Branding of Batu Bara Historical Beach as an Effort to Develop a Tourist Destination

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KEYWORDS	ABSTRACT
Branding; Historical Beach; Promotion; Identity	This research aims to design an attractive and innovative branding of a beach, the historical beach of Batu Bara is located in Perupuk village, Fifty coastal district, Batu Bara. This historical beach was the first stop and defense of the Japanese army in 1940. However, there are still many people who do not know about the existence of this beach because access to this tourist spot is still quite inadequate, such as poor roads, poor facilities, there is still extortion on this beach, lack of promotional media through social media. For this reason, the purpose of branding Pantai Sejarah Batu Bara is to create an identity, corporate image and awareness of the target audience. Data collection is done through the process of observation and interviews, while the data analysis method used is SWOT analysis and brainstorming and distribution of questionnaires to the public. Effective media in branding this Coal History Beach include handbooks, Instagram feeds, brochures, billboards, merchandise.

Introduction

The Republic of Indonesia is a country that has the potential for very abundant natural resources, biodiversity and historical / cultural heritage (Rizal et al., 2020). The abundance of existing natural resources can increase economic growth when these resources can be managed properly in accordance with what the community is interested in so that the use of these natural resources will not waste time or material due to failure during the era of globalization as it is today, progress in the field of tourism is very rapid (Marlina & Herawan, 2020). Tourism has been recognized as the largest industry in this century, judging from various indicators of its development in the world, in the coming years the role of tourism will increase greatly (Saha et al., 2021). Therefore, much must be done to develop a tourism potential, especially in Indonesia (Kusumawati, 2020). This is also because the tourism sector is very important considering that the tourism sector helps drive the development of a region, especially areas that have enormous tourism potential and bring in considerable foreign exchange for areas that will be visited by local and foreign tourists.

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development in the world, in the coming years the role of tourism will increase greatly. Therefore, much must be done to develop a tourism potential, especially in Indonesia. This is also because the tourism sector is very important considering that the tourism sector helps drive the development of a region, especially areas that have enormous tourism potential and bring in considerable foreign exchange for areas that will be visited by local and foreign tourists (Tapatfeto & Bessie, 2018).

The organization of tourism is a very important tool in the field of regional development in today's regional autonomy, to be able to create jobs, increase and equalize community income and introduce regional cultural arts and regional handicrafts to be marketed to tourists, both local and foreign tourists.

There are several factors that encourage someone to travel, including wanting to see places that have not been visited and want to learn something, wanting to do something that cannot be done at home, for recreation or relaxation, and others. In this factor nature is also very influential such as climate, natural scenery, flora and fauna, and others. In addition, there are also factors that are the creation of local communities such as culture, traditions, customs of the surrounding population, historical objects, historical places, dances, and traditional community ceremonies (Hassan, 2020; Rahmanto, 2020). Therefore, the government must also develop tourism objects as the main attraction for tourists.

Batu Bara as one of the districts in North Sumatra certainly has tourism potential that can attract tourists. One of the interesting attractions to visit is Perupuk Beach or known as Batu Bara Historical Beach which has a beautiful panorama with the Japanese House Icon, history museum, long bridge that leads to the sea, Mangrove Park and children's games.

Tourism development itself is inseparable from the role of the Government and the community in creating a safe atmosphere, maintaining the beauty, cleanliness and sustainability of tourist attractions in the area. Tourism development in an area is certainly done to improve the standard of living of the local community (Lin et al., 2021).

But in fact, tourism development in the Batu Bara Historical Beach tourism area is still not optimal. This is because there are several problems, including limited facilities and infrastructure, not optimal structuring of tourist attractions as a destination, poor management, not optimal tourism promotion and the lack of visitors who come to the coal history beach tour because of not optimal management.

The potential of the Batu Bara Historical Beach tourist attraction still needs to be developed again so that it becomes the most attractive main tourist destination in Batu Bara Regency (Syahbana et al., 2014). Therefore, it is necessary to renovate the development of tourist attractions that are really well prepared accompanied by good handling by the management of the Historical Beach tourist attraction itself and the local community. In addition, the role of the community is also very necessary so that the development of the History beach tourist attraction can be realized very well.

