

CONSTRUCTING THE SOCIAL IMAGE OF THE SHINING BATU DESTINATION BRAND : A STUDY OF TOURISM MARKETING COMMUNICATION STRATEGY

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ABSTRACT

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Destination brands in communication science are known as symbols and logos that send messages in the process of reciprocal communication. Destination brands themselves refer to the brand of a destination used to create and promote, by highlighting and enhancing the position and uniqueness of a destination. Destination brands can be used as one of the spearheads of the role to build the positioning of tourist destinations. Then destination brands can also be used to build city identity, distinguishing one city from another. This study uses the Social Construction of Reality theory as an analytical tool; this theory is used to help researchers interpret destination brands. The destination brand studied in this study is Shining Batu, a destination brand from Batu City, East Java. This Social Construction of Reality analogizes a social image of a destination brand that is able to form a reflection of reality. The problem discussed in this study is that destination brands are less understood and known by the public, both the community that owns the destination brand itself and the wider community as the target of tourists at a tourist destination. The purpose of this research is to explore how the existence of a destination brand owned by a tourism destination becomes a source of information and how the existence of a destination brand provides support for tourism marketing communication strategies, so that it can encourage the success of tourism destinations. This research is a post-modern school of thought, using qualitative methodology. This research in data collection uses observation, in-depth interviews and documentation. The conclusion of this study is that the process of constructing a social image of a destination brand as a tourism marketing communication strategy becomes an important part if it is carried out more powerfully by considering all elements of communication.

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1. Introduction

The emergence of nation branding or also called Country Destination Brand (CDB) in Indonesia, namely "Wonderful Indonesia", it has been used since January 1st, 2011. "Wonderful Indonesia" (WI) according to Sapta in Bungin (Bungin, 2017a: 147) symbolizes Indonesia's hopes for an "extraordinary" reality of Indonesian society's life, in addition to describing the unity of various tourism elements in Indonesia consisting of people, culture, national beauty, natural resources and extraordinary investment opportunities. Indonesia itself previously had another country destination brand (BDN), according to Bungin (Bungin, 2017b: 146) the Indonesian Destination Brand (IDB) uses the Indonesia Ultimate in Diversity (IUiD) brand which describes the diversity and unparalleled appeal of Indonesian culture. Still according to Bungin (Bungin, 2017c:146) the meaning of the Indonesia Ultimate in Diversity (IUiD) brand logo in 2008, the brand meant that the Indonesian tourism sector was constructing a Country Destination Brand (CDB) to represent hundreds of languages, ethnicities and very diverse lifestyles, and Indonesia offers many interesting things to explore.

Indonesia's ownership of the Country's Destination Brand (CDB), means that Indonesia is trying to use it as a strategy to sell a tourism product destination in Indonesia, to a modern marketing concept by considering marketing communication strategies. The Country's Destination Brand (CDB) for a country is a crucial aspect used to explain the relationship between tourism and brand as the identity of a tourism destination and national resilience and has a connection and positively influences tourists to visit (Chen et al., 2020a; Sakti et al., 2024; Isaac & Rumbidzai, 2024).

The tourism industry is one form of sustainable development, through the target of ending poverty in all forms in every place. Various ways of developing tourism and managing tourism are attempted to display tourism products that are different and unique. One of the strategies in the development and management of tourism is the use of destination brands, destination brands that are effectively owned by the state or provincial cities, district cities and the equivalent provide benefits between brand owners and their tourist attractions. Evaluation is very important and crucial to be carried out comprehensively to tourists visiting a tourist destination, such as reactions, responses to the destination brand owned by the tourist attractions they visit. The destination brand owned by a tourist destination for tourists is an experience that tourists can describe about a tourist destination.

The experience of tourists at the tourist destinations they visit can generate affective, cognitive and action impacts triggered by various stimuli, this occurs when tourists are directly or indirectly involved with the destination brand. According to Singh and Mehraj in Isaac and Rumbidzai (Isaac & Rumbidzai, 2024a: 1857) that the experience of a destination brand is defined as a significant brand that tourists associate with a pleasant experience when visiting a destination. Then according to Chen in Isaac in Rumbidzai (Isaac & Rumbidzai, 2024b: 1857) defines Destination Brand Authenticity (DBA) as the extent to which a tourist subjectively evaluates a destination as a sustainable, credible, honest and symbolic destination. And according to Kladau et al. in Chen et al. (Chen et al., 2020b: 2) destination brands can be used to reflect the personality and characteristics of a destination.

Batu is an administrative city equivalent to a district or municipality, located in the East Java Province. Batu City in its development has become a tourism city known as *Kota Wisata Batu (KWB)*. The program carried out by the Batu regional government in the sustainability of the development of city, as a center for tourism cities both at the local, national and international levels, is a city branding program. The Batu city branding program which was

realized in the Batu Long-Term Development Plan 2005-2025 and was realized in the Batu Medium-Term Development Plan 2007-2017, then had a visual identity of Batu City, namely 'Shining Batu'. Shining Batu was then designated as the Batu destination brand. Ownership of the Shining Batu destination brand is a response from the Batu Regional Government in the development and management of tourism in selling tourism products in Batu.

There are some studies that discuss destination brands with their diversity. These studies can be divided into at least three main tendencies. First, research that describes the issue of the evolution of the emergence of destination brands, conducted by Almeyda-Ibáñez and George (2017: 9-17), this study uses a comprehensive literature study method.

Second, research that explores destination brands as the main driver of tourists visiting tourism destinations, conducted by Chen, Ruixia; Zhou, Zhimin; Zhan Ge and Zhou, Nan. (2020), this study uses a quantitative method, this study focuses on tourists, measuring whether tourist loyalty is influenced by the authenticity of the destination brand and the congruence of the destination brand. Research conducted by Claulagain, Suja, Wiitala, Jessica and Fu, Xiaoxiao (2019), this study uses a quantitative method, this study theoretically tests the relationship between two countries that have ongoing political conflicts, whether it affects the intention of tourists to visit one of the two countries. Research conducted by Isaac, Muponya and Rumbidzai, Chiyangwa (2024), this study uses a quantitative method, this study is how destination brand engagement and destination brand authenticity influence tourists to visit.

