

Marketing Communication Collaboration Destination Marketing Organization: Analysis of Collaboration through Instagram Social Media the New Face of Taman Mini Indonesia Indah's Pavilions

Edith Santana

Magister Ilmu Komunikasi, Sekolah Pascasarjana Universitas Sahid Jakarta, Indonesia

Abstract

This study aims to provide suggestions in identifying and also providing information / views that are educational, cultural and also while recreating to the wider community both locally and internationally where with the theory of Destination Marketing Organization also collaboration on marketing communications related to the Taman Mini Indonesia Indah Wajah Baru tourist destination through Instagram social media analysis with the aim of being able to maintain a collaborative assessment of the development of the Taman Mini Indonesia Indah Wajah Baru tourist destination through the Pavilions - Pavilions from the uniqueness of each region that implements the latest philosophy, namely Inclusive, Green, Culture and Smart. Tourists can also enjoy seeing the beauty of Taman Mini Indonesia Indah Wajah Baru after revitalization and can be accessed via smart phones, Instagram social media. Tourist destinations are the largest sector. The main purpose of utilizing social media is to maintain good relations between companies and the public / wider community by establishing relationships to create communication in the aspect of information and interaction where the public's vision in collaborative conversations to provide mutually beneficial value. The basic concept of marketing also explains that tourist destinations, explain how Destination Marketing Organizations collaborate with stakeholders, local communities and businesses to create interesting narratives that are also in accordance with the target audience. Social media engagement, branding based on evolving experiences can highlight how Destination Marketing Organizations adapt to technological advances to reach a wider spectrum of travelers, as well as global tourist destinations. In short, so that Taman Mini Indonesia Indah Wajah Baru can provide a good image in the wider community.

Keywords

Marketing Communication;
Destination; Marketing;
Kiosks; Taman Mini Indonesia



I. Introduction

Destination Marketing Organization(DMO) has an important role in marketing communications for Indonesian tourism destinations, Taman Mini Indonesia Indah New Face which was launched on September 1, 2023 with the tagline “Taman Jelajah Indonesia” Destination Marketing Organizations need to collaborate in decision making and require a clear strategy for engagement. and collaboration through social media in implementing the integration of traditional marketing communications and social media to reach the most technologically sophisticated population (Pike; 76, 2016).

The tourism sector also has social, economic, and in the context of environmental, natural resources, and cultural conservation and management that is increasingly wise and

prudent. One of the facilities developed is the concept of e-tourism. E-tourism provides information on tourist destinations with various needs for tourists. This study aims to determine the role of tourism marketing communications through the use of e-tourism marketing to increase tourist visiting intentions. Communication in addition to providing information, communication also has an effect on communicants to act, the role in the world of tourism as a means and infrastructure in promoting tourism that we often hear electronically with the name digital marketing. The tourism sector emphasizes tourism and the digital transformation or tourism and digital transformation. The new media used by the Indonesian Ministry of Tourism in communicating Indonesian tourism marketing consists of various media, including through Instagram as in my thesis topic, Related to the problem of marketing communications, it is also necessary to define its modern forms such as creative, emotional, innovative, and integrated communication, This means that effectiveness is an intellectual effort, and an attitude based on that effort, which must always be measured to ensure commercial success. However, it is important to note that effectiveness is not only a measure of market success, but also a measure of operational excellence or productivity. This involves minimizing costs and increasing operating margins. On the other hand, effectiveness is related to the company's ability to design unique models in receiving business opportunities through information exchange, one of which is through communication (Krizanova, 2019).

In relation to this thesis on "Destination Marketing Organization (DMO) Marketing Communication Collaboration Taman Mini Indonesia Indah Wajah Baru through Social Media" has revolutionized the way all internet users can contribute content, This democratization of the web has presented opportunities and challenges for industry visitors at a level never before experienced. The sheer scale of user-generated content that can be published at the speed of thought of Destination Marketing Organization (DMO) has a decreasing influence on their destination brand image. Travelers use social media in planning trips and during their trips, after they return home for a variety of reasons. Although Destination Marketing Organization has experimented with technology and they maximize the potential of social media, especially in terms of increasing engagement with and among consumers, common barriers to Destination Marketing Organization engagement have reduced resources, stakeholders organizational culture and concerns about loss of control over online content and potential. A paradigm shift in destination marketing will occur as a result of the increasing one that will see the competitiveness of destinations supported by Destination Marketing Organizations take advantage of opportunities in marketing orientation (Pike, 2016:75).

