

The ASEAN City Branding towards The Power of Word of Mouth, Social Media and Viral Advertising

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ABSTRACT

This study examined the impact of marketing communication by examining the power of Word of Mouth (WOM), Social Media and Viral Advertising. City as a symbol of a country have their own characters. The city of ASEAN is common on some functions but in the perspective of socio-culture, they have different meanings for the society and also the people outside. City branding will create a wholeness from thoughts and feelings about experience from human senses or their involvement about the city. This feelings leading people to sense about their favourite place according how the media exposed it. The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration). Today the ten Member States of ASEAN are namely Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei Darussalam, Vietnam, Laos, Myanmar and Cambodia. They making up what is According to the ASEAN Free Trade (AFTA) in 2015, with some community area of economic, political-security and socio-politics needs cooperation amongs members. In this case, every country should be offered their uniqueness, different than other members. On the 20th century, people able to contact globally and the nations became one which is a globalization through internet medium. This study will describe about how people use Word of Mouth (WOM), Social Media and Viral Advertising to create city branding of ASEAN.

Key Word: City Branding, Word of Mouth (WOM), Social Media, Viral Advertising, ASEAN Socio-Culture Community.

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I. INTRODUCTION

Entering the era of global free trade, 31 countries of Southeast Asia raising its unity. Association of Southeast Asian countries which familiar with ASEAN, was established on 8 August 1967 and currently has 10 member countries represented by each head of state. Tenth ASEAN countries are: Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, Laos People's Democratic Republic, Malaysia, Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, Kingdom of Thailand, and the Socialist Republic of Viet Nam.

One of the programs currently being carried out is ASEAN Community 2015, focusing on the three sectors of the community, namely the Political-Security, Economic and Socio-Cultural. This study took on 8 of the sectors most associated with the science of communication, namely the ASEAN Socio-Cultural or Socio-Cultural Community (ASCC). ASCC main purpose is to contribute in realizing the ASEAN Community that is people-oriented and have a social responsibility to achieve solidarity and unity among the nations and peoples of ASEAN, with the growing similarity of identity and building community caring and sharing that can improve the lives, livelihoods and welfare of the people in ASEAN identity area development. It is expected to increase community participation through efforts to inculcate an ASEAN identity. ASEAN identity is the basis of the interests of the region where a personality, norms, values, beliefs and aspirations together as a community of ASEAN (the book Blueprint for the ASEAN Socio-Cultural Community, 2010:43).

One form of identity that can be raised is the cultural values of the people of Southeast Asia. City is a place where the culture of a nation developed, and through the town even scientists can determine the progress of civilization of a nation. Although the nation's capital is often a reference to the progress of the nation, but there is also a city that is not a state capital that can be iconic cultural development of the nation at a particular time. In the city, usually developed cultural arts activities community into the national culture representation of the country, such as the cities in Bali which is not the capital of Indonesia, yet become a trademark for the people of the world. Through this understanding we can say that the tourist city is one of the cultural identity of a nation.

Departing from the above, it is clear that research on what audiences think about the identity of a nation can be identified through a city that is top of mind of a nation. Positioning the city is inseparable from the information received from the media audience. Therefore, it becomes interesting in communication studies to determine which media are giving the greatest role in influencing the cities in ASEAN. In the current era of convergence, more precisely, if we say how the existing media contributes in shaping audience brand awareness. In the development of today's communication media, internet presence without a doubt have a significant impact in driving the advancement of social interaction. It is most felt by audiences online media users are teenagers and young ages 15-19 and 20-24 years. This progress has certainly changed the way people consume online information. Media allow the flow of mutual information that allows the audience to participate in or see any form of advertising a product or service differently. Through online media, the public can access information or simply find entertainment they need without being limited by space and time. This which makes thousands of companies in the world, ranging from the giant multinational corporations to small local companies, today has developed online media to advertise or promote their goods and services (Morissan, 2007:19).

