

## **MARKETING STRATEGY FORMULATION AND IMPLEMENTATION AT THE GARUDA WISNU KENCANA CULTURE PARK TO CREATE WORD OF MOUTH MARKETING**

RM Mersa S. Putra and Krisnati Desiana  
School of Business and Management  
Institut Teknologi Bandung, Indonesia  
muh.mersa@sbm-itb.ac.id; phatru\_drivingsmart84@yahoo.com

**Abstract** - Located in Jimbaran, Bali, the Garuda Wisnu Kencana Cultural Park or better known by the locals as GWK with its gigantic Garuda Wisnu statue will serve as Bali's tourism landmark. In this paper the objective of this research is to formulate a Word Of Mouth marketing strategy that will make GWK become larger and better known not just in Indonesia but also around the world. The whole concept is to be a symbol of art and culture. It is projected that GWK Cultural theme Park could become a symbol of international tourism in Indonesia. It will become a tourist destination. The methodology that will be used in this research is Qualitative Research. Qualitative research uses a direct approach that clearly sets forth the purposes of research so the question is simple and straight to the point of the problem, in this case I used the In Depth Interview, ideal for travelers as the target of my respondents. Results that can be achieved will be used as guidelines for the GWK management to be better. Before doing what was described above, it is better for the leadership of the Garuda Wisnu Kencana Cultural Park to conduct internal management primarily about being more modern. It is better to do the research of HR systems as well. Need to do more market research about consumer behavior in the visiting tourist spots. Publication is an important media that needs to be maintained with consistency and content delivery that is direct perception

### **1. Introduction**

In 1989, Joop Ave, then the Director General of Tourism and Communication, had the vision to build a landmark for Indonesia as the symbol of humankind's journey into the new millennium. Joining him in making the landmark was Nyoman Nuarta, a modern Balinese sculptor who had experiences in making large monuments. The artist envisioned this dream to depict Garuda Wisnu for it has been the icon of Bali for many years and already known to the world. The statue of Garuda Wisnu is picturing the Lord Wisnu, as the source of wisdom, riding on the back of the Garuda as the manifestation of conscience towards Amerta, the perennial goodness.

Standing 145 m high, the statue of Garuda Wisnu and its pedestal building will become the tallest statue ever made in the world. The skin of the statue are made out of more than 2.000 tons of copper and brass, formed and welded into shapes with massive non-corrosive Corten steel skeleton structures. The ornaments of the Garuda Wisnu Kencana statue will be covered in gold-leaf glass mosaics. Covering an approximately 1,2 hectares area, the 22 stories pedestal building will house a convention center, GWK museum, gallery, the World Cultural Forum pavilions, restaurants, business center, viewing gallery, etc.

The statue of GWK and its pedestal will be surrounded by a 240 hectares cultural park which was once an abandoned and unproductive limestone quarry. The cultural park will combine several cultural, social, economic and environmental aspects in a developed synergy. It will provide new attractions for both local and foreign tourists with supporting facilities such as Tirta Agung, Lotus Pond, Festival Park & Adventure Playground, Waterpark, Hotel & Resort.

With all its splendors, the Garuda Wisnu Kencana Cultural Park shall become one of the world's finest interactive centers for art and culture. In that respect, it will be acknowledge as the world's first cultural theme park in pioneering art, culture and nature interaction. In this context, the monumental statue of the the Garuda Wisnu Kencana shall act as the towering symbol of world art, culture and nature. The Garuda Wisnu Kencana Cultural Park will be one venue where people from all over the the world meet interact, to enjoy the exhibition and performances, at the same time be given the opportunity to learn, appreciate and fascinated by their own diversity of art and culture displayed in the park. It shall also be amongst one of the finest venues in the world to host international conventions and forums in the future.

## 2. Business Issue Exploration

Whether Integrated Marketing Communication which GWK has create, already effective or not? How to attract visitors pedestal, so as to provide the impact of WOM (Word Of Mouth) Positive can invite visitors to revisit again and even invite their family or friends to the pedestal. Bali are a very supportive of the establishment of new tourist objects to increase local and foreign tourists visit Bali, which would increase foreign exchange.

