

Indonesia Tourism Communication Strategy in Event ITB Berlin 2016

Nur Amanah Ilham Atjo^a, Mutia Dewi^b

^aCommunication Science Student at Universitas Islam Indonesia, Yogyakarta, Indonesia, +6282349469956,
amanahilhamatjo@yahoo.com

^bCommunication Science Lecturer at Universitas Islam Indonesia, Yogyakarta, Indonesia, +62817200283,
mutiaawel@gmail.com

Abstract

The development of tourism rapidly made tourism as one sector that importantly to improving the country's economic growth. One of Indonesia's efforts to improving economic growth is by increasing tourist arrivals through Indonesia's participation in ITB Berlin. ITB Berlin is the world's largest tourism market, held in Berlin, Germany. Paradigm and approach is applied in this research is the paradigm of constructivism and the qualitative approach which aims to analyze how tourism communication strategy conducted by Ministry of Tourism Indonesia in event ITB Berlin 2016. ITB Berlin 2016 is the 50th Indonesia's participation. Researcher found that the tourism communication strategy conducted by Ministry of Tourism Indonesia refers to tourism marketing communication where marketing is more focused on the promotion of tourism through advertising in four media through electronic media which is advertising on International television channels, through print media such as ITB Berlin and TTG Daily News, through online media that is on google, Trip Advisor, and www.indonesia.travel, through outdoor media such as banners, advertising on bus and tram in Berlin. In addition, the promotion is also conducted through sales promotion such as free distribution of coffee and drinks for visitors, through personal selling in selling Janur handicrafts and service spa therapist and through Publicity/PR such as the existence of articles about Indonesia in ITB Berlin News day 2 and 3 and hold of press conference and press release. Then brand destination is done by branding brand destination of Indonesia through awareness campaign. Awareness campaign is one of the Indonesia's effort to keep audiences to remember, to feel, and aware of the presence of Indonesia's brand destination in Berlin.

Keywords: ITB Berlin 2016; strategy; tourism communication; marketing; brand destination;

1. Introduction

Nowadays, tourism is becoming one of the major industries that obtain profits on a large scale, tourism also can be regarded as a source of income of a country. In Indonesia, oil and gas are sources of Indonesia's minerals energy, then also there are other resources such as gold, cuprum, and hematite. Indonesia's sea is fat source of the world's largest vegetable growing and Borneo island is one of the world's richest source of oxygen (Bungin, 2015: 111). That riches are created various kinds of tourism in Indonesia. Tourism is often called as passport to development, new kind of sugar, tool for regional development, invisible export, non-polluting industry and etc (Pitana, 2005: 4).

Indonesia tourism is important sector in improving economy in Indonesia. The role of tourism felt increasingly, especially after the role of oil and gas are weaken. As a country that has diversity of cultures and religions, nature and human resources, Indonesia use it as an important aspect of government's effort to increase country's income. The efforts made by tourism development through economic, social, culture and also through environmental field.

Total of foreign tourists arrival to Indonesia in 2010 amounted to 7,002,944 people then in 2011 increased to 7,649,731 people in 2012 amounted to 8,044,462 people in 2013 amounted to 8,802,129 people later in 2014 to 9,435,411 people then in 2015 amounted to 9.58939 million people. (<http://www.kemenpar.go.id/asp/ringkasan.asp?c=110>, access September 20, 2016). The data shows that the increase foreign tourist arrivals greatly accelerate from year to year. Indonesia using country's brand destination as an important thing to do in Indonesia tourism marketing, especially in marketing to foreign tourist. The brand called as *Brand Destinasi Indonesia* (BDI) which was named *Indonesia Ultimate in Diversity* (IuiD) then changed to *Wonderful Indonesia* (WI).