Third, research that examine the Shining Batu destination brand conducted by Warsaa, Yogi Widya Saka and Nicholaus Wayong (2023), this study uses a qualitative method, this study discusses the audio and visual quality in terms of the presentation of each visualized footage and correlated with the city branding of the Batu City Government, namely "Shining Batu". Research conducted by Sukardani, Puspita Sari; Setianingrum, Vinda Maya and Aji, Gilang Gust (2019), this study uses a qualitative method, which aims to determine the extent to which the Shining Batu tagline has been implemented into the tourism village program in Batu. Research conducted by Aleonita, Shelea and Andjarwati, Anik Lestari (2020), this study uses a quantitative method, to analyze and discuss the influence of city branding and e-WOM on tourists' visiting intentions in Batu. Research conducted by Hilman, Yusuf Adam (2017), this study uses a qualitative method, which aims to see how the tourism development strategy is carried out by Batu. And the research conducted by Putri, Anggi Jihan; Safitri, Ardania; Nisa, Chusnatun and Fitri, Eka Sifatul (2019), this study explores the development of sequential waterfall software for the Shining Batu application on smartphones, which is used to provide information on tourist attractions and culinary in Batu.

Research related to the Shining Batu destination brand, as stated above by previous researchers, has academic benefits that have been claimed by its researchers. The issues studied by previous researchers, related to the Shining Batu destination brand, still leave many questions for researchers. As the purpose of the existence of a destination brand is to introduce tourism destination products to be sold in the tourism market, then tourism products in addition to being imaged through the social construction process, tourism products must also be communicated to the public. Researchers in this study assume that comprehensive information about Batu through the Shining Batu destination brand, which has been constructed in the social process, is able to provide information and as a tourism marketing communication strategy. Then in this study, researchers try to contribute by exploring how the social construction process of Batu is? The next contribution in this study is how the existence of the Shining Batu destination brand owned by the Batu tourism destination, becomes a

source of information for the people of Batu, tourists who come to Batu and prospective tourists who will come to Batu? Then the next contribution that will be explored in this study is how the existence of the Shining Batu destination brand also provides support for tourism marketing communication strategies in Batu?

In this study, the researcher presents related literature, namely:

(1). Social Construction of Reality (SCOR).

Social Construction of Reality is a theory put forward by Peter L. Berger and Thomas Luckmann. According to Berger in Jovanović (Jovanović, 2021a:524-525) to study this SCOR theory, the main message is: (a). Externalization, according to Berger, Externalization is a segment of the dialectic in which "human beings jointly 'think up' a social world". "Every human society is an enterprise of world-building". and the "'stuff' out of which society and all its formations are made is human meanings externalized in human activity". (b). Objectivation, according to Berger, Objectivation is the moment "in which this social world attains a seemingly 'hard' reality over and beyond the individuals interacting within it". (c). Internalization, according to Berger, Internalization is the "process by which this objective 'outside' world is reprojected into the consciousness of individuals through various experiences of socialization, beginning in childhood but continuing throughout life". Then according to Jovanović in Jovanović (Jovanović, 2021b:252) Berger and Luckmann formulate the fundamental dialectic using the following sequence of assertions: Society is a human product. Society is an objective reality. Man is a social product. Then according to Knoblauch in Jovanović (Jovanović, 2021c: 252) describes the process of Social Construction of Reality as follows:

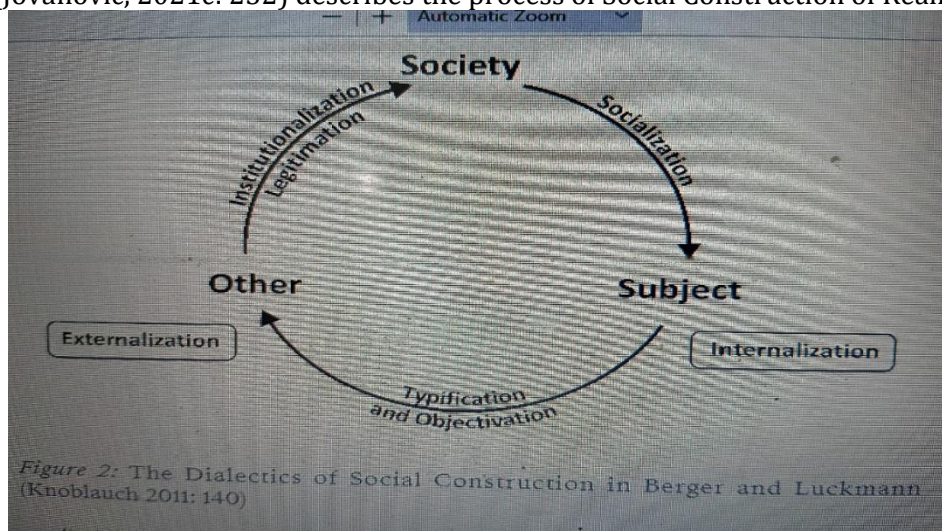


Figure 1 : Process of Social Construction of Reality.

More over according to Bungin (Bungin, 2017a:32) Berger and Luckman based their thinking on the phenomenological school, namely the social process between members of society takes place naturally. Still according to Bungin (Bungin, 2017b:32) the content of social construction messages towards reality begins from leaders to subordinates, teachers to students, parents to their children and so on. In other words, the context of social construction of reality is influenced by the actors who control the social construction messages towards reality, while the general public is the part that is constructed.

Bungin (Bungin, 2017c:34) SCOR theory experiences a thought process from phenomenology, critical and postmodern. Still according to Bungin (Bungin, 2017d:34) SCOR

as an approach and theory can be analyzed: (1). SCOR is a simultaneous social process (externalization, objectivity and internalization) that occurs in every society. (2). There are interested parties in carrying out the SCOR process. (3). There is a message content from SCOR which is the locus (core) of the essence of the SCOR process. (4). There is a willingness, consciously or unconsciously, from members of society to be involved in the SCOR process. (5). There is a "false" consciousness that lives in the minds of members of society that is constructed and consciously or unconsciously they accept it as a reality.

(2). Social Image.

