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The Roles and Contributions of Stakeholders in Villages Tourism Brand Management in Bali and India

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Abstract

The purpose of this study is to analyze the stakeholder's roles and contributions in brand management of village tourisms in Bali and India. A descriptive qualitative research conducted in village tourisms in Bali, Indonesia with village tourisms in Andra Pradesh, India. In-depth interviews and discussions were conducted with twenty key informants involved in the management of the respective village tourisms. The findings are the stakeholders play an essential role in branding village tourisms to be able to build a good image of the destination. All activities offered in village tourisms indirectly become the brand of the village. This brand is expected to increase tourist visits, strengthen the image and keep the village tourisms sustainable. The brand of village tourisms is an important thing to be considered by visitors in selecting the destination, so every stakeholder must contribute to create good brand image.

Keywords: roles, stakeholder, branding, village tourisms, image

Abstrak

**Peran dan Kontribusi 'Stakeholder' dalam Brand Manajemen
Desa Wisata di Bali dan India**

Tujuan dari penelitian ini adalah untuk menganalisis peran dan kontribusi pemangku kepentingan dalam pengelolaan *brand* desa wisata di Bali dan di India. Penelitian deskriptif kualitatif komparatif dilakukan di desa wisata di Bali dan desa wisata di Andra Pradesh, India. Wawancara mendalam dan diskusi dilakukan terhadap dua puluh informan kunci yang terlibat dalam pengelolaan desa wisata. Temuannya adalah para pemangku kepentingan memainkan peran penting dalam manajemen *brand* desa wisata untuk dapat membangun citra yang baik. Semua kegiatan yang ditawarkan di desa wisata secara tidak langsung menjadi *brand* desa wisata. *Brand* ini diharapkan

dapat meningkatkan kunjungan wisatawan, memperkuat citra dan menjaga desa wisata berkelanjutan. *Brand* desa wisata adalah hal penting yang dipertimbangkan wisatawan dalam memilih desa wisata, sehingga setiap pemangku kepentingan harus berkontribusi untuk menciptakan *brand image* yang baik.

Kata kunci: peran, pemangku kepentingan, brand, desa wisata, citra

1. Introduction

Various slogans and tag lines were created by each country to better introduce and popularize destinations in that country. Wonderful Indonesia, Malaysia Truly Asia, Amazing Thailand, Incredible India, and others, aim to popularize the tourist destinations in their respective countries. Indonesia's success in destination branding involves various stakeholders. The involvement of these stakeholders is usually associated with financing, power and regulation. However, it's also common for the branding to be carried out by private industry and that they have a better impact than the branding carried out by the government (Marzano and Scott, 2005).

In the branding strategy, the accuracy in determining the branding element can influence success in achieving the objectives of the branding activity. The elements of branding can be seen from the perspective of the product, visualization, media proposition, advertising stars, symbols/logos, or even from the popularity of the company (Aaker, 1991). Each country makes slogans, tag lines icons, and symbols that characterize their country. The following images show some examples of branding tourism countries in the world (Photo 1).

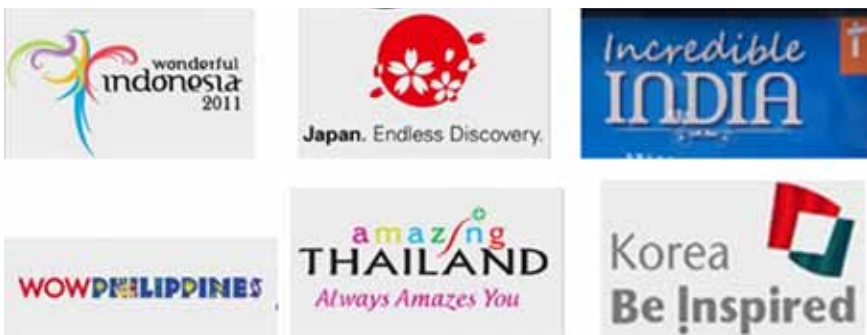


Photo 1: Tourism Branding (2019)

