Branding tourism and collaborative governance: A case study from Nglanggeran village

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Abstract Nglanggeran Village has been recognised as a smart tourism destination and earned the "Best Tourism Village" title from the World Tourism Organisation (UNWTO). This study delves into the analysis of collaborative governance within Nglanggeran Village, which has earned this esteemed recognition and explores tourism branding development through cross-sector efforts. Employing a qualitative research method with a case study approach focused on Nglanggeran Village, this research draws data from multiple sources, including mass media (10 sources related to the tourism branding of Nglanggeran Village) and the village's Twitter account. Data analysis is conducted using Computer-Assisted Data Analysis Software (CAQDS). The study applies branding theory, considering the following indicators: Product, Price, Place, and Promotion. The findings reveal that Nglanggeran Tourism Village's collaborative governance efforts have been fostered by the Tourism Awareness Group (Pokdarwis), which has forged partnerships with the Regional Government of Gunungkidul Regency, Special Region of Yogyakarta, and the Ministry of Tourism and Creative Economy. These collaborations involve mentoring and training to enhance tourism governance, focusing on aspects of natural, cultural, and educational tourism. Regarding tourism branding, mass media is pivotal in disseminating information about key tourism offerings, location coverage, and facilitating online ticket purchases. Furthermore, the @GunungApiPurba social media account collaborates with government entities to promote natural tourism, lodging packages, and various local food products, positioning itself as the central hub for branding while providing valuable information on access to the destination.

Keywords: collaborative governance; mass media; social media; village tourism

INTRODUCTION
Collaborative governance in tourism refers to a community-based approach to managing tourist destinations (Keyim, 2018). Tourism is utilised as a promotional tool because it offers opportunities to positively impact the quality of life of the local community (Mulyani et al., 2021). In collaborative governance, a comprehensive understanding exists of involving the local community and collaborating with various stakeholders (Bichler & Lösch, 2019).

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The United Nations World Tourism Organisation (UNWTO) also defines tourism governance as the ability to collaborate in enhancing tourism information, opportunities, and sustainable industry analysis (Siakwah et al., 2020) (Budziewicz-Guźlecka & Drożdż, 2022; Setiadi et al., 2021). Therefore, transparent actions and communication between stakeholders are essential to implement agreed-upon policies and develop effective solutions to tackle challenges in the tourism sector (Roxas et al., 2020).

The concept of smart tourism is positioned as a comprehensive marketing approach within the tourism industry (Huertas et al., 2021). One notable aspect is using electronic services connected to smart devices such as mobile phones or computers (Baggio et al., 2020). Pradhan (2018) defines smart tourism as using intelligent devices that assist tourists in accessing information, managing expenses, and planning itineraries efficiently. These smart devices enable visitors and residents to engage with service providers and access tourist information interactively (Vecchio et al., 2018).

Shepherd & Laven (2020) emphasised in their study that tourism branding plays a pivotal role in promoting smart tourism and enhancing the development of the tourism sector. Its primary function is to serve as the driving force behind attracting potential visitors to the destination, a concept supported by Van & Hieu (2020) and Chan & Marafa (2018). In line with this perspective, Bouchon & Rauscher (2019) further underscored that tourism branding is central in shaping public perception, as implemented by tourism managers. The sustainability of the tourism branding process also significantly influences competitiveness and opportunities for sustainable tourism development, as argued by Mahsun & Jumali (Mahsun & Jumali, 2019; Redjeki et al., 2018).

Technological advancements in the tourism industry bring about substantial changes, enabling tourism stakeholders to manage operations, create new markets, and develop competitive strategies (Shafiee et al., 2019). Consequently, tourism involves a smart tools experience component in exchanging tourism resources, the tourism experience, and stakeholders within the digitised ecosystem, as articulated by (Sorokina et al., 2022). To facilitate this, the availability of tourist information services is essential to cater to public consumption.