Nowadays, the tourism sector in Indonesia is a major contributor to the country's foreign exchange after the oil and gas sector, this tourism sector contributes around five billion US dollars every year to the country's foreign exchange, Traveling has become a part of people's lives, especially in the era of traveling like today, many people travel for various purposes, one of which is for entertainment / relaxation, where in fact leisure is a new need that is most created by forming an "image" that people need to travel to regain the freshness that has been lost from themselves because they are used to work. It is true that people travel not only eyes to relax, relax and also have fun but also to get to know other cultures or in order to educate yourself or children. For Indonesia, the tourism industry is an opportunity that cannot be let go, but tourism has become a very profitable industry and has bright

prospects in the future. That is why the government has carried out many programs to develop the tourism sector in Indonesia, including the tourism awareness program and Visit Indonesia Year, where the main target is to achieve as many tourist visits as possible, both foreign and domestic tourists, the need for tourism, especially from developed countries, is increasing (Fransisca 2021).

Social media is one of the developments of the internet, having a high quality camera on smartphone, and make many people have new fun activities, people will easily take pictures anywhere and anytime, after that upload them on social media. Types of social media commonly used include Instagram like the title of the thesis that I took for the Taman Mini Indonesia Indah tourist destination with a new face. Instagram is an application of various sciences that allows users to take photos, apply digital filters, and share them to various social networking services. Instagram usage activities require using the internet which is a series of new hopes about a growing community around computer-mediated communication, another idea is that a virtual community that can be formed by any number of individuals via the internet based on their own choices or in response to a stimulus (McQuail, 2011:163). This means that Instagram is included in the category of online communities formed through the internet media, where the community is chosen based on their own awareness and is not limited by space and time. Social Media is online content created using publishing technology that is very accessible and measurable. The most important thing about this technology is the shift in the way people know, read, and share news, and search for information and content.

Presence social media causes greater social influence on the behavior of each coworker than media richness (Draft and Lengel, 1986), recognizing that the purpose of communication is to avoid ambiguity and reduce uncertainty and that the types of media transmission will differ in the extent to which they can accomplish this, self-presentation (Goffman, 1959) (Pike 2016: 81). Kaplan and Haenlein (2010) suggest that the first social media was Bruce and Susan Abelson's Open Diary, which brought together diarists, operating from 1998 to 2014. Indeed, blogs have been defined as virtual diaries (Sharda and Ponnada, 2007: 2, in Volo, 2010). More recent developments include microblogs that limit the number of characters that can be included in a single post (e.g. Twitter), multi-author blogs, video blogs, audio blogs, photo blogs, sketch blogs, and so on. Blogs are considered uncensored, and it is suggested that for a new blog to be taken seriously by search engines at least eight quality blog posts should be created early on, followed by regular posting (Andrews, 2014). The use of Twitter to favourite or reply to relevant tweets in a timely manner is an opportunity for Destination Marketing Organizations to build trust and rapport (Lead Sift, 2013). The style of blogging is very different to Destination Marketing Organizations' marketing communications, as blogs are often spontaneous observations that can be positive or negative (Volo, 2010). Research by Molz, 2012: 61 found that blog readers' journeys appear to share a similar approach of 'living vicariously through you'. So while some may view blogging as a narcissistic outlet, it is also seen as a gift that allows readers to escape their current environment. The first city tourism destination Twitter account was created by Portland, Oregon in 2008 (Hey, 2010, in Antoniadis et al., 2014). The first blog dedicated to those working, studying and teaching in tourism For a critique of the literature relating to blogging in tourism Volo (2010, 2012) (Pike,2016:81).

On January 30, 1971, at the closing of the Working Meeting of Governors, Regents and Mayors throughout Indonesia at the State Palace which was also attended by the President, Mrs. Tien Soeharto accompanied by the Minister of Home Affairs Amir Mahmud for the first time explained the intent and purpose of the construction of the Miniature

Indonesia "Beautiful Indonesia" in public. various suggestions, responses and thoughts from various community groups emerged, most of which supported the construction of the project. The location of the project was initially in the Cempaka Putih area, on 14 hectares of land. However, the Governor of DKI Jakarta Ali Sadikin suggested a location in the area around Pondok Gede, Pasar Rebo District with a land area of +100 hectares. In addition to being larger, the location also followed the development of the city of Jakarta in the future. Mrs. Tien Soeharto accepted the suggestion, because with a larger land area, the miniature Indonesia project could display traditional regional houses and other buildings in their actual size, Taman Mini Indonesia Indah is a very popular and familiar recreation area for residents of Jakarta and other cities in Indonesia, even abroad. The concept presents rides and facilities in a "Recreational, Informative, Educational, Communicative and Attractive" manner (Overview Article; Taman Mini Indonesia Indah new face 2024).

