

The Fusion of GeoBioCulture In Tourism Branding of Bromo Tengger, East Java, Indonesia

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Abstract- The purpose of this study is to examine the tourism objects of the Tengger Semeru National Park (TNBTS) in the perspective of product bundling through rebranding. The research was conducted in the TNBTS area using qualitative research methods with narrative analysis. The subject of the study was the management of TNBTS, the local community, and tourist actors in the Bromo Tengger tourist area. Bromo tourist attraction is a combination of geological charm (Bromo mountains), biological diversity as a conservation area, and culture with local community rituals, namely Kasodo which is very famous. The fusion reflects the harmony between the three elements of the tourism asset. The results showed the importance of a product bundling strategy packaged in one branding concept so that it is more efficient and improves the experience and satisfaction of tourists. This strategy is in line with the national park's mission to preserve nature and the environment by utilizing and prioritizing the uniqueness of Bromo Tengger Semeru tourism.

Index Terms- National Park, Sustainable Tourism Development, Geotourism, Special Interest Tourism, Branding

I. INTRODUCTION

The Bromo tourism area is administratively located in the Bromo Tengger Semeru National Park (TNBTS) area so that the preservation aspect is the main domain of the national park. Bromo Tengger tourism is geographically and geologically located in the Bromo Tengger Mountains area. It has a mountainous landscape with the presence of Mount Bromo which is still active (eruption), especially puffs of smoke which are characteristic and at the same time become a tourist attraction. The peak of Mount Bromo becomes a spectacular charm, towering in the middle of a stretch of sand sea that was the ancient giant caldera of the Bromo Semeru mountains in the past.

The Mount Bromo area as a mountainous area is characterized by the fertile slopes of the mountains and is used by local people to grow various types of planting in accordance with their flora habitat, especially vegetables, flowers, and the like. The landscape of the slopes of the mountains with tetanaman applying the siring terrace farming system stretches on the left and right of the road to the top of the Bromo mountains and becomes its own charm that really spoils the eyes of tourists, as a very distinctive and unique tourist charm. The characteristics of the road in the winding mountainous region, of course, are a touch for visitors, providing an attractive experience and an adventuresome, unique and memorable feel.

Bromo Tengger Tourism has its own uniqueness which is marked by a combination of pegunungan (geology) natural attractions. The use of natural resources and ecosystems includes the use of mountain slopes as food agricultural

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land, as well as local community culture in the form of the annual Kasodo ritual which is carried out in the extinction of Mount Bromo which is still active. The essence of the Kasodo ritual is as a form of respect for the Tengger people to God and his ancestors, especially Roro Anteng, a daughter of King Majapahit and Joko Seger, a Brahmin son, as the forerunner of the Tengger tribe.

The combination of Tengger people's belief that the mountain is a stana (place) of worship to God and the ancestors. Creating a harmonization of people's philosophies that is reflected in cultural attitudes and behaviors in maintaining the harmonization of human life, with the creator (God), and the harmonization of the harmony of human life with the natural environment and its ecosystem. The philosophy of life of the Tengger tribal community which is geographically located within the Bromo Tengger Semeru National Park (TNBTS) area shows the harmony of national park management as a conservation area for biological natural resources and their ecosystems (SDAHE). This uniqueness then gave birth to a tourist area that is famous throughout the world, with a characteristic combination of geological, biological, and cultural charms like no other.

