

Destination branding: Menguji efek underdog story = Destination branding: Examining the effects of underdog story

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Abstrak

Prediksi perkembangan kontribusi industri pariwisata terhadap Gross Domestic Product (GDP) memicu persaingan ketat antar negara dalam menarik perhatian wisatawan. Oleh karena itu, diperlukan pembentukan merek yang berbeda dengan negara lain. Penggunaan strategi merek underdog telah berhasil digunakan dalam konteks politik dan produk. Destinasi yang underdog adalah tempat yang berkompetisi dengan sumber daya yang lebih sedikit, namun dengan semangat masyarakat lokal, mereka mampu untuk mengadapi rintangan yang ada dalam mencapai kesuksesan. Mengingat sifat underdog yang menimbulkan empati, underdog dapat memberikan halo effect yang luas terhadap destinasi pariwisata.

Penelitian ini bertujuan untuk menguji pengaruh underdog terhadap intention to visit dalam konteks destination branding. Efek moderasi underdog disposition dan personal inventory individualisme/kolektivisme telah diuji dalam penelitian ini. Menggunakan desain eksperimen, penelitian ini menemukan bahwa tidak ada pengaruh langsung secara umum merek underdog terhadap intention to visit. Pengaruh hanya ditemukan dalam kelompok subjek Indonesia. Secara umum, moderator-moderator dalam penelitian ini memengaruhi pengaruh tersebut. Underdog disposition, individualisme vertikal, kolektivisme horizontal, dan kolektivisme vertikal adalah moderator yang dapat mempengaruhi kekuatan pengaruh underdog terhadap intention to visit.

.....The predicted growing contribution of tourism industry towards Gross Domestic Product (GDP) has led to an intense competition among countries to attract tourist. Thus, a differentiated brand is needed to brand tourist destination. The use of underdog brand strategy has been successful in the context of politics and products. Underdog destination is a place that competes with fewer privileges and resources, but with determination and perseverance of its local people they manage to face the obstacles to be successful. This study aims to examine the underdog effect towards intention to visit a tourist destination. Moderation effects of underdog disposition and individual/collective personal inventory was included in this research. Using experimental design, this research found that there is no general direct effect of underdog brand towards intention to visit a tourist destination. However, domestic and international tourist segment have different perception towards underdog branding. The underdog effect was only found in domestic tourist group. In general, the moderators did influence the effect. Underdog disposition, vertical individualism, horizontal collectivism, and vertical collectivism were the moderators that could influence the strength of underdog effect towards intention to visit.