Based on this description, it is necessary to be realized by the local government, in this case the Department of Culture and Tourism, which plays a very important role in developing a tourist attraction (Liu et al., 2020). Strategy as a form of effort made to create and preserve tourist areas, especially Batu Bara Historical Beach, so that they can be more competitive in attracting tourists (Mihardja et al., 2019).

Based on the description above, the authors conducted research with the title "Branding the Batu Bara Historical Beach Area as a Tourism Development Effort in order to increase profit and its image as a beach that has Japanese army relics.

The concept used in the brading of the Batu Bara Historical Beach area is to provide natural beauty in the form of mangrove views with waves and present a view that has a Japanese ethnic nuance such as a row of red Torii (tori gate) to welcome visitors, Japanese-style traditional buildings and kimono clothes rental.

The objective to be achieved in this research is to improve the layout of tourist spots at the Historical Beach tourist location, so as to provide a better experience for visitors. In addition, this research aims to strengthen the tourism potential of Batu Bara Historical Beach through effective visual communication media, so that the attractiveness of tourists to this location increases. With this effort, it is expected that Batu Bara Historical Beach will have a strong and appealing visual identity, making it a more popular and attractive tourist destination.

Research Methods

Data Collection and Analysis

Data collection in this study consists of primary data and secondary data. Primary data was obtained directly from the object of research through field observations and interviews. Field observations were conducted to understand the actual condition of the Historical Beach, including its advantages and disadvantages. Interviews were conducted with Mr. Ali Azizi, one of the administrators of Batu Bara Historical Beach, to obtain more in-depth information related to tourism management at the location. Secondary data involved information from journals, books and related literature used to build a theoretical foundation, support the branding of Pantai Sejarah, and add validity to the research.

The data that has been collected is then analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) (Inrawan et al., 2022; Schmidt & Leitner, 2021; Shinde et al., 2023). Some important points found are the advantages of Sejarah Beach as the only beach in Batu Bara that has natural potential and historical value, while the disadvantages are the road access that has not been optimized and the lack of promotion. The opportunities for this tour lie in the potential of the local economy and the improvement of the tourism sector, while threats include negative perceptions of the community about the condition of the beach.

The branding development strategy of Pantai Sejarah was designed based on a combination of SWOT, such as creating a modern visual identity and intensifying promotion through digital and print media. The creative ideas in this branding design involve the selection of themes, target audiences, and creative strategies to effectively convey the message and tourism value of Pantai Sejarah.

Creative IdeaThe creative idea in designing the branding concept of Batu Bara Historical Beach aims to convey the message and unique value of this destination to the public. The main points developed include thinking methods, themes, target audiences, and creative strategies. The thinking method is used to facilitate the development of data from the previous analysis, resulting in a concept that is effective in attracting attention. The theme, the design focuses on Japanese nuances, with visual icons such as gates and logos that reflect the characteristics of History Beach. The target audience includes the general public, especially men and women aged 15-40 who are interested in tourist destinations, especially in the Batu Bara Regency area and its surroundings.

The creative strategy used adapts the concept of Rimsky K. Judisseno (2019) regarding tourist destination branding, which emphasizes the importance of a clear and attractive brand. The Pull strategy was chosen to attract audience attention through advertising on social media such as Instagram in the form of posts, stories, and promotional videos. In the media concept, the main elements used include logos, sign systems, merchandise, brochures, photo booths, billboards, and social media content.

The visualization of the branding includes initial sketches of the logo, sign system, and gate that depict the visual identity with a Japanese touch, such as the use of water wave elements, sunset, and torii gate. Various logo design alternatives were created with a combination of blue and red colors to reflect the beach atmosphere and Japanese theme, while the sign system and gate designs were also adapted to the visual characteristics of Sejarah Beach to strengthen the brand and unique identity of this destination.

