

NATION BRANDING “WONDERFUL INDONESIA” THROUGH COLLABORATION WITH TIKTOK TO PROMOTE INDONESIAN TOURISM

By

Wahyuni Maulida¹, Resa Rasyidah²

^{1,2}Study Program of International Relations, UPN “Veteran” Jawa Timur, Indonesia

Email: ¹wahyunimaulida24@gmail.com, ²resa_rasyidah.hi@upnjatim.ac.id

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ABSTRACT

Nation branding is a country's effort to advance its identity so that other countries see it as having a positive image. *Nation branding* can help countries increase *tourism, trade, investment*, and tourism. Wonderful Indonesia is Indonesia's tourism promotion slogan, which was introduced in other countries as Indonesia's national brand. The Wonderful Indonesia program was created to increase tourism in 2014. From 2019 to 2021, foreign tourists experienced a drastic decline due to the COVID-19 pandemic. The government was trying to restore the Indonesian tourism sector by collaborating with TikTok. TikTok users continued to increase until 2019. TikTok has many fans around the world. This research used Anholt's Competitive Identity Nation Branding theory to analyze the Indonesian government's strategy in building Wonderful Indonesia *nation branding* through collaboration with TikTok to promote Indonesian tourism. The theory comprises six hexagonal elements: tourism, export brands, policy, investment, culture, and people. The goal was to promote Indonesian tourism nationally and internationally. This research used a qualitative research method of descriptive research type, using secondary data collection techniques.

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Corresponding Author:

Resa Rasyidah,

Study Program of International Relations,

UPN “Veteran” Jawa Timur,

Jalan Raya Rungkut Madya, Gununganyar, Surabaya, 60294, Jawa Timur, Indonesia.

Email: resa_rasyidah.hi@upnjatim.ac.id

1. INTRODUCTION

Nation branding is a country's effort to build its reputation and be seen internationally. The goal is to make its identity stronger. Nation branding can help countries increase tourism, trade, and investment (Anholt, 2005). Indonesia's tourism promotion slogan is "Wonderful Indonesia". Indonesia's national brand, Wonderful Indonesia, has been introduced to other countries. (Widiastuti & Nurtanzila, 2018). Wonderful Indonesia aims to strengthen Indonesia's tourism image (Hanum, 2021).

The government's efforts to promote Indonesian tourism have been carried out in various ways, including using social media, including Facebook, Twitter, Instagram, YouTube, and TikTok. The government created Wonderful Indonesia accounts on each of these social media. The official Wonderful Indonesia account on TikTok is @wonderfulid. The TikTok content on the government's official Wonderful Indonesia account contains tourist destinations in Indonesia using English. This account is aimed at the international world, as indicated in the TikTok Wonderful Indonesia account bio, which is the "International Account of The Ministry of Tourism & Creative Economy Indonesia."

Indonesia's Ministry of Tourism and Creative Economy (Kemenparekraf) has created a program to boost Indonesia's tourism sector. The program is known as Wonderful Indonesia (Hanum, 2021). The number of foreign tourists visiting Indonesia can increase tourism (Tourism). In 2019, according to BPS statistics, foreign tourist visits reached 16,106,954. However, in 2020, foreign tourist visits decreased by 75.03% to 4,052,923. In 2021, there was also a very drastic decline of 61.57%. The total number of foreign tourist visits was 1,557,530.

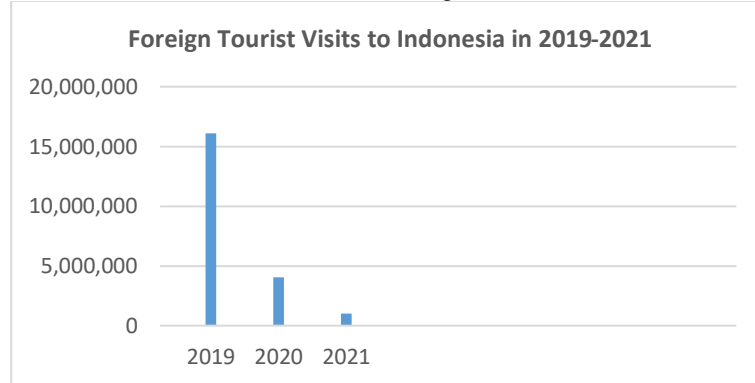


Figure 1. Foreign tourist visits to Indonesia in 2019-2021

Source: (Central Bureau of Statistics, 2023)

The decline was due to the impact of COVID-19. The government is doing various things to restore the tourism sector. Social media is one of the targets of Kemenparekraf to promote Indonesian tourism. Kemenparekraf is attempting to increase tourism by building Wonderful Indonesia nation branding through collaboration with TikTok. (Rimadias et al., 2021)..