Nevertheless, the tradition of communication to interact directly through Word of Mouth (WOM) seems timeless. Satisfaction and comfort through word of mouth is then facilitated by online media. One form of the use of online media as part of the new media, as the media in advertising is through social media or networking social sites. Sites allows individuals to interact with each other and build a relationship. Social networking sites also allow advertisers to be able to determine the appropriate target consumers through demographic segmentation according to the user's data networking sites. When a product or company join the site, so every user can interact with the product and the company feels their personal. The interaction against users because of the previous experience of interacting through social networking.

Social networking sites such as Facebook and Twitter allow users to re-post and retweet comments and posts made by the products that are being promoted. With the repeating message, then all connections are connected to the user can view the contents of the message so it reaches more product users promotions. Sites many social networks act as a means of channeling the word of mouth, because information about the products placed on the site which then goes into a loop message so as to create interest from users of the product or the company.

In increasing awareness and marketing of tourist cities in Southeast Asia, many Tour Operators who perform in an integrated marketing communications is to advertise in online media is a virtual advertising, public relations activities that word of mouth and social media interaction is active through facebook and twitter. Based on these descriptions are very interesting for the author to see if the emergence of the "ASEAN City Branding" is driven by the use of new media as a marketing products. With thus, an interesting problem to be studied is how audiences use the three media to bring up the "ASEAN City Branding"?

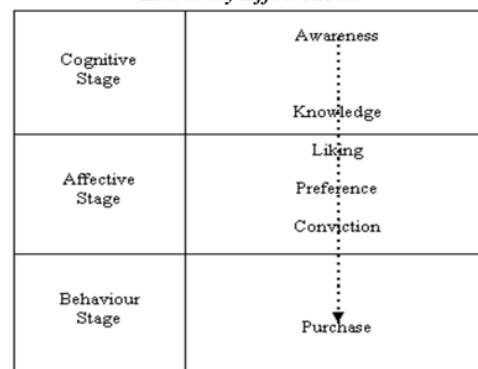
II. THEORETICAL STUDY

Hierarchy Effect Models

There are many communication model that describes things that can be used as an indicator of the result or effect of the communication that occurs on the recipients or the communicant to every aspect . Among them is quite popular is the model of AIDA and hierarchy of effects models .

AIDA model , suggests that the impact or outcome of c²³munication that happens to a person after he received the message will be something else that involves four Attention (attention), Interest (interest), Desire (desire), Action (action). While the hierarchy of effects models (Hierarchy of Effect) is similar to the model of AIDA, it's just a more complex stage process that includes six stages, namely : aware (awareness), knowing (knowledge), like (liking), select (preference), believes (conviction), and buying (purchasing).

Figure 1
Hierarchy Effect Model



Sources : Yoki Kuncoro , www.elbantany.wordpress.com

This model states that the process is always sequential and always starts from the recognition process. This model approach in the case study are as follows:

1. Awareness in the initial phase, awareness, derived from the capture of information about the brand by the audience, either by the work done by the consumers themselves in activity (either intentionally or unintentionally seek) or by the activity of the product or brand managers proactively to communicate the product. Brand here refers to the tourist city in Southeast Asia with the uniqueness of its socio-cultural diversity.
2. Knowledge in the next phase of the hierarchy of effects, the audience is not aware of the extent of a tourist town, but also need to know the knowledge of the city. Audiences need to know the functional benefits to the emotional benefits of the city.
3. Liking by knowing all the information or knowledge about a tourist town, then the audience will feel valued and will be appreciated and liked (liking) of the city or country.
4. Preference after this phase, the preference of the products will be stronger. Audience will tend to choose a tourist town than others. Here, the role of communication and differentiation and positioning strategy is needed. Because customers will be easier to distinguish and understand the advantages of a city.
5. Conviction in the next phase, consumers akanmerasa interested and eager to visit a tourist town. The trick, of course with the right communication strategy, which is able to stimulate curiosity and curiosity visited tourist city. If the audience has been attracted, the intensive will always pay attention to things related to the city. This

happened after there was an understanding of the tourist city, ranging from the benefits that can be obtained, including the identity of the city and country. As a result, audiences have been on a strong level of interest that led to intensive audience can not let go of his interest of the city.

