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## Article Kajian Bali



**Ni Luh Putu Agustini** <agustinikputu@gmail.com>

to Darma

Yth Prof Darma,

Berikut tyang kirimkan article yang sampun direfisi.  
Suksma Prof



## paper village tourism

### Inbox



**Ni Luh Putu Agustini** <agustinikputu@gmail.com>

Thu, Jan 16,  
2020, 5:29  
PM

to Darma

Yth Prof Darma,

Berikut tyang kirimkan paper yang rencana ingin dipublikasikan di scopus, mohon dibantu Prof,  
Suksma

### Attachments area



**Darma Putra** <idarmaputra@yahoo.com>

Tue, Jan 21,  
2020, 10:08  
PM

to me

Mbak Agustin yg baik,  
Papernya bagus, well written, bahasanya bagus.  
Saya membeirkan komen di teks, tapi baru sekadar saja, misalnay menambah kata yang saya garisbawahi.

Ada juga komen saya sebagai saran. Yang perlu kiranya dipertimbangkan adalah:

1. Memasukkan dalam Literature review penelitian sebelumnya tentang desa wisata di Bali/ terutama yang dianalisis, saya yakin sudha ada yang menulis Belimbingsari.
2. Dalam analisi perlu diisi identitas/brand setiap DW dengann jelas agar pembaca mudah mengikuti mana yang mana.
3. Serasikan analisis dan pembahasan, karena simpulan kuat tapi saya sebagai pembaca belum merasa ada pembahasan yg cukup.

Saya tidak bisa memperbaiki sendiri, tergantung pemikiran Agustin.

Sebetulnya melihat artikel sudha jadi begini, saya tidak enak nama diikutkan karena saya tidka mengerjakan apa-apa, saya tidak ikut dalam penelitian. Tidak enak titip nama.

Silakan simak komen dan mungkin bsia diskusi dgn Prof Babu dan Bu Ary bagaimana mengimprove artikel.

Kalau jurnal yang dituju bisa dipilih beberapa, ada di sini  
( <https://www.scimagojr.com/journalrank.php?category=1409> )

dan tentu pemilihan jurnal agar disesuaikan dgn isi.

Saya yakin artikel ini kuat dan besar kemungkinan disambut oleh journal.

Salam  
D

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## Attachments area



ReplyForward

**The Roles and Contribution Stakeholders in Tourist Villages Brand Management  
Comparative Study on Tourist Villages in Bali Indonesia 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 tourist villages in Bali and India. A descriptive qualitative research conducted in tourist village in Andra Pradesh, India with tourist village in Bali Indonesia. In depth interviews and discussions were conducted with twenty key informants involved in the management of the tourism village. The findings are; The stakeholders play an essential role in branding tourist villages to be able to build a good image of the destination. All activities offered in tourist villages indirectly become the brand of the village. This brand is expected to increase tourist visits, strengthen the image and keep the tourist villages sustainable. The brand of tourist villages is an important thing to be considered by visitors in selecting the destination, so every stakeholder must contribute to create good brand image.

Key words: roles, stakeholder, branding, tourist villages, image

**Abstrak**

**Peran dan Kontribusi Stakeholder dalam Brand Manajemen Desa Wisata  
Studi Komparatif pada 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 India. Penelitian deskriptif kualitatif dilakukan di desa wisata di Andra Pradesh, India dengan desa wisata di Bali Indonesia. 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 yang penting untuk dipertimbangkan 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, aims 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 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.

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 (in Bhasin, 2018) 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.

Indonesia's type of branding is also carried out by India and other countries in the world. Each country makes slogans, tag lines and icons, and symbols that characterize their country. The following images show some examples of branding tourism countries in the world (Photo 1).

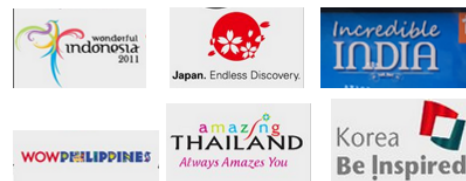


Photo 1: Tourism Branding (2019)