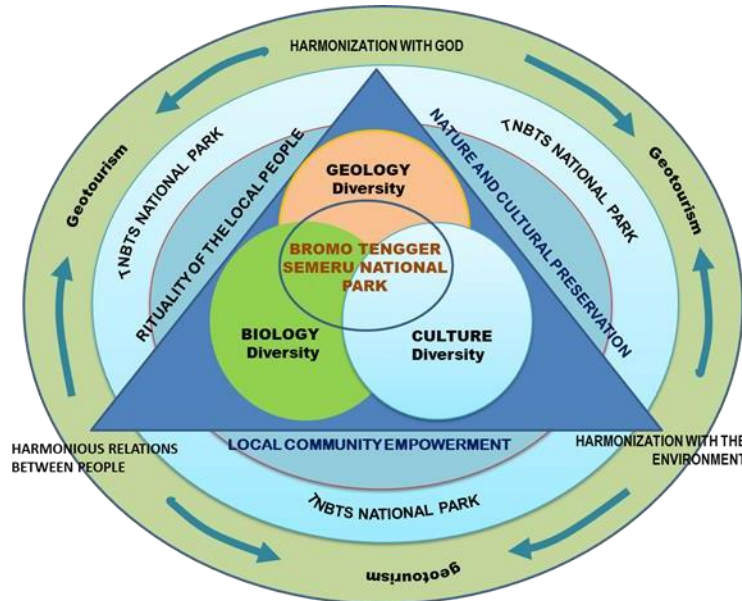


Figure 1: TNBTS Tourist Attraction Fusion Model
Source: Modifications

II. LITERATURE REVIEW

The Concept of Sustainable Development and Sustainable Tourism

Sustainable development is a human effort to improve the quality of life while still trying not to go beyond its life support ecosystem. Nowadays, the issue of sustainable development has been used as an important issue that needs to continue to be socialized in the community. The pillars of sustainable development are economically sustainable, socially sustainable and environmentally sustainable, all three of which must develop in a balanced manner; otherwise development will be stuck on conventional development models that emphasize economic growth only and abandon social and environmental development. Conventional development is hampered or constrained by social conditions (health, education, and poverty) as well as shrinking reserves of natural resources (fossil fuel energy and non-renewable coal). Deteriorating environmental quality due to pollution of air, water, rivers and lakes, as well as water shortages in the dry season and floods in the rainy season in many places in Indonesia as well as in other developing countries and also in developed countries (Emil Sallim, dalam Suparmoko, 2020).

Sustainable tourism is the development of the concept of travel that can have a long-term impact. Whether it is environmental, social, cultural, and economic for the present and future for all local people and tourists who visit. Sustainable Tourism is a pariwisata concept that is growing very rapidly, including the increasing flow of accommodation capacity, local population and environment. The development of tourism and new investments in the tourism sector must not have a bad impact and can be integrated with the environment, as well as maximize positive impacts and minimize negative impacts. So several initiatives are taken by the public sector to regulate tourism growth for the better and put

the problem of sustainable tourism as a priority because a good business or business can protect the sources or assets that are important for tourism not only for now but in the future (Sunarta dan Arida, 2017).

Understanding Geotourism

The term geotourism or geotourism is probably still less popular than ecotourism, or with the term agrotourism. The term geotourism appeared in the mid-1990s. According to some sources, a Geologist from Buckinghamshire Chilterns University in the UK named Tom Hose was the first to actively introduce the term. He even wrote in 1996 in the Geological Society a paper entitled "Geotourism, or can tourists become casual rock hounds: Geology on your doorstep" (Dirgantara dalam Hermawan dan Ghani, 2018).

Geotourism (geotourism) is a special interest tourism that utilizes the full potential of natural resources in a place, and needs to increase the enrichment of knowledge and processes of physical phenomena from nature (Nainggolan, 2016). So in simple terms, it can be concluded that geotourism is a form of special interest tourism activity whose main focus is on geological appearance. The surface of the earth and those contained therein in order to encourage understanding of the environment, nature and culture, further as a form of appreciation, and conservation activities, as well as having concern for the preservation of local wisdom.

A person's desire to visit tourist areas that have different landscapes from where they usually live, becomes an impetus in the development of geology-based tourism or geotourism. The development of geotourism is also supported by the increasing demand for tourism by tourists who have special interests. Special interest tourists are usually those who like unusual tourist destinations, and like challenging or unusual tourist activities (Hermawan, 2017), Special interest tourists in their scientific language are often called drifter tourists (Pitana & Putu, 2009). This type of tourist will not be satisfied with visiting natural tourist destinations just to see the natural panorama, or just take pictures, as is the pattern of the majority of tourist visits when traveling. The tourist destinations they choose are destinations that are able to satisfy their desire for adventure, as well as destinations that are able to add self-enrichment in the form of new experiences and insights.