Each country manages destination branding well so that it has a positive impact on tourist visits. Data from the Indonesian Ministry of Tourism (2015) recorded that Indonesia gained one hundred ranks, becoming #47 of the countries with the best tourism branding in the world. Now, according to the Travel and Tourism Competitiveness Index World Economic Forum (2019) Indonesia has got rank #42. Yahya (2018) stated that in 2018, the Wonderful Indonesia brand won the “Brand of the Year” award from the Philip Kotler Center with Association of Southeast Asian Nations (ASEAN) Marketing coverage. To follow up to the Indonesian government in terms of branding in 2018 Indonesia set priority ten tourist destinations to be new Bali. Some of the destination is a new tourist destination developed by the president by rebranding, some of them are the leading tourist destinations as a renewal of the branding in 10 tourist destinations that have developed previously.

Indonesia also won The 100 Top Brand Sustainable Destination in the world in October 2019. The achievement consists of two village tourisms in Bali, namely Pemuteran and Penglipuran Village tourisms and two village tourisms in Yogyakarta, namely Pentingsari and Nglanggeran Village tourisms (Salman, 2019).

The very encouraging is that the sustainable brand was achieved by four village tourisms, not other nature-based destinations. These village tourisms have successfully applied a sustainable concept in village tourism management.

This article discusses the role and contribution of stakeholder in branding activities that have been done by the village tourism in research object in Bali and India. Why chose India? The product and symbol of this country is mostly embedded as a brand of the country. The textile, the jewelry, the statue and other symbols of God become the icon of village tourisms. All brands are managed by the government and the private sectors as well as in Indonesia. The village tourism explores the villager’s life and environment. These become the curious phenomena to be research just like in Indonesia. Further explanation, see in the following section, especially Table 1.

2. Literature Review

The importance of brand identity in tourism industry has been

discussed by many scholars. Aaker (2013), states brand identity as a combination of 8-12 elements that fall under four perspectives: (1) Brand as Product - This consists of product scope, product attributes, quality or value of the product, uses, users, and country of origin; (2) Brand as Organization - it consists of organizational attributes, local workings versus global activities; (3) Brand as Person - it consists of brand personality and consumer-brand relationships; (4) Brand as Symbol - it consists of audio and visual imagery, metaphorical symbols, and brand heritage. The elements that make up the brand are attached to products, organizations, people, and symbols. A strong combination of these four aspects will also have a substantial impact on the brand image created.

Kotler (2016) explains that branding must begin with the intent and purpose of the branding process that answers promises to buyers or visitors of the destination. The destination needs to use its positioning and differentiation in communicating the intent of the brand, which is finally able to characterize the destination's brand identity so that visitors finally trust and benefit from their visit. Likewise, the concept of brand management, according to Aaker (2013) which explains the brand equity process must start from brand salience/awareness, then brand perceive quality, brand association, brand loyalty and other brand propriety assets. Another concept of brand equity by Keller et al. (2013) that brand equity is consist of brand identity, brand meaning, brand response, and finally, brand relationship. When these stages are not perfect, the result or benefits of the brand are not optimally felt by the destination.

Dinanti (2015) research finding state that brand and service quality are influence the purchase intention. Furthermore, Arslan & Zaman (2014) find that brand image is similarly to personal customer image, so if the brand image is good, the purchase intention of the customer will increase. Another perspective of image also stated by Batra, R. & Homer, P. (2004); they explore the situational impact of brand image beliefs is highly influence the purchase intention.

The stakeholders are important in destination management. Previous research in Kintamani Bali, explore the paradigm of stakeholder find that the paradigm and the role of stakeholders

affects the quality of services, image, satisfaction and the loyalty of tourists (Karta, et al. 2015). Semerciöz, (2008) defining stakeholders and understanding relations, potential for cooperation and threats between stakeholders is important factor for destination management. Good coordination and relationships between Provincial Directorates of Culture and Tourism and their stakeholders in three regions (Marmara, Aegean and Mediterranean) in Turkey are highly contribute to the destination management. In relation to branding; the definition of destination branding as a collective phenomenon carries critical implications. Firstly, the creation and the management of a destination brand are described as requiring collaborative effort among stakeholders (Morgan, Pritchard & Piggott, 2002).