6. Purchase at the next level, based on human behavior in general, then audience will moved to try (trial) traveled while studying abroad. At this stage, audience will find out whether information about the city that really communicated in accordance with previously known information. With direct feel for the city, ultimately consumers can decide whether he will continue to visit the town or just simply once tried.

However, when the audience was satisfied with the city he visited, then the audience will enter the phase totalpurchasing. That is, the audience has been visiting the city on the phase repeatedly even want to become citizens of the city.

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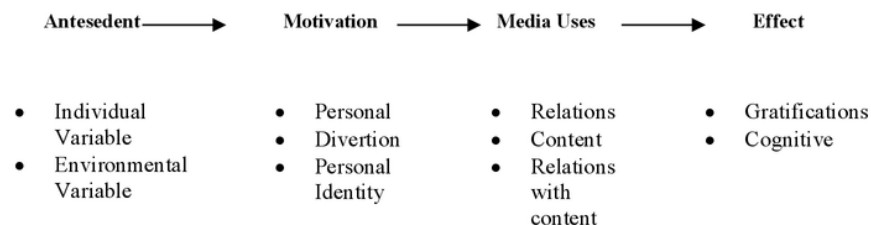
Uses and Gratification Theory

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Uses and gratifications theory belongs Blumer and Katz (1974) says that media users play an active role in choosing and using the media. In other words, this theory assumes that the alternative media users have the option to satisfy its needs. This theory is clearly the opposite of the bullets theory. In bullet theory, the media is otherwise very active, while the audience is in the party passive. Then Uses and Gratification theory, emphasized that the active audience to determine which media should be chosen to satisfy their needs. Blumer and Katz believe that there is only one way for the public to use media. other hands, they believe that there are many reasons for using media audiences. In the opinion of this theory, media consumers have the freedom to decide how (through which medium) they use the media and how the media will have an impact on him (Nurudin, 2007).

Operationalization Blumler mention of the three orientations. The first is cognitive orientation (need for information, surveillance, or explorations of reality). The second orientation is oreintasi diversion, namely the need for the release of pressure and the need for entertainment. The third orientation is a personal identity, which is using media content to reinforce something that is important in the life of his own audience. According to Rosengren (1974), the use of media consisting of the amount of time spent in various types of media and media content consumed the relationship between the individual consumer media with media content consumed, or by the media as a whole (Rahmat, 1999).

Figure 2
Uses and Gratification Model



Uses and Gratification theory is used to measure the extent to which the effectiveness of the use of words of mouth, social media and viral advertising in city promotion tour in ASEAN. Uses and Gratification theory is also used to discover and explore relationships the third use of media in conjunction with the creation of "The ASEAN City Branding".

Marketing Communications

Marketing communications is one of the promotional mix, in the marketing mix is crucial implemented by companies in marketing their products and services. In essence, the promotion is a form of marketing communications, namely the marketing activities that try to spread information, influence or persuade, or remind the target market and of the company and its products to be willing to accept, buy, and loyal to the products offered by the company (Sutono, 1997:35).

According to Stanton (1993:24), the promotion mix (promotional mix) is the most widely used advertising (advertising) and private sales (personal selling). Another form of promotio is promotion sales (sales promotion), publicity, and public relations (public relations). The main objective of the campaign is to inform

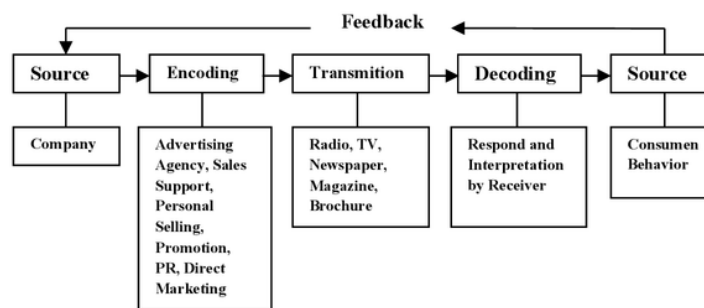
(informing), influence and persuade (persuading), and remind target customers (reminding) of the company and marketing mix.

Marketing communication plays a very important for the company because without communication, consumers and society as a whole will not know the existence of the product in the market. Marketing communication also cautious and calculating in corporate communications plan. Determining who were the targets of communication will determine the success of communication, with proper targeting, communication processes can be effectively and efficiently.