Based on data from intelligence company App Annie, TikTok enthusiasts continued to increase worldwide until the third quarter of 2019. TikTok is in position after Instagram. In September 2019, TikTok experienced an increase in ranking, being in second place after Mario Kart Tour and ahead of the Facebook platform. (Kemp, 2019). TikTok is the most downloaded application worldwide (Rimadias et al., 2021). Social media that has many enthusiasts and trends and has many of the largest networks of volunteers around the world is TikTok. Based on Business of Apps statistics, TikTok can match and or outperform other older apps in revenue or downloads. Internationally, TikTok also ranks number one amongst other apps (Apps, 2024).

Based on the facts above, the research analyzes the strategies used by the Indonesian government in building Wonderful Indonesia nation branding through collaboration with TikTok to promote Indonesian tourism. The government's cooperation with TikTok began with the Wonderful Indonesia campaign. This campaign is TikTok Travel x Wonderful Indonesia. Priyantono Rudito, Chairman II of the Wonderful Indonesia Co-Branding Team, Kemenparekraf, stated, "The Ministry of Tourism of the Republic of Indonesia is pleased to launch the Wonderful Indonesia campaign with TikTok to introduce the beauty of Indonesia to travelers from all over the world." (TikTok, 2019a). This research examines how the Indonesian government collaborates with TikTok to promote Indonesian tourism through nation branding Wonderful Indonesia.

2. LITERATURE REVIEW

The previous research has discussed national branding efforts on social media. One related research that has been carried out is entitled "Tourism Strategy 4.0: The Role of Millennials in Nation Branding Wonderful Indonesia 2016-2019". They stated that the Indonesian government collaborated with millennials to promote the nation's branding of Wonderful Indonesia through social media (Rasyidah, 2019). Other research entitled "The Strategy of the Indonesian Ministry of Tourism in Branding Wonderful Indonesia through Social Media" examined the strategies carried out by the Indonesian government using the Wonderful Indonesia hashtag through Facebook, Twitter, Instagram, YouTube, Google Plus, and WeChat. The results showed that the promotion through social media increased awareness of the Wonderful Indonesia brand and raised netizen interest in tourist destinations in Indonesia. (Denny Prawibowo & Oktaviana Purnamasari, 2018).

The two previous studies did not use TikTok as a research object. Previous research examines TikTok as a means of tourism promotion, namely "Utilization of TikTok Social Media as A Media for Promotion of Hidden Paradise Tourism in Indonesia" (Arkansyah et al., 2021). However, they only covered the 2020 research period. The research only focused on using TikTok as a new medium for promoting hidden tourism. (Arkansyah et al., 2021). Meanwhile, this research explores and examines the Indonesian government's strategy of collaborating with TikTok to encourage tourism through nation branding Wonderful Indonesia.

3. RESEARCH METHODS

The research uses a qualitative descriptive research method. According to Sugiyono (2013), qualitative research is a method used to research natural conditions (as opposed to experiments) where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2013). Descriptive research is a type of research conducted to describe the events of a population objectively. (Zellatiffanny & Mudjiyanto, 2018). The author uses Competitive Identity by Simon Anholt to explain the case of the nation branding “Wonderful Indonesia” through collaboration with TikTok to promote Indonesian tourism.

3.1 Competitive Identity Simon Anholt Theory

Previous research states that nation branding can be done with foreign cooperation. Brand or brand means a name, logo, or symbol with a characteristic or differentiator from other products (Murphy, 1990). Branding is not only for products; branding can also be implemented in personal, national, and political branding. Branding is a strategy for building products to attract the general public. Brand image is a marker or characteristic of the product itself in the eyes of consumers. (Prasetia, 2015). While the meaning of nation is a large group with the same race and language (Al Reas, 1982). Therefore, nation branding is an effort made by a country to build an excellent reputation to be seen in the international arena.