Lipmann in Rythoven (Rythoven, 2021a:3-5) stated: image is the picture in our heads'. Still according to Lipmann in Rythoven (Rythoven, 2021b:4) that images are often more than cold cognitions. They can be deeply emotional. Stereotypes 'are loaded with preference, suffused with affection or dislike, attached to fears, lusts, strong wishes, pride, hope. Whatever invokes the stereotype is judged with the appropriate sentiment. And still according to Rythoven (Rythoven, 2021c:3) Lipmann states that the image in our heads if shared, becomes the basis for collective action to form public opinion. Then according to Guzikevits and Hillel (Guzikevits and Hillel, 2022a) states that the social image account claims that limited dishonesty is driven by a desire to be viewed positively by others. Still according to Guzikevits and Hillel (Guzikevits and Hillel, 2022b) that social image according to this explanation, people refrain from lying to the fullest possible extent (when lying is expected to be profitable) not because of a threat to their self-view, but because they are worried that others might view them as immoral or dishonest. And still according to Guzikevits and Hillel (Guzikevits and Hillel, 2022c) that social image concerns can have the opposite effect and encourage dishonest behavior under certain circumstances. People care about appearing generous, fair, and moral and may lie to pursue a positive social image. Indeed, dishonest behavior is considered to be one of the tactics that people use to convey a positive image of themselves, in what is also known as "impression management".

Social image in this case is related to the destination brand. To clarify the social image of this destination brand, then according to Bungin (Bungin, 2017e: 135) the variety of social images is divided into 8 (eight), namely: (1). Comfort and beauty. (2). Freedom and exclusivity. (3). Self-expression and insight. (4). Social class and romance. (5). Benefits. (6). Friendliness. (7). Security and (8). Adventure and challenges.

(3) Destination brand.

Destination brands were known in the 1990s. According to Almeyda-Ibáñez and George (Almeyda-Ibáñez and George, 2017a:13) the emergence of destination brands began with marketing activities to build the image of cities, such as New York and Glasgow, where they came up with the slogans I Love New York and Glasgow's miles better, during the 1980s. Then according to Kasapi and Cela (Kasapi and Cela, 2017a:133) the first journal discussing the branding of new tourism destinations developed rapidly in 1998, with the research of Pritchard and Morgan (1998), which combined the concepts of 'branding' and 'destination image'.

Ritchie & Ritchie in Almeyda-Ibáñez and George (Almeyda-Ibáñez and George, 2017b:13) defines a destination brand as "...a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination: furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination: it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience."

Then Blain et al in Almeyda-Ibáñez and George (Almeyda-Ibáñez and George, 2017c:13) define a destination brand, namely Destination branding is the set of marketing activities that (1) supports the creation of a name, symbol, logo, word mark or other graphic that individually identifies and differentiates a destination: that (2) consistently conveys the expectation of a memorable travel experience that is uniquely associated with the destination: that (3) serves to consolidate and reinforce the emotional connection between the visitor and the destination; and that (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice.

Kasapi and Cela (Kasapi and Cela, 2017b: 134) Kerr uses the phrase place brand, defining place brand, namely, defining 'place brand' as "a network of associations in the consumers' mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design". Still according to Kasapi and Cela (Kasapi and Cela, 2017c: 135) Kerr further explains the similarities between the two. In a similar vein, Kerr advocates, "... given the widespread acceptance of the similarities between the corporate brand and the location brand, researchers and practitioners in place branding have the opportunity to draw from the existing models of the corporate brand and to develop a model to reflect the key components of, and relationships within, the location brand architecture and portfolio".

Then, according to Kasapi and Cela (Kasapi and Cela, 2017d: 134), the Journal of Place Branding and Public Diplomacy defines 'place branding' as "applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural development of cities, regions and countries".

4. Tourism Marketing Communication Strategy

According to Muller in Ruller (Ruller, 2018a: 376) The term "strategy" comes from the Greek verb, *strategein*, which literally means building roads (*stratos agein*) and since ancient times has also been used to mean "being the leader" as well as "using a ploy to win". Then Mintzberg, Whittington and Koch in Ruller (Ruller, 2018b:376) explain, theoretical ideas about how to develop strategy have changed over time. Classical strategy theory is about rational long-term planning, and recent strategy theory is much more about continuous change and is much more emergent and incremental. Although these strategy theorists do not speak about strategic communication as such, we may assume that in rational long-term planning theory, strategic communication plays a role in presenting and promoting it, yet in emergent and incremental strategy development, strategic communication obviously plays a role in building strategy.

Hallahan et al. in Johansen & Gregersen (Johansen & Gregersen, 2024: 404-423) stated that strategic communication, which is defined as the purposeful use of communication by an organization to fulfill its mission. Six relevant disciplines are involved in the development, implementation, and assessment of communications by organizations: management, marketing, public relations, technical communication, political communication, and information/social marketing campaigns. The nature of the term strategic is examined, and key aspects of communication are identified. According to Ruler (Ruler, 2018a: 327) The concept of "strategic communication" shows that not all communication can be seen as strategic communication. One definition that can currently be found on Wikipedia states that: "Communication is strategic when it is fully consistent with the organization's mission, vision, and values and when it is able to improve its strategic position and competitiveness among its competitors".

Then according to Halladan et al in Ruler (Ruler, 2018b: 327) argue that the essence of strategic communication is to have a purpose, to advance the organization's mission through communication. When communication helps advance the organization's mission in a purposeful way, we can talk about strategic communication. Therefore, only communication that has the purpose of advancing the organization's mission can be defined as "strategic.". still according to Hallahan et al in Ruler (Ruler, 2018c: 327) various fields of communication in organizations, such as management communication, marketing communication, public relations, technical communication, political communication, and information campaigns/social marketing, which are sometimes covered by the general term "integrated communication." He proposed that all of these forms can be called "strategic communication". Hallahan also stated in Ruller (Ruller, 2018d: 327) that the emphasis is on the application of strategic communication and how an organization functions as a social actor to advance its mission. ... While academic research on organizational communication broadly examines the processes involved in how people interact in complex organizations, strategic communication focuses on how the organization itself presents and promotes itself through the deliberate activities of its leaders, employees, and communication practitioners. In line with this, according to Thorson in Ruler (Ruler, 2018e:327) "The strength of the strategic communication approach is its emphasis on strategy rather than specific tactics and its focus on communication understood holistically".