Notably, Nglanggeran Village has achieved remarkable success in implementing smart tourism and has earned recognition as the best tourism village by the World Tourism Organisation (UNWTO) (Jatmika, 2021). Wiweka (2021) attributed Nglanggeran Village's status as the best tourist village to its significant contribution to the economic empowerment of the local community. Additionally, the local community plays a dual role as tourism development contributors and advocates for conservation-based tourism (Manaf et al., 2018).

In pursuing tourism development, Nglanggeran Village employs Information and Communication Technology (ICT), as Rizal & Maulini (2020) outlined. This process involves three phases: recognising the potential, managing Human Resources (HR), establishing networks, and crafting digital identities while collaborating with various stakeholders. The result of these efforts is the transformation of Nglanggeran Tourism Village into a globally recognised sustainable destination, achieving the status of "100 Global Green Destinations" (Aulia, 2022).

Branding is crucial for promoting and introducing tourism destinations, an idea supported by Basbeth et al. (2018) and Hanna et al. (2021). Effective branding of tourist destinations can create a positive image and influence travellers' preferences, a notion that George (2017) underscored. Ruiz-Real (2020) identified two key elements that impact tourism branding: the attractiveness and competitiveness of the destination, encompassing its ability to offer appealing features to visitors, and the destination's flexibility in providing an engaging experience for tourists.

Furthermore, the application and development of tourism branding through mass media and social media platforms have contributed to shaping a positive image and persuading consumers, as documented by Wibowo and Prasetyo (2019), Sekarlangit & Devi (2020), and Qomaro, 2019). Consequently, the evolution of tourism branding necessitates the development of a creative economy, with implications for the well-being of the tourism management community (Putra et al., 2019).

This study aims to investigate the branding of tourism and collaborative governance in Nglanggeran Village, a noteworthy destination that has earned recognition as the best independent village by UNWTO. The significance of this research lies in its contribution to the enhancement of tourism strategies, with a particular focus on the pivotal role played by mass media and digital platforms in facilitating tourist engagement. Empirical studies have already highlighted the importance of branding and collaboration in tourism. However, this study seeks to build upon previous research.

The prevailing approach in prior studies has predominantly centred on branding for tourism managers to disseminate information. The research gap that this study addresses pertains to the utilisation of branding platforms in the digital tourism landscape, specifically focusing on two major media channels: mass media and Twitter as a social media platform. Consequently, the implications of this study will shed light on the digitalisation landscape of tourism branding in Indonesia from the perspective of these two significant media platforms. To assess the effectiveness of branding efforts, this study employs Neil H. Borden's branding concept, which includes the elements of Product, Price, Place, and Promotion, as outlined (Wiryawan, 2008).

METHODOLOGY

This research employs a qualitative research methodology with a descriptive approach. The data sources consist of secondary data, including 1) Mass media and social media data obtained from the @GunungApiPurba account (to investigate Nglanggeran Village's tourism branding) and 2) Nglanggeran tourism management website and relevant articles (to explore the collaborative governance of Nglanggeran Village).

Data analysis was conducted using Nvivo 12plus, focusing on the visualisation of crosstab analysis. The data processing involves capturing data from mass media, social media, and websites using Ncapture. Subsequently, the data is coded using research indicators, specifically the branding concept according to Neil H. Borden, which includes product, price, place, and promotion (Wiryawan, 2008). Finally, the findings are visualised through the use of crosstab analysis graphs. The Table 1 provides a list of sources for mass media data analysis.