Geotourism Attraction Criteria

According to Darsoprajitno (2002), the differences in natural elements, community culture, and fostered elements in each hemisphere that stimulate a person or group of people to visit them, then developed for the benefit of tourism, are called tourist attractions. It is further stated that tourist attractions consist of natural systems, communities, and fostered products. Of the three, there are several elements that can be specially developed, so it is called a special interest tourist attraction.

More clearly, tourist attractions are said to be everything that has a high attraction, uniqueness, and value, which is the destination for tourists to come to a certain area (Suryadana dalam Hermawan and Brahmanto, 2018). Meanwhile, the attraction of natural tourism, according to the Law of the Republic of Indonesia Number 10 of 2009 is explained as everything that has uniqueness, beauty, authenticity, and value in the form of diversity of natural wealth that is the target or destination of tourist visits. The definition of natural tourist attraction in the law has also described the criteria in the development of natural tourist attractions, namely the existence of uniqueness, beauty, authenticity, and value. Uniqueness, beauty, authenticity, and value, at the same time are indicators that must be measured in the research and assessment of natural tourist attractions. Crouch and Ritchie in Stevianus (2014) said that attractiveness is one of the key factors that determine a traveler's motivation to travel and is a fundamental reason to consider why someone chooses one destination and leaves another. Suryadana in Hermawan and Brahmanto (2018) said that tourist attraction is a factor that has its own strengths as a component of tourism products. Because tourist attractions are able to generate motivation for tourists and attract tourists to take tourist trips.

In developing geological tourism attractions, you can also adapt the proposed tourist attraction quality criteria Damanik and Weber (2006) as follows: (1) There must be uniqueness, uniqueness is defined as a combination of scarcity and attraction that is uniquely attached to a tourist attraction; (2) Originality or authenticity reflects authenticity or purity, i.e. how far a product is not contaminated by or does not adopt a model or value that is different from its original value; (3) Authenticity, referring to authenticity. The difference is that otenticity is more often associated with the degree of antiquity or cultural exoticism as a tourist attraction; and (4) Product diversity or diversity, meaning the diversity of products and services offered. Tourists should be given a large selection of products and services that vary in quality.

Based on the time of use, the attraction of natural tourism in geotourism activities is divided into two, namely: First, in the form of natural attractions that do not move, where tourists can directly use them without having to wait, for example: beaches, mountains, hills, natural caves and so on. Second, moving natural attractions, where tourists have to wait or not immediately take advantage, for example, is the phenomenon of incandescent lava (Sammeng in Hermawan and Brahmanto, 2018).

Development of Special Interest Tourism

According to Fandeli in Siswanto, (2010) There are several criteria that can be used as guidelines in determining a form of special interest tourism with the term REAL Travel, namely travel that contains the following elements: a) Rewarding. Appreciation for an object and tourist attraction visited, which is manifested in the desire of tourists to be able to learn to understand or even take part in activities related to the object. b) Enriching. Contains aspects of enrichment or addition of knowledge and abilities to some type or form of activity that tourists participate in. c) Adventure. Contains aspects of tourist involvement, activities that have a physical risk in the form of adventure activities. d) Learning. Contains educational aspects through the learning process that tourists participate in certain educational activities that tourists participate in. A form of special interest tourism is also considered as a form of serious travel, followed by certain activities related to the interest or interest of tourists in something or object that can be observed or done in that location. Douglas in Supandi (2019) noted, everyone has their own special interests. Special interest tourism is a type of tourism aimed at a group of people with a certain interest. Douglas in Supandi (2019) Again added that tourists from the special interest tourism group have a desire to try authentic things and get quality experiences that allow them to interact directly with the local community.

Novelli in Shamsiah, et al., (2021) dividing special interest tourism into several macro- subs before being broken down back into several micro-subs such as: Cultural, such as Heritage, Tribal, Religious, Educational, Genealogy; Environmental, such as Nature and wildlife, Ecotourism, Adventure, Alpine, Geotourism, Coastal; Rural, seperti Farm/barns, Camping, Wine/Gastronomy, Sport, Festivals and events, Arts and crafts; Urban, seperti Business, Conference, Exhibition, Sport, Gallery, Art; Others, seperti: Photographic, Small Cruise, Valounteer, Dark, Youth, Transport.