Based on the understanding and concept of communication strategy above, then in understanding the tourism marketing communication strategy, an integrated communication mix is used. According to Bungin (Bungin, 2017f: 59) the strength of the marketing mix in product sales, then the strength of the communication mix is in consumer knowledge of the product and the entire production and sales process. The communication mix's job is to inform consumers with various existing information channels. Then Taylor in Bungin (Bungin, 2017g: 60) describes the relationship between the marketing mix and communication mix, as follow:

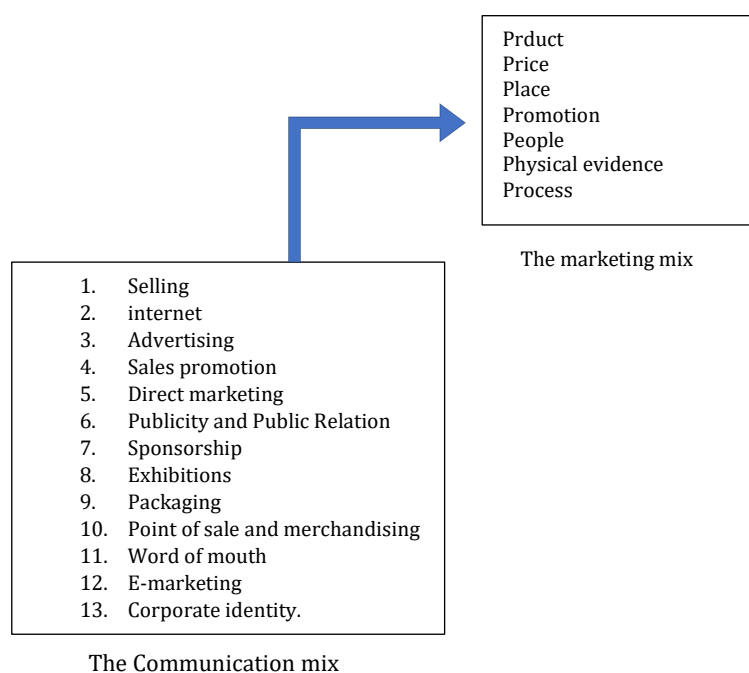


Figure 2 : Relationship between marketing mix and communication mix

Then in the marketing communication strategy according to Bungin (Bungin, 2017h:62) the target is First, how to make people aware that they need a product, service or value. Second, how that awareness becomes attention to a product, service or value and if attention has been built, then the target is for people to be loyal to buy the product, service or value.

2. Method

This research is a postmodern school of thought, according to Bungin (Bungin, 2017i: 32) the postmodern view in the social construction of reality emerged in the 2000s. Post modern according to Ritzer (Ritzer, 2018: 587) includes a new historical period, new cultural products, and a new type in the development of theories about social life. The concept of post-modernism is mainly focused on the widespread belief that the modern era has ended and we are entering a new historical period, post-modernity. Then this study uses qualitative methodology, this qualitative approach is considered suitable for use in social construction of reality and postmodern school of thought. According to Bungin (Bungin, 2017j: 34) Post Modern school of thought, various rules of methods used: qualitative, quantitative, qualitative and quantitative, Discourse Analysis, Content Analysis, Online database analysis.

The data collection techniques used in this study were participatory observation, in-depth interviews and documentation. According to Sugiono (Sugiono, 2018a:106) participant observation, researchers are involved in the daily activities of people who are being observed or who are used as sources of research data. In line with this, Kriyantono (Kriyantono, 2022a:108-109) stated that this method allows researchers to dive in directly and become part of the researched and even live together among the individuals or groups being observed for a long period of time. In this study, researchers conducted observations of the Batu City community, tourists who came to Batu City.

According to Kriyantono (Kriyantono, 2022b:98) in-depth interviews are a way of collecting data or information directly and in-depth. In this study, the researcher conducted in-depth interviews with the designated informants, namely the Head of the Organizational Section of the Batu City Secretariat, Head of the PCI (Public Communication Information) Division of the Batu City Communication and Informatics Service, Head of the Tourism Marketing Division of the Batu City Tourism Service and Tourists who come to Batu City.

Furthermore, Kriyantono stated (Kriyantono, 2022c: 116) the purpose of the documentation method is to obtain information that supports data analysis and interpretation. Documentation can be in the form of public documents or private documents. The private document obtained by the researcher is the Final Report document of the Batu City Government Regional Development Planning Agency 2013, related to the Batu City, City Branding Study.

Table of resources person reviewed

No	Informant	Address
1.	Chief of Division Organization Section of Batu City Regional Secretariat	Jl. Panglima Sudirman No.507 Pesanggrahan Batu City, East Java
2.	Andri Wijaya, S.Sos, MM. Chief of PCI (Public Communication Information) Division, Batu City Communication and Informatics Office	Jl. Panglima Sudirman No.507 Pesanggrahan Batu City, East Java
3.	Dwi Nova Andriany SH, ME, MA. Chief of Tourism Marketing Division, Batu City Tourism Office	Jl. Panglima Sudirman No.507 Pesanggrahan Batu City, East Java
4.	Lecturers of Communication Science, Budi Luhur University: Laksmi Rachmaria, S.Sos,	Jl. Trunojoyo No.09 Songgokerto Batu District Batu City East Java

	M. Ikom, Dr. Ni Gusti Ayu Ketut Kurniasari, SIP, M.Si. and Doddy Wihardi, as Tourists visiting Batu City. Interview on September 15 th , 2022	
5.	Two Tourists to Batu City were interviewed on August 14 th , 2023	Jl. Raya Selecta No.1 Bumiaji District Batu City East Java.

Then this research is phenomenological, phenomenology According to Kahija (Kahija, 2017a: 17) phenomenology is closely related to psychology as a science of mental processes and behaviour. Still according to Kahija (Kahija, 2017b: 18) phenomenological research suggests that the most objective fact about humans is that humans are basically subjective. And still according to Kahija (Kahija, 2017c: 18) therefore phenomenological research is more suitable to use the term "intersubjective" which means that one's subjectivity can be connected to the subjectivity of others.

Data Analysis Techniques used in this study use data analysis techniques proposed by Creswell. According to Creswell (Creswell, 2016:264-268) there are six steps in qualitative data analysis, namely: (1). Processing and preparing data for analysis. This step involves transcribing interviews, scanning materials, typing field data, sorting and organizing data into different types depending on the source of information. (2). Reading all the data. The first step is to build a general sense of the information obtained and reflect on its overall meaning. What general ideas are contained in the participants' words, what are the tones of ideas, what are the impressions and depths, credibility, and narration of information. At this stage, qualitative researchers sometimes write special notes or general ideas about the data obtained. (3). Starting coding all data, by organizing data by collecting pieces (or parts of text or parts of images) and writing down their categories within the boundaries. This step involves taking written or image data that has been collected during the collection process, segmenting sentences (or paragraphs) or images into categories, then labelling the categories with specific terms, which are often based on terms/language originating from participants (called *intervivo* terms). (4). Applying the coding process to describe the setting (domain), people (participants), categories, and themes to be analysed. This description involves trying to convey detailed information about people, locations, or events in a particular setting. Researchers create codes to describe all the information, then analyse it. (5). Showing descriptions and themes that are presented again in qualitative narratives/reports. (6). Making interpretations or giving meaning to data from qualitative research. Researchers reveal the essence of an idea. In this case, it can be the researcher's personal interpretation, based on the fact that researchers bring their culture, history, and personal experiences into the research.