The ability to characterize the stakeholders in terms of their relative power is a problematic issue and different measurement methods are available for assessing stakeholder power such as the positional method, the reputational method and the decision-making method (Marzano and Scott, 2009).

According to Tkaczynski et al. (2009), stakeholders involved in the management of village tourisms are divided into two, namely primary and secondary stakeholders. Primary stakeholders consist of government organizations, competitors, destination marketing organizations, hotels, residents, event organizers, transport service providers, tourists, and restaurants. Secondary stakeholders consist of advisory boards, community groups, stations, media, retail outlets, and universities. Saftic et al. (2011) state that stakeholder approach is a concept related to management primarily referring to organizations which is characterized by its relationships with various groups and individuals, which may include employees, customers, suppliers, governments. Furthermore, this study compiles a model that provides conclusions about the roles and contributions of stakeholders in the village tourism brand management

Previous research on village tourisms conducted in five village tourisms in Andra Pradesh India and five village tourisms in Bali Indonesia; Karta et. al. (2018) stated that between Bali Indonesia and Andhra Pradesh India there are different concept and perception regarding village tourism concept and implementation (Table 1).

Table 1. Similarities and Differences of Village Tourism in Bali and India 2018

| No | Aspect | Indonesia | India |
|----|---|--|---|
| 1 | Concept | Village tourism = village tourism | Village tourism = rural tourism |
| 2 | Definition and contextual | According to Wiendu (1993) village tourism is a form of integration between attraction, accommodation and supporting facilities presented in a community life structure that integrates with the prevailing rules and traditions. Village tourism usually has a tendency of rural areas that have uniqueness and attractiveness as a tourist destinations. | OECD (1994) Rural tourism is a complex multi-faceted activity. It is not just farm based tourism. It includes farm based holidays but also comprises specials interest nature holidays and ecotourism walking, climbing, riding holidays, adventure sport and health tourism, hunting and angling, educational travel, arts and heritages tourism, and in some area ethnic tourism. |
| 3 | Organizer | Private government, local communities foundation, NGO, customary villages organization. | Private or government; local people only as employees |
| 4 | Attraction, accommodation and supporting facilities | Integrated and provided by local people | Not integrated; managed and own by private sector. |
| 5 | Local communities | Full participate in all activities | Only as employee in the tourist attractions, employee at the hostel or souvenir shop. |
| 6 | Activities | Prevailing roles and traditions, culture, religious activities, visit museum | Farm base, ecotourism base, hunting, heritage tourism, ethnic tourism. |
| 7 | Advantage | Direct improving quality of life of local community. Creating specific local product for specific market. | Profit / gain to private or government. Only providing mass product. |
| 8 | Impact | Direct improving quality of life of local community. | Small impact to local communities. |

Sources: Karta (2018)

Karta and Babu (2018) state that based on the both profile of village's tourism, it showed that management concept of village tourisms in India and Indonesia has similarity and differences. The village tourism in Bali packs a tour package by integrating cultural-based activities in the village that involve local communities such as learning to dance, cooking classes, painting, learning to plow rice fields, and other activities that introduce the Balinese lifestyle. In Bedulu Village tourism, the guest learns Kecak Dance from the local's dancer group. They also learn how to plow the rice field from the farmer in Pinge village, take Balinese food cooking lessons in Sari Buana village, and other activities.

All those experience are very popular for tourists because they are directly involved in the activity. There are valuable experiences gained by tourists in these interactions. Because this activity is carried out in rural and culture-based nature, the region's uniqueness is indirectly the focus of tourists' attention. Suarhana et.al (2015) state that village tourisms employed the local people's participation properly, so the local people gained economic, social cultural and environmental benefits. In marketing aspect, village tourisms in Bali have implemented digital marketing in promoting the destination.