Concept of Tourist Products

Burkat and Medlik (1987) stated that tourism products can be an integrated product arrangement, consisting of tourist objects and attractions, transportation, accommodation and entertainment, where each element of tourism products is prepared by each company and offered separately to consumers (tourists). The decision to travel is essentially the same as the purchase decision, the decision to visit in choosing and evaluating two or more alternatives (Mardiyani & Murwatiningsih, in Safitri, *et.al.*, 2020). It is worth paying attention to how tourists make the attraction of tourism and brands a strong consideration. Can influence decisions seen from a strategic location and the existence of complete facilities and comfort in the services provided must be able to cause satisfaction so that it will result in how often tourists visit at different times (Dewi, 2018).

The realization of tourist visits will be determined by the existence of tourist attractions, facilities and amenities, as well as accessibility as a means of measuring how much interest tourists have in visiting (Muljadi, 2012; Dani & Thamrin, 2019). The dimensions of tourist products that can be seen from: (1) Tourist attractions, are potentials that can attract tourists to visit; (2) Facilities and amenities, namely various facilities that can support each other that can provide comfort and satisfaction for tourists during tourist trips; (3) Accessibility, namely the ease of a tourist to reach the tourist destination area through transportation media. The factor that is the basis for making visiting decisions is tourist products, therefore one of the functions of tourist products is as a reference for tourists in every visit to a tourist attraction (Huda, *et al.*, 2019). Ramadhan & Susanta (2016) states that there is a positive and significant relationship between tourist products to visiting decisions. That is, the higher the tourist product, the higher the decision to visit a tourist in visiting a tourist attraction.

Brand, Branding and Rebranding

A brand is the face or identity of the company, which will serve to gain empathy and trust. In brand marketing communications or what is known as a brand not just a name and logo, a brand is the promise of an organization (work unit) to customers to provide what is the principle of the brand. There are not only functional benefits but also emotional, self-expression and social benefits. But brands are also not just about fulfilling promises. Brand is a long journey that develops based on perception and experience as well as customer satisfaction with the services associated with the brand (Nastain, 2017). Around the end of the 1980s, a powerful idea emerged, namely the idea that brands are assets, have equity and drive business strategy and performance. The conception of the brand as an asset creates a dramatic and huge flow of change, changing the perception of marketing and brand management, how the brand should be managed and measured, and the role of marketing executives (Aaker, 2015). Rebranding is an effort made by the company to completely change or renew an existing brand for the better by not neglecting the company's original goals. Rebranding is the process of changing the brand, name, and logo of an existing brand. One of the stages of rebranding is repositioning to change the position of the brand in the minds of consumers (Ariano, 2017).

Destination Branding Strategy

Destination Branding is also defined as, name, symbol, logo, word mark or other image that can identify and distinguish a destination; for the rest, it promises a tourist experience that can be remembered for the uniqueness of a destination; which also serves to strengthen memories, memorable memories of a destination experience. Definition of destination branding, which also means an outline in developing a strategy as well as an evaluation framework to assess the effectiveness of branding a tourist destination (Blain, et al., 2005). These elements are:

1) Image; 2) Recognition; 3) Differentiation; 4) Brand Messages, after the image is created; 5) Consistency; 6) Emotional Response; 7) Creating expectation.

Schultz and Barnes (1999) Defining a branding strategy as a management of a brand in which there are activities that regulate all the elements that aim to form a brand (Galder, 2005). In carrying out the strategy, it is divided into: 1) Brand positioning, revealing positioning is not about what a product does, but about what it does to the minds of Ries and Trout prospects (2001); 2) Brand identity, a collection of aspects aimed at conveying the brand: brand background, brand principles, goals and ambitions of the brand itself (Gelder, 2005); 3) Brand personality, a way that aims to increase brand appeal from outside in the eyes of consumers (Gelder, 2005); 4) Brand communication, a way to communicate the brand to consumers using internal and external communication, namely with sales promotion, events, public relations, direct marketing, corporate sponsorship, and advertising (Schultz and Barnes, 1999).