The framework for thinking in data analysis according to Creswell is as follows:

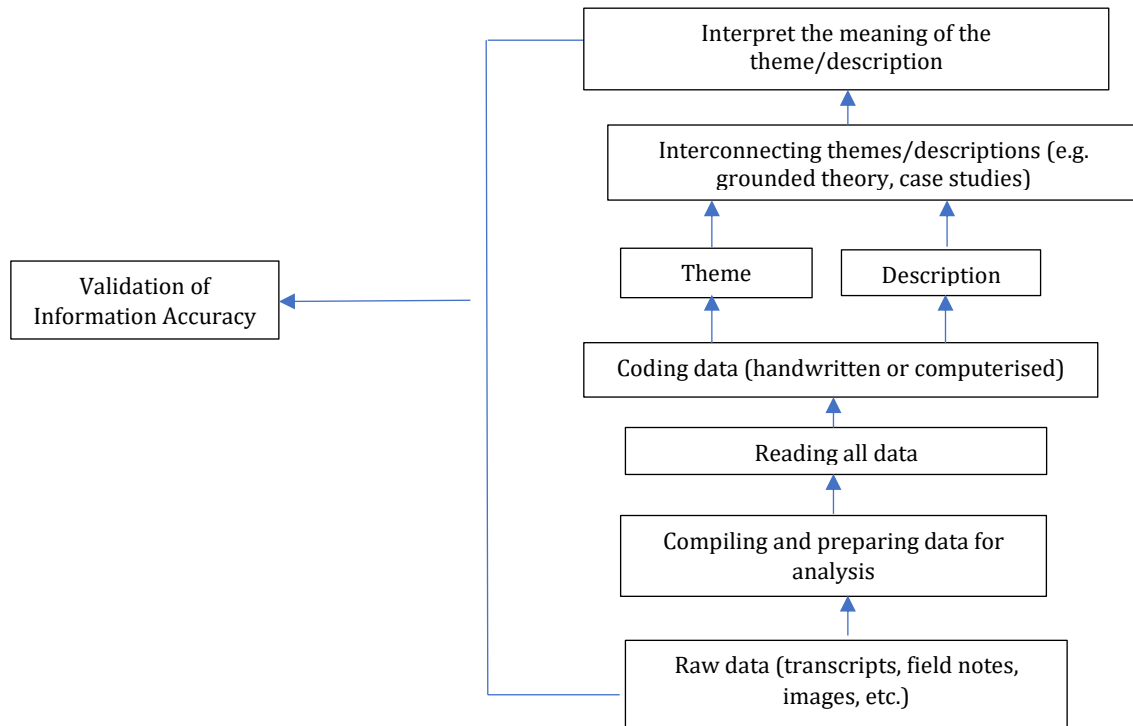


Figure 3 : Thinking Framework in Data Analysis Based on Cresswell

In testing the validity of the data, this qualitative research method, namely the validity and reliability test. According to Sugiono (Sugiono, 2018b: 185), that the test of data credibility or trust in qualitative research data is carried out by extending observations, increasing perseverance in research, triangulation, discussions with colleagues, negative case analysis and member checks. In this study, researchers conducted extended observations, increased perseverance in research, discussions with colleagues, triangulation and member checks. Then, Triangulation in credibility testing according to Sugiono (Sugiono, 2018c: 192) is Triangulation in credibility testing in this qualitative research is interpreted as checking data from sources in various ways and at various times. Then what is done by the researcher is using Triangulation of data sources, Triangulation of data collection techniques and Triangulation of data collection time.

Then for triangulation of data sources used by researchers, namely to test the credibility of data on the Construction of Social Image of the Shining Batu Destination Brand as a Tourism Marketing Communication strategy, the collection and testing of data obtained were carried out on the owner of the Shining Batu brand / creator of the Shining Batu brand, the Batu City Government and Tourists who come to Batu City. From the data from the three sources, it is described, categorized, which views are the same, which are different and which are specific from the three data sources. The data that has been analysed by the researcher to produce a conclusion is then requested for agreement (member check) with the three data sources.

The following is a picture of the triangulation of data sources.

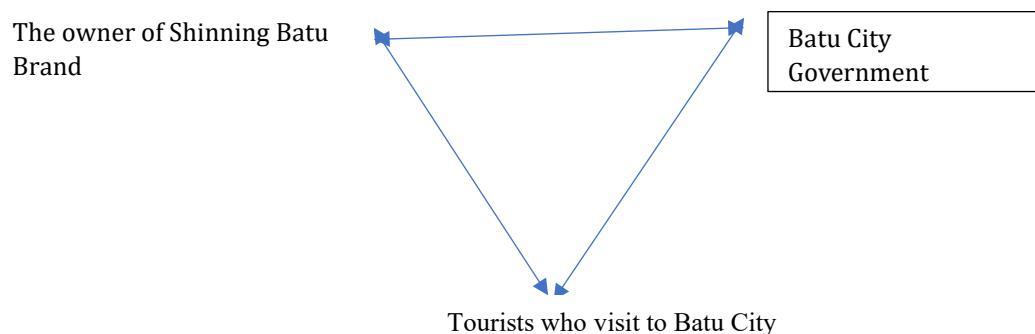


Figure 4 : Triangulation image of data sources

The reserachers used Triangulation data collection techniques by are interviews, observation and documents. According to Sugiono (Sugiono, 2028d:191) Triangulation techniques to test data credibility , are carried out, for example data is obtained by interview then checked by observation and documents. Still according to Sugiono (Sugiono, 2018e:191) if the three data credibility testing techniques produce different data, then the researcher conducts further discussion with the data source, to determine which data is correct or perhaps all are correct because the point of view are different.