Karta et al. (2019) research state that digital marketing increases the potential and position of competitive advantage of village tourism. This study suggests that to improve the competitive advantage of village tourisms, each manager must shift conventional marketing activities to digital-based so that village tourisms can compete more competitively. Karta et al. (2019) research on marketing in village tourisms conclude that digital touches on marketing of village tourisms simultaneously impact the positioning and branding of village tourisms and greatly contribute in strengthening the image of village tourisms. The implication of this research is that the village tourism must carry out more specific branding so that its positioning becomes unique which can directly strengthen the image of the village tourisms.

3. Method

This research collaboration conducted with a partner from

Andhra University, India. Same as Indonesia; India also has favorite rural tourism destinations that has been contributing positively to the local community and the brand of the country.

This research emphasizes the role and contribution of stakeholders in the village tourism management brand based on a brand theory by Aaker (1991). On the stakeholder perspective; how each stakeholder contributes is explored through in-depth interviews with 20 (twenty) resource people. Observation and visiting government tourism bureaus and agents involved in branding tourist destinations conducted in both countries. Focus group discussions were also held with several speakers in Andhra Pradesh and in Bali Indonesia. In depth interview conducted with five managers of village tourism in Bali, the staff of each village tourism, the owner of home stay, the guide and instructor of cooking class, travel association and NGO. In India, in depth interview is conducted with the owner and staff of the textile's SME (Small Medium Enterprise), the owner and staff of gold covering's SME, government representative, the local community, Andhra Pradesh's Tourism Board staff, manager of Aruku Valley and shop keeper in gift shop around village tourism. Focus group discussion conducted once for each research object. This study is a qualitative research approach. The results of this study found a role model and stakeholder contribution to the implementation of village tourism branding in Andhra Pradesh, India, and Bali in Indonesia.

4. Result and discussion

4.1 Profile of Village tourisms in Bali Indonesia and Andhra Pradesh India

This research was conducted in village tourism destinations in two countries, namely Bali Indonesia and Andhra Pradesh India. Research objects in Bali consist of five, namely Pinge Village tourism, Sari Buana Park, Bedulu, Blimbingsari, and Penglipuran. These villages tourism are selected because they are favorite, visited by many tourist, they have got positive brand, and located in several regions in Bali.

In contrast, in India, the research was carried out on four destinations; namely Aruku Valley, Kailasagiri Park, Kalamkari,

and Chikalapudi in Machilipatnam. All objects highlight the local community's activities in the villages. Many tourists visited due to the favorites brand's product, identity and the symbol of the destination.

Table 2. Profile of Village Tourisms in Bali Indonesia

| Name of Destination | Location & Characteristic | Attraction / Activities | Branding |
|----------------------------|---|--|--|
| Panglipuran | Kintamani Bangli, cold weather, traditional heritage of local villager's life. Manage by local villager. | Visit traditional house, sacral and traditional life norm and ethic. | Traditional village house design and life. |
| Bedulu | Gianyar Regency, heritage relief and archeology, traditional art, traditional food and life heritage. Manage by local foundation. | Visit relief Yeh Pulu, Goa Gajah Temple, archeology, learn dancing, painting, cooking class of Balinese food, tracking, involved in traditional life activities. | Kecak dance learning, amazing relief tracking, unique art on egg painting. |
| Pinge | Tabanan Regency, rice plantation, traditional art performance, cold weather. Manage by individual villager. | Plowing rice, learns dancing, playing traditional Balinese music, making traditional kite. | Natural villager's life. |
| Taman Sari Buana | Tabanan Regency, traditional villager's life. Manage by professional / private | Plowing rice, learns dancing, playing traditional Balinese music, cooking class Balinese food with traditional equipment. | Experience the traditional life. |
| Blimbing-sari | Jembrana Regency, spiritual and religious activities. Manage by private in cooperation with church. | Spiritual journey, retreat, tracking, bird watching. | Spiritual tourism Christian Based and exotic bird watching. |

