

# Strategi branding melalui relationship management di media sosial sebagai pendekatan alternatif untuk memperkuat merek destinasi wisata Kota Jakarta = Branding strategy through relationship management in social media as an alternative approach to strengthen destination branding of Jakarta

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## Abstrak

[<b> ABSTRAK</b><br>Situasi global yang semakin kompetitif menyebabkan City branding saat ini semakin diperlukan. Penggunaan strategi city branding mengalami perkembangan dari hanya berbasis pencitraan dan komunikasi satu arah, menuju pengelolaan merek melalui relationship management yang berasal dari perspektif Ilmu Public Relations (PR). Selanjutnya, perkembangan teknologi menyebabkan pembangunan dan pembinaan hubungan tidak hanya dapat dilakukan melalui komunikasi secara langsung, namun juga melalui media sosial. Relationship management pada ranah media sosial merupakan bagian dari praktik kerja baru seorang PR professional. Pembahasan tentang strategi branding untuk destinasi wisata di media sosial pada tulisan ini dimulai dengan menganalisa penggunaan media sosial oleh Dinas Pariwisata dan Kebudayaan Jakarta. Dengan menganalisa konten pada periode Oktober s.d 10 Desember 2014, akan digali informasi mengenai cara penggunaan media sosial oleh Dinas Pariwisata dan Kebudayaan DKI Jakarta dan efektifitasnya dalam membangun hubungan dan interaksi dengan publik. Hasil analisa konten pada platform media sosial pariwisata Jakarta menunjukkan, konten cenderung mengarah pada promosi menjelang diselenggarakannya acara-acara di Jakarta seperti pameran, acara olahraga, dan hiburan. Topik yang berhubungan dengan kebudayaan dan sejarah tidak terlalu menonjol. Penggunaan media sosial tidak banyak memicu partisipasi publik. Dari analisa ini, pada bagian akhir tulisan, penulis merumuskan strategi branding melalui relationship management untuk memperkuat branding destinasi wisata Kota Jakarta.

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<b>ABSTRACT</b><br>Global high competitive situation makes city branding is increasingly needed. The use of city branding strategies have evolved from images based strategy and one-way communication, towards relationship management from the perspective of Public Relations (PR) disciplines. Furthermore, the development of technology led to the relationships management not only can be done through face-to-face communication, but also through social media. Relationship management in social media is a part of the new PR practices. This paper is aimed to provide an alternative approach to Jakarta's destination branding through relationship management strategy in social media. The discussion in this text will be begin by analyzing social media content which is managed by the Jakarta Department of Tourism and Culture, as government communication platform to increase Jakarta tourism publicity. This analysis was conducted to determine how the uses of social media effectiveness for publications. The content analysis will be the basis of the argument whether relationship management in social media can be developed. The analysis carried out during the period October to 10 December 2014. By using observation and literature studies as the methodology of data collection, the authors construct an argument about an alternative solutions for branding Jakarta tourism through relationship management approach. The results of the content analysis on Jakarta tourism social media platform, shows that government still tend to use one-way communication

strategy. Their social media are dominated by event publication. Topics related to culture and history, which is has strong relations with the Jakarta tourism vision, is not too obtrusive. The use of social media is not a lot of trigger public participation. From this analysis, at the end of the article, the authors formulate branding strategy through relationship management in social media in order to strengthen tourism destination branding of Jakarta City., Global high competitive situation makes city branding is increasingly needed. The use of city branding strategies have evolved from images based strategy and one-way communication, towards relationship management from the perspective of Public Relations (PR) diciplines. Furthermore, the development of technology led to the relationships management not only can be done through face-to-face communication, but also through social media. Relationship management in social media is a part of the new PR practices. This paper is aimed to provide an alternative approach to Jakarta's destination branding through relationship management strategy in social media. The discussion in this text will be begin by analyzing social media content which is managed by the Jakarta Department of Tourism and Culture, as government communication platform to increase Jakarta tourism publicity. This analysis was conducted to determine how the uses of social media effectiveness for publications. The content analysis will be the basis of the argument whether relationship management in social media can be developed. The analysis carried out during the period October to 10 December 2014. By using observation and literature studies as the methodology of data collection, the authors construct an argument about an alternative solutions for branding Jakarta tourism through relationship management approach. The results of the content analysis on Jakarta tourism social media platform, shows that government still tend to use one-way communication strategy. Their social media are dominated by event publication. Topics related to culture and history, which is has strong relations with the Jakarta tourism vision, is not too obtrusive. The use of social media is not a lot of trigger public participation. From this analysis, at the end of the article, the authors formulate branding strategy through relationship management in social media in order to strengthen tourism destination branding of Jakarta City.]