Results and Discussion
Work Description

From the 10 alternative logo designs created, the chosen design is alternative logo design number 4. This logo was chosen because it is considered the most reflective of the beach identity in the message that wants to be conveyed through the visual of the logo.
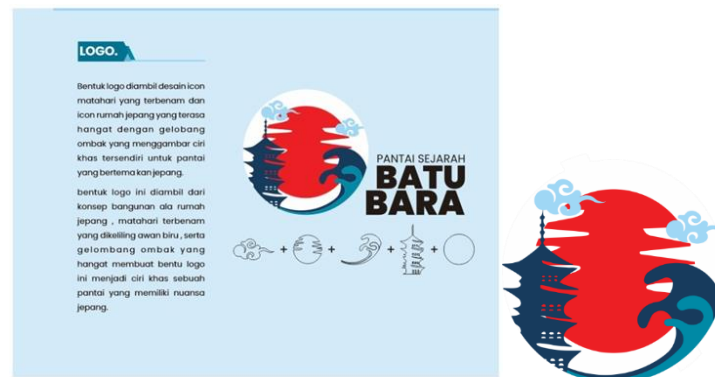
Figure 1. Prosperous Party logo

Source: Yollanda Finky, 2024

The concept of logo shape number 4 is taken from the concept of a Japanese house-style building, a sunset surrounded by blue clouds, and warm waves that make this logo characteristic of a beach that has a Japanese feel.

The branding of the historical beach area itself uses the Golden Ration which is done with calculation and consideration so as to create a good composition and proportion. This is done to maintain the consistency and image of karate, as well as avoiding the use of inappropriate logos.

The configuration of the historical beach logo shape is also made to facilitate the use of the logo in all media, in its application, the logo size varies greatly according to the media. Basically, the applied logo must be easy to see and still read clearly from the distance, therefore a safe limit is made to fulfill this.

The meaning of the use of color in the logo on the Coal History Beach, such as the red color itself is described as enthusiasm, excitement in an effort to preserve historical relics, the red color is also

considered as luck and prosperity so that the Coal History Beach is expected to always progress in the future. While the white color describes the professionalism of the management in processing the coal history beach. The blue color describes the color of sea water which has calmness. The brown color in the logo text depicts prosperity in preserving the Coal History Beach.

Logos can be applied in various types of media needed, but there are rules in the application of the Pantai Sejarah identity so that it looks consistent, here are some examples of logo applications that are wrong or not justified.

a. Resize the logo disproportionately.
b. Added new elements to the logo.
c. Logo must not be distorted
d. Logo must not be overlaid
e. No new patterns can be added.

1. Main Media

The main media of this historical beach area branding is a logo supported by a manual book.