Sources: Research Data (2019)

Table 3. Profile of Village Tourisms in Andhra Pradesh India

| Name of Destination | Location & Characteristic | Attraction / Activities | Branding |
|--------------------------------|---|--|--|
| Aruku Valley | Visakapatnam, cold weather, snowy valley | Visit the cave, gardens tour, apiculture, coffee plantation, coffee and chocolate museum, cultural museum, water falls, jungle bells, honey bee cultivation. | The village of coffee, chocolate and honey, fragrance snowy valley |
| Kailasagiri Park | Visakapatnam, religious place & temple | Visit temple, praying, painting own picture, sight seeing | Holly statue of Lord Shiva and Parvati |
| Kalamkari | Visakapatnam, SME for traditional high quality textile. | Handmade painting and traditional making textile. Producing textile for export. | Kalamkari high quality textile, shopping market. |
| Chilakalapudi at Machilipatnam | Visakapatnam, SME for gold covering jewelry. | Designing and producing rod gold jewelry, handmade or semi fabricants. | Village of jewelry product as an icon of Bollywood |

Sources: Research Data (2019)

4.2 Elements of Branding Village Tourisms in Bali Indonesia and Andhra Pradesh India

The Aaker branding theory (1991) stated that brand identity as a combination of 8-12 elements, then classified again in four perspectives, namely brand as product, brand as an organization, brand as a person, and brand as a symbol. After being reviewed one by one, the branding element used is a unique combination of branding elements and sub-elements. In more detail explained as follows:

4.2.1 Village tourism destination in Bali Indonesia

Based on the concept that has been socialized by the Ministry of Tourism, where village tourisms in Indonesia are village tourisms that involve tourists and local people in the cultural activities of local communities. The interactions among the guest to local people

and other stakeholder have a positive impact on the economy, social and environment for local communities. Karta's research (2018), conducted a comparative study of village tourisms in Bali and Andhra Pradesh, India found that in India, there is no interaction between tourists and local people, so it does not have a positive impact on the economy, society, and environment.

Based on the results of interviews and focus group discussions with key informant of village tourisms in Panglipuran, Pinge, Blimbingsari, Tamansari Buana, and Bedulu, there are several things found in the branding of village tourisms in Bali Indonesia. According to the brand theory by Aaker (1991) stated brand identity as a combination of 8-12 elements that fall under four perspectives. In these village tourisms, branding activities are embedded as follows:

4.2.1.1 Brand as Product

Village tourisms in Bali adopt similar brands, namely culture-based activities, local people's way of life, such as (plowing rice fields, dancing, painting, cooking traditional Balinese food). Village tourisms package tour offer to the guests. The travel areas covered by the village include archeology, temples, reliefs, and local heritage sites. This village tourism promotes the brand of local wisdom as a product that includes the attributes, quality, or value of the product, the usefulness, and characteristics of a village tourism in Indonesia. For the guests who have visited village tourisms in Bali, they will memorize the activities offering by the local community as a tourism product. This is a unique experience they can enjoy during their stay in Bali, so they will always remember that village tourisms in Bali are nature-culture-based activities.

4.2.1.2 Brand as Symbol

The implementation of the brand as a symbol of a village tourism, is relatively the same, namely elevating the culture of the local community and involving tourists to interact with the local community. This concept provides a reasonably high economic benefit for the social life of the community and the preservation of the village environment. The village tourism brand in Bali

takes the symbols of village life, which are traditional, natural, and happy. Tourists are given experience economy, and Hardini et al. research (2015) explains that there is a linkage between the experience economy concept and the village tourism concept, which is at the participation level of all components in the development (management, tourists and the society).

The basic concept of providing an experience economy is generally appointed for the village tourism brand in Bali, which is why it is very memorable and motivates tourists to come back again. This repeated arrival is a guarantee of the sustainability of the village tourism in Bali. In 2019 Indonesia won the Top 100 Sustainable Destination Brand in the world, where the destination covered the entire village tourism, namely Penglipuran Village tourism, Pentingsari, Pemuteran, and Nglanggeran.