The following is a picture of Triangulation data collection techniques:

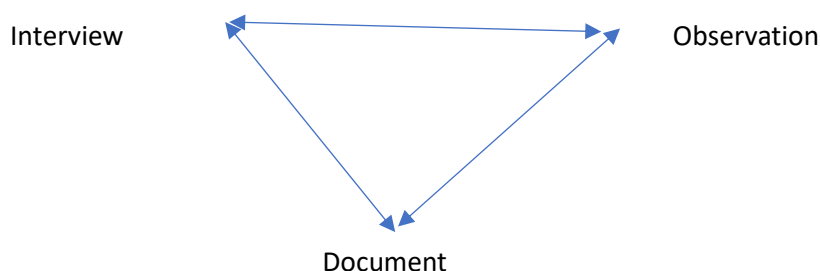


Figure 5 : Figure 5. Figure Triangulation of data collection techniques

The triangulation of data collection time used by researchers is morning , afternoon, evening. According to Sugiono (Sugiono, 2017f:191) time also often effects the credibility of data. Data collected using interview techniques in the morning when the source is still fresh, provides more valid data so that it is more credible.

The following is a picture of triangulation of data collection time:

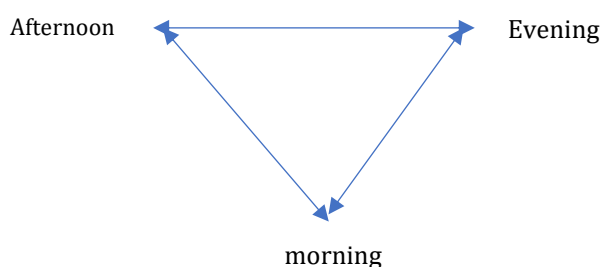


Figure 6 : Triangulation image of data collection time

This research took place in Batu , East Java Indonesia . Batu is an Administrative City (Equivalent to a Regency or Municipality), the reason this research was conducted in Batu, east Java is because Batu has a destination brand as one of the tourism marketing communication strategies, namely Shining Batu. It is also one of the tourism cities in East Java, Indonesia.

3. Results and discussion

The results of the research conducted by the researcher, then the researcher conducted the following discussion:

a. Construction of the Social Image of Batu City

The concept of social construction comes from the theory of Social Construction of Reality (SCOR) proposed by Berger and Luckman. In this thought, according to Bungin (Bungin, 2017b:32) the context of social construction of reality is influenced by the actors who control the message of social construction of reality, while the general public is the part that is constructed. Then what researchers can respond to regarding the social construction of Batu is that aspects of life in the development of Batu have undergone construction. Batu is administratively located in East Java Province. The whole of Batu consists of 3 (three) sub-districts, namely: Batu Sub-district, Bumiaji Sub-district, and Junrejo Sub-district. And Batu consists of 19 Villages, 5 Sub-districts. Geographically, Batu has an exotic mountain panorama, an area surrounded by mountains and mountains. Batu is located at an altitude of 700 - 2,000 MDPL, cool air, average temperature 22 ° C. With the ownership of the area, Batu City has become a tourist destination for the Dutch since the 19th century. During the leadership of the Mayor of Batu by Mr. Eddy Rumpoko, he launched the "Batu Tourism" program or known as *KWB (Kota Wisata Batu)* Indonesia. The Batu Tourism Program/ *Kota Wisata Batu (KWB)*, changed the new face of Batu there was a change in the economy in Batu. The Batu Tourism Program, has the hope of advancing the tourism sector, Batu has an attraction for investors, tourists visiting Batu and potential tourists who will visit Batu. Changes in Batu with the Batu Tourism Program/ *Kota Wisata Batu (KWB)* can be seen almost every weekend, on Saturdays and Sundays and on national holidays, the main roads to Batu are always crowded and even congested. Batu has now become a destination for local tourists, people in East Java, people outside East Java (national) and even international tourists.

Berger and Luckman's thoughts on Social Construction of Reality (SCOR) according to Bungin (Bungin, 2017a:32) are based on the phenomenological school of thought, namely that social processes between members of society occur naturally. Batu as a Tourism City has a cultural potential of 36 types of art, 2 of which, namely Bantengan art and Jaran Kepang art, have received Intangible Cultural Heritage Certificates. In the Batu community, Bantengan art grows and develops naturally, social relations in society in the development and preservation of Bantengan art occur comprehensively in the lives of the Batu community in an integrated manner. as stated by Utami and Cindrakasih (Utami and Cindrakasih, 2023a:290) Bantengan art is transmitted through patterns of individual behavior in society, communicated by other individuals in their collective. And still according to Utami and Cindrakasih (Utami and Cindrakasih, 2023b:290) Bantengan art is an easy and cheap presentation as a medium of entertainment Art, a living tradition and developing in society does not require complicated expertise and skills when studying this Bantengan art. Although Bantengan art in the process of development and preservation runs naturally, researchers feel that it has also

experienced social construction. The Batu Government, through the Tourism Office, creates an annual agenda for the preservation of Bantengan art through the 1000 Banteng Festival event, including Bantengan art in other events and creating discussion and training events.

The social construction of Batu as a tourism city occurs and is related to the tourism destination objects in Batu. Social construction occurs in relation to the social image of Batu. According to Bungin (Bungin, 2017e:135) the variety of social images consists of comfort and beauty; freedom and exclusivity; self-expression and insight; social class and romance; benefits; friendliness; security; adventure and challenges. So, what researchers can respond to this is:

- 1) Comfort and beauty. Batu destination has an exotic panorama; the beauty of its natural scenery is typical of mountainous areas. Batu has an altitude of 700 - 2,000 MDPL, this makes Batu have comfortable cool air, with an average temperature of 22 degrees Celsius. The comfort and beauty of Batu leave an impression on tourists who come to Batu, making tourists want to return to Batu.
- 2) Freedom and exclusivity. Batu has a variety of tourism products; tourism service business actors are able to create a holistic experience. This experience can be very personal, able to touch the minds and hearts of tourists who visit Batu. The real experience of tourists who come to Batu with a choice of desired tourism products is able to create exclusivity.
- 3) Self-expression and insight. Tourists who come to Batu, by enjoying various kinds of tourism products, are able to express themselves and increase their insight, for example, the presentation of educational tourism. Entertainment events presented by Batu tourism destinations have a unique and unforgettable impression until this has a reputation and competitiveness in the marketplace.
- 4) Social class and romance. Batu is one of the destinations that are visited by many tourists with family, with a loved one and is able to create an impression of a romantic experience. Batu, the impression that is formed, depicted in the minds of the community and tourists who visit Batu is a destination in the form of a place, location, region as an area that has the potential for natural resources as a tourism destination.
- 5) Benefits. Many tourists visited Batu who use their leave to go on vacation to an ideal place. Initially, people visited a tourist destination just to relieve fatigue or reduce stress levels in dealing with daily work or daily activities. Now, there is a shift in the meaning of visiting a tourist destination, tourists do not only visit tourist destinations, but also do other things, such as business, meetings (family, school reunions), assignments or work and other needs.
- 6) Hospitality. The hospitality value of the Batu community is quite friendly and accepting of newcomers, so that the services received by tourists are maximized.
- 7) Security. Tourists, travelers go to places far from their homes, so in this case, security is a priority in Batu, so that tourists plan a vacation and make Batu one of their choices.
- 8) Adventure and challenges. In Batu, there are quite a lot of tourist attractions and objects that offer adventure and challenges. Tourists, travelers who like adventure activities, nature lovers, then Batu can be one of the tourist destinations of choice.