One of Ministry of Tourism Indonesia's efforts in Indonesia tourism marketing to foreign is by participating in the event ITB Berlin (*Internationale Tourismus- Borse Berlin*) that was held for five days on March 9 until 13, 2016 in Berlin, Germany. ITB Berlin is the largest world travel trade attended by more than 10,000 participants who promoting the tourism sector from various countries in the world. ITB Berlin first held was in March 1966 and Indonesia has participated in ITB Berlin since 1966, it's known based on of researcher's interview at the Ministry of Tourism Indonesia. In every year, Indonesia always got achievement in ITB Berlin such as in 2013, Indonesia was selected as *Official Partner Country* in ITB Berlin, then Indonesia entered into *Eight of Best Exhibitor Award* on booth category Asia, Australia and Oceania in ITB Berlin 2014, as a *Fifth Best Exhibitor Award* on booth category Asia, Australia and Oceania in ITB Berlin 2015; and in 2016, Indonesia won as *The Best Exhibitor* on booth category Asia, Australia and Oceania. Therefore, researchers want to know how the tourism communication strategy conducted by Ministry of Tourism Indonesia in its efforts to show, to introduce, and to promote Indonesia tourism in ITB Berlin 2016 which was held on March 9 until 13, 2016 then also how support and resistor factors in tourism communication activities undertaken by Indonesia in ITB Berlin 2016. Tourism needed a strategy in tourism communication activities, so the purpose of communication could run optimally according to activities that have been planned in advance.

2. Method

This research applied paradigm of constructivism and the qualitative approach which aims to analyze how tourism communication strategy conducted by Ministry of Tourism Indonesia in ITB Berlin 2016 with data collection methods by observation, informant interviews, documentation and online data searches. Then data analysis methods are applied by descriptive analytic method which describe situations or events that occur, without seeking or explain the relationship, and without testing the hypothesis, or create a description (Rakhmat, 2001: 24).

3. Results and Discussions

3.1 Analysis of Indonesia Tourism Communication Strategy in Event ITB Berlin 2016

Researchers identified about tourism communication strategy conducted by Indonesia in event ITB Berlin 2016, that tourism communication strategy focused on two fields on communication tourism studies which is on tourism marketing communication and brand destination.

3.1.1 Tourism Marketing Communication

Tourism marketing communication is one of the most powerful ways in marketing technique in order to attract tourists interested to visit the tourism that offered. Tourism marketing requires a lot of aspects that must be used in its own marketing activities. Marketing is not effective if it's only using promotional or sales but all marketing activities should be in synergy with other, in any aspects that the customers buy the product (Bungin, 2015: 54). Tourism marketing communication conducted by Indonesia in event ITB Berlin 2016 is using the concept of the marketing mix. In concept of marketing mix, there are important elements to be noted which are the 4P elements include product, price, place, and promotion then added three important elements namely 3P include people, physical evidence and process. The important elements are combined can be called 7P. Indonesia's participation in event ITB Berlin 2016 implementing tourism marketing activities by using the concept of marketing mix. Elements of marketing mix conducted by Indonesia in tourism marketing in ITB Berlin 2016 such as:

- Product;
- Price;
- Promotion;
- People;
- Physical Evidence.

First element used by Indonesia in tourism marketing in ITB Berlin 2016 is product, where the product what is meant is goods and services and can grab with the values. Products are Indonesia's marketed in ITB Berlin 2016 are tourism products, targeted at foreign tourists. Indonesia tourism products that offered are divided into three categories which are *nature*, *culture* and *man made*. The *nature* of Indonesia's products in ITB Berlin 2016 are *Marine Tourism* such as Raja Ampat, Bunaken and Wakatobi, *Eco Tourism* such as National Parks, Nature Reserves, Mangrove Forest and Rice Fields, and *Adventure Tourism* such as Surfing, and Komodo Island. Then on the *culture* of Indonesia's products in ITB Berlin 2016 are *Heritage-Pilgrim Tourism* such as Borobudur Temple, History Tourism in Bali, *Culinary-Shopping Tourism* such as Traditional Food called Tumpeng, Indonesia's Coffee and also Malioboro Tourism in Yogyakarta, *Cities-Village Tourism* such as Old City Tourism in Jakarta and Village Tourism in Toraja. Then man made of Indonesia's products in ITB Berlin 2016 are *MICE & Events* such as hotels which available with ballroom meeting, *Sport Tourism* such as banana boat, and then *Integrated Resort* such as availability of villa and resort and also spa services. These tourism products are marketed in ITB Berlin 2016 and it is contain to the elements of the goods, services and value.

The second tourism marketing element used by Indonesia in ITB Berlin is price. Attributes of price include the level of price, the policy discounts, credit terms and payment methods. In ITB Berlin 2016, Indonesia tourism industry which offer products of their tourism to the visitors who were on Indonesia's booth include the availability of prices for holiday packages to Indonesia provided by the tour operator then ticket to Indonesia, which has been determined by the travel agent, also contained diversity of tourism products Indonesia such as marine tourism, eco tourism, adventure tourism, heritage-pilgrim tourism, culinary-shopping tourism, cities-village tourism, sport tourism, integrated resort, also MICE & events which have been priced respectively.