Table 1. Data Source

Mass Media	Link
Ministry of Tourism and Creative Economy	JADESTA - Tourism Village Network (kemenparekraf.go.id)
VOA News	Indonesia - VOA Indonesia | US News, World, Indonesia, Indonesian Diaspora in the US
Gunung Api Purba	GunungApiPurba.com : Information Site of Ancient Volcano Ecotourism Area, Nglanggeran Tourism Village, Patuk, Gunungkidul, D I Yogyakarta
Detik.com	https://www.detik.com/tag/desa-nglanggeran
Portal DIY	Official Portal - Local Government of Yogyakarta Special Region (jogjaprov.go.id)
IDN Times	https://www.idntimes.com/travel/destination/dhiya-azzahra/potret-desa-nglanggeran-yogyakarta
CNN	Get to know Nglanggeran Village, Winner of the World's Best Tourism Village (cnnindonesia.com)
Kompas.com	https://travel.kompas.com/read/2021/09/04/085621327/desa-nglanggeran-wisata-lengkap-dari-gunung-api-purba-sampai-air-terjun Entrance Ticket Price in Nglanggeran and How to Get There Page all - Kompas.com
Tribune News	Nglanggeran Tourism Village - TribunnewsWiki.com
Indonesia Travel	Fun vacation ideas in Nglanggeran Tourism Village, Gunungkidul - Indonesia Travel

Source: Processed by the author (2022)

RESULTS AND DISCUSSION
Nglanggeran Village Tourism

Nglanggeran Village stands out as a unique and appealing tourist destination, capturing the attention and recognition of UNWTO, which bestowed it with the prestigious title of "Best Tourism Village in 2021" (Ciputra, 2022). The inception of tourism development in this village dates back to 2006/2007, when the Tourism Village Management Agency was established to facilitate coordination among various

stakeholders in the tourism sector. One of the strategies employed was to kickstart promotional efforts in collaboration with the Culture and Tourism Office of Gunungkidul Regency through the FAM tour program.

Regarding its management, Nglanggeran Tourism Village has made significant strides in developing the tourism industry and securing financing, involving the Village-Owned Enterprises (BUMDes) and private entities through Corporate Social Responsibility (CSR) initiatives. This synergy and collaboration between BUMDes and other stakeholders have led to improvements in ecotourism infrastructure, the development of tourism village products, and the overall management of the tourism village.

Furthermore, in marketing tourism villages, Nglanggeran Village has harnessed the power of various information media channels, including print media, social media, and electronic media. By disseminating articles through these media outlets, information regarding tourist attractions and local products becomes accessible to the wider public (Masterplandesa, 2020).

Collaborative Governance

The institutional process within Nglanggeran tourism village has actively embraced a bottom-up approach to tourism development. This approach hinges on the cooperation of diverse stakeholders, including the local community, governmental entities, and private organisations, all working together to advance the development of the tourism village. The crux of success in governing and fostering these tourist villages lies in establishing partnership networks and cross-sector collaborations (Florini & Pauli, 2018). Nglanggeran Tourism Village has also succeeded in attracting stakeholders and fostering cooperative partnerships through Corporate Social Responsibility (CSR) initiatives.

In this research, the author will elucidate the collaborative governance model employed by Nglanggeran Tourism Village to drive tourism development through promotional media (Manaf et al., 2018). This model is presented in the table 2.

The Tourism Awareness Group (Pokdarwis) is a community institution comprised of individuals involved in tourism and plays a crucial role in driving tourism growth. Pokdarwis consists of 99 members who collaborate to conceptualise the development of the Ancient Volcano Ecotourism and Nglanggeran Tourism Village. In establishing a tourism council, Pokdarwis actively cooperates with governmental, private, and local community stakeholders (Rofiw, 2021).

The community members affiliated with Pokdarwis have collectively established eight partnerships to manage Nglanggeran Tourism Village (Wahyuni, 2018). These collaborations encompass various aspects of village management: 1) Culinary tourism, overseen by PPK in conjunction with Pokdarwis, involves the supervision of several culinary establishments in Nglanggeran Tourism; 2) Provision of 80 homestay units for public lodging; 3) Management of farmer groups,

comprising traditional craftsmen divided into Nglanggeran Wetan Hamlet, Nglanggeran Kulon Hamlet, and Gunungbatak; 4) Oversight of merchant groups involved in the ecotourism of Ancient Volcano; 5) Management of the Purbaya livestock group and the cocoa management group, which contribute to community products such as goats and Griya Cokelat; and 6) Facilitation of Indonesian Migrant Workers (TKI) in collaboration with the Yogyakarta TKI Placement and Protection Service Center to tap into their potential.

