

MARKETING STRATEGY OF TOURISM VILLAGE IN INDONESIA THROUGH BRANDING

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Abstract. *Tourism Village is a form of integration between accommodation and supporting facilities presented in a structure of community life that integrates with the prevailing procedures and traditions. Technological developments also cannot be ignored, therefore management or tourism village organizations need to make changes so that the products and services offered can be well received by the targeted market segments.*

Changes in the surrounding environment can result in changes in consumer behavior including tastes, trends so that it can affect the products and services offered by rural tourism. The number of Tourism Villages in Indonesia is approximately 980 villages. Through the Tourism Village will be a representative of an area in promoting culture, nature, history and art attractions. The impact that will occur both local and foreign tourists can get to know the uniqueness and uniqueness of the tourist village that is the destination. This environmental factor is one of the considerations in developing a marketing strategy for a tourism village.

Furthermore, tourism products have an uniqueness that is cannot be stored, cannot be carried or moved, consumers must come to the location and the new tourism production process occurs when tourists come to enjoy the product.

Therefore the communication media becomes very vital in the marketing of tourist villages. For marketing to be effective and efficient it is necessary to identify market segmentation with the right choice of media, both traditional and modern.

The methodology used is descriptive qualitative data collection through literature review, social media, scientific books and research reports.

The conclusions of the tourism village marketing strategy through branding is needed at this time to promote the tourism village in order to bring the tourism village products and tourists' desires. The need for government cooperation with tourism and community stakeholders, academics and the media.

Keywords: *marketing strategy, tourism village, branding.*

1. INTRODUCTION

In the era of globalization, one of the interesting phenomena includes the development of tourism to become one of the main pillars of the world economy. The development of global tourism is driven, among others, by advances in the field of telecommunications, information technology and transformation known as the 4T revolution namely: Transportation, Telecommunication, Trade and Tourism (Rhenald Kasali: 1998). The development of tourism becomes an interesting thing with the increasing welfare of the community, the tendency of tourism to be one part of the lifestyle (lifestyle), so that tourism becomes one of the basic needs in addition to clothing and food. The development of superior village products as a government program that needs to be carried out in every village in Indonesia is increasingly intense, in addition to agriculture and Small and Medium Enterprises (UMKM) tourism destination is one of the strength sectors for

village economy. Villages can develop village potentials, including tourism, as the village's superior products.

The Ministry of Tourism collaborates with the Ministry of Villages, Disadvantaged Regions, and Transmigration and the Ministry of Cooperatives and Small and Medium Enterprises to work hand in hand to develop villages that have tourism potential. This is believed to be a potential that will provide new jobs for the surrounding community, with the existence of good management by the tour manager it is certain that the stretching wheels of the tourism village economy will be strong. (Source: <https://www.kompasiana.com>)

Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of rural areas both from socioeconomic, socioeconomic, socio-cultural, customs, daily life, has a typical architectural building and spatial structure of villages, or village activities (Priasukmana & Mulyadin, 2001), and the number of tourism villages in Indonesia is approximately 980 Tourism Villages. With the development of a tourist village, community participation is empowered in the tourist area and beyond. The tourism village will be a representative of an area in promoting nature, culture, history and art attractions. The impact that will occur is tourists can visit tourist villages scattered throughout Indonesia. (Source: <https://www.kompasiana.com>).

The development of a tourist village is also an effort to tackle poverty and improve the creative economy of the community. The development of the creative economy preserves local wisdom, so that it can overcome poverty that arises in tourist villages. Development of a tourism village so that the potential and success of becoming an independent and prosperous tourism village requires a process and factors that will influence, namely internal and external factors. One of the efforts is through the development of potential in the tourist village. Examples of attractive tourism villages include Penglipuran tourism village in Bali, namely the preservation of local wisdom, arts and culture. The architecture of people's homes has not changed as the original since ancient times. The preservation of the temple which is at the top of the tourism village of Panglipuran is a magnet for the local community to always preserve nature and believe in God. (Source: <https://www.kompasiana.com>).