Third tourism marketing element used by Indonesia in ITB Berlin 2016 is promotion. In the promotion activities, the purpose of communication from marketing activities can be achieve. These promotions are fused of some of the basic instruments which called *Promotion Mix*. Indonesia used some of the instruments of promotion mix such as *Advertising*, *Sales Promotion*, *Personal Selling* and *Publicity/PR*. Advertising is a mass communication processes that involve certain sponsors which are the advertisers, who pay for the services of a mass media on other advertising broadcasting (Suhandang, 2010: 13). In ITB Berlin 2016, Indonesia promotion the tourism products using advertising instruments. Advertising are using multiple media such as electronic media where electronic media is media that uses electronic technology to convey a message or information to the public. Indonesia in advertise tourism products in ITB Berlin 2016 using electronic media on International television channels such as CNN International, BBC World News, Fox International Channel, CNBC, Channel News Asia, Aljazeera, National Geographic Channel, Discovery Channel, TLC Taiwan, CCTV (China Central Television) , TV3, 8 Media Corp, 5, U, MBN Korea, MBC Korea, 9, History, Bloomberg Television, AXN, Starworld, TV Asahi, TBS, LFP. Besides to giving the information to public, the purpose of the advertisement through television channels is to persuade the audience and give the impression to audiences of Indonesia tourism products advertised that they are interested in Indonesia tourism products which offer in ITB Berlin 2016.

Indonesia also advertise the tourism products with printed media such as ITB Berlin News and TTG Daily. Printed media is the medium used to convey a message or information to the public in printed form such as magazines, newspapers, banners and pamphlets. ITB Berlin News is a print media issued by the ITB Berlin to provide information relating to the activities of ITB Berlin then TTG Daily is a leading print media that publish and organize tourism event attended by Asia Pacific region countries. Indonesia tourism advert appear at the ITB Berlin News of the display color-page advertisement placed on a magazine cover in advance consecutively for three days from ITB Berlin News day 1, 2 and 3. The advert on the cover in the face of this magazine display the tourism product Indonesia offered in ITB Berlin 2016. Indonesia tourism advert on TTG Daily day 1 and 2 are on the seventh page as the advert format is a color page that also featured some Indonesia tourism products offered in ITB Berlin 2016. Then in TTG Daily day 3, Indonesia's advert started to spread on the cover and TTG Daily front-page day 3 such one color on the cover page in advance, then one color page and double-page spreads in the rear cover. Besides electronic media and print media, Indonesia advertise the tourism products with outdoor media. Outdoor media is media that displayed outside the room with a large size that usually

showed such as roadside, on the bus body, and also fences that allow advertising. Outdoor media are also divided into several types such as banners, posters, and banners. In ITB Berlin 2016, Indonesia also advertise tourism products using outdoor media space are banners on the bus body, tram and pedicab body which is typical Indonesian vehicle provided in ITB Berlin 2016 venue. The last media which used Indonesia to advertise the tourism product through online media. Online media is a media to delivery messages or information that can be accessed by internet. Indonesia tourism promotion in ITB Berlin also done through online media such as advertising through Google where on search field with the keyword "Indonesia Tourism" will appear outcomes related to Indonesian tourism, especially tourism products which are offered in ITB Berlin 2016 and also on the Google Display Networks. Google Display Networks is a collection of websites that are provided google to convey a message or information to advertisers. In addition, Indonesia also advertise tourism on Trip Advisor. Trip Advisor is the world travel site that helps travelers maximize the potential of every trip. Indonesia advertise the tourism products through trip Advisor by offering 17,000 tourism products in Indonesia, including hotels, airlines agents and restaurants, most of the products offered on Trip Advisor is the product offered in ITB Berlin 2016. Besides cooperation with other online media, Indonesia also using owned tourism website through www.indonesia.travel. On Indonesia's tourism website, there are a lot of information about Indonesia tourism, especially about tourism products offered in ITB Berlin 2016.