Table 2. Collaborative Governance Actors for Tourism Branding

Stakeholders	Role	Activities
Pokdarwis	1. Guide 2. Management 3. Facilitator	1. Guide travel and outbound tracking 2. Keeping the tourist environment clean 3. Facilitation of training and organising
Ministry of Tourism	1. Capacity building program 2. Policy maker 3. Assistance Program	1. Development of flying fox area 2. Providing training in outbound and regional arts 3. Assistance in tourism village management management 4. Making legality of tourism activities
DIY	1. Non-physical assistance 2. Facilitator	1. Help in making a track to Ancient Volcanoes 2. Promoting tourism villages with tourism networks and media
Gunungkidul Government	1. Policymaking	1. Gunungkidul Regional Regulation No. 17 of 2014 2. PAD
Nglanggeran Village	1. Policymaking 2. Mentoring	1. Create a legal umbrella regarding tourism activities 2. Mentoring and guiding tourism activities 3. PADes as much as 30%
Travel Traveloka	1. Business Partners 2. Service	1. Transport and lodging media 2. Travel Package Promotion through Media
Mass Media	1. Provide Service	1. Tourism activities promote media through news

Source: Data processed by the author (2022)

In their efforts to establish partnerships with the government, Nglanggeran Village Tourism has collaborated closely with the Gunungkidul Regency, the Special Region of Yogyakarta Government

(DIY), and the Indonesian Ministry of Creative Economy Tourism (Kemenparekraf). This collaboration with government entities takes the form of developmental initiatives and training programs aimed at enhancing the capabilities of Nglanggeran Tourism Village managers to ensure effective tourism management. Notably, the Ministry of Tourism and Creative Economy has played a significant role in facilitating the development of flying fox tourism.

Similarly, DIY and the Gunungkidul Regency Government have taken active steps to boost the capacity and quality of Nglanggeran Tourism Village. Tourism promotion efforts have been extended across various electronic media platforms, such as social media channels like Facebook and Instagram, as well as mass media and printed materials (Larasti, 2017; Hidayat, 2022; Aji, 2022). The government and Nglanggeran Tourism Village's media outlets disseminate up-to-date tourism information.

To foster partnerships and collaborations, various training programs and organisational structures have been implemented to advance further tourism development (Kimbu et al., 2019; Pongsathornwiwat et al., 2019). The management actively cooperates with both government and private institutions through various initiatives, including a) Guide training facilitated by the Gunungkidul Regency Tourism Office; b) Training focused on managing tourist attractions and facilities; c) Foreign language training provided by Sanata Dharma University Yogyakarta; d) Culinary training offered by the DIY Tourism Office; e) Art training, homestay management, and presentation of PNPM through culinary programs; f) Collaborations with Corporate Social Responsibility (CSR) initiatives; g) Disaster training conducted by the International Organisation for Migration (IOM).

The Gunungkidul Regency Government introduced Perda No. 3 of 2014, outlining the Master Plan for the Development of Regional Tourism in Gunungkidul Regency (RIPPARDA) for 2014-2025. This comprehensive plan encompasses four primary focal points: a) Advancement of the tourism industry; b) Enhancement of tourist destinations; c) Promotion of tourism marketing; d) Strengthening tourism institutions. RIPPARDA emphasises the principles of good governance, cross-sector implementation, and encouraging partnerships between the public and private sectors in shaping the tourism concept.

The collaborative partnerships established by Nglanggeran Tourism Village have yielded significant results, contributing to an annual influx of 150,000 tourists and an increase in the Village's Original Income (PADes) by 1.9 billion (Suyono, 2019). This remarkable progress can be attributed to the attractive tourism destinations offered, which led to Nglanggeran Village being named the Best Tourism Village of ASEAN in 2017 (He et al., 2022). The substantial increase in PADes has had positive implications for the local community's well-being (Pitono & Baidhowah, 2022). This positive outcome is attributed to Nglanggeran

Tourism Village's innovative policy of involving its residents in various managerial aspects of tourism. This inclusive approach optimises tourism villages and ensures that the local community directly benefits from these initiatives.