Harold D. Lasswell (Sendjaja, 1999:4) says that a good way to describe the communication is to answer the question "who says what, in the which channel to whom, with what effect, and in the which channel", in this explanation Laswell shows a communication activities using communication channels. These channels are then realized through the use of a medium.

The usual marketing communication model developed is generally not much to the process of communication in science communication. Marketing communication model includes the sender or also called the source (source). As shown below:

Figure 3.
Marketing Communications Model



Word of Mouth (WOM), Social Media and Virtual Advertising

The study of the Word of Mouth (WOM) or referrals have long been known to have a large impact on consumers, as expressed by Katz and Lazarfeld, that is greater than the influence of WOM advertising or selling personnel. WOM refers to "informal communications directed at other consumers related to the possession, use or characteristics of the goods, services or particular seller (Westbrook, 1987: 261). According to Rosen (2004: 328), WOM refers to oral communication on a variety of products with friends, family and colleagues. Meanwhile, according to Mowen and Minor (2001 : 250), explaining that WOM communication refers to an exchange of comments/criticisms, thoughts/ideas or ideas between two or more communicants and they do not represent company providing news information related to marketing activities. Of the three terms can be concluded that WOM is communication between consumers about products or services that take place without involving the provider of products/services.

Currently developing an online WOM, which is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, the which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). One difference with the traditional WOM is a level above what their opinion is shared by most people, in this case the word used is referability or have the ability to become a reference for other online consumers. As revealed by Bickart and Schindler (2001), where the online WOM typically use personal experiences and opinions are transferred in the form of a sentence. Some ways of online WOM can be distributed according to Erlbaum (2010: 86), namely: 1) Posted Review; 2) Mailbags; 3) Discussion Forum; 4) Electronic Mailing List; 5) Personal Email; 6) Chat Rooms; 7) Instant Messaging.

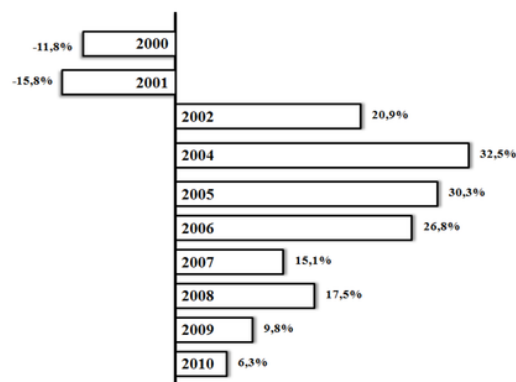
New media is a term meant to encompass the emergence of digital, computer, or network information and communications technology in the late 20th century. Utilizing new media technologies Interconnected Network (Internet), which is defined as a medium that connected so that users connected to the network brand information and brand buzz. This new form of media to encourage more user engagement and encourage users to share experiences. It can strengthen the persuasiveness of a message on the internet. Internet is used to connect computer networks that do not depend on each other, so that each computer can communicate.

Conditions that are connected to each other is referred to as online, so a new media type is also commonly referred to as online media or online media. Part of the technology is described as an online digital media, often have characteristics can be manipulated, the network is dense, incompressible, and not sided. The creation of interactive social networking sites and entertainment based on the power of interactive media from the internet that provide great effect, called the web.

One website that is phenomenal in this century is a social networking site, ie facebook, myspace, twitter, instagram, and so on. Facebook and twitter have the largest number of users in Indonesia. This site allows users to interact with each other online.

Online Advertising, even though they are new, rapidly growing industry. After a decline in the late 1990s and continued in the early 2000s (as shown below), successful online media advertising profits doubled, and is different from the development of traditional media (in this case the television, radio and print media) that grow only in the range of 2 to 5 percent. Analysis advertising says, reflects "a shift in advertising budgets from traditional media to non-traditional media or online media (internet one)".

Figure 4
Explosion, Decline and Recovery Online Advertising Surge



Source: Moriarty, et al., 2011:351.