Shimp (2010: 188) generally explained that advertising known as implementer variety of communication functions that important for business corporate and other organizations there are as informing (giving the information), persuading, reminding, adding value and assisting other efforts. Indonesia's advert in ITB Berlin 2016 its implemented various functions of communication such as informing (giving the information) where the ads providing information about brand/ Indonesia's brand destination are present in Berlin and its participation in ITB Berlin 2016, then the audiences aware of Indonesia's brand destination present through advert and also persuading function where the ads are able to persuade and influence the audiences to trying Indonesia tourism product such as goods and services, it can be measured by the total of visitors who are in Indonesia booth as long as ITB Berlin held. The third function is reminding, which aims to remain Indonesia's brand destination is still fresh in the mind of audiences as long as ITB Berlin held. Next function is adding value, where the advert are influence the audiences perception and adding the values that Indonesia is Wonderful. The last function is assisting, where the advert are accompanied Ministry of Tourism Indonesia's efforts to reach "Best Exhibitor Award" in ITB Berlin 2016.

Besides advertising that Indonesia applied on promotional mix elements, Indonesia also applied sales promotion. Sales promotion generally divided into two parts, namely sales promotion oriented to consumers and sales promotion oriented to trade (Morissan, 2010: 25). In ITB Berlin 2016, indonesia applied sales promotion oriented to consumers activities through shared Indonesia's typical coffee and mixologist drink free for visitors. Then the next element is personal selling. Personal selling is a direct communication between a seller and it's consumers candidate (Morissan, 2010: 34). Personal selling applied in ITB Berlin 2016 is on activities of leaf craft show where visitors can see how the coconut matting made into an art, and then proceeds coconut matting sold to visitors in Indonesia's booth at ITB Berlin 2016. Then another personal selling activities applied in ITB Berlin 2016 is direct sales of services tourism product on Indonesia therapists spa services.

The last promotion mix element that Indonesia applied in ITB Berlin 2016 publicity/PR. Publicity is organization or people's efforts which aims to that its activities reported in mass media (Morissan, 2010: 29). In ITB Berlin 2016, Indonesia also used publicity instrument through the articles on ITB Berlin day 2 dan day 3. On ITB Berlin News day 2, Indonesia appeared in the front page with the headline news "*Dealing with Geopolitical Evolution: ITB Berlin 2016 confirm Asia as centre of interest for the entire tourism industry*" where showed the picture of Indonesia's Minister of Tourism, named AriefYahya on that article. Then on ITB Berlin news day 3, article of Indonesia appeared in page 6 with the title "*Pre-Launch of VisitASEAN@50 Golden Celebration at ITB Berlin*" where Indonesia's Minister of Tourism delivered his speech as ASEAN representative. And also on pages 16 and 17 there is article of Indonesia with the title "*Indonesia... More Wonderful Than Ever*" this article is a result of exclusive interview by ITB Berlin committee. Then the activities that PR done besides publicity are organized and managed press conference of Indonesia's participation in ITB Berlin 2016. Press conference was attended by 79 Germany's local media which aims to giving the information about Indonesia's participation in ITB Berlin 2016 to audiences and also established good relationships with local journalists in German. Besides responsible in organized press conference, PR is also responsible in writing press release that will be distribute to public through media, both print and online media.

Fourth tourism marketing element used by Indonesia in ITB Berlin 2016 is people. Researchers identified that people element in tourism marketing in ITB Berlin 2016 is in the services provided for visitors in Indonesia booth, they served with smile and friendly, then there is also tourist information service, a service information about Indonesia tourism exclusively provided for visitors. The capabilities of human resource of tourism information service are facilitate visitors where for German local visitors and visitors from outside German got the information about Indonesia tourism used German language and also English language. Besides tourist information service, researchers identified that another people element in tourism marketing which showed artwork by the artists such as silhouette arts, coconut matting, then traditional dance and also malang flower carnival.

The last tourism marketing element used by Indonesia in ITB Berlin 2016 is physical evidence, these elements associated with Indonesia pavilion displayed in ITB Berlin 2016 where this pavilion showed traditional boat Phinisi reflecting the identity of Indonesia as a maritime country. Traditional boat phinisi is a traditional boat Bugis, Makassar who had sailed to the ends of the world. Besides phinisi, Indonesia pavilion decorated with a view of Borobudur temple that reflects the identity the culture of Indonesia. Then regarding comfort and cleanliness, in Indonesia pavilion uses raw materials that are environmentally friendly, so the raw material that has been used can be reused, recycled and also reduce pollution. Then Indonesia provides a virtual technology that can attract attention of tourists at Indonesia Booth in ITB Berlin 2016 that is OVR (Oculus Virtual Reality). Oculus virtual reality is the result of the development of virtual technology enjoyed by paired device on the eyes to enjoy something showed on the device which are pictures and videos with the beauty of Indonesia tourism.