Based on the rebranding concept presented by Goi (2011) Therefore, from the idea of rebranding, a brand appears as a reference, personality, icon, company, and policy that with rebranding will change the image of the company and the image of the company to consumers. With this improvement, it is hoped that consumers will again take into account and pay attention to the products offered by the company because this concept itself changes a lot of image and management in the company for the better and professional.

III. RESEARCH METHODOLOGY

This research uses the paradigm of constructivism to understand perspectives and focuses as well as research problems by looking at social phenomena; conducting observations and direct interviews with actors in the framework of the scientific process; collecting documentation materials and others as a tourist activity developed by local managers (Bungin, 2017). The research was conducted in the Darungan Sector of TNBTS, and the subjects of the study included TNBTS Managers and the Tengger tribal community. Based on the paradigm of constructivism, the paradigmatic views used are: (1) social phenomena are analyzed based on their meaning; (2) using observation in understanding social phenomena; (3) conduct an understanding of all social phenomena that have a relationship with all research data through in- depth interviews (Denzin and Lincoln; 2009), research using qualitative methods (Creswell, 2016). The analysis technique used is qualitative descriptive analysis to analyze and describe the branding and rebranding model of special interest tourism in the Darungan TNBTS sector.

IV. RESULTS AND DISCUSSION

Bromo tourist area is located in the Bromo Tengger Semeru National Park (TNBTS) area. TNBTS was determined based on the Decree of the Minister of Forestry Number: 278 / Kpts-II / 1997 dated May 23, 1997. The area of TNBTS reaches 50,276.20 hectares consisting of 50,265.95 hectares of land and 10.25 hectares (lakes). Geographically the TNBTS area is located between 70 51" 39' – 80 19" 35' LS and 1120 47" 44' – 1130 7" 45' BT. Based on the administrative area of the TNBTS government, it is located in East Java Province and is included in 4 (four) regency areas, namely Malang, Pasuruan, Probolinggo, and Lumajang Regencies.