4.1.1.3 Brand as Person

From the perspective of the actors, the village tourism activities are carried out by local people by directly involving tourists: dancers, cooking class instructors, rice plowing instructors, painting teachers, and traditional music teachers. According to research Suarthana (2015); most of local community whom involved in village tourism in Bedulu, and Pinge are not so fluent in English, but the interactions that occur between the locals and the tourists are very delightful. A good relationship exists between tourists and the local community. This relationship is proven to strengthen the brand theory by Aaker (1991); brand as a person; village tourism activities in Bali involve local people who interact fully with tourists. So the brand that emerged in the Balinese village tourism is a warm personality and relationship between tourists and the local community, very encouraging.

Photo 2 describe the activities of the guest with local people. Starting guest stay at the traditional homestay, cooking class traditional Balinese food with natural kitchen equipment, explore the traditional bamboo house, visit religious church with Christian traditional life, learns egg art painting, and historical journey to the longest relief in Bali.



Home stay in Pinge



Pengelipuran Village



Traditional equipment in Tamansari Buana



Belimbingsari Church and Village Tourism



Egg painting and relief in Bedulu Village

Photo 2. Brand as product, symbol and person in village tourism Bali Indonesia (Photo Agustini Karta, 2019).

4.2.1 Village Tourism Destination in Andhra Pradesh India

4.2.1.1 Brand as a Symbol

The interviewees explained that the management of the Aruku Valley tourist destination and its surroundings was carried out entirely by the private sector. The government only functions as a division that only carries out control functions if something is not under general regulations. Local people are not involved in direct interaction with tourists. They are only employees who sell handy crafts, snacks, and drinks in the vicinity. Around the valley, honey-producing bee farming is managed traditionally by the local community. There is no specific guide provided by the manager.

The branding efforts undertaken by Aruku Valley Management are limited to the utilization of Aruku's attributes as a beautiful snowy valley. Upon arrival at Visakhapatnam airport, there were nine statues of Aruku dancers calls Dinsa Dance in Indian uniforms on display. Tourists are given space to stand in the middle of a row of statues for a selfie photo. It is in line with Aaker's (1991) branding theory; that Aruku Valley uses symbols as branding points that are considered capable of giving value to Aruku Valley.

Another place is a religious place name Kailasagiri Park. Tourists are invited to listen to the story of Lord Shiva and Goddess Parvati as the father and mother of the universe as a manifestation of God in melting/wiping out the bad things in the world. Around there are temples on the mountain that can only be reached using a cable car. The government contributes to oversee matters relating to regulations. Likewise, the surrounding local community only involved as employees or as individuals who sell food and drink for tourists.

4.2.1.2 Brand as a Product

Kalamkari are known as a tourist destination producing export-quality textiles and shipped to Bombay. This brand, as a textile producer, was developed by involving the local community. The involvement of the government and other stakeholders in strengthening branding greatly affects the capacity of Kalamkari's textile exports.

Based on field observations, fabric production is quite high, and the market demand for continuity is also high. Another product brand is Chilakalapudi Rod Gold Jewelry, and it has 130 years of history in making Rod Gold Jewelry. This brand is worked by the local village community hereditarily. Their expertise in producing this product is well known in India and abroad. India is known as “Bollywood” with beautiful women who always use jewelry.

Andhra Pradesh Tourism Board and government fully supported the branding village of gold covering village tourisms. This branding effort is what makes Andhra Pradesh known as a producer of quality gold and gold covering. Based on theoretical references, brands (Aaker; 1991), brand are focused on products as Bollywood icons. This brand contributes positively to community empowerment and improving the welfare of local communities.