3.1. 2 Brand Destination

Destination brand aims to introduce destination products to promote and sell in tourism market. A country must have brand destination or tourism brand either logo, or tagline which is using as a destination identity. Indonesia has a country's brand destination called "Wonderful Indonesia". In ITB Berlin 2016, Indonesia implemented a hierarchy of brand communication that are positioning, personality and preposition in Indonesia's brand destination by conducted awareness campaign. Awareness campaign as a part of brand awareness is one of the effort to keep audiences to remember, to feel and to aware of the presence of Indonesia's brand destination called "Wonderful Indonesia". David Aaker in Kartajaya (2010: 64) defines brand awareness as a potential consumer's ability to recognize and remember that a brand included into certain product categories.

Brand awareness and brand destination related to one another in tourism promotion activities. Where brand awareness is one of the purpose of communication campaign. Awareness campaign was conducted by Indonesia through advertising in ITB Berlin 2016. The point is Indonesia conducted awareness campaign in county's brand destination Indonesia using the instrument of advertising that has researchers discussed on the promotion of tourism in marketing communications. Communicate the brand through advertising is a way to make consumers aware of the brand that appear around them, then explain to them about the benefits of the brand, as well as facilitating the creation of a positive brand image. Therefore, branding brand destination through awareness campaign conducted by Indonesia in ITB Berlin 2016 has a close relationship with its advertising activities that have the same goal of making the consumers or audiences aware of existence of Indonesia's brand destination and they are interested in products tourism offered in ITB Berlin 2016 then they are keen to visit Indonesia.

3.2 SWOT Analysis

From the results of analysis, researchers identified SWOT (Strengths, Weakness, Opportunities and Threats) in communication tourism activities conducted by Indonesia in ITB Berlin 2016 as follows:

3.2.1 Strengths

These strengths such as the courage and concistence Ministry of Tourism Indonesia in promoting Indonesia tourism on a large scale, especially to foreign. This is evidenced by strongly "Wonderful Indonesia" branding in foreign countries during the last two years. Then the second is Ministry of Tourism

Indonesia not just introduce Indonesia travel in attracting tourists to visit Indonesia, but also introduce Indonesian culture such as dance and also the creativity of Indonesian people such as artwork, this refers to the main message of the Indonesia's brand destinations, Indonesian tourism products are divided into three categories: nature, culture and also man made. Besides that, Ministry of Tourism Indonesia has always followed the development of technology. The development of technology can help Indonesia to introduce and promote Indonesia tourism products, especially to foreign countries, this is evidenced by using Virtual Reality (VR) technology in ITB Berlin 2016 as part of visual communication tourism. Booth Indonesia also seized attention of many visitors in ITB Berlin 2016, this is due to environmental friendliness applied in Indonesia booth where the pavilion looks spacious and gives the impression of welcome then the materials used in booth Indonesia using recycled material after used, they can be using again. Then Indonesia's booth are clean, there are plants all around, cultural and artistic performances to attract visitor's attention. These made Indonesia awarded "The Best Exhibitor" category of Asia, Australia and Oceania. Then Indonesia's participation in ITB Berlin every year also increased the revenue of the State. Proven in Indonesia foreign exchange earnings derived from ITB Berlin 2016 increased by approximately 54% from 2015. The revenue calculated based on the results of questionnaires were distributed to participants in Indonesia's booth at ITB Berlin 2016.

3.2.2 Weakness

Ministry of Tourism Indonesia on its participation in ITB Berlin, didn't do the communication strategy research. They are just based on communication strategy determined by the minister of tourism Indonesia who served at the time, they have their respective strategies for Indonesia's participation in any tourism exhibition including participation in ITB Berlin 2016. Researchers identified another weakness which is most of 7P applied in Indonesia tourism marketing they are: product, price, promotion, people and physical evidence. But, in tourism marketing, Indonesia more focused on promotion element. Then the last weakness is Indonesia's press release about its participating in ITB Berlin 2016 didn't publicated at Ministry of Tourism Indonesia's website which is www.kemenpar.go.id even though press release from previous year is published at Ministry of Tourism Indonesia's website, Indonesia's press release about ITB Berlin 2016 only published in several printed media.