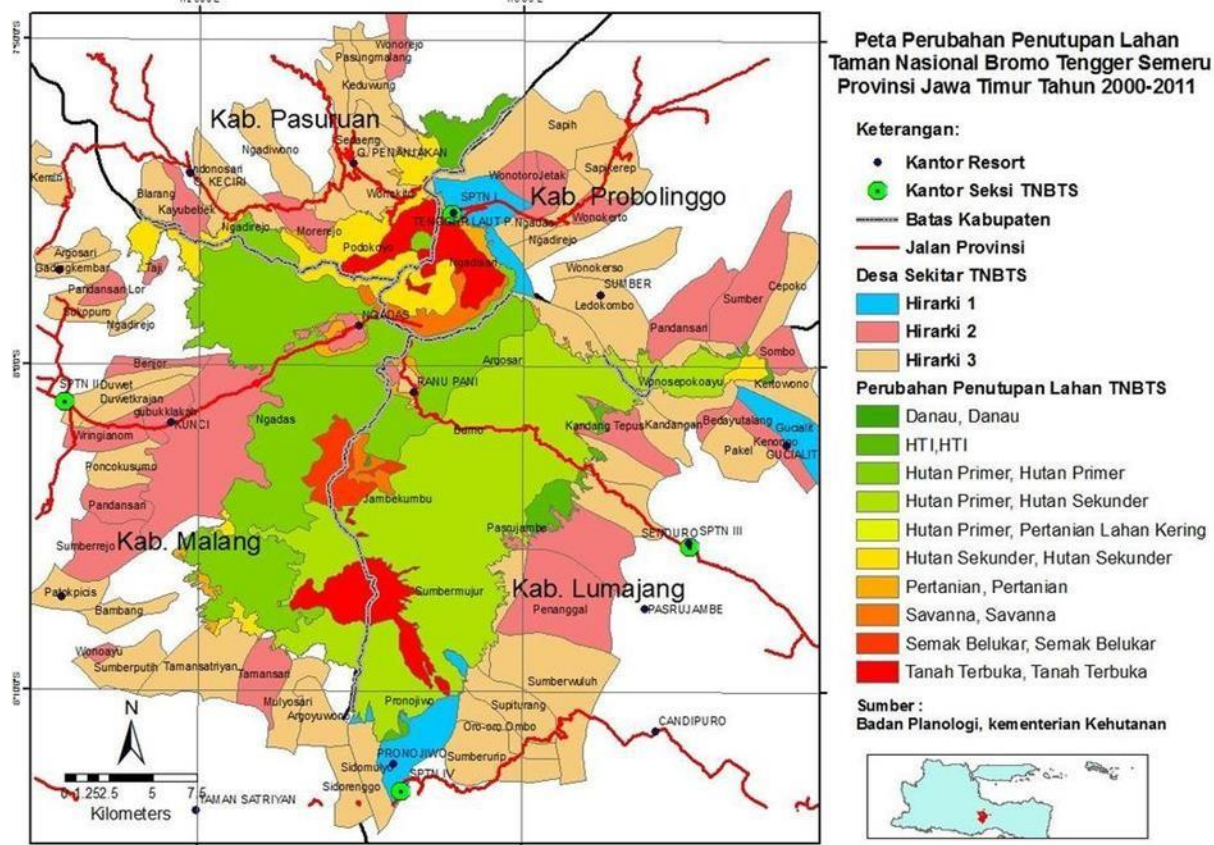


Figure 2: TNBTS Area Map
 Source: Google

TNBTS in the management of the national park area is designated twelve resort management areas, which include:
 The National Park Management Unit for region I (SPTN I) consists of:

1. Resort Penanjakan
2. Sand Sea Tengger Resort
3. Resort Jabung

The National Park Management Unit for region II (SPTN II) consists of:

4. Resort Patok Picis
5. Resort Taman Satriyan
6. Resort Coban Trisula

The National Park Management Unit for region III (SPTN III) consists of:

7. Resort Guci Alit
8. Resort Senduro
9. Resort Ranu Pani

The National Park Management Unit for Region IV (SPTN IV) consists of:

10. Resort Candipuro
11. Resort Ranu Darungan
12. Resort pasrujambe

National Park is a nature conservation area that has an original ecosystem, managed with a zoning system that is used for research, science, education, supporting cultivation, tourism and recreation (Law No. 5, 1990). A national park is a nature conservation area managed by a zoning system consisting of core zones and or other zones that are used for scientific, tourism and recreational purposes (Decree of the Minister of Forestry of the Republic of Indonesia No. 687 / KPTS / -II / 1989). The National Park System has advantages compared to other systems, including (1) National Parks are formed for the benefit of the community because they must be beneficial to the community and supported by the community, (2) The conception of preservation is based on the protection of ecosystems so as to be able to guarantee the existence of its forming elements, (3) National Parks can be entered by visitors so that education on love of nature, recreational activities and other functions can be developed effective (Bratamihardja, 1991)




TNBTS as a nature conservation area that has an original ecosystem, as well as the use of national parks for the purpose of nature love education, recreational activities and tourism, known as a world tourism icon, namely the caldera area of ancient Mount Bromo. With a stretch of sand sea and the children of Mount Bromo which is still with a combination of Kasodo rituals of the Tengger tribesmen. The charm of this very famous natural and cultural tourism is at SPTN I Sand Sea Tengger Resort. Objects based on volcanology are very famous in TNBTS, in addition to Mount Bromo, also climbing objects of Mount Semeru which are very challenging because of the conditions of the climbing terrain and are very active volcanoes. The richness of the original ecosystem that is very interesting is spread in each resort with charm and tourist attractions that are also no less interesting and become a unit of TNBTS tourism wealth. The challenges of tourism development for each of these natural tourism assets will be closely related to the development of branding, both internal branding and branding in marketing communications. These two things are important because the purpose of tourism in national parks is to introduce the richness of the original ecosystem while maintaining its sustainability, so that suitable tourism is ecological tourism or special interest tourism and geotourism.