Basically, online media advertising can be delivered as traditional advertising, but there are three main objectives in this hotel. First activities, it provide a reminder of the brand in the audience who visit the site on the internet. Second, he worked as advertising in traditional media and deliver informational or persuasive message. However, the third goal is more important, it provides a way for people to visit the advertiser's site by clicking on the banner or button on a website. It is called Driving Traffic to your website. Marketers and advertisers are interested in using the Internet to sell products and manage advertising, customer service, sales personnel, internal communication with employees, and external communications with reholders or stakeholders.

In order to fulfill the purpose of advertising, Agus S. Madjadikara in his book about how the advertising agency to produce an ad (2005:48) explains the important things that a reference in the creation of a creative advertising message, namely :

1. Script or narration or commonly referred to as text ads.

An advertising message must have a narrative or text ads that are not only able to provide clear information about the product but also packaged well to attract attention and easily remembered by a wider audience.

2. Visual or referred to the illustrations.

An advertising message must be able to describe the advertising message not only in words but also expected to be illustrated with pictures. Experts believe that more illustrations to attract the attention of the audience than with words .

3. Audio or commonly called the musical illustrations.

A particular advertising messages on television, radio and online ads are not just rely on text and visual images to attract public attention. Another thing to note is the illustration of music or audio that accompanies the advertising message. Experts believe that the audience is easier to remember the message of the ad illustration music or commonly called the jingle.

City Branding

According to his origin, derived from the basic branding brand (English) which means merk. In marketing communication activities, the brand is a means to communicate with a consumer product. Through the brand that consumers can easily identify products, and helps assure buyers that they are getting a competitive quality when buying or ordering again (Machfoedz, 2010:79). Because it contains the value of the quality of a brand of goods or services obtained from the experience of the use of one or more products .

According to marketing experts and economists from the University of Indonesia, Rhenald Khasali, branding is a creative expression to lift an advantage (value proposition). The creative expression is a unity derived from the thoughts and feelings (thought and feelings) about the experience, gained either from the senses or involvement in anything (Khasali, 2013:28).

Both explanations experts in the field of science communication and in economic science, have a common understanding of the term branding, which refers to Straub and Attner (1994:391). According to Straub and Attner "Brand ¹³ a name, symbol, design, or combination of them that the goods or services identifies of a company" or brand is a name, symbol, sign, design, or a combination of these to identify the products or services offered by a company and to distinguish it from other company's brand (Kenedy and Soemanagara, 2006:111-112).

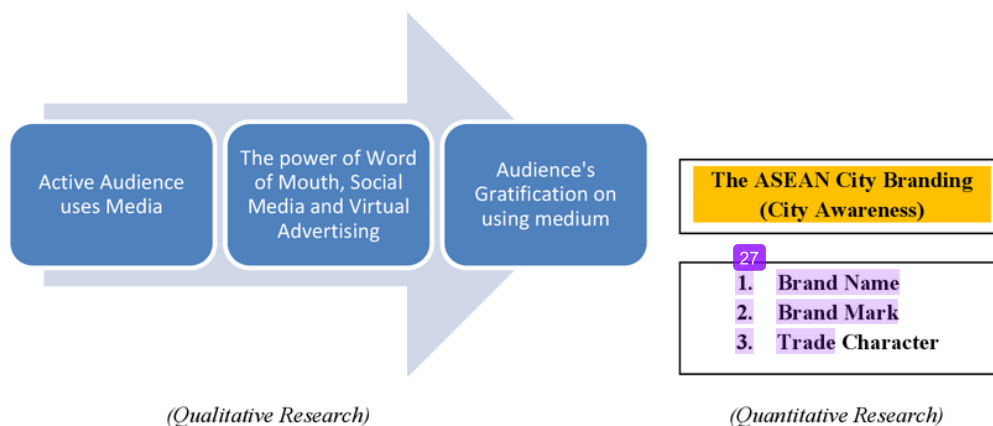
Brand also be called "labeling". Brands can help sales, because ¹⁰ it related to consumer confidence in the product and service, which is believed not only to meet their needs, but it can give better satisfaction and guaranteed. The term "brand" appears when the products are increasingly keen competition and lead to the need for strengthening the role of labels for categorizing products and services are held in a union in order to differentiate their products with competitors' products (Kenedy, 2006:109). However, consumers may become even more familiar than the brand 's own brand goods, such as when consumers buy Aqua, but that could have been purchased but not Aqua whatever brand of mineral water in bottles.