4.2.1.3 Brand as a Person

On the perspective of a brand as a person; village tourism in Andhra Pradesh is mostly managed by private sectors and government representatives. There is no interaction between the guest / visitor to the manager. The employee whom in charge as a shop keeper, ticket seller, and freelance guide in the destination have never had a close interaction with the guest. It's not like in Bali. The dance instructor, the tour guide, the local community whom involved in village tourism in Bali are usually close and interact with the guest. In fact, the local people in Andhra Pradesh are friendly and polite, but the difference is the application models of village tourism in there have made no interaction between the guest to the villagers.

There are nine statues of “Dinsa Dancer” with Indian uniform display in Aruku Valley. The visitors can take picture at the middle of the row. This experience has made the guests feel as a part of the Aruku Village community. The icon of Dinsa dancer describe that the local people are good dancers and friendly to visitors. According to branding concept Aaker (1991) proven that brands are embedded on the people of the villagers. Photo 3 are the activities in village tourism Andhra Pradesh India.



Snowy Valley and Dimsa Dancer in Aruku

Lord Siva Statue in Kailasagiri Park



Export Quality Textile of Kalamkari

Chikalapudi Gold Covering Shop and Entreprises

Photo 3: Brand as product, symbol and person in Village Tourism India (Photos Agustini Karta, 2019)

4.3 Stakeholder Contributions in Branding Villages Tourism in Bali and Andhra Pradesh

Village tourisms in Bali are managed with different brand management. The involvement of stakeholders, are diverse and tends to be unique, depending on whom the organizer is. Village tourism in Andhra Pradesh, India also has a different character with varied branding concepts as well. Each object has a different brand that attracts tourists to visit Andhra Pradesh. The information-gathering carried out for this research explain the different comparisons in the management of village tourism brands in Indonesia and India. Contribution of stakeholders in the village tourism branding varies, depending on the objectives to be achieved. Tkaczynski et al. (2009) explained that stakeholders involved in the management of village tourisms are categorized into two, namely primary and secondary stakeholders. The study found a fundamental difference in branding between destinations in the two countries. In more detail explained as follows:

4.3.1 Stakeholder Contribution in branding village tourisms in Bali

The symbol and slogans Bali as the island of paradise are scattered and known throughout the world, which makes Bali a

leading destination in Asia. Based on the results of interviews with stakeholders in five research villages in Bali, found that the primary and secondary stakeholders involved in the promotion of village tourisms in Bali. The roles of tourism associations, event organizers, tourism associations, hotels, and restaurants, local communities work hand in hand to strengthen brands.

The government did not specifically make efforts to strengthen branding in villages tourism. The efforts made by the government focus on the branding “Wonderful Indonesia”. The government’s attention to the development of village tourisms is prioritized in the formation of competent resources and legal aspects of village tourisms, especially in the use of land as a homestay, restaurant, and competency certification for employees of village tourism managers. The government is currently still focusing on developing guidelines or guidelines for managing village tourisms.

The promotion and efforts were carried out alone, brand and image strengthening was also carried out by the respective entrepreneurs. Secondary stakeholder contributions in strengthening the village tourism’s brand, which stands out today, are the involvement of academics in supporting village tourism’s activities. The contribution of social media in strengthening the village tourism brand also occurs spontaneously, and this is integrated with the slogans go green, save the village, preservation of local genius, and climate change issues.

4.3.2 Stakeholder contributions in branding village tourism in Andhra Pradesh India

Stakeholder involved in branding in Andhra Pradesh include primary and secondary stakeholders. The involvement of all stakeholders in Andhra Pradesh is more specific and strengthens the village tourism brand. The results of interviews with resource persons in Kalamkari explained that the government, tourism board, entrepreneurs are very focused on branding village tourisms as producers of textiles so that this small industry can prosper the community. For example, Kalamkari is known as a producer of high-quality textiles, the government and businessmen spur production from local communities, collect it, and organize it to

enter the market at more competitive prices.

Quality standards and original motives are maintained so that their uniqueness persists, and this fabric brand is increasingly recognized in this comparing the roles and contributions of stakeholders with exploring this research. Not only for Kalamkari, Indian’s stakeholder full are support Aruku Valley, Kailasagiri, and Chikalapudi village tourism in branding and keep the destination sustain in the future.