In addition to its economic impact, Nglanggeran Village's tourism development has also generated significant employment opportunities within the tourism sector. Furthermore, it has led to advancements in the agricultural sector, with residents now cultivating durian and longan fruits thanks to artificial water sources, particularly the Embung Nglanggeran. This tourism-driven progress has revitalised local culture and accelerated the enhancement of village amenities and infrastructure to bolster the village's status as a tourist destination. Necessities and tourism-related goods continue to be supplied by local businesses and agricultural products, preventing tourism from burdening the local economy.

The private sector is actively involved in tourism promotion and distribution, with companies like Traveloka and the mass media (private media/private sector) playing integral roles. Media entities prioritise promoting and disseminating information about various tourism aspects within Nglanggeran Village, serving as vital channels for public awareness. A study by Wahyudi et al. (2021) highlighted the consistency and effectiveness of information media and promotion in Nglanggeran Tourism Village. Moreover, the media's role extends beyond communication; it catalyses unlocking the area's tourism potential, presenting cross-sector partnerships and collaboration opportunities.

Village Branding through Mass Media and Social Media in Nglanggeran

Tourism branding is a prevalent strategy employed at the rural tourism level for promoting tourism, as noted by Melles (2018); Cheng et al. (2018); and Gao et al. (2019). Within this context, rural tourism development draws upon aspects such as local products and social capital from the surrounding community, as Xie et al. (2022) highlighted. Istiqomah (2020) also identifies other pivotal factors contributing to tourist branding, including local cuisine, traditional art, and packaging designs associated with tourist destinations. Factors like the geographical location of rural tourism areas (Liu & Wong, 2019; Kumpulainen et al., 2019), the local population (Wang et al., 2022; Khalili et al., 2020), and the size of tourist destinations (Robina-Ramírez et al., 2020; Dax et al., 2019) also play significant roles in the branding process.

To explore this branding further, the author adopts a perspective encompassing mass media and social media to understand how information is conveyed. Figure 1 illustrates the branding through mass media in Nglanggeran Tourism Village.

Figure 1. Branding through Mass Media in Nglanggeran Tourism Village
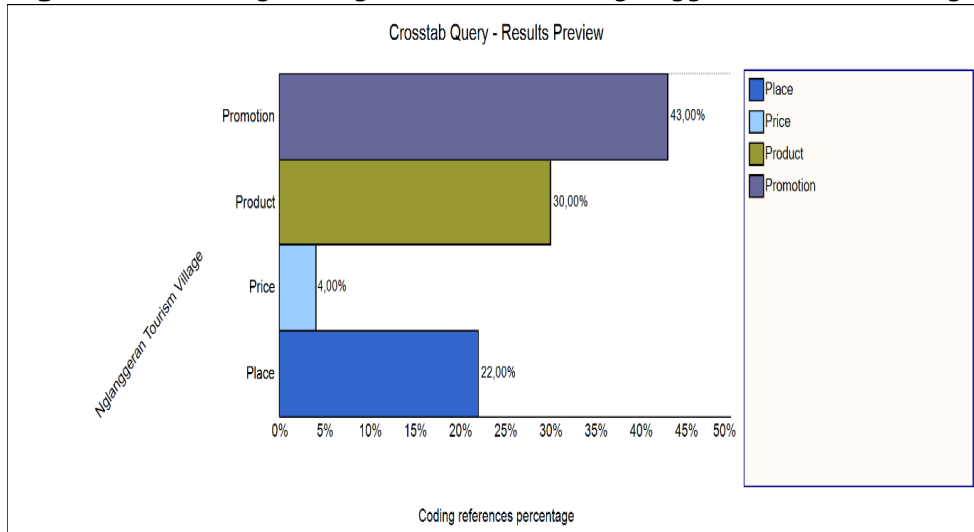
Source: Developed by the author using Nvivo 12plus (2022)