According to Gudjonsson, nation branding occurs when governments or private companies use power to influence individuals who could change the country's image. Nation branding uses tools to positively affirm or change a country's behavior, attitude, identity, or image. It attempts to increase national prosperity by expanding the country's brand value (Gudjonsson, 2005).

According to Simon Anholt, every country has a brand, and this reconceptualization is critical to establishing national branding. In 1996, Anholt coined the term nation branding, saying that a country's reputation is comparable to the brand image of companies and products. Countries can strengthen their identity by implementing a competitive identity to gain a good picture from other countries. The competitive identity consists of hexagon elements: tourism, export brands, policy, investment, culture, and people (Anholt, 2007).



Figure 2. Hexagon Nation Branding Image

Source : (Anholt, 2007)

a. Tourism

Tourism promotion includes information about tourism destinations aimed at people around the world. Tourism promotion involves disseminating the latest information about the country to the public, such as descriptions of the promoted tourist attractions, demographics, livelihoods, climate, food, culture, and history. In addition, the country can brand itself through tourism promotion that does not need to force people to come; only through various channels or broadcast tourism using technology and information can the country's reputation be shaped or built. For example, both New Zealand and Australia have used tourism promotion in this way to communicate ideas about the country that has more to do with creating a "global brand" for the country than with persuading large numbers of people to visit (although both countries have been prosperous in this regard). (Anholt, 2007).

b. Export Brands

Exports can give a country a better reputation, such as Mercedes (Made in Germany), Sony (Made in Japan), or Red Stripe (Made in Jamaica). A country that has exported goods makes its country more visible from the products that have been exported. (Anholt, 2007). Exports refer to how people perceive goods and services from each country and how proactively buyers seek or avoid goods and services from each country of origin. Studies reveal that consumers' first impression when choosing export products is seen from the country of origin, such as countries with

good branding that consumers will prefer. Therefore, export promotion organizations realize that the country's image is a potential asset that must be carefully managed. The origin of a country's products can provide a competitive advantage that makes companies from certain countries promote a product by using the country of origin as an asset. Examples of companies that use their country name in promoting their products are Swiss watches, Scotch whisky, Colombian coffee, and Russian vodka. (Mary & Peter Misiani, 2017)

c. Policy

A country's government policy decisions, either foreign or domestic policies that impact abroad, are reported in the international media. (Anholt, 2007). The policy is known as public opinion on justice, competence, and government commitment to global issues such as poverty, peace and security, justice, and the environment, according to Mary and Misiani. Good governance leads to effective policies and strict application of the rule of law. This can have significant benefits for democracy. If a country has good governance, human, economic, financial, and natural resources can be managed efficiently and healthily, aiming for equitable, sustainable development (Mary & Peter Misiani, 2017).

d. Investment

In business circles, countries attract investment by recruiting foreign student talent and inward expansion by foreign companies. (Anholt, 2007). Investment is defined as a country's ability to attract and influence other countries to work, live, study, or how other countries perceive the country's quality of life and business environment. (Yamin, 2020). According to Yamin, one of the techniques aimed at attracting foreign investors is through the investment center facility, which can provide privileges for Indonesia to promote domestic industrial and investment products (Yamin, 2020).

e. Culture

A country's good or bad image can be built through cultural exchanges. Such as sports teams, works of poets, recordings of famous musicians, filmmakers, authors, etc. Culture is essential in driving a country's reputation to be more positive and beneficial. Culture is an element that must be fulfilled and exist so that the impression of a place can be seen and recognized correctly, especially for countries that have vital tourism and culture. Almost everyone who has been around the radio, books, television, movie theatres, music, video games, or branded products until the 20th century has been touched by America, and most people love it. Culture lies next to tourism. Cultural tourism is often considered the highest revenue and fastest growing area of tourism, and it is the only place that can connect people's interest in a location and their interest in its historical life (Anholt, 2007).

f. People

The people of the country itself: prominent leaders, media, and sports stars (can refer to *influencers*, celebs, or content creators who have many *followers*), while the people in general: how they behave when abroad and how they treat visitors to their country (Anholt, 2007). According to Setiadi (2017), elements of society are also referred to as famous people, idols, and celebrities (Setiadi, 2017). Society plays a significant role in *nation branding*. People can influence the formation of a country. People can also be considered as ambassadors (Yamin, 2020). Communities participating in *nation branding* will show they go beyond their responsibilities as citizens defined by law and custom. The views of citizens are critical to external target markets because they are naturally considered a source of informal, genuine, and insider information about the place (Mary & Peter Misiani, 2017).