### A. Conceptual Framework

To find out the root causes of these issues is necessary first to identify the factors that influence the development of tourism industry in Bali, especially internally and externally. These factors are described in the following conceptual framework:

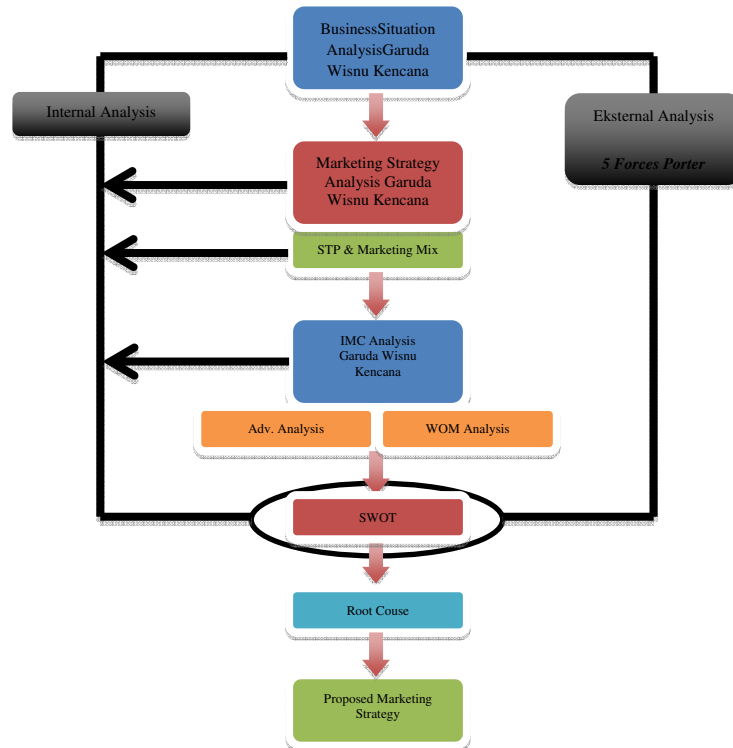


Figure 1. Conceptual Framework

### B. Issues Data Collection

The qualitative research will be used by gaining the data with collecting primary data and also the secondary data. The primary data will be collected by asking personally to the Garuda Wisnu Kencana about the data that related to the research and based on the information that needed. The secondary data will be collected by getting information from books, news, also website that contain of several data and information that related to this research. The author also will do an in-depth interview to some customer of GWK. After that the author will be able to analyze the information that contain inside the verbatim from interview.

### C. Analysis of Business Situation

#### Segmenting

Segmentation is the act of identifying, profiling and dividing a market into a smaller groups of buyers distinct needs, characteristic or behavior who might require separate products and/or marketing mixes (Kotler & Armstrong, 2001). GWK in this case taking all segments of society that exists throughout the world, men and women of all ages.

#### Targeting

Targeting is a set of buyers sharing common needs or characteristics that the company decides to serve (Kotler & Armstrong, 2001). In this case GWK targeting all tourists from both local and foreign tourists.

#### Positioning

Has a strong and precise positioning of its target market is a must, because good brand development must be made and determined on the basis of who wants to be invested by positioning the brand in the mind of the consumer or target market. Thus, the message can be delivered or delivered by either the consumer or target market.

Here GWK position edit self as a tourist area with the uniqueness and completeness of its facilities will be different from other attractions, which area spired as tourism Landmark Indonesia and the world.

### **3. Business Solution**

Garuda Wisnu Kencana Cultural Park conditions at this time should be addressed to continue to compete with existing competitors attractions. The business solution will be referred to the root of the problem.

- Not the completion of the Garuda Wisnu Kencana Cultural Park becomes an issue that cannot meet the desires of consumers
- IMC ineffectiveness made by Garuda Wisnu Kencana Cultural Park
- The lack of marketing activities that can generate WOM as desired company.

Expected to provide business solutions which will be described below can solve the root problems that exist in the GWK in the future. For the first root of the problem can already be resolved, because there are investors who will continue the construction until the final stage of the Garuda Wisnu Kencana Cultural Park. Actually in 1997 the existing agreement between the government and some domestic investors who are ready to support the development of Garuda Wisnu Kencana Cultural Park, particularly the statue pedestal as an icon, then in 1997 had done the initial ground breaking and already prepared everything for the construction, but the crisis monetary that hit Indonesia in October 1997 has changed the economic condition of Indonesia as a whole, as an investor who is already prepared many resigned because it was, in fact I still feel the impact of the monetary crisis like syndrome for banking, making banking a bit tight and hard in providing investment credits, even GWK had several times asked for a credit to the bank with a guarantee certificate covering an area of 70 hectares, but difficult to realize his credit, even once coordinated by the Bank Indonesia (BI) by calling the three Bank BNI, BRI and Mandiri to merge and provide credit facility with soft loan still not brave (2007) before there is support from the Presidential and even now there's no Presidentialpolic support. Other opportunities are also investors from abroad (merger) between Korea and Australia in the company to an investment

consortium in the GWK, but the precondition is too heavy to GWK, with other factors GWK pay great attention to domestic investors.