The aspect of life in Batu that has undergone the next social construction is the process of social construction of reality (SCOR) of the Shining Batu destination brand. According to Berger and Luckman, social construction of reality occurs through a simultaneous process, namely externalization, objectivity and internalization. So, what researchers can respond to in this case is:

1. Externalization. Externalization is the formation of patterns, rules or roles among groups of people. So, the Social Construction of Reality of the Shining Batu destination brand is the brand owner, the creator of the Shining Batu brand, conveying an idea, concept and information aimed at certain groups in society. The values, philosophy and information contained in the Shining Batu destination brand are externalized by the brand owner, the creator of the brand into society through launching events, information media (billboards, booklets, brochures, and digital data, advertisements), the construction of Shining Batu physical icons in public spaces (construction of statues and naming of physical objects, placement of the Shining Batu logo and writing on the city gate), the addition of Shining Batu pin attributes to the uniforms of the Batu Government, the addition of Shining Batu destination brand stickers to Batu Government operational vehicles (cars) and Shining Batu broadband transmission (Shining Batu destination brand YouTube Channel). The Shining Batu destination brand is externalized, understood by the community and tourism users, this process takes a long time and costs money. This externalization can also be used as a marketing communication strategy for Batu tourism, such as cultural promotion in Batu, Batu cultural exhibitions, Batu cultural and art performances. The design of Batu tourism marketing communication strategy can be done online and offline, the design that is done online in this case is intended because today's society has become part of the information society and lives in the development of Information and Communication Technology. This externalization process takes quite a long time, depending on how often the Shining Batu destination brand campaign is carried out in the media and events. The more repetitions of the Shining Batu destination brand campaign, the faster the externalization process will succeed.
2. Legitimacy-Objectivity
Legitimacy is the process of finding reasons to acknowledge and rationalize institutionalization. So, Legitimacy in the social process of objectivity, provides rational reasons for the destination brand that has been conveyed to the public in the institutionalized process. In the Shining Batu destination brand, Legitimacy-Objectivity provides reasons for the use of the Shining Batu logo that is designed to be able to represent the vision of Batu, *TRI ASA / THREE HOPES* (agricultural center, tourism center and education center). The Shining Batu destination brand uses the word Shining Batu as an objective character of the identity of Batu's charm as a city of Agriculture, Tourism, and Education. The quality of Batu's products and services in these three areas is the best. Batu is also able to present a healthy business climate so that investors will get a guarantee of security for the sustainability of their businesses in the future. "Shining" because of its prime quality and bright future. All components of the Shining Batu destination brand have an objective meaning that reflects the development value of Batu.
3. Internalization. Internalization will strengthen the social system in accepting social construction of reality. This internalization process is often referred to as a socialization process, in other words, internalization is carried out by socializing the Shining Batu destination brand into the Batu community, communities outside Batu, especially prospective tourists and potential tourists who will visit Batu. The internalization process of the Shining Batu destination brand as a social product can make other people (Batu residents, tourists visiting Batu and potential tourists who

will visit Batu) make Batu a tourist destination for everyone who wants to come to East Java. So, the Shining Batu destination brand has become a part of everyone who will go on vacation. A strong destination brand is a destination brand that is able to reach the stages of Legitimacy-Objectivity to Internalization, where the brand has been perfectly constructed in society.

b. Shining Batu destination brand as a source of information

According to Ritchie & Ritchie, a destination brand is “...a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination: furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination: it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience”. The Shining Batu destination brand has a visual form, the following can be responded to by researchers regarding the explanation and form of the symbol, the Shining Batu destination brand logo, based on interviews with the Chief of the Organization Section of the Batu Regional Secretary and private documentation of the Final Report of the Batu Government Regional Development Planning Agency 2013, related to the City Branding Study of Batu:

1. The Shining Batu destination brand was created in accordance with the vision and mission of Batu (*TRI ASA/THREE HOPES*) which is stated in the Batu government development plan. The Vision and Mission of Batu *TRI ASA/THREE HOPES* towards an agricultural center, tourism center, and education center.
2. Shining Batu with the representation of *TRI ASA/THREE HOPES* (city of agricultural centers, tourism centers, and education centers) has the meaning that Batu is also able to present a healthy business climate, so that investors will get a guarantee of security for the sustainability of their businesses in the future. "Shining" because of its prime quality and bright future.
3. The visual form of the Shining Batu destination brand is as follows:



Figure 7 : Shining Batu destination brand

Source: Final report of the Regional Development Planning Agency of Batu Government 2013, related to the City Branding Study of Batu.

4. The meaning of the Shining Batu destination brand is:

- a. Describes that Batu is a comfortable, safe, peaceful, and prosperous area.
- b. Batu is an area that is economically prosperous and has a high sense of togetherness among Batu residents.
- c. Batu City has a harmonious relationship between its residents and its government and has a strong relationship between all stakeholders.
- d. It is a combination of three images of Batu: tourism (red), agriculture (green), and education (blue).
- e. The blue curved line is also a representation of the vertical relationship between humans and God.
- f. The red-orange line depicts the horizontal relationship between fellow humans.
- g. The green curved line depicts the relationship between humans and fellow creatures of God (nature).
- h. The three lines synergize to form a three-sided star, which is a depiction that Batu is a dream city. This synergistic relationship is also a representation that the effort to realize the Vision of Batu is a continuous work.