4. RESULTS AND ANALYSIS

Based on research results, the Indonesian government implemented only four of the six elements of national branding in its collaboration with TikTok to promote tourism: tourism, policy, culture, and people. These elements were implemented in four main programs: the TikTok Travel x Wonderful Indonesia campaign, the TikTok Campaign #SerunyaIndonesia, the Collaboration with DouYin (Chinese TikTok), and the Indonesian Tourism Village Award Program.

4.1. Policy

Kemenparekraf had policies related to the development of Super-priority Destinations (DSP). In developing the five DSP as world-class tourism destinations, Kemenparekraf played a vital role in promoting and marketing them nationally and internationally (Kemenparekraf, 2022). The government issued a policy to build a nation branding wonderful Indonesia through TikTok by creating a program. These programs included: a) Tiktok Travel x Wonderful Indonesia Campaign; b) TikTok Campaign #SerunyaIndonesia; c) Kemenparekraf's collaboration with DouYin (TikTok China); d) Indonesia Tourism Village Award Program.

a. TikTok Travel x Wonderful Indonesia Campaign

The program officially started on April 26, 2019. The collaboration of the Ministry of Tourism, Economy and Creative of the Republic of Indonesia (Kemenparekraf) with TikTok was opened in a formal event attended by Priyantono Rudito, chairman of the Wonderful Indonesia Co-Branding team, and Donny Ervastha, head of TikTok

public policy (Indonesia, Malaysia and the Philippines). The forum was conducive; the cooperation agreement was marked by a touchscreen on the forum screen conducted by Priyantono Rudito, chairman II of the Wonderful Indonesia Co-Branding team, and Donny Ervastha, head of TikTok (Indonesia, Malaysia, and the Philippines) public policy. This inauguration was uploaded to YouTube's RTK channel, "Launch of TikTok Travel x Wonderful Indonesia" (Channel, 2019).

b. TikTok Campaign #SerunyaIndonesia

The #SerunyaIndonesia campaign program is supported by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf) and was launched on August 4, 2022. Firnandi Gufron, on-duty Director of Marketing Communication of Kemenparekraf, explained that developing a global creative economy included five lines of action (pillars of action), the agenda of Indonesia's G20 Tourism Working Group Presidency. Innovation, digitalization, and the creative economy are sustainable solutions for global creative economy development. The launch of a collaboration program with TikTok has proven this. The goal was to advance Indonesian tourism, especially the five Super-priority destinations (DSP) included in the travel route of the #SerunyaIndonesia campaign program (Sayekti, 2022).

c. Kemenparekraf's collaboration with DouYin (Chinese TikTok)

The Ministry of Tourism and Creative Economy (Kemenparekraf) collaborated with DouYin (Chinese TikTok). This program was conducted in Bali and Labuan Bajo from April 3 to 8, 2023. Based on Sandiaga Salahuddin Uno's statement, the Minister of Tourism and Creative Economy in a press release, this cooperation program was aimed at welcoming back Chinese tourists after being affected by the COVID-19 pandemic for three years and aims to promote Indonesian tourism in building nation branding wonderful Indonesia. The Chinese government has opened borders and allowed group travel to 20 countries, including Indonesia, since February 6, 2023 (Hendriyani, 2023a).

d. Indonesia Tourism Village Award Program

The 2021 Anugerah Desa Wisata (ADWI) program was launched by the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Kemenparekraf) on April 30, 2021. This activity aimed to make Tourism Villages in Indonesia a world-class and competitive tourism destination that can encourage regional development and community welfare. This activity was also expected to promote the potential of tourist villages, especially foreign tourists (Iverson & Dervan, 2021).

The collaboration with TikTok was marked by Sandiaga Salahuddin Uno's visit to the Kakasen Dua Tourism Village in Tomohon on August 8, 2023. Based on a press release Kemenparekraf, the Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno, invited the community and tourism actors in Kakasen Dua Village, Tomohon, North Sulawesi, to promote their creative products. He asked them to create unique and exciting content, through social media platforms, including Tiktok. (Hendriyani, 2023b). Promotion of the Kakasen Dua Tomohon Tourism Village culminated in the Tomohon International Flower Festival (TIFF).