Figure 2. Manual Book

Source: Yollanda Finky, 2024

2. Supporting Media

The visual identity of Pantai Sejarah, including logo, typography, color, and graphic elements, was applied to various supporting media to build brand awareness among the public. These supporting media include entrance tickets, banners to attract attention, billboards placed in Medan city center to introduce the potential of Pantai Sejarah, as well as merchandise such as T-shirts, stickers, mugs, pins, and keychains as souvenirs for visitors. In addition, informative brochures provide details about the destination and tour packages of Pantai Sejarah, while attractive social media content becomes an effective digital promotion tool in increasing brand awareness of Pantai Sejarah Batu Bara.
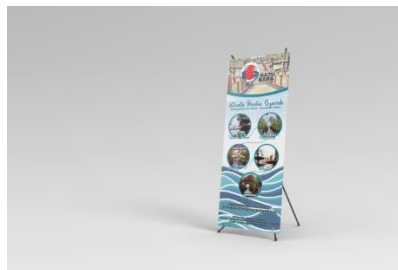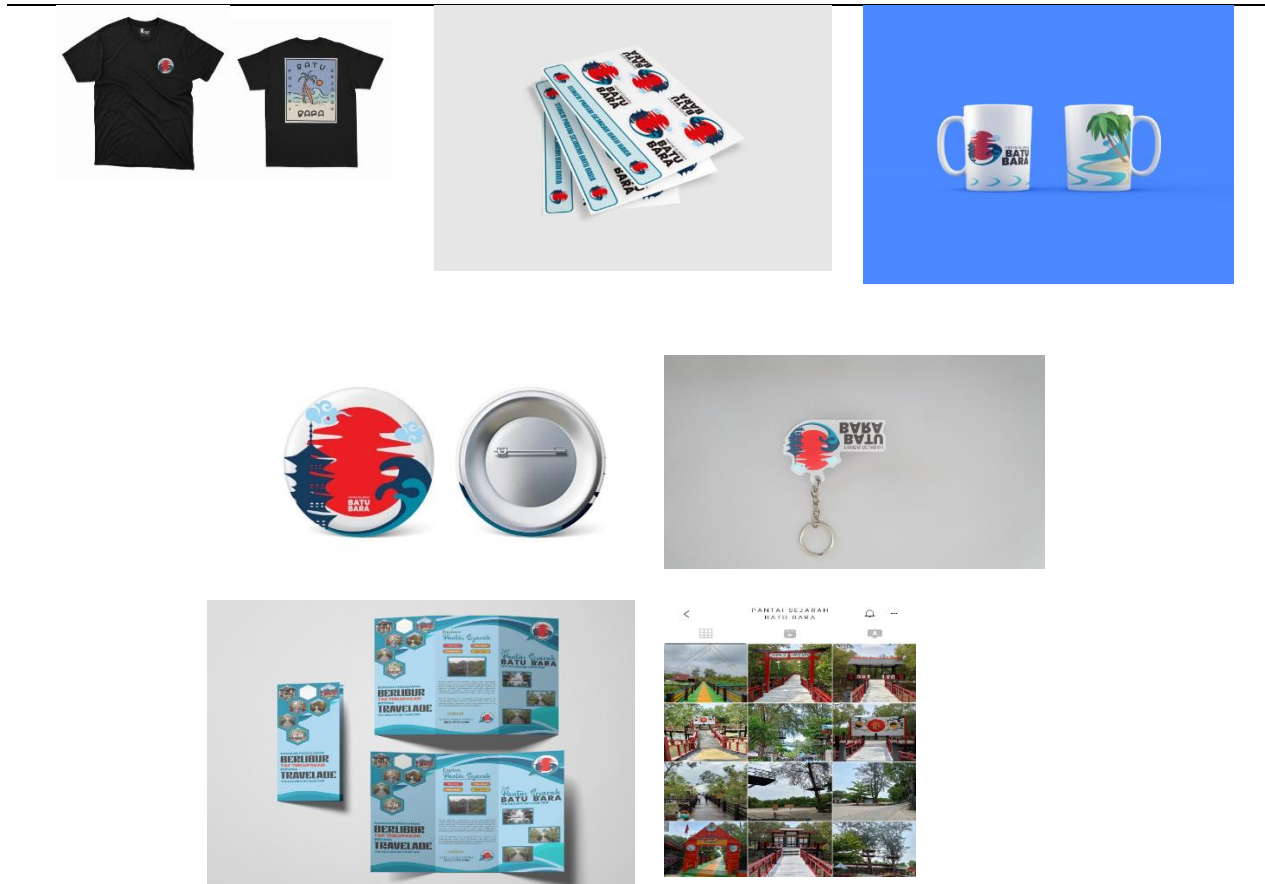
Figure 3. Supporting Media

Source: Yollanda Finky, 2024

3. Poster Design
    The following is the design of the poster designing the Branding of the PantaI History Region.
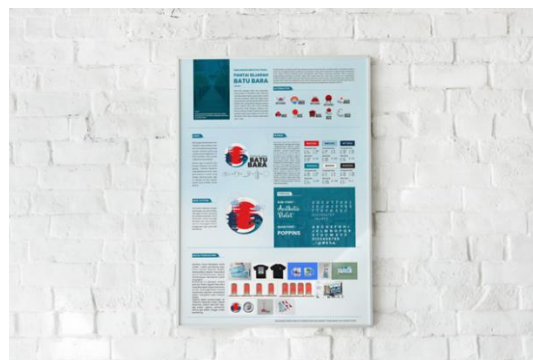