The Charm of Mount Bromo TNBTS Tourism Area

Mount Bromo is an active mountain that is used as a tourist attraction by the TNBTS authority together with the local government in its area. Because of the beauty of the Bromo mountain area and the richness of its tourist attractions, Mount Bromo tourism is very famous and deiminati by domestic and foreign tourists. In the Gununhg Bromo area there are some very spectacular tourist attractions, here are some tourist attractions in the Mount Bromo area.

Gambar 3: Attractions in Mount Bromo TNBTS Area

Sumber: Google

Activity	Object	Description	View
Adventures outbond	Bukit Teletubbies	Enjoy the stunning sunrise	
Recreation	Bukit Mentigen	can enjoy the sunrise	
Adventures outbond	Air Terjun Madakaripura	The appearance of the Patih Gajah Mada that is in the middle of a rhythm	
Astronomical scenery	Bromo Milky Way	Star view	
Looking at the rising sun,	Penanjakan 1	The birth of a beautiful woman named Roro Anteng	
Reflexion	Padang Savana	Cozy and safe atmosphere	
Places of Worship	Pura Luhur Poten	Tangger tribe to worship God	






The Charm of Tengger Tribe Kasodo Ritual Tourism

The Yadnya Kasada ritual is a traditional Hindu ceremony of the Tengger tribe held annually on the fourteenth day of the month of Kasada. The ceremony, which always takes place during the full moon, has been held since the 14th century. Through the Yadnya Kasada ceremony, local residents are busy with traditional activities to prepare ceremonial equipment. Yadnya Kasada for the Tengger tribe community on Mount Bromo is a traditional ritual that must be held every year without any compromise. So even if Mount Bromo is in a row, or the rain is falling heavily, and the stormy wind hits, the ceremony still has to be done. There is no reason for the residents of Tengger not to hold the Yadnya Kasada ritual in the crater of Mount Bromo. The origin of the Yadnya Kasada Ritual.

The Kasodo procession begins with the recitation of the spell by the shaman, and when the recitation of the prayers has been completed, the residents of the Tengger tribe then carry the ongkek containing offerings up to the top of Mount Bromo to sail offerings containing their produce, money, and livestock into the crater. The procession of offering offerings by the residents of Tengger at the lip of the crater became the culmination procession of the Yadnya Kasada ritual after the previous day prayers were held inside the temple and the procession of taking holy water from droplets that seeped on the stones in a cave on Mount Widodaren.

Gambar 4: Attractions in Mount Bromo TNBTS Area

Sumber: Google

Activity	Object	Description	View
Kasodo Ritual Process	Widodaren Cave	The people of the Tengger tribe pray before taking holy water	
	Mount Bromo Crater	The atmosphere during the offering on the slopes of the extinction	
	Widodaren Cave	The Tengger tribe brings a gift of produce	
	Widodaren Cave	Preparations for the Tengger community in the Kasodo ritual	
	Poten Bromo Temple	Praying led by a shaman	

The Charm of TNBTS Special Interest Tourism

In the Bromo Tengger Semeru National Park area, there are around 183 species of birds, 22 species of mammals and 4 types of reptiles. Of the 22 types of mammals, only a few species can be found, including wild pigs (*Sus scrofa*), antelopes (*Muntianus muntjak*), leopards (*Panthera pardus*), anteaters (*Manis javanica*), hedgehogs (*Hystrix brachyura*), budeng (*Presbytis cristata*), and several other types of small mammals. In addition, there are also animals whose existence is almost extinct and protected that can be found in Bromo Tengger Semeru National Park, including, Deer (*Cervus timorensis*), Antelope (*Muntianus muntjak*), and various species of birds Red partridge (*Gallus gallus*), Hornbill (*Buceros rhinoceros silvestris*), Black Sriguntig (*Dicrurus macrocercus*) and Bondol eagle (*Halisastur indus*), Bido Snake Eagle (*Spilornis cheela bido*) inhabiting the Ranu Pane, Ranu Regulo and Ranu Kumbolo areas (BBTNBTS, 2015). Birds are a fauna that is often found in Bromo Tengger Semeru National Park. The distribution of bird habitats in Bromo Tengger Semeru National Park is spread throughout the national park area. Prasetya and Siswoyo (2017) mentioned that there are 183 species of birds that have been recorded in Bromo Tengger Semeru National Park and have a spatial distribution pattern of birds with an aggregation pattern. Of the bird species found in TNBTS, there are also migratory and settler bird species and some species of birds are protected by law because they are endangered (Prasetya and Siswoyo, 2017).