In order for the Shining Batu destination brand information to be known and understood by the Batu community; tourists who come to Batu and potential tourists who will come to Batu City, it is necessary to pay attention to the things put forward by Priyatna and Ardianto in Bungin (Bungin, 2017g:62-63) namely communication strategies that need to be understood such as (1). Understanding the communication process. (2). Thinking positively. (3). Understanding language. (4). Clarity of message. (5). Persuasiveness. (6). Completeness of message. (7). Good intentions. Then in this case what can be responded to by researchers are:

- 1) In this communication mix activity, the communication strategy carried out by the Batu Government related to the Shining Batu destination brand as a source of information, according to researchers, uses the communication process. Understanding this communication process is important for the Batu Regional Government in providing information to the public (Batu residents, tourists who come to Batu and potential tourists who will come to Batu) this is a process of transforming messages between the two parties. For example, according to researchers, one of the communication processes that can be understood and used in this strategy is the Laswell Model. The Lasswell Model according to Nurudin (Nurudin, 2019:222) is described as follows:

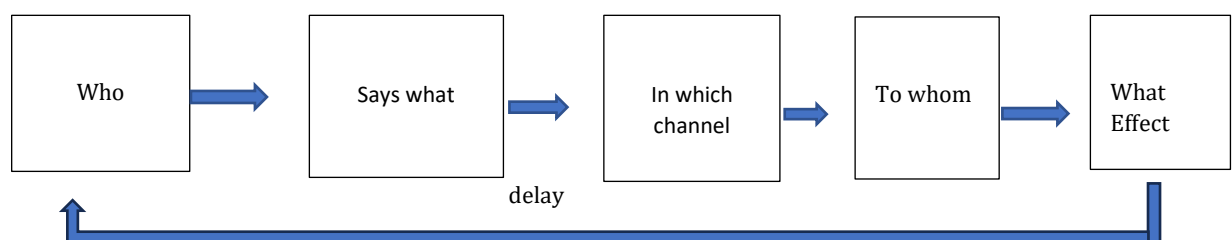


Figure 8 : Laswell Model

- 2) Batu City Government as the party that provides information on the Shining Batu destination brand, the next strategy that is carried out is to think positively, understand the language used by the target audience, the message conveyed must be clear and in achieving the desired target, persuasion is needed. The purpose of this persuasion is to ensure that our target audience has understood the objectives of communication and is willing to make changes.

- 3) The message in conveying information about the Shining Batu destination brand by the Batu Government according to the researcher is quite complete. Considering that the information provided by the Batu Government on the Shining Batu destination brand is carried out such as through launching events; information media (billboards, booklets, brochures, and digital data, advertisements); construction of the Shining Batu physical icon in public spaces (construction of statues and naming of physical objects, placement of the Shining Batu logo and writing on the City gate); addition of the Shining Batu pin attribute to the uniforms of the Batu Government ranks; addition of the Shining Batu destination brand sticker to Batu Government operational vehicles (cars) and Shining Batu broadband transmission (Shining Batu destination brand YouTube Channel).
- 4) In achieving this communication strategy, good intentions, especially from the communicator, can become a motivator for the communicant, until the communicant accepts the change.

c. Shining Batu destination brand and tourism marketing communication strategy in Batu.

Discussion of research results related to the Shining Batu destination brand and tourism marketing communication strategies in Batu, then what can be addressed by researchers based on interviews that have been conducted with participants, namely:

As explained in the previous discussion that a destination brand is a symbol, logo, word mark or other graphic that identifies and distinguishes one destination from another, and distinguishes a product brand from a destination brand. Ownership of a destination brand in Batu, East Java, namely Shining Batu So in this study, according to researchers, it is felt to be very necessary where its existence makes a major contribution to the planning and development of sustainable Batu tourism destinations. The Shining Batu destination brand as the identity of the Batu destination is different from other city destination brands in Indonesia, different from the Indonesian national destination brand. Then functionally the Shining Batu destination brand contains the vision and mission of the Batu tourism destination. The vision and mission in the Shining Batu destination brand are used as a placement of the local advantages of Batu.

The Shining Batu destination brand, as explained previously, that this visual form, symbol or logo represents the values and philosophy of the Batu community. The values and philosophy contained in the Shining Batu destination brand are a form of commitment from the Batu tourism destination in presenting its characteristics, attractions and products.

The experience gained by tourists when visiting Batu tourism destinations has an affective effect, such as fun, comfortable, harmonious, memorable, meaningful and even allows the fulfillment of various physical needs. For tourists who live around Batu, it is a choice for tourism for various reasons, such as a close location, requires little cost, an educational place for children, and Batu has unique characteristics in food, souvenirs and tourist destinations.

The experiences and appraisal given by tourists visiting Batu are stored in their memory, and if the Shining Batu destination brand is also known, known and understood by tourists visiting Batu, then this strengthens the positioning of Batu's tourist destination. The positioning of Batu's tourism destination will be placed differently from other tourism destinations by tourists visiting Batu.

The elements in the tourism communication mix activities of Batu contain such as selling, internet, advertising, sales promotion, direct marketing, publicity and Public Relations,

Sponsorship, exhibition, packaging, point of sale and merchandising, word of mouth, e-marketing, corporate identity have a relationship with the tourism marketing mix of Batu such as product, price, place, promotion, people, physical evidence, process. In every communication mix and marketing mix event organized by the Batu Government, the Shining Batu destination brand is placed and used as a way to socialize and provide information, so that the Shining Batu destination brand is known, understood, and understood by the wider public.

The placement of the Shining Batu destination brand in public areas in Batu is a form of communication campaign. In communication campaign activities, the goal is brand awareness and brand priority. Forms of communication campaigns such as the placement of the Shining Batu destination brand in public areas are important to do considering that this is part of brand recall. Tourists who come to Batu, travel around Batu, will be directly exposed to and directly involved with the Shining Batu destination brand.



Figure 9 : Placement of the Shining Batu destination brand in public areas

4. Conclusion

Social Construction of Reality (SCOR) is a process that occurs in all aspects of social life of the community. There is no exception for Batu, East Java as a Tourism City, in its growth and development experienced the process of Social Construction of Reality (SCOR). For example, the Batu Tourism City Program/*Kota Wisata Batu (KWB)* initiated by the Mayor of Batu at that time, is a Social Construction of Reality (SCOR). Social Construction of Reality (SCOR) is a simultaneous process that occurs in every aspect of community life. The Shining Batu Destination Brand as the identity of the Batu destination is also a Social Construction of Reality (SCOR), the elements in the Social Construction of Reality (SCOR) process include externalization, objectivity and internalization. The Social Construction of Reality of the Shining Batu destination brand is said to be successful when the efforts of the creator or owner of the Shining Batu destination brand construct the awareness of individuals or society

(tourists) and form new knowledge of reality until individuals or society (tourists) feel that reality and experience it in their rational world. The tourism marketing communication strategy in the construction process carried out by the Batu Government is strong evidence of Batu's commitment to tourism.

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