Figure 4. A2 Design Poster

Source: Yollanda Finky, 2024

4. Implementation

The following is the implementation of the Branding of the Coal History Beach Area:

Figure 5. System Implementation Mockup

Source: Yollanda Finky, 2024

Figure 6. System Implementation Mockup

Figure 7. Mockup of the Archway Implementation

Source: Yollanda Finky, 2024

Discussion

The following is a discussion of the results of the questionnaire that the author did as a form of measurement of the work that has been made. The author makes a statistical diagram to measure the results of 62 respondents who have participated in filling out the questionnaire that has been given.

The figure below shows data on the age of respondents who answered the questions, where it was found that the age range between respondents ranged from 14 - 27 years old. 16 years old is the highest answering age with 41.9%.
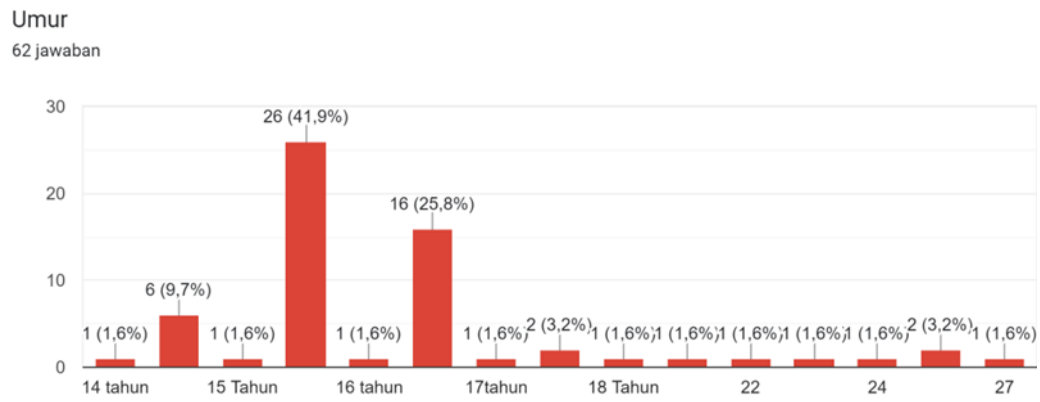
Figure 8. Screenshot of Respondent's Age

Source: Google Form

Below is a description of the gender of the respondents, where male respondents are around 46.8% and female respondents are 3.2%. It was found that respondents who were high school students were more dominant, ranging from 85.2%.
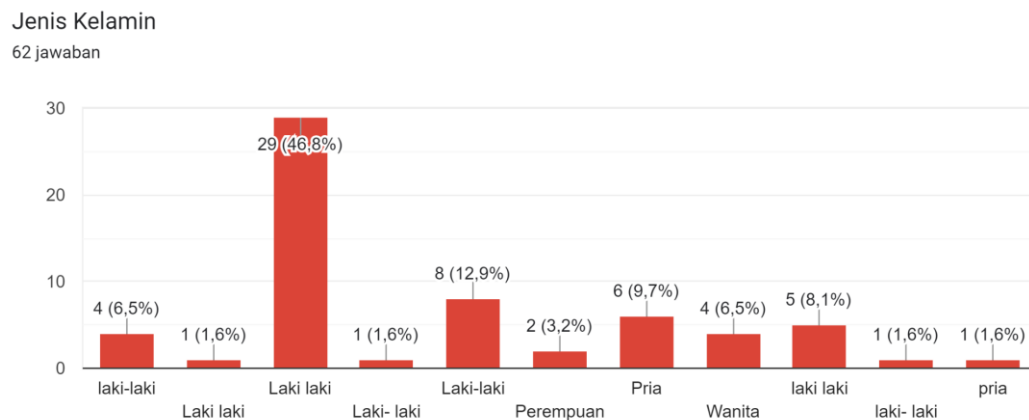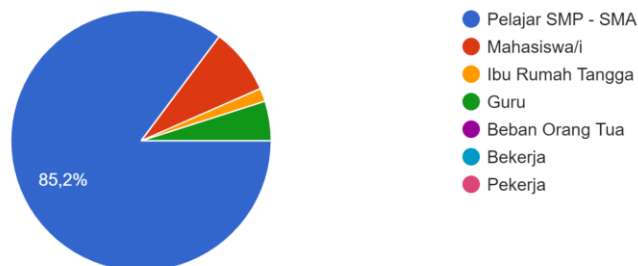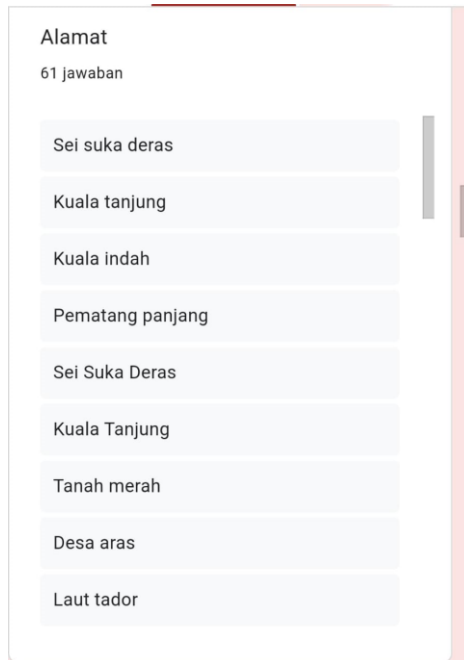