Another tourism village is the Pentingsari Village, in the 1990s the Pentingsari village in Sleman Regency received the title of a poor hamlet. The economic level of society is relatively low, life simple society. The geographical condition of the village is at an altitude of 700m above sea level and is quite remote due to poor road access. The land condition of Pentingsari Village is also infertile and a small part of rice fields. In 2008 Pentingsari residents ventured to be a host for tourists visiting the Pentingsari tourist village.

The Pentingsari tourism village hopes to improve the economy and build awareness to care for the village. The following year Pentingsari Tourism village received training in human resources, namely tour guides, culinary and the addition of arts facilities. The enthusiasm of residents to rise shows results after nearly a decade of the Pentingsari tourism village developed so that the Pentingsari tourism village now has 55 tourist lodges with 30 - 35,000 visitors per year during the 2015 - 2017 period, the average monthly income turnover ranges from 150 - 200 million per month.

Pentingsari Tourism Village has a nature, culture and agriculture-based Tourism Village theme that is environmentally friendly. The tourism products sold are activities based on people's daily activities. All the potentials of the village are slowly being optimized such as tracking, outbound, camping, plows, rice planting, fishing, and fishing. All these activities can be offered to tourists to enjoy it. (Source: I Gede Ardika, 2018).

2. LITERATURE REVIEW

Traveling and traveling for many people around the world has become a lifestyle so that the tourism industry is growing. Traveling can be interpreted as an effort to let go of a moment from

routine work both at work and at home aimed at obtaining relaxation so that life has variety and life energy can be renewed after an exciting journey.

The tourists determine the destination based on information available on various social media platforms and based on recommendations of tourists who have visited before. In general, the tourism market has formed an array of demand (demand) for tourist destinations that exist so that it needs to be created supply or supply. Unique offer and give various advantages as a tourist destination, will certainly have a favorable competitive position compared to other competitors whose offers are generic / mediocre.

Globalization has given birth to a number of concepts, ways of thinking and new strategies in marketing, this is influenced by the rapid development of information technology. This condition places marketers in an intersection between two paradigms of mutual attraction, namely the era of business industry and the era of business information. Some of these differences are illustrated by Kennedy and Soemanagara 2008 in the following table:

Table 1. Differences in the Business Industry Era and the Business Information Era

ERA OF BUSINESS INDUSTRY	ERA OF BUSINESS INFORMATION
1. Consumers with a small number of groups and easily accessible	1. The consumer is broad, but cannot be seen
2. Products are created to meet market needs	2. Products are created not only to meet needs but also to obtain customer satisfaction. "
3. Business organizations have a large size with thousands of employees.	3. Business products are getting smaller, but complex and with high human resource capabilities
4. The traditional business concept is strong, namely "reducing costs (efficiency) to obtain large profits.	4. Capital is mobilized to achieve a business in placing the company in an important position in the market

Source : Kennedy and Soemanagara 2008

By looking at the table above, the comparison is different, and in the current period the concept of the business industry era still has an important role especially in developing countries such as Indonesia, while the concept of the business information era is currently starting to develop in some developed countries.

This information age has revolutionized old economic activities in the world. The development of communication technology and the ease of accessing it have made communication an important part of marketing and a determinant of marketing, through primary, secondary and tertiary communication. All organizations, both business and nonprofit, use various forms of marketing communication to promote what they have to offer to achieve financial or non-financial goals. The development of digital technology that has cross-border multimedia and internet capabilities has changed the face of this increasingly complex civilization. This development has not only changed the rules of business, but also marketing (Estawara, 2008).

Responding to changes in the modern business environment that is full of uncertainty, marketing discipline then responds quickly. According to Schultz in his article titled "A Multi-

Country Comparison of Drive for IMC" in Estawara (2008), digitalization, information technology, intellectual property, and communication systems are the main units that drive the discussion of marketing communication concepts. Marketing communication is a collection of parts for various ways planned to convey the message used to build images such as advertising, public relations, sales promotion, direct sales, packaging, events, sponsorships, and customer service. The media becomes a means to bring marketing communication messages to the target audience (Duncan: 2005).