4.2. Tourism

According to Anholt, building nation branding through tourism promotion is done by describing information about tourism destinations for the global market. Promoting tourism is to provide the latest information and images about the country to the public (Anholt, 2007). In this discussion, the Indonesian government builds nation branding wonderful Indonesia by creating a collaboration program with TikTok.

a. TikTok Travel x Wonderful Indonesia Campaign

The Tiktok Travel x Wonderful Indonesia campaign program was launched by the Ministry of Tourism of the Republic of Indonesia. This campaign is promoted through TikTok's official website and TikTok's social media accounts. The TikTok Travel x Wonderful Indonesia campaign is the beginning of the collaboration between the Ministry of Tourism of the Republic of Indonesia and TikTok (TikTok, 2019b). Kemenparekraf made TikTok an official partner of Wonderful Indonesia Co-Branding, which aims to advance Indonesian tourism and promote Indonesian tourism destinations (10 New Bali) (Channel, 2019).

Tourism promotion through the TikTok Travel x Wonderful Indonesia campaign using TikTok social media is included in the adequate category, can influence many people, and provides a lot of inspiration for tourists to visit the 10 New Bali Destinations (Bella Anggreani et al., 2022). The TikTok Travel x Wonderful Indonesia campaign invited all TikTok social media users to promote Indonesian tourism and involved influencers, local content creators, and celebrities to promote the campaign. (TikTok, 2019a).

b. TikTok Campaign #SerunyaIndonesia

One of the government's focuses in advancing tourism in Indonesia was promoting tourism using innovative and creative digital media platforms. The "Explore #SerunyaIndonesia" campaign program was created to revive Indonesian tourism and welcome the 77th anniversary of the Republic of Indonesia. The #SerunyaIndonesia campaign

was promoted through TikTok. This campaign invited TikTok social media users to participate and promote tourist destinations in Indonesia (Rochimawati, 2022).

In addition, the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf) asked the public to watch these tourist destinations through TikTok Live for 77 hours. Through TikTok Live, content creators can express themselves and promote their destination. Content creators can also invite people around the tourist areas they visit to vacation together and have fun with them. (Rochimawati, 2022).

c. Collaboration with DouYin (Chinese TikTok)

The promotion carried out in this campaign was through DouYin (Chinese TikTok) social media. Kemenparekraf collaborated with DouYin (TikTok China) to increase foreign tourist arrivals in Indonesia and promote Bali and Labuan Bajo. The aim was to support the promotion of the #ItsTimeforBali campaign and promote Labuan Bajo, which was included in the 5 Superpriority Destinations (DSP) as the host of the ASEAN Summit in May 2023. (Hendriyani, 2023a). This collaboration resulted in a familiarization trip (famtrip) socialization program for Key Opinion Leaders (KOLs)/influencers from China. (Hendriyani, 2023a).

According to Indonesia's Minister of Tourism and Creative Economy, Sandiaga Uno, China was one of the countries that contributed the most foreign tourists to Indonesia. In 2017, 2018, and 2019, more than 2 million Chinese tourists visited Indonesia. Before the COVID-19 pandemic, Chinese tourists were the most significant foreign spenders. Data showed that Chinese tourists stayed in Indonesia an average of 8 to 10.71 days, and spent an average of 1,100 to 1,386.55 USD per arrival (Hendriyani, 2023a). Therefore, the government collaborated with DouYin (Chinese TikTok) to promote Indonesian tourism so that Chinese tourists return to travel in Indonesia.

d. Indonesia Tourism Village Award Program

All tourist villages in Indonesia can participate in the 2021 Indonesian Tourism Village Award event. Indonesia has 75,000 villages and around 1,200 of them have the potential to become tourist villages. Based on this data, the government targeted 500 or more tourist villages to participate in ADWI 2021. The assessment categories in this event were the application of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability), Digital Village, Souvenirs (Culinary, Fashion, Craft), Tourism Attractions (Nature, Culture, Artificial), Creative Content, Homestay, and Toilet. These categories were expected to encourage the development of tourism villages into sustainable tourism villages. In addition, it is also able to improve the quality of tourist villages in Indonesia, as well as realize the vision of "Indonesia as a World Class Tourism Destination, Competitive, Sustainable, and Able to Encourage Regional Development and Prosperity" (Kemenparekraf, 2021).