Figure 9. Screenshot of Respondents' Gender & Occupation

Source: Google Form

According to the data obtained from 62 respondents, it was conveyed that the respondents were domiciled in Batu Bara Regency with a presentation of 90.1%. The following is a description of some of the addresses that answered the question.

Figure 10. Respondent Address Screenshot

Source: Google Form

From the following, the percentage of questionnaire respondents to the question "Do you know Batu Bara Historical Beach?" was 96.8% who answered "Yes", and 3.2% who answered "No". As for the question "Have you ever visited Coal History Beach?", the answer "Yes" was 90.3% and "No" was 9.7%. These results prove that many people already know about this History Beach.

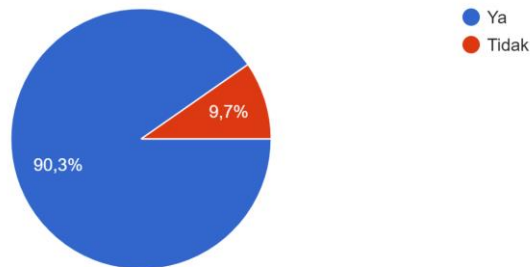Pernahkah anda mengunjungi pantai sejarah ?
62 jawaban

Figure 11. Statistical Diagram of Session 1 Respondents

Source: Google Form

Below is the percentage of questionnaire respondents with the question "Do you think a tourist spot should have a visual identity?" with the answer "Yes" as much as 98.4% and "No" as much as 1.4%. As for the question "Do you think a visual identity can help you remember the location/tourist attractions?" with the answer "Yes" 100%. These results prove that visual identity does need to be done in order to help the target to recognize and remember Pantai Sejarah.

Menurut anda apakah sebuah tempat wisata harus memiliki identitas visual
62 jawaban
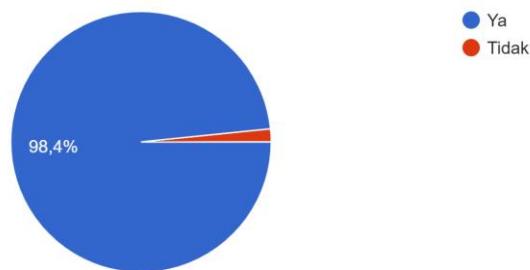
Menurut Anda, apakah suatu identitas visual dapat membantu anda mengingat lokasi/tempat
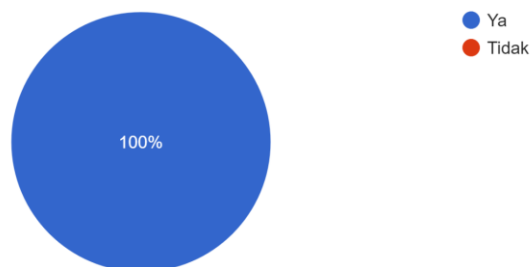62 jawaban