The emergence of various communication tools, messages and audiences made the company do a Marketing Communication Mix or Integrated Marketing Communication (IMC). IMC was originally based on marketing communication and from this point the IMC was built. When viewed from the point of view of marketing communication which is often only understood technically as a promotion mix (Estaswara, 2008). Promotion mix has four elements called 4P (product, price, place & promotion). Marketing communication programs usually combine these four elements (Morissan, 2007).

(Schultz, 2003) defines IMC as a marketing communication planning concept that shows the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines, such as general advertising, direct response, sales promotion, and public relations and combines these disciplines in order to create a clear, consistent and maximum impact of communication

Some marketing experts also try to define IMC as (Braun.E 2008) in (Coopley, 2004) is a way of thinking, unity of spirit (a single theme to support a brand or image, an intellectual message that is simply one voice, one appearance and not something complicated), synergy (the uniqueness of the message which reinforces each other's parts), one strategy (a single communication strategy that includes what is needed to achieve the goal), the same status of each communication element which will be dominated by advertising combined with various sciences such as advertising and public relations or direct sales by promotion), stakeholder attention and marketing orientation.

While according to (Shimp, 2000), IMC is the process of developing and implementing various forms of persuasive communication programs to customers and prospective customers on an ongoing basis, which aims to influence and directly influence the behavior of the target audience they have. IMC considers all sources that can connect customers or prospective customers with an image or company product or service is a potential pathway to deliver a message in the future. The IMC process begins with the consumer and then turns to the company to define the forms and methods that need to be developed for persuasive communication programs.

The above definition illustrates that IMC is not just a promotional mix. Although in general the IMC is built from four marketing elements. IMC offers promotion through ways not only through advertising. IMC is an integrated effort to make all the company's marketing and promotion activities can produce a consistent image for consumers (Morrisian, 2007). IMC is also about how to manage relationships with customers or prospective customers from day to day. Because business is an ongoing process, so too is communicating images. There will always be customers or prospective customers who ask, complain, and give input where to be heard and every time given a response. Nowadays building relationships and brands is not just about giving messages to customers or prospective customers. So the IMC is like a continuous communication process circles (Duncan, 2005).

3. METHODS

This marketing communication process as described by (Duncan, 2005) in the picture below the company as the source or sender and also referred to as the message initiator. In the basic model of communication this is called encoding, the process of making messages. Then the message is made in the form of a combination of words, images, symbolic actions and events. This combination of

messages is conveyed through media such as TV, radio, newspapers, magazines, internet and telephone. In the process of communication from sending messages to messages received by the customer, the thing that needs to be considered by the company / organization is interference or noise. Customers or customers and stakeholders will receive messages which will then provide feedback by responding to messages they receive.