The crosstab results above indicate that the top-ranking indicator in tourism promotion is followed by information about tourist products, tourist attractions, and tourist prices. In its promotional narratives, mass media consistently includes information about Nglanggeran Tourism Village being recognised as the Best Tourism Village by UNWTO. This information is the primary branding element for promoting Nglanggeran Tourism Village and offers a distinct advantage. Moreover, the promotional narratives directed at the public are persuasive, highlighting why visitors should choose Nglanggeran Tourism Village as their destination. These narratives introduce various available products, providing promotional content to choose from.

Nglanggeran Tourism Village boasts a diverse array of branded products, including natural, cultural, and educational tourism offerings within the village. Notable tourist products, such as Nglanggeran Ancient Volcano, Pitu Village, Kandang Waterfall, and Griya Coklat Nglanggeran, are presented as enticing destinations accessible to the public. Additionally, various amenities are narrated to enhance the overall experience of the public when visiting Nglanggeran Tourism Village, including homestays, parking facilities, e-ticketing options, training programs, event performances, culinary delights, and tourist visits (Paramacitra, 2022).

Does the branding of a location involve mass media presenting information about the place and the media through which visitors can access this tourist destination? Visitors can reach the destination from the centre of Yogyakarta City or directly. Mass media plays a pivotal role in providing location information and accessibility details. For instance, it informs us that when starting from the City Center, the estimated travel time is 1 hour or a distance of 25 kilometres. The public can also choose from various transportation options such as DAMRI bus services, online transportation, being picked up by the Tourism Village, or using private vehicles.

Furthermore, the mass media disseminates pricing information for each public destination. For example, the Ancient Volcano tour is priced at Rp. 20,000 for evening visits and Rp. 10,000 for daytime visits. Visitors are also offered the convenience of e-ticketing purchases that can be made well in advance. Regarding payment, Nglanggeran Tourism Village accepts cash payments and barcodes in the form of Quick Response Code Indonesia Standard (QRIS).

Beyond mass media, the advent of social media in the tourism industry opens up new opportunities for tourism branding (Canovi & Pucciarelli, 2019). This is attributed to the accessibility and informativeness of social media platforms, making them a valuable channel for disseminating information (Sthapit et al., 2020). Consequently, Nglanggeran Tourism Village has embraced social media, particularly @GunungApiPurba, as one of its tourism branding mediums, as depicted in Figure 2.

Figure 2. Nglanggeran Tourism Village Social Media Branding
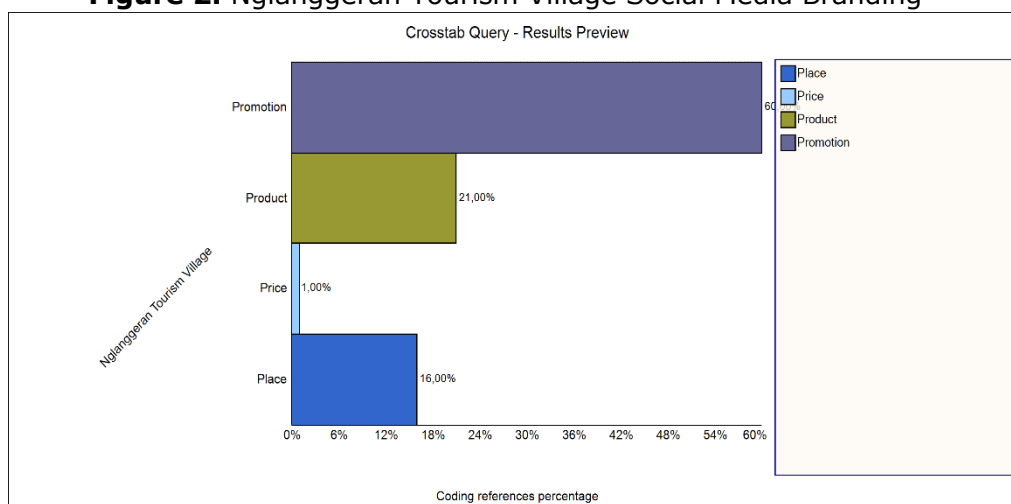
Source: Developed by the author using Nvivo 12plus (2022)