3.2.3 Opportunities

Researchers found the opportunities such as elaboration of cooperation with online media in tourism marketing communication activities are able to reach the tourists, especially foreign tourists such as cooperation with traveloka, skyscanner, pegipegi, valadoo and also another sites for product offered like hotels, flight and travel tours at ITB Berlin. Then Ministry of Tourism Indonesia can expand more cooperation with local governments and local communities in develop and manage tourism in areas that have a strong tourism potential but still not managed properly. Besides expanding cooperation with the Regional Government, Ministry of Tourism Indonesia could expand cooperation with other countries that rely on tourism as an important sector to building and improving country's economic growth.

3.2.4 Threats

ITB Berlin is the world's largest tourism exhibition, followed by all countries in the world. One thing that might be Indonesia's threat in tourism communications strategy is travel business competition among developed countries that rely on tourism marketing through use of technology where the development of technology in developed countries is very fast compared to developing countries, especially Indonesia. Then in creating awareness to audiences on a brand destination, there should be an ongoing promotion. Indonesia's promotions tourism product via public transport in Berlin are tram are mounted on tram's body for two months. That things could be a threat, public awareness about the presence of Indonesia's brand destination in Berlin only last for two months. Therefore it is necessary to extend the promotion, didn't have to promotion only through outdoor media which is public transport but could be phased through other media such as electronic media and local printed media in Berlin.

4. Conclusion

Researchers concluded that Indonesia tourism communication strategy in ITB Berlin 2016 refers to marketing communication and brand destination. Where tourism marketing communication focused on promotion of Indonesia tourism then focuses on branding Indonesia's brand destination "Wonderful Indonesia". Related to Indonesia tourism communication strategy in ITB Berlin 2016, marketing focused on tourism promotion, Indonesia did some ways to promote tourism products through Advertising such as ads in four media. Through electronic media, Indonesia advert on International television channels, through printed media such as ITB Berlin News and TTG Daily News, through online media there are on google, Trip Advisor, and www.indonesia.travel, through outdoor media such as banner and on public transport in Berlin which are bus and tram. Not only through advertising, Indonesia also conducts tourism promotion through sales promotion such as free distribution of coffee and drink mixologist to visitors, through personal selling is the sale of handicrafts woven coconut and service spa therapists and also through Publicity / PR with the articles of Indonesia at ITB Berlin News day 2 and 3 and aslopress conferences and press releases. Then associated with brand destination, branding with Indonesia's brand destination in ITB Berlin 2016 through awareness campaigns. Branding brand destination through Awareness campaign is one effort to keep the audience to remember, to feel, and to aware of the presence of Indonesia's brand destination in ITB Berlin 2016.

Besides that, researchers found several factors supported and inhibited of tourism communication activities conducted by Ministry of Tourism Indonesia. Supporting factors such as the strength of branding Wonderful Indonesia abroad over the past two years because the promotion is done on a large scale, then Ministry of Tourism Indonesia is not just introduce travel in introducing Indonesia to tourists but also introduce the culture of Indonesia such as traditional dance and artwork and Indonesia also follow the development of technology to introducing Indonesia tourism is by used Virtual Reality technology in ITB Berlin 2016, the last supporting factor is Indonesia's booth looks greener and gives impression of welcome to visitors. However, there are some inhibiting factors, such as Ministry of Tourism Indonesia on its participation in ITB Berlin, didn't do communication strategy research. They are just based on communication strategy determined by the minister of tourism Indonesia who served at the time, they have their respective strategies for Indonesia's participation in any tourism exhibition including participation in ITB Berlin 2016. Researchers identified another weakness which is most of 7P applied in Indonesia tourism marketing they are: product, price, promotion, people and physical evidence. But, in tourism marketing, Indonesia more focused on promotion element. Then the last weakness is Indonesia's press release about its participating in ITB Berlin 2016 didn't publicated at Ministry of Tourism Indonesia's website which is www.kemenpar.go.id even though press release from previous year is published at Ministry of Tourism Indonesia's website, Indonesia's press release about ITB Berlin 2016 only published in several printed media.

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