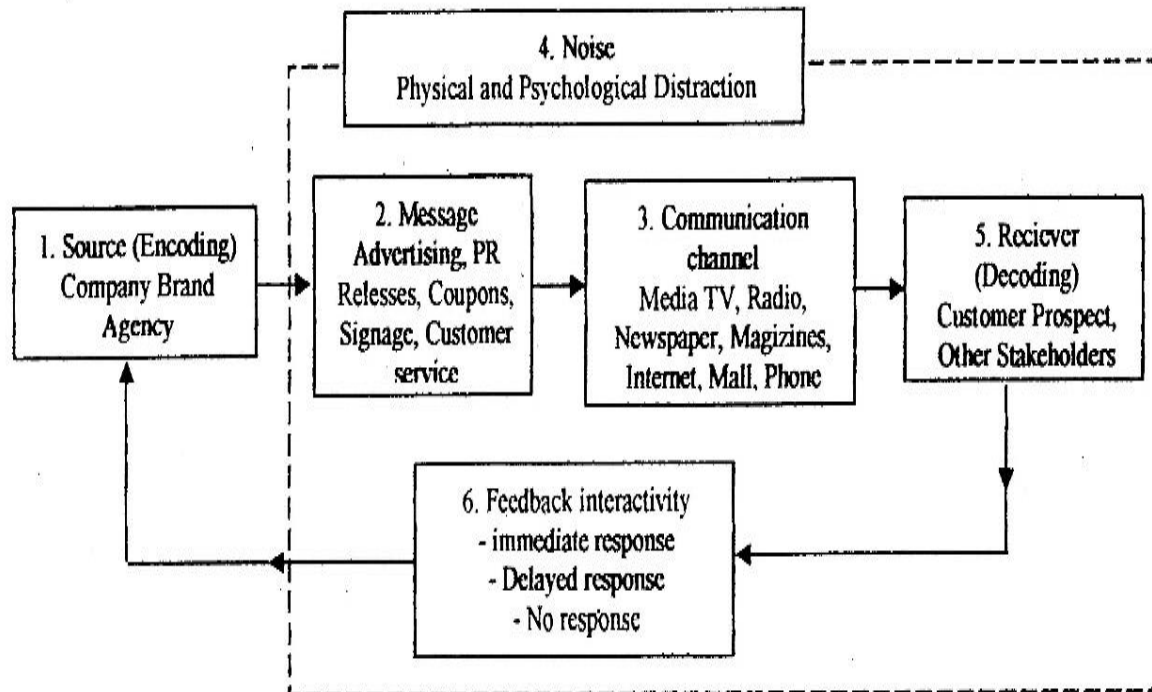


Figure 1. Marketing Communication Process

A brand is more than just a product. Brand is a form of a product but added to the visible and invisible attributes (Copley, 2004: 70). Products according to Kotler in the Brand Management book written by (Keller, 2006), products are everything that is offered in the market for attention, acceptance and use or consumption that may satisfy needs or desires. Thus products in the physical form of goods (such as; tennis rackets, or cars and others), retail stores (such as; department stores, super markets, etc.), people (such as political figures, entertainers, or professional and others), services (such as airlines, banks, insurance companies, etc.), organizations (such as non-profit organizations, trade organizations, or artists' groups, etc.), regions (such as cities, cities, province, or country and others), and ideas (such as political and social).

A brand is a perception that results from the experience, information of a company or product or service. Customers' understanding of the image will live in their heads and hearts, not only from the packaging of a logo. Therefore the image is always based on customer experience both positive and negative (Duncan: 2005: 65). While the American Marketing Association (AMA) in Keller (2006: 60) defines an image as a name, sign, symbol or design or a combination of all, aiming to identify a product or service with similar products or competitors. Image is more than just a guarantee of quality because it includes six meanings, namely attributes (quality, prestige, selling points), benefits, values, culture, personality and users. (Durianto et al, 2004: 40)

It is important to understand that images are not just the results of advertisements or messages placed by organizations in the market. Image is something that is felt in the minds of consumers. If

the image is less specific or different in the minds of consumers, it gives an opportunity for competitors to occupy the position in the mind (Knapp, 2001). The image of the future is about the value system of humanity, something that can be touched but is not a matter of touching or feeling things with a traditional sense. But touching and feeling by understanding how to reach them, such as in establishing relationships, exploring culture and so on

For companies their image represents a strong and long-lasting asset, a trigger for value that has increased the company's success. The perception of the image formed by itself at the time of buying as a real factor based on evidence that can determine the decision to buy (Kotler, 2006). The image has become bigger than the products and services they sell. A true image fulfills a significant or perceived need by the customer. This is not just about fulfilling their needs, but encouraging a response in the minds of customers or other stakeholders. The purpose of branding is to achieve customer perceptions that will lead to continuous competition (Winfield, 2005).