In this event, the winner will receive a coronation from Kemenparekraf. One of the villages that received the coronation was Kakasen Dua Tourism Village, Tomohon, North Sulawesi. Kakaskasen Tourism Village was among the top 75 of the 2023 Indonesian Tourism Village Award (ADWI). Sandiaga Salahuddin Uno paid a visit to this village. During Sandiaga Salahuddin Uno's visit, Sandiaga invited the community to promote their town by creating TikTok content. (Hendriyani, 2023b). Promoting Kakasen Dua Tomohon Tourism Village resulted in the Tomohon International Flower Festival (TIFF). The promotion was done through TikTok social media.

4.3. Culture

In collaboration with TikTok, the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf) programs produced TikTok content promoting Indonesian tourism. The main objective of these programs leads to the development and promotion of five Super-priority Destinations (DSP). Cultural elements were attached to the development and promotion of those destinations.

a. Culture in TikTok Travel x Wonderful Indonesia Campaign Program

The TikTok Travel x Wonderful Indonesia campaign focuses on ten tourist attractions, known as "10 New Bali." These 10 New Bali Destinations were a term used to describe tourist destinations like Bali. (Bella Anggreani et al., 2022). The focus of this place is used as a recommendation in creating content to invite people to travel to that place, which can be proven by the campaign video containing images of the Borobudur temple, Mount Bromo, and the Thousand Islands (TikTok, 2019b). By promoting these destinations, the public becomes aware of the culture in these destinations because this campaign carries the theme of Indonesian culture in the ten tourist attractions.

b. Culture in #SerunyaIndonesia Campaign Program

The #SerunyaIndonesia campaign focuses on five super-priority destinations (DSP), namely Borobudur in Magelang, Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, Lake Toba in North Sumatra, and Likupang in North Sulawesi. (Rochimawati, 2022). Promoting Indonesian tourism in the #SerunyaIndonesia campaign through live streaming on TikTok was carried out in these five destinations by carrying out cultural themes, such as the history of the building and the habits of the local population. This campaign was

followed by content creators, they also learned valuable lessons regarding the culture of smiles, greetings, and greetings carried out by residents around tourist attractions (TikTok Live, 2022).

c. Culture in Collaboration with the DouYin Program

Chinese TikTok is also known as DouYin. DouYin has an account called @印尼国家旅游局 (Indonesian National Tourism Board), which contains promotional content for Indonesian Tourism destinations. Every post and profile of the Indonesian National Tourism Board account on DouYin symbolizes the Wonderful Indonesia logo and has a cultural theme. The content contained five Super-priority Destinations (DSP) and tribes in Indonesia, such as the Flores Tribe, Dayak Tribe, Toraja Tribe, and Raja Ampat (印尼国家旅游局, 2023).

d. Culture in Indonesia Tourism Village Award Program

The content created on TikTok to build Tomohon Village branding contains culturally themed activities related to the Tomohon International Flower Festival. TIFF has its official account on TikTok, @officialtiff2023. The content in the account discusses the TikTok TIFF Challenge 2023 and the remarks made by the government regarding this Festival (TikTok, 2023).

In addition, Indonesian content creators created a viral video about the Tomohon International Flower Festival. The content contained a video of the magnificent Flower Parade in Tomohon. Millions of viewers attended the festival. His account name on TikTok is Arthjoezh (Arthjoezh, 2023). This grand parade video is a tradition of annual events in Tomohon City (TIFF, 2024).

In terms of history, TIFF began with Tomohon City's anniversary celebration in January 2006, where the Tomohon City Government held a parade of vehicles decorated with flowers that crossed the city's main route. In August 2006, the parade event was repeated with the participation of more than 600 motorized vehicles as well as a procession of Bendis and Cow Carts decorated with flowers, this event is a cultural heritage of the people of Tomohon City (TIFF, 2024).

