seni Barli-Kota Baru Parahyangan next aspect is the quality of infrastructure and comfort facilities available are good enough. Just how it is maintained to prevent damage. To help increase traffic levels and competitiveness, Bale Seni Barli-Kota Baru Parahyangan also should be able to market its products with the help of a travel agent. Because the majority of tourists who come penngujung are in large numbers (group) who come from institutions especially educational institutions. Besides Bale Seni Barli-Kota Baru Parahyangan required to continuously improve and implement intensive marketing strategies to achieve the expected target of the visit.

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