4. RESULT AND DISCUSSION

Citra facilitates the identification of products, services and businesses and differentiates competition. Also an effective tool and force to communicate the benefits and value of a product or service (Keller, 2006). The image is closely related to perception which results in the level of trust and then results in the action. In the business world the image determines the success of a company. Therefore many companies allocate large budgets to be able to promote their brands to the wider community. According to Simon Anholt (2009) there are four aspects of the brand, namely: (1) brand identity, (2) image (brand image), (3) image purpose (brand purpose), (4) image equity (brand equity).

Image identity (brand identity) is the basic concept of the product, clearly and specifically expressed. For commercial products and services, this is something that customers can see from the start, such as logos, slogans, packaging and design or the form of the product itself. Image (brand image) is the perception of the customer or audience about the image. This includes associations, memory, expectations and other things that are felt by consumers of a product or service. Image is the context in which the message is received, but not necessarily as an image message itself. The next aspect is the purpose of the image (brand purpose), where an image idea must be in line with the culture that is owned by the company.

Organizations / companies that blend with a strong image, make the image become the spirit of the organization / company. The last aspect is brand equity, that is, if a product or service has a positive value, has solid strength and reputation.

Branding is not a new phenomenon. Since ancient times symbolic and ornamental images have been used as tribal or national symbols to express power and power, by kings, emperors and governments to assert ownership or control. Then, the last 30 years the use of images has evolved from identities for livestock to sophisticated companies. Information technology such as television is heavily involved in this, as is the rapid growth of the secondary industry and the service industry (Knapp, 2001).

Branding is a process of designing, planning and communicating names and identities in this case to build or manage reputation (Anholt, 2009). Building a successful image is not easy. Building an image involves four logical steps (Kotler, 2005), namely establishing an appropriate image identity (building deep and broad image awareness), creating an appropriate image meaning (unique image association), generating an appropriate image response (positive reaction and can be accepted) as well as forming a proper relationship with customers (strong and active loyalty). (David Aaker, 1991) in (Knapp, 2001), there are five conditions that must be met in building an image that is perceived quality, awareness of image names, image associations, image loyalty and other ownership assets.

Awareness describes the existence of images in the minds of consumers, which can be decisive in several categories and usually have a key role in image equity. Image awareness pyramid from the lowest level to the highest level is as follows (Durianto et al, 2004).

1. Top of Mind (peak of mind) is the image mentioned first by consumers or the first time it appears in the minds of consumers. In other words, the image is the main image of various images that are in the minds of consumers.
2. Brand Recall (recall of an image) is a recall of an image without assistance.
3. Brand Recognition (image recognition) is a minimum level of image awareness, where the recognition of an image reappears after it is done through recollection
4. Unware of brand (not aware of the image) is the lowest level in the image awareness pyramid, where consumers are not aware of an image.



Sumber:(Durianto dkk, 2004)

Figure 2. Brand Awareness Level

The market is a social system where customers, companies and media interact with one another. A company or brand can communicate with customers just like the basic model of communication. A message is an idea in the form of a combination of words, images, actions and symbols. The message is everything about brands such as advertisements, news, correspondence, customer services and so on. Then the message is delivered using communication tools such as television, radio, newspapers, telephone or a special event (Duncan, 2005)

According to Gregory & Wiechmann (2005), there are ten keys to building a strong image.

1. Coherence. Think hard about what will be sold to customers. The answer is not always the product in the box. This might be the promise of a corporate brand in the box where the promise is heard by customers so they feel the need to trust the company and its products.
2. Consistency. It takes a long time. Branding, like R&D, is an experiment and deep thinking, it needs a lot of attention
3. Credibility. Requires true organization. A strong brand can only be built on a strong foundation.
4. Integration. Organizational Adjustment. Support consistently meaning of the brand in every way the organization interacts with its audience.
5. Uniqueness. Stand in the middle of the crowd. Companies that get attention if they can stand up to something unique.
6. Risk. Dare to be different Successful leadership can count on opportunities to achieve their vision.