4.3.3 The model of stakeholder contribution in village tourism

The results of this study compile a model that explains the role and contribution of stakeholders in the management of village tourism. The roles of stakeholder in each country dominantly done by government. In Indonesia; The Minister of Tourism developed the branding program and then supported by the tourism board. The same models also applied in India.

The forms and types of stakeholder contributions in Bali Indonesia and India have differences in focus because they take into account the type of brand that is suitable for use or branding methods. In detail are describe as the models below:

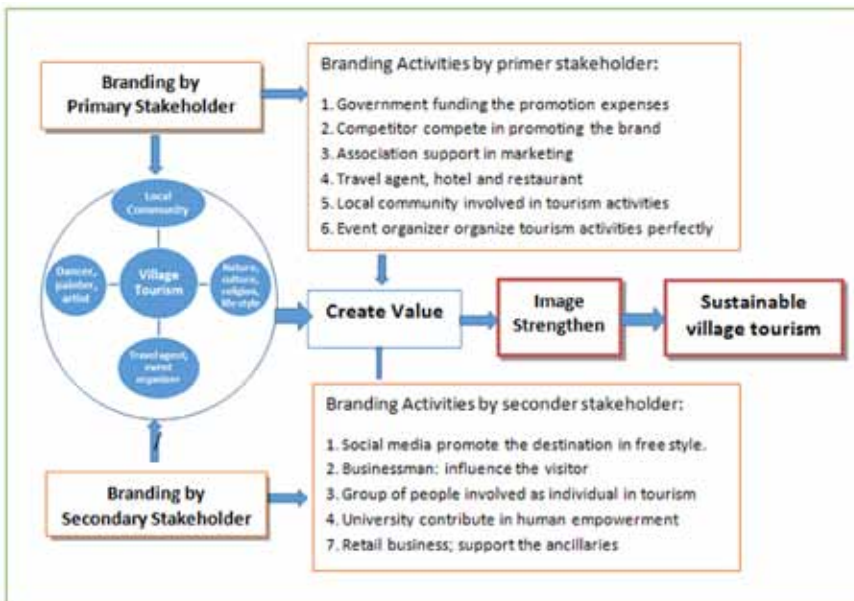


Figure 1. Model Stakeholder Contribution in Branding of Village Tourisms

Based on the above model, it can be explained that the village tourism branding effort involves a wide range of stakeholders. Primary and secondary stakeholder contribute simultaneously. They have created the good value of the village tourisms. The increase of value impact to image strengthen and the sustainability of the village tourism. If stakeholders take part and collaboration each other in branding and promoting the village tourisms, these village tourisms will have more sustainability and gain more advantage to the local people.

Each stakeholder should take each of their roles according to the field. Government, association, travel agent, event organizer, local community must cooperate side by side with the businessman, internet / social media provider, university and retail business or small medium enterprises in developing the brand of the destination. So together, they will create the value, strengthen the image and keep the village tourism sustainable.

5. Conclusion

This research concludes that the stakeholder as all parties classified as being directly involved in branding and strengthen the village tourism management. Stakeholders play an essential role in branding Bali and India village tourisms to be able to build a good image of the destination. The brand of village tourisms is an important thing to be considered by visitors in selecting the destination, so every stakeholder must contribute to developing a good brand. The brand has a positive impact on the visit to village tourisms, so that stakeholders can compulsively maintain the brand to be a sustainable destination.

Branding carried out in village tourisms in Bali, Indonesia, and in Andhra Pradesh, India have the same goal of strengthening the image and as a reliable promotional media. All activities offered in village tourisms indirectly become the brand or icon of the village. The differences are in Bali, primary and secondary stakeholder contribute a lot than in India because Indonesia focuses more on village tourism management in comparison to India. This brand is expected to increase tourist visits, strengthen the image and keep the village tourisms as sustainability tourism destinations. Sustainable

of village tourisms will give the positive impact to social, economy and environment of the local community.

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