Figure 12. Statistical Diagram of Session 2 Respondents

Source: Google Form

From the picture below, it can be concluded that the respondents gave a score of 10 to 100, where the score of 90 was the highest score with 43.5%, where the respondents agreed to state that the logo, sign system, and gate were suitable to be used as the visual identity of the Historical Beach.
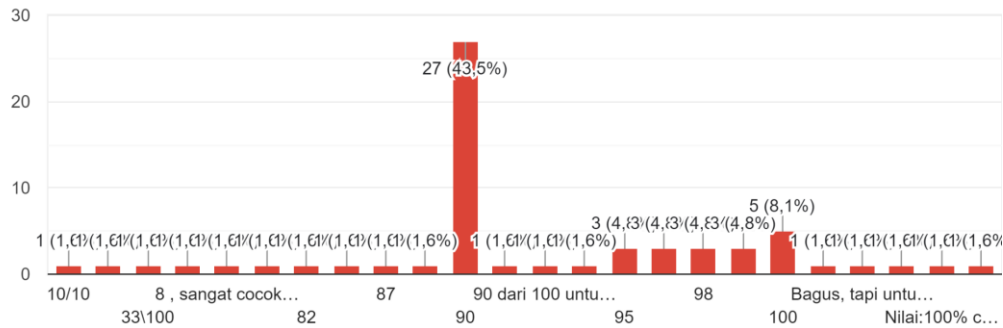

Figure 13. Respondent Score Diagram

Source: Google Form

In the picture below is the percentage of questionnaire respondents with the question "Do you think the visual identity can increase your interest in visiting the Historical Beach?" with the answer "Yes" 91.9% and "No" as much as 8.1%. This shows that the dominant respondents agree that the visual identity created helps them to remember the Historical Beach.
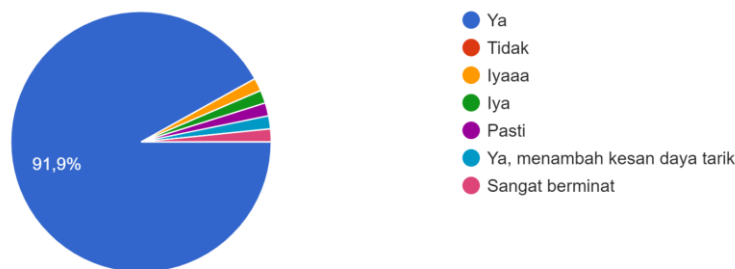

Figure 14. Session 3 Repondent Stratistics Diagram

Source: Google Form

From the picture below is a diagram of 62 respondents to the question "What do you think of the logo?"
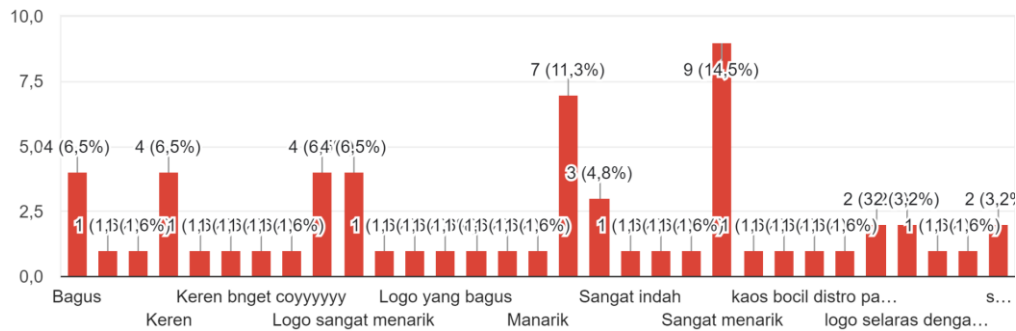
Figure 15. Diagram of Opinions from Respondents

Source: Google Form

The author summarizes some of the answers from the 62 opinions that have been given including responses such as "the logo is in tune with the history beach with your Japanese nuanced icon", from these opinions and the data that has been generated it can be concluded that the logo is very suitable to be applied as a visual identity of History Beach.