Regarding branding tourism through social media, the study's findings indicate that the promotional element exhibits the highest intensity, accounting for 60 per cent. Through the @GunungApiPurba social media account, Nglanggeran Village Tourism consistently invites the public to explore and enjoy a diverse range of tourist products in Nglanggeran. Some featured products include natural attractions like the Ancient Volcano, Embung, homestay packages, and a variety of processed foods and beverages such as Griya Chocolate, Chocomix, and other traditional culinary delights.

In addition to their promotional strategies, Nglanggeran Tourism Village has established collaborative partnerships with key entities such as the Ministry of Tourism and Creative Economy, the Ministry of Rural Affairs, mass media outlets, and the Indonesian Embassy. These collaborations involve marketing efforts and reviews of tourist products.

Furthermore, the branding of tourist products is evident in every social media post related to Nglanggeran Tourism Village. These posts

highlight the various tourist products available, including processed chocolate, Kandang Waterfall tours, the Ancient Volcano, Embung, durian-based culinary offerings, and Chocolate Fat, all branded products promoted through social media accounts (Hermawati, 2020). Additionally, Nglanggeran's social media accounts feature marketing initiatives for various micro, small, and medium-sized enterprises (MSMEs) and testimonials from visitors sharing their diverse experiences.

To facilitate access to tourist locations, Nglanggeran's social media accounts provide information on how to reach the destination for potential visitors. They also convey the warm hospitality of Nglanggeran residents, eager to welcome and host all tourists. However, the last indicator, price branding, has a relatively low intensity, as Nglanggeran's social media accounts need to explicitly outline the price lists for various tourist products offered. The price information is limited to processed chocolate products, with other products not receiving a specific mention.

CONCLUSION

Collaborative governance plays a pivotal role in shaping tourism branding in Nglanggeran Village, involving partnerships with various stakeholders, including government bodies such as the Gunungkidul Regency Government, DIY, and the Ministry of Tourism and Creative Economy. Additionally, non-government entities like Pokdarwis, travel agents such as Traveloka, and mass media actively engage in this collaborative effort. The six government actors and Nglanggeran tourist village managers collaborate through activities that focus on enhancing management capabilities and training to improve the quality of tourism village governance and branding. These activities encompass foreign language training, culinary support, tourist destination development, and tourism branding.

In the context of tourism village branding, mass media is a crucial partner for Nglanggeran Tourism Village. This branding initiative aims to promote selected tourist destinations encompassing nature, culture, and education, transforming them into standout products. These flagship destinations include Nglanggeran Ancient Volcano, Pitu Village, Kandang Waterfall, and Griya Coklat Nglanggeran. Moreover, visitors are provided information on accessible transportation options and estimated travel times to these tourist locations. The ticket purchase system is also streamlined electronically, ensuring convenient access for visitors.

On the other hand, branding via social media, specifically @GunungApiPurba, exhibits the highest intensity and is primarily executed through promotional media in collaboration with both government and non-government sectors. Key products featured in this branding strategy include natural attractions (Ancient Volcanoes and Embung), homestay packages, and processed goods like chocolate from Griya Coklat and durian. Additionally, the social media account offers information on accessible routes to the tourist location and the

availability of pick-up services provided by Nglanggeran Tourism Village. However, price lists for tourist products are not explicitly mentioned in the branding via @GunungApiPurba social media, except for processed chocolate products.

Furthermore, this research contributes to the theoretical enrichment of the branding tourism concepts literature. It provides insights into how branding can be developed through media channels, mass media and Twitter social media, offering valuable theoretical content to enhance our understanding of branding in the tourism industry.

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