Straub and Attner (1994:391) divide the brand into three, namely: 1) Name (brand name): the form of words, letters, or a combination of both are used to provide characteristic. Example: Sari Kuring, Accord, Sony, Aiwa, and so on; 2) Signs (brand mark): symbol or design used characterize and differentiate. Example: the letter M at McDonald 's, a symbol of people riding on Ralph polo, BNI sailboat in 1946, and the Lacoste crocodile on clothes, and; 3) Character (trade character): a symbol that shows the quality of the man. Example: Mr. Ronald McDonald for McDonald's products and Mr. Versace at the Versace clothing. (Kenedy and Soemanagara, 2006:112).

City branding leads to a name, sign and character of a city or a combination of these to identify a city, and to distinguish it from other cities. In this study, the city in question is a tourist town of the countries in the Southeast Asia region .

The ASEAN City Branding Conceptualization

Figure 5 .
The ASEAN City Branding Conceptualization



III. METHODOLOGY

¹⁸ In this study, the research methods used by the authors is the method ¹⁸ quantitative and qualitative research. Quantitative research was conducted to obtain secondary data, namely via surveys to the audience to determine the respondents in order to obtain primary data.

In the survey, information was collected from respondents using a questionnaire (Singarimbun, 1989:3). Because the purpose of this quantitative study is as supportive data, the respondents are not restricted in terms of both quantity and location (random sampling) with sampling technic categorized as accidental sampling in sample selection nonproba²²as. The important thing is the number of respondents who met the criteria to be respondents for qualitative research in the form of in-depth interviews. Determination of the respondents for in-depth interview are as follows: 1) Learn about the cities in Southeast Asia, specifically able to mention three (3) things that identify the city, 2) Being able to distinguish between word of mouth, social media and virtual advertising, and 3) Users active media.

Location of secondary data search in three campuses in East Jakarta: the Indonesian Christian University campus, Jakarta State University and the University of MPU Tantular. Implementation of the survey conducted on 21-24 May 2014 and interviews conducted on 25-27 May 2014.

IV. ANALYSIS

Characteristics of Respondents

Secondary data was obtained through a survey of 100 respondents in three college students in East Jakarta. Age of respondents can be grouped into two parts, namely adolescents (teenagers) and youth aged 15-19 years of age 20-25 years. Through the results of the questionnaire obtained 6 people who deserve to be a resource because it can answer all questions completely. Three of the respondents used in this study as a resource to obtain primary data.

The results of the questionnaire showed that: 1) The level of knowledge about the majority of respondents ASEAN countries is quite g¹⁷; 2) the majority of respondents' level of knowledge about the cities in ASEAN countrie¹⁷ still low; 3) The level of knowledge about the respondents characterized as ASEAN is still low, and; 4) The level of knowledge of respondents about the character of the city in ASEAN is still low. It can be concluded that the level of awareness about the majority of respondents as part of ASEAN unity is very low and this causes the level of participation of respondents in ASEAN tourism activity is very low.

Of the 100 respondents, 80 people is a social media using twitter, path, instagram and facebook. They use social media to interact online but the majority of respondents did not talk about ASEAN and its cities. The majority of respondents knew about the existence of online advertising in the media, but do not talk about it in online social media. Furthermore, through interviews note that respondents who use social media to communicate about the ASEAN countries is basically the respondents who have a desire to carry out tourism activities or have a hobby of traveling.

Understanding of Cities in the ASEAN

Informant can mention almost ten countries in ASEAN. Informant also visited ASEAN countries, namely Malaysia, Thailand and Singapore. Interviewees could name the three countries, namely the capital Kuala Lumpur, Bangkok and Singapore. Informant also known the other cities excluded the capital, for example in Thailand there are Phuket and Pattaya, Malaysia there are Genting, Johor and Penang, and Singapore there is Sentosa Island.