7. Support. Invest in corporate brands. Sustainability is important. Management's reputation is a slow and cumulative process. Ensuring adequate and sustainable financing.
8. Focus. The target brand towards the audience is important both internally and externally. Creativity is the right vehicle to convey a message.
9. Relevance. Following the times. Periodically re-evaluate the brand, consider different views, and sharpen the strategy
10. Leadership. Depends on a leader. Approval is a point of accountability Without the accountability of a brand leader, then the previous nine keys will not provide maximum results.

Marketing facilitates the exchange and development of customer relations. In general, this process is called a marketing mix consisting of 4P, namely product, price, place (distribution), and promotion. The fundamental task of marketers is to combine these four things in a balanced combination of strategies. Marketing managers have long recognized the importance of incorporating various elements of the marketing mix into a rounded and complete marketing strategy (Morissan, 2007). In fact, this has also become part of the context of city marketing to address a number of problems, where specifically a city or region is associated as a marketable asset and is related to elements in the marketing mix to city marketing (Kavaratzis: 2004).

(Kotler, 2005) said, despite adopting a marketing mix in general, there are differences in strategy in marketing a city or region. The strategy can be seen through Design, which is a place that has character or uniqueness such as city planning that is made in such a way as to attract tourists, infrastructure, which is a place as an orderly environment and the availability of public facilities in the city. Basic services are the availability of places to serve the community. Attractions are the availability of places that become centers of entertainment and recreation.

The implementation of tourism village marketing can be successful if the city government continues to identify and improve the image of the city. What can be done to achieve the goal, it is better to follow a number of policies in some of these fields namely; advertising and promotion, physical development on a large scale, events on a large scale to attract world attention, cultural regeneration (Cultural Regeneration), close relations with the public (Public-Private Partnership).

The image or identity of a tourism village is usually formed based on various resources such as history, culture, customs, industry, landscape, environment and many others. City marketing in reconstructing the image of the city has been limited only to the promotion of places by simple advertisements only to inform resources (Inn, 2004).

Marketing of tourism villages through branding needs to pay attention to the concept of sustainability marketing, among others, understanding market needs and market segmentation, designing sustainable tourism village products and identifying communication methods through branding to encourage change and consumer behavior and positioning of tourism villages. Marketing through branding is an important component in the tourism business and introducing a destination.

Village tourism with the concept of sustainable tourism can create new markets even though they are classified as niche markets but have high potential. Even the market is willing to pay a higher price to get a vacation experience that applies sustainable principles. (I Gede Ardika, 2018)

In tourism marketing through branding, unique and distinctive tourist villages are needed to be a message in branding. Furthermore, it can also be highlighted, for example, village life and people's daily lives that are full of values and traditions. In addition, the community hopes that every visitor who comes to respect the values and traditions of the local community. In the case of marketing a tourist village, the manager of a tourism village needs to be introspective and arrange a strategy. It is hoped that the principles of the tourism village will continue to run harmoniously without disturbing the harmony of life of the villagers.

Example Pentingsari Village has succeeded in realizing a dream. Improving the welfare of citizens without leaving the village, not damaging the environment, empowering women's groups and encouraging the growth of various productive economic activities, even preventing the flow of urbanization of the younger generation. (I Gede Ardika, 2018). In some tourism villages having a culinary tourism brand attribute is the main thing to express the image in the regional marketing process, such as culinary tourism is a form of contemporary tourism carried out by individuals who buy goods and services outside their usual environment as a determining factor in their decisions to travel. (UN-WTO: 2013)

CONCLUSION

The idea of the effect of communication on all marketing actions of tourism villages through branding has become the initial emphasis on the need to combine and harmonize various marketing actions. Then the image of this tourist village can be used in marketing communication activities through branding. The image of a tourist village used for marketing a tourist village will have quite serious implications in relating it to various marketing as is commonly found in traditional marketing. Furthermore, the idea of marketing a tourism village should be directed towards a realistic idea, namely tourism village branding confirms that the work of marketing a tourism village through branding is to identify the cultural meaning and image intended for the tourism village product and confirm about image marketing and image building or management have a marketing relationship of tourism villages through branding.

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