4.4. People

The Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf)'s collaboration program with TikTok involved social media users, content creators, influencers, and Indonesian celebrities in creating TikTok content and collaborating with Chinese influencers. TikTok content promoted tourism destinations in Indonesia.

a. TikTok Travel x Wonderful Indonesia Campaign

Indonesian celebrities participated in promoting the TikTok Travel x Wonderful Indonesia campaign. These celebrities included Rafi Ahmad, Nagita Slavina, and Cinta Laura. The targets of this program were local content creators and TikTok social media users. Local content creators created this promotional video using the official song, the special Wonderful Indonesia sticker, the trigger sticker, the traveling outfit, and the hashtag #wonderfulIndonesia. (TikTok, 2019a). TikTok social media users participated by leaving likes, comments, and shares.

b. TikTok Campaign #SerunyaIndonesia

The #SerunyaIndonesia campaign collaborates with four local content creators, namely, Canny Claudia with her TikTok account (@cannyclau), Firly Adhyatma Rusli with her TikTok account (@firlyafro), Melani Amelia with her TikTok account (@namakuamel_racosta) and Nanda Setya Pratama Juanda with her TikTok account (@itingsmeledak). The content creators were divided into four groups. Each content creator explored tourist destinations for ten days. The first group traveled from the city of Aceh. It arrived in Pontianak. The second group traveled from Samarinda and ended in Yogyakarta; the third group traveled from Manado and ended in Ambon; the fourth group started from Merauke and ended their trip in Bali. After exploring for ten days, the four groups will reunite to celebrate the #SerunyaIndonesia Festival in Jakarta. (Rochimawati, 2022).

c. Collaboration with DouYin (TikTok China)

Kemenparekraf brought four Chinese influencers to participate in a familiarization trip (fam trip). Famtrip participants were invited to visit several tourist attractions in Bali and Labuan Bajo, which featured food, culture, wellness, and adventure. They were also asked to stay at luxury hotels in Bali and Labuan Bajo, namely The Laguna Resort & Spa Nusa Dua, Bali the Luxury Collection, and AYANA Komodo Waecicu Beach. In exploring Bali, famtrip participants were provided by Pro Bali Tours. The Chinese influencers' familiarization trip (fam trip) moments in Labuan Bajo and Bali were captured and posted on DouYin's account @印尼国家旅游局 (Indonesia National Tourism Board) and influencer account @沈沈 (Shen Shen) (Damayanti, 2023).

d. Indonesia Tourism Village Award Program

The content creator who did a viral promotion of the Tomohon International Flower Festival successfully was TikTok account owner @arthjoezhhh. This account shared a TikTok post demonstrating the flower parade in Tomohon in 2023 (Arthjoezh, 2023). Local creators showed the initiative of the community in participating in the Tomohon

International Flower Festival on their TikTok accounts. Sandiaga Salahuddin Uno, Indonesia's Minister of Tourism and Creative Economy, opened the inauguration of the Tomohon International Flower Festival and uploaded it on his own TikTok account (Uno, 2023).

5. CONCLUSION

Based on the explanation above, the Indonesian government built Wonderful Indonesian nation branding through four elements of Anholt's hexagon theory. The first element was policy. Kemenparekraf's policies related to the development of Super-priority Destinations (DSP) to produce work programs that aim to build nation branding Wonderful Indonesia. Kemenparekraf's policies can be analyzed based on its commitment. Kemenparekraf's commitment from the beginning of the inauguration of the TikTok Travel x Wonderful Indonesia #wonderfulIndonesia campaign program, the #SerunyaIndonesia campaign, Kemenparekraf's collaboration with DouYin (TikTok China), and the Anugerah Desa Wisata Indonesia (ADWI) event took place. It resulted in tourism promotion that was well implemented on TikTok. Second, tourism promotion of government programs was promoted through TikTok social media. The aim was to invite and recommend tourist attractions. Third is the cultural element attached to TikTok's content for tourism promotion. Tourism promotion always coexists with culture. The culture in Indonesia, especially in the five Super-priority Destinations (DSP) such as Borobudur Temple, Mandalika, Lake Toba, Likupang, sand Labuan Bajo, and the tribes in Indonesia were also introduced using these programs. The goal was to build a nation branding wonderful Indonesia. Fourth, in this study, the people element comprised content creators, influencers, artists, and TikTok social media users who played a role in content creation and feedback on the content of Wonderful Indonesia promotional videos. Of the six elements of the hexagon theory, two elements were not discussed in this study, namely, investment and export brands.

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