Taman Mini Indonesia Indah with a new face is likened to a place to explore the archipelago because there are many traditional houses of the archipelago, the point is visitors or Indonesians, want to know about Indonesian culture or people who miss their hometown and have not had the chance to go home but do not have to visit the province directly but can go to Taman Mini Indonesia Indah for culture in Indonesia and relieve longing for the atmosphere of their hometown so "Happy Exploring" Taman Mini Indonesia Indah with a New Face, "Taman Jelajah Indonesia".



Figure 1. Image of the New TMII Logo and the location of TMII after revitalization into Taman Mini Indonesia Indah New Face



Figure 2. The Charm of Indonesia, a Tourist Destination in Jakarta, namely Taman Mini Indonesia Indah, a New Face after revitalization

PT Taman Wisata Candi Borobudur, Prambanan and Ratu Boko (Persero) is a State-Owned Enterprise engaged in the management of tourist destinations including Borobudur Temple, Prambanan Temple and Keraton Ratu Boko established since 1980, PT TWC is determined to become a cultural heritage management company in Indonesia through the company's four business pillars, namely Heritage Park, Cultural Park, Amenities and Attractions. PT TWC always develops and innovates to provide excellent service to all stakeholders in every product and service (Latest 2024 Overview of Taman Mini Indonesia Indah Article).

Miniature of Indonesia in full, both in terms of size and shapeland, natural wealth, various colors of regional art and culture, as well as the development of science and technology and various forms of contemporary art and culture are presented here. The presentation is realized in the form of a Miniature Indonesian Archipelago which is an artificial lake with a replica of the Indonesian archipelago and its land cross-section. Equipped with 33 regional pavilions, each displaying traditional houses with traditional architectural patterns and presentations of cultural objects, art performances, traditional ceremonies, culinary diversity and various ins and outs related to the region concerned, which clearly show the Unity in Diversity of Indonesia. In addition to the regional pavilions, there are rows of museums that exhibit not only collections of history, culture and technology, past and present but also create dialogue with visitors through various demonstrations which in turn become milestones for future creation. The appearance of 20 museums including: the Indonesian Museum, the Transportation Museum, the Sports Museum is a source of unlimited information. Recreational rides and parks include a bird park, the Non-Aligned Summit park and the Living Pharmacy Park, various innovative rides such as Sky World, the IMAX Keong Mas Theater, the Cable Car (Skylift) and the Indonesian Chinese Cultural Park. The various types of rides and facilities all have dimensions of recreation, education, preservation, as well as enrichment of the horizon of knowledge and heritage of the cultural values of the Indonesian nation, especially the younger generation (Article A Glance at Taman Mini Indonesia Indah, a new face; 2024).



Figure 3. The latest mascot logo of Taman Mini Indonesia Indah, New Face, 2024

The latest logo above is used by the Taman Mini Indonesia Indah tourist area only since it was officially opened to the general public since the date of the inauguration event

Come on, the exciting and never-ending Taman Jelajah Indonesia and be the main character in every activity at “Taman Mini Indonesia Indah Wajah Baru”. From Sabang to Merauke, thousands of different customs and cultures have complemented various aspects of life in Indonesia. Each of these Indonesian customs and cultures has become the identity of each region throughout the archipelago. The main part of the miniature Indonesia is manifested in the form of islands that embody the unity of Indonesia, called the Indonesian Archive, a regional pavilion for each province in Indonesia, each regional pavilion displays traditional houses, with traditional architectural patterns along with the presentation of cultural objects and various intricacies related to the region concerned which clearly show the diversity of Indonesia. Currently, Taman Mini Indonesia Indah is managed by PT Bumi Visatanda Indonesia, also often called PT Bhiva, a subsidiary of PT Taman Wisata Candi and the previous Director of Taman Mini Indonesia Indah was Mrs. Claudia and the current Director was replaced by Intan Ayu Kartika (Management of Taman Mini Indonesia Indah, a new face (Peni 2024).