The picture below is a description of all respondents by giving the answer "Yes", on this question it can be concluded that respondents agree that the application of visual identity on the media created can make them more enthusiastic about visiting the Historical Beach.

Figure 16. Session 4 Repondent Stratistics Diagram

Source: Google Form

The following is an overview of all respondents who gave the answer "Yes", it can be concluded that all respondents agree that an attractive visual identity can develop the image of a historical beach.

apakah dengan adanya identitas visual yang menarik dapat mengembangkan citra pantai sejarah batu bara
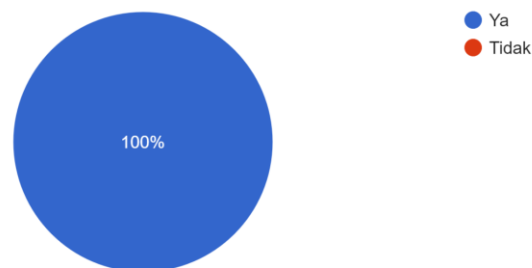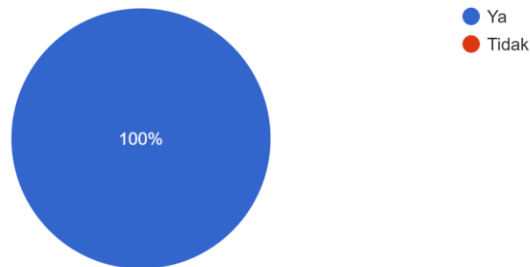
62 jawaban

Figure 17. Session 5 Repondent Stratistics Diagram

Source: Google Form

The following is an overview of all respondents who gave the answer "Yes", it can be concluded that all respondents agree that there is an increase in enthusiasm for visiting historical beaches.

Apakah dengan adanya media yang telah dijabarkan diatas dapat meningkatkan antusias anda untuk mengunjungi pantai sejarah batu bara
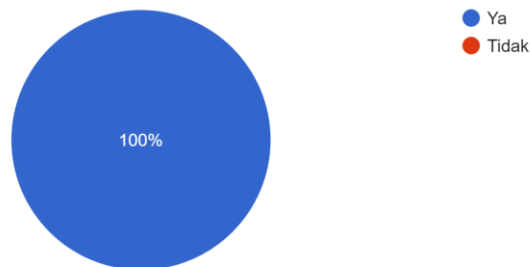
62 jawaban

Figure 18. Session 5 Repondent Stratistics Diagram

Source: Google Form

Conclusion

City branding is an identity attached to an area that aims to promote the area by highlighting its advantages in order to attract tourists to visit. Batu Bara Historical Beach has a role in the past that used to hold a million stories and memories for the surrounding community. In 1942 Japan first landed on the island of Sumatra, then there was a Japanese bunker. Pantai Sejarah needs development in order to become a major tourist destination that is in great demand in Batu Bara Regency, here promotion is needed so that the image of Pantai Sejarah becomes a very phenomenal tourist spot. Branding is one way that can achieve this. The branding of this area is designed with a concept that takes from the nuances of Japan.

Consistency is also maintained in the application of promotional media to maintain the image of Pantai Sejarah. The results of the assessment of Pantai Sejarah are considered to be able to increase the enthusiasm of the people of Batu Bara Regency to come to travel to the Historical Beach.

The suggestions that the author can give to Sejarah Beach and other beaches in Batu Bara Regency, namely after getting a fairly good response from the research that has been conducted where the branding of the Batu Bara Historical Beach area that the author has designed is considered to be able to increase the enthusiasm of the people of Batu Bara Regency to visit Sejarah Beach. So it is good that the design of this City branding can be applied by the management of the History Beach in the future so that the goal of promoting the History Beach to a wider community can be achieved.

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