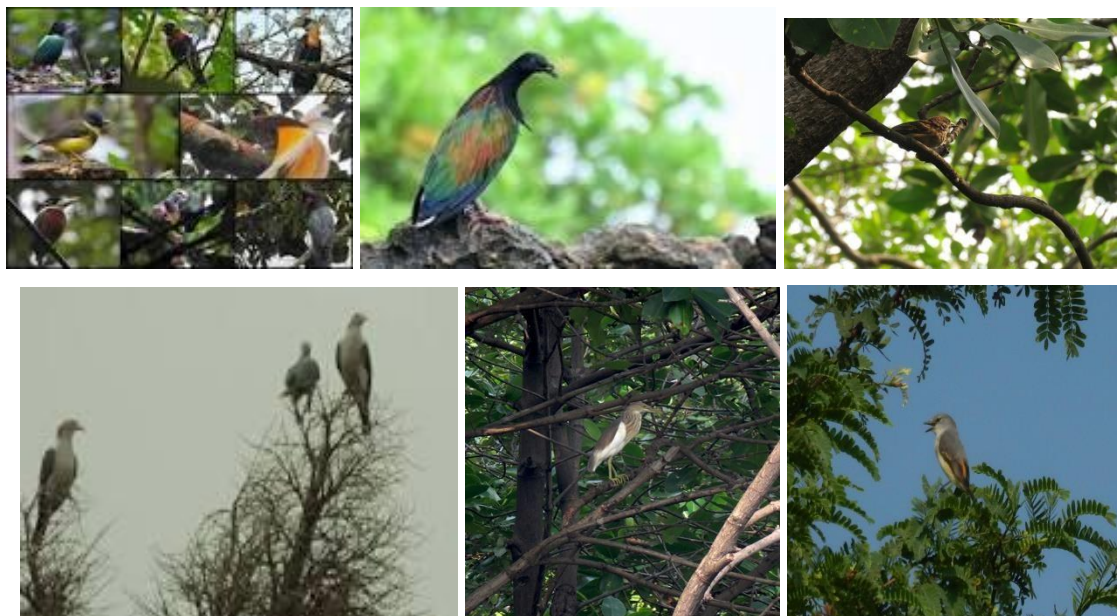


Figure 5: Some Bird Species in TNBTS Source: Google

V. CONCLUSIONS

The combination of tourist charms in TNBTS can be managed with the concept of combining several products that can increase tourist loyalty to the image of the destination. As a product bundling where several tourist attraction images are grouped together as destination product images will encourage tourists to buy more tourist products that they can enjoy. Incorporation of the image of tourist charm through branding can be a very popular marketing and cross-selling strategy during the holidays or for the one-time promotion of packaged products, but providing several different images and travel experiences, will certainly provide a satisfying experiential image of the product and increase loyalty.

This type of bundling is similar to incorporation in that the same product package incentivizes customers to buy in bulk in advance, rather than paying to ship a new order every time. This promotion strategy is an opportunity to increase the average order value of travelers. By grouping items together, it can make consumers buy more than one product during a single purchase. By packing different items simultaneously, it can display them as one efficient package for marketing costs. At the same time, it can introduce variants of tourist products owned by combining vulcological or geological charm, biological diversity, and culture that are very unique and become a unified philosophy of life of the Tengger tribe which occupies the slopes of the Bromo mountains. They have a fascinating history as well as legends packed in unique and authentic annual traditions and rituals, known as Yadnya Kasodo.

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