Figure 4. Image of Jokowi inaugurating the New Face of Taman Mini Indonesia Indah on September 1, 2023

Taman Mini Indonesia Indah's new face was opened on September 1, 2023 with the concept of "Green Zone". Taman Mini Indonesia Indah not only focuses on the external concept of the organization but there are also changes in the company's internal implications, namely the management of Taman Indonesia Indah's new face resources, the use of environmentally friendly materials, waste management and recycling, carbon emission reduction, and environmental safety (Article Destination Management Taman Mini Indonesia Indah's new face).

As one of the marketing strategies, Pantry's Story is trying to do social media marketing, namely Instagram, to increase sales and reach more customers.

Collaboration of Destination Marketing Organization / DMO through social media, especially content on Instagram, is very important to study and become the research of this thesis because currently social media has influenced all social and economic aspects of our lives, especially in this Taman Mini Indonesia Indah tourist attraction through Instagram.

Marketing is also one of the fields that has grown rapidly through the application of the power of virtual networks and social platforms, especially marketing tourism and travel products. Social platforms such as Instagram, by using their ability to share photos and video clips, have played an effective role in promoting the new face of the Taman Mini Indonesia Indah tourist destination located in East Jakarta. On the other hand, by having many followers, influencers on social platforms, especially Instagram Taman Mini Indonesia Indah officially have a major impact on tourist decision-making patterns. Thus, studying how social platforms influence marketing activities is very important to survive in today's competitive environment, in this case this study aims to study the role of social platform influencers in marketing the new face of the Taman Mini Indonesia Indah tourist destination, as well as identifying the right criteria in choosing influencers by marketers. Therefore, the Instagram platform is the target of my thesis research. A series of in-depth interviews were conducted to collect the necessary data. Marketing, tourism, media and content, Bhartiya 2023. The extracted themes are classified by including criteria for selecting influencers by tourism marketers; shared content; destination promotion, prerequisites for tourism businesses, influencer and business interactions; and the potential of the Instagram platform. The findings of this study have several practical implications for destination marketers especially those active in digital marketing, as well as influencers and individuals who want to attract audiences and increase their credibility on social media Instagram, Bhartiya ,2023. Especially the new face of the Taman Mini Indonesia Indah tourist destination that I studied.

II. Review of Literatures

2.1 Collaboration in the Context of Social Media Network Theory

In all organizations establish some type of relationship with external entities such as customers, suppliers, financial institutions and government agencies. However, the nature and intensity of the relationship vary leading to the formation of a way of working Knoke and Kukinski, 1983 describe that networks such as social media networks, as specific types of relationships that can connect groups of people, objects and events. (Source: Tinsley and Lynch 368; 2001, and Porter 1998), referring to the context of the industry that enhances competitiveness, namely defining clusters as "Geographic concentrations of interconnected companies and institutions in a particular field, linked by similarities and complementarities Pinto Rui B, Kastenholz & Elizabeth, 2011. Tourists are at the center of the network, and can activate their "own network" in the services they consume at the destination. This idea is also presented in Gnoth (2003:1) when he states that tourist-activated networks are formed by heterogeneous service providers that have been selected or activated by consumers to optimally respond to their needs (Gnoth, 2003) further suggesting the formation of voluntary networks in destinations when single firms recognize the existence of tourist-activated networks inadvertently and decide to exploit the inherent opportunities. Similarly Jaeger and Bieger 2003 suggest the term "virtual organization" introduced by Byrne et al, 1993), Marketing communication in the traditional parameter approach has been identified as persuasion, which requires a one-way communication mode (Waterschoot and Van and Bulte, 1992). However, in relationship marketing, communication has other roles besides persuasion, namely roles such as informing, listening, and responding, which require interaction and two-way communication forms (Duncan and Morianty, 1998).

2.2 Marketing Communication Collaboration

Collaborative communication is an adaptation system of the communication process in which various opinions from related parties are combined to reach an agreement (Anshell & Gash, 2008). In Kamil, 2018, while according to the Oxford dictionary, collaboration is an action carried out with other individuals or groups to create something. In the same dictionary, the definition of communication is the process of conveying thoughts or information to others, when combined, collaborative communication is an act of exchanging messages working together to achieve common goals (Bojic Anja, 2023). Communication is flexible or can be adapted in various forms, one of which is in the form of collaboration which requires communication as a medium and establishing relationships to achieve the desired goals. Collaboration or commonly called work is an interaction carried out by several individuals who are related to each other (Jonathan, 2004). In other words, collaboration is a thinking process in which the parties involved look at various aspects of differences in a problem to find solutions to these differences and the limitations of the parties' views on what to do, Grothaus & Cole, 2012. Gray, 1989 describes collaboration as a thinking process in which the parties involved look at aspects of differences.