Informant can see the similarities between the Capital of ASEAN (except Singapore), namely congestion and pollution. Form of congestion caused by vehicles and humans dense road users and also caused indisciplinary, especially in the city of Bangkok which is the world's second termacet. Informant compared with the city traffic of almost similar conditions: traffic jams, urban planning is less regular, and less orderly society. The characters of the city in ASEAN dominated by the dominant religious background. Cities in Thailand's predominantly Buddhist monasteries or temples, cities in Malaysia has a number of mosques scattered throughout the city such as in Indonesia. The interesting thing from each country it is the beautiful tourist spot with culture and culinary specialties. Eg Phuket in Thailand has beach resorts and mountains in one city at the same time. Characteristic of the state Buddhist-dominated Thailand seen in the cultural heritage in a tourist town, namely the temple and pagoda.

Phuket has a lot in common according to respondents to the island of Bali in Indonesia, which has a beautiful scenery and world famous. It's just that people do not want to speak English Phuket and business-oriented tourist activities. Respondents preferred the island of Bali, where people more friendly, willing to speak English,

tourism activities not only business oriented but culture and religion so familiar with tourists, as well as travel costs are more affordable.

It is a unique tour of the city in ASEAN is the legend behind the creation of the site. The legend contains the history and myths that have been told repeatedly by locals to tourists who come. The story in the legend is supported by a number of relics and artifacts. The legend makes the resorts have more value and lifeless.

Table 1.
Stage of Media Uses, Effects, Event and Communication Channels

Stage	Effects	Communication Event	Communication Channels
COGNITIVE STAGE (Knowing) ↓	Awareness	Hearing Awareness ASEAN tourist information through friends who 've been	Word of Mouth (WOM)
	Knowledge	Knowledge Seeking and legend information about tourist attractions, the city and the country of origin in ASEAN, through personal experience and travel blog	
		Interact online about tourist attractions, culinary, city and country of origin through social media.	Social Media, Word of Mouth (WOM) online
AFFECTIVE STAGE (Believing) ↓	Liking	Gets the satisfaction of information through social media and online WOM	
		Have a desire to visit one of the resorts in ASEAN	
	Preference	Preference Looking online for a flight ticket to tourist areas ASEAN	Virtual Advertising
	Confiction	Confiction Virtual Viewing ads about tourist attractions of ASEAN	
		Set the appropriate reference online travel itinerary	
		Calculate Budget	
BEHAVIOR STAGE (Running Program) ↓	Purchasing	Buying travel tickets	
		Looking for a hotel or inn	
		Perform the appropriate reference and travel online	
		Creating photo documentation	
CONVINCING STAGE (Referability)	Awareness Convincing	Uploading photos on social media and Blog	Social Media
	Knowledge Convincing	Interact online on sites ASEAN uploading in social media and Blog	
	Branding Convincing	Social-cultural comparisons of ASEAN tourist spot (The ASEAN City Branding) in Social Media and Blog	
		Provide references to friends of ASEAN tourist attractions that have visited	Word of Mouth (WOM) online

IV. DISCUSSION

Selection of social media by the speakers is a major opportunity to provide the necessary information upon learning of ASEAN tourist spots through word of mouth (WOM). Traditional WOM activity occurred as early stage "product introduction" face to face, then followed it online so that raises awareness about the tourist attractions in the ASEAN.

Search through various personal blogs , speakers get satisfaction on a variety of information needs, giving rise to a desire to gain experience in a number of places berwisatanya himself in ASEAN. This desire then encourage informants to seek information and tickets cost flight schedule, in accordance with the conditions of private sources. Resource persons who do not have the funds, then suspend plans while maintaining a dream to be able

to visit the tourist places at the right time. Sources by category can be given by either brand name, brand mark and trade character of each city who wanted to visit in ASEAN.

Speakers who opened the commercial travel sites to buy tickets and hotel vouchers, will see a variety of virtual ads on the cities in ASEAN. This ad by the speakers further encourage the desire to travel he had received appropriate reference. Although the ad is different than the original, but the speaker has no objection and realize the nature of the ads in the attempt to attract potential buyers. The most important thing considered by interviewees was the realization of a desire to visit the tourist towns. However, sources continue to use online reference obtained in carrying on tour.