In 2008 Indonesia's economic growth and improved domestic investors are attracted to invest in the GWK and it's happening now. There is domestic investors who are interested to start investing now and has started Due Diligence measures that will expire in December 2011. If the Due Diligence process is considered final by the investor, the investor will periodically conduct direct investment toward a program of physical development. Visibility Study According to the investment capacity of + / - 4 trillion rupiah, which includes the construction of the statue and pedestal as an icon of + / - 1 Trillion Dollar, the construction of hotels (1000 rooms), which is divided into 3 classes (5-star, 4 and 3) the estimate + / - 1 Trillion Dollar, Multifunctional Convention approximately + / - 400 billion rupiah, infrastructure development + / - 600 billion rupiah, and + / - 1 Trillion Dollar for a variety of cultural attractions such as the Enchantment of colossal amphitheater, waterpark, etc..

Development will be set periodically which takes + / - 4 Years. Expected early in 2012 was able to begin the realization of physical development, and also not expected to occur again as the economic shocks that occurred in 1997. To address the root causes to 2 and 3 are essentially, the process to be carried out by the company in communicating the Garuda Wisnu Kencana Cultural Park has not been so good, the process of marketing activity will provide short-and long-term influence on the existence of the Garuda Wisnu Kencana Cultural Park. After seeing the analysis in the previous chapter, the authors want to provide new marketing proposals that can later be used by GWK.

#### **4. Alternative Solutions**

When the solutions above didn't work well, the following alternative solution preferred.

- Increasing income from new venue

Strategy :

A. Build Multi Function Hall

Multi Function Hall is used for different kinds of events including music concerts, performances colossal, etc. Where will the show performing arts of Bali and Indonesia are widely visible here, trying to build a "Mini Bali" Bali can represent a whole, is expected later will be able to bring tourists in a larger amount.

B. Waterpark

Departing from the concept design Water Park which is basically more emphasis on recreational functions which refined space and mass are open spaces shaped plaza, then applied artwork focused on:

1. The establishment of a recreational atmosphere
2. The basic concept design in an effort to boost the image of the arts and culture

The outdoor space is quite spacious and open with the zoning arrangement which accounted for visitor activities, playground, aqua cultural scene and some of the activities that are more recreational. Is a very wide range of activities, to support this activity with more emphasis on breadth circulation plazas. Seeing the activities that need to be taken into account a wide range of applied art work optimal especially in filling open spaces with aesthetic elements are 3 dimensional. All components must be taken into account the placement of the artwork ties in accordance with the zoning activity plaza.

C. Mall / Plaza Promenade

Divided into 2 parts Plaza, there are underground and there is one above, which are both also the path to the GWK Pedestal.

D. Cafe and Resto

As well as modern places that exist today, the presence Café & Resto is the main attraction that can bring in the visitors continue, view which can GWK show also makes appeal over Café & Resto others in Bali.

E. Boutique Hotel

Given the extent of the Garuda Wisnu Kencana, I rate the hotel needs to be built to accommodate tourists to stay a while, without having to get out of the Cultural Park.

F. Advertising Sticker

Advertising Sticker is expected to be an attention getter that placed behind the visitors car, car travel and buses are also used for tourism.

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 Porter's Five Forces, 2007.

**Exhibit 1 Timeline**

Activities	Months	1	2	3	4	5	6	7	8	9	10	11	12
Determination and Evaluation periodic SOP	4	Blue			Blue			Blue			Blue		
Determination Schedule Ad	6	Light Green		Light Green		Light Green		Light Green		Light Green		Light Green	
Design Display Advertising		Orange		Orange		Orange		Orange		Orange		Orange	
Determination of selected Media Communication	6	Black		Black		Black		Black		Black		Black	
New venue Construction		Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Constructions	12	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Procurement	8			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Recruitment	4									Green	Green	Green	Green
Functions and Safety check	2											Blue	Blue