2.3 Collaborative Destination Marketing Organization

The overall tourist experience of visiting a tourist destination in East Jakarta, namely "Taman Mini Indonesia Indah, a new face" is usually the result of diverse and different interactions with local stakeholders which include private organizations, public actors, the general public because many actors are involved in several ways to organize and control the process of providing tourist experiences, "(Palmer and Chavez 1995, Buhalis 200, Gnoth 2003, Wang and Fesenmaier 2007), which was developed in the Taman Mini Indonesia Indah Wajah Baru tourist destination with the advantage of developing a structured and coordinated approach to organization and promotion (Pinto, Rui B, Kastenholz, Elizabeth, 2011).

2.4 Collaborative through Instagram Social Media

The main purpose of utilizing social media is to maintain good relations between companies and the public / wider community (establishing relationships to create communication). Information and interaction aspects need to be complemented in public view in collaborative conversations to provide mutually beneficial value. Health services are companies that are very sensitive to customer dissatisfaction. (Greenberg, 2010) involves online customer communities and manages online customers as its conceptual framework. Social media features like, comment and share can be a way to examine public participation in a company's dialogue (Kim, 2014 in Cho et al, 2017). Social media changes the distribution and formation of information by making the public consumers and producers at the same time Cho et al, 2017 put forward three characteristics of social media that allow companies to maintain their relationships with stakeholders. Second, social media cannot be controlled, meaning the flow of information becomes multi-director and difficult to predict. Social media users can easily create, share and even change information. Third, social media makes many comments, good or bad, easy to find and access by everyone. With these characteristics, it is easy for the public to oppose signs of misinformation which can be a challenge for companies that use social media to reach their stakeholders (Husna, 2021).



Figure 5. Taman Mini Indonesia Indah has a new look with green nuances,<https://turisian.com/2023/01/06/inilah-hadap-baru-taman-mini-indonesia-indah-tmii-jakarta/>

No.	Key Players of Tourism Destinations	Explanation
1.	Economic Tourism Agents	The tourism industry produces services that are offered directly, tourists also directly get accommodation, transportation, attractions, food.
2.	Economic Agents from Other Sectors	Indirectly impacted by tourism activities such as retailers/public service providers.
3.	Non-Profit Organization	Providing services related/unrelated to tourism such as health, cultural or recreational activities.
4.	Public Entities	Providing infrastructure and facilities, heritage and nature conservation, information and education as well as some coordination of activities within a more formal structure.
5.	Local Population	Conditioning the tourism experience directly and being able to benefit from tourism development, but also being able to feel the social impact of tourism destination development.
6.	Tourists	Offers aimed at finding unique experiences and activating a network of tourist destinations

Pinto, Rui B, Kastenholz, Elizabeth, 2011

III. Research Methods

The author chooses the post-positivism method where the approach can be done experimentally with the triangulation method, namely the use of various methods, data sources, researchers and theories. This paradigm is used to find out "The Route to the Market of a tourist destination in the collaboration of the Destination Marketing Organization Taman Mini Indonesia Indah in increasing tourist visits" where Tourism is a rapidly growing industry in many Asia Pacific countries and is an important force in national economic development. Tourism development in the marketing organization of Taman Mini Indonesia Indah in marketing and tourism development with the theory of Destination Marketing Organization (DMO), Destination Marketing Organization in national authorities and Tourism and government departments or legal entities (formed by the government through laws) or legal entities (formed by the government through laws).