Informant start doing comparisons between the cities he visited with the cities in Indonesia. Documentation retrieval using this viewpoint, and then commented in social media speaker. Branding process is done through the interaction between the speakers who have visited the tourist cities of ASEAN with other social media users, so as to encourage a common perception of ASEAN City Branding.

VI. RESUME

The identity of a region can be established through thorough public perception that characterizes the area, the community, and there are legends. Through the unity of the perception of the audience get a full picture of the identity of the region, which not only covers aspects of the brand name, brand mark but also the character of each town askpek trade in ASEAN.

The identity of the actual area can be built through virtual visits and direct. Of course excursions will directly provide the integrity of identity aspects of the region, however, the desire to make a visit to the interaction is driven word of mouth.

In an era of convergence, the media contribute to shaping perceptions integrity of the region or city branding. In this study it was found that the interaction that begins with the word of mouth through social media then believed and supported by a virtual advertisement will give audiences desire to make site visits to the cities of ASEAN.

Besides the three channels in the tourism promotion, teens and young adults who often uses the media was also many uses Blogs to obtain information about city tours in ASEAN. Blogs are used to seek information about a product, namely ASEAN tourist attractions, ranging from the name of a place, a place brand, character points to a strategy of using a limited budget in tourist visits.

The study found that youth interest in knowing the ASEAN region are supported by their desire to do excursions in this area. Limitations of the cost is the biggest obstacle for young fans traveling to visit ASEAN countries. This is of course different from the teenagers in the more developed countries such as Europe, America, Australia, Japan and Korea, which is often to travel in school holidays or college when using the savings work partime. Financial constraints are more likely to lead ASEAN youth like travel within the country itself. In addition, information about interesting places for teenagers and young middle-enabled online media is still limited. Information security is still not traveled support parents in providing travel permits to adolescents and youth. Though ASEAN tourism activities according to the results of this study may encourage interest in adolescents and youth in the socio-cultural study of ASEAN and eventually form the similarity of identity as citizens of ASEAN.

Suggestions and Recommendations

The results of this research aimed at ASEAN Secretary by Tourism Department. This is an effort to realize the ASEAN Community as a people-oriented and have a social responsibility to achieve solidarity and unity among the nations and peoples of ASEAN, with the growing similarity of identity and building a caring community and sharing that can improving the lives, livelihoods and welfare of the people in the region.

Through this research, the ASEAN Tourism Department expected to do an attractive and affordable course of adolescence and youth travel ASEAN through promotion in online media, ie Blogs, Social Media and Virtual Advertising. Besides encouraging the desire to search for information can be supported by the word of mouth online, which talks about the sights they have ever visited in social media.

Through the development of an ASEAN identity by using the concept of City Branding is then expected to increase community participation through ASEAN's efforts to instill identity. ASEAN identity is the basis of the interests of the region where a personality, norms, values, beliefs and aspirations together as one ASEAN community, which can be started from the teens and youth awareness of ASEAN. Awareness can be constructed through the media which is very easy to reach by teenagers and youth, by Social Media, Blogs, and Virtual Advertising.

ASEAN Secretary could motivated the ASEAN City Branding perception of teens and young ASEAN by investment of beautiful sights, legendary and safe with teens budged. The ASEAN Secretary able to reach every ASEAN country specially their Tourism Association to share about the ASEAN City Branding programs for teens and young. It will certainly provide value and confidence of adolescents and youth to develop interests ahead of ASEAN region.

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Nomenclature



Melati Tobing has been working as a lecturer since 2003, after graduated from Communication Science Masters Program, University of Indonesia. Since 2009 she has responsibility as the Department Head of Communication Study in Christian University of Indonesia until 2014. Her interest topics are the Effective of New Media and Marketing Communications. She has involved in some professional organizations: Communication Postgraduate Student Association of University of Indonesia (2000-2002), School Communication Indonesia Association (ASPIKOM:2005-2007); Indonesia Communication Scholar Association (ISKI:2002-2005; 2014-now) and Public Relations Society of Indonesia (PR Society: 2013-now).

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