IV. Results and Discussion

Taman Mini "Indonesia Indah" (TMII) is a very popular and familiar recreation area for the people of Jakarta and other cities in Indonesia, even abroad. The concept presents rides and facilities in a Recreational, Informative, Educational, Communicative, and Attractive (RIEKA) manner. A complete miniature of Indonesia, both about land, natural resources, various colors of regional art and culture, as well as the development of science and technology and various forms of contemporary art and culture are presented here. The presentation is realized in the form of a Miniature of the Indonesian Archipelago which is an artificial lake with a replica of the Indonesian archipelago. The idea was based on, among other things, the spirit to arouse pride and a sense of love for the homeland and nation and to introduce Indonesia to the nations of the world. On January 30, 1971 at the closing of the Working Meeting of Governors, Regents and Mayors throughout Indonesia at the State Palace which was also attended by the President. Mrs. Tien Soeharto accompanied by the Minister of Home Affairs Amir Mahmud for the first time explained the intent and purpose of the construction of the Miniature Indonesia "Indonesia Indah" in public, various suggestions, responses and thoughts from various community groups emerged, most of which supported the construction of the project. On August 11, 1971, Mrs. Tien Soeharto assigned Nusa Konsultan to create a master plan and feasibility study, the task of building Taman Mini Indonesia Indah within 3.5 months (Latest Overview of Taman Mini Indonesia Indah 2024). The location of the project was initially in the Cempaka Putih area on 14 hectares of land. However, the Governor of DKI Jakarta Ali Sadikin suggested a location in the area around Pondok Gede, Pasar Rebo District with a land area of \pm 100 hectares. In addition to being wider, the location also follows the development of the city of Jakarta in the future. Mrs. Tien Soeharto accepted the suggestion, because with a wider land area, the miniature Indonesia project could display traditional regional houses and other buildings in their actual size. The construction of Taman Mini Indonesia Indah began on June 30, 1972, step by step. The design of the main building in the form of a Miniature Indonesia Relief map related to the provision of water, the Pancasila Flame Monument, the Joglo building and the Management Building were prepared by Nusa Konsultan along with the construction of roads and the provision of plots for each building. The design of other buildings such as typical buildings

for each region were carried out by various architectural firms, while Nusa Konsultan only helped maintain harmony and the whole.

4.1 The Pavilions of Taman Mini Indonesia Indah new face via Instagram

The pavilion at Taman Mini Indonesia Wajah Baru is a window of information on the development of each province in the tourist destination, from time to time and is a tourist attraction that is friendly to the disabled, including a typical Betawi house that presents a touch of traditional architecture.

Come to the exciting and never-ending “Taman Jelajah Indonesia” and become the main character in every activity in the new face of Taman Mini Indonesia Indah.



Figure 6. Image: Behind my photo is: Angkutan Wara - Wiri where visitors can enjoy part of Taman Mini Indonesia Indah's New Face with Angkutan Wara - Wiri



Figure 7. Image of President Joko Widodo appreciating the beauty of the new face

Mr. Jokowi walks around the New Face of the Beautiful Indonesia Miniature Park with the Wara-Wiri Public Transportation.

A visit to Taman Mini Indonesia Indah is not complete without exploring the Regional Pavilions and going around the lake. The Indonesian Archipelago Miniature, the Regional

Pavilions are a collection of traditional houses from 33 provinces in Indonesia. Each Provincial Government presents various types of traditional houses typical of its region in one area designated for the province concerned, which reflects the identity, local wisdom, and depth of the soul of its people (Peni, 2024).

Not only traditional houses, tangible and intangible cultural heritage and endemic flora and fauna statues also leave their mark here. It is no wonder that the Regional Pavilion is often visited by school students as a means of education. Not infrequently, the Provincial Government also holds community activities and traditional ceremonies that are visited by local communities. Several Regional Pavilions also sell their respective regional culinary delights that are rarely found elsewhere (Peni, 2024).

4.2 Regional pavilions located in Taman Mini Indonesia Indah managed by the regional government of each region through the Regional Liaison Agency of each province (Peni, 2024).

https://tamanmini.com/taman_exploration_indonesia/anjungan/

Pictures of the pavilions, brief history, and Instagram of each pavilion in the 33 Regional Pavilions located in Taman Mini Indonesia Wajah Baru are as follows (Wikipedia of TMII pavilions, 2024):

a. Jambi Pavilion



Figure 8. Picture of Jambi Pavilion at Taman Mini Indonesia Indah A brief history of the Jambi Pavilion,

This Jambi Pavilion presents a traditional Malay house, built in April 1974 and inaugurated a year later at that time. In 1979 a stage was built in the shape of a swan boat, the traditional boat of the Jambi region is called Kajang. This Betiang Jambi House is made of ironwood (bullan) according to its area of origin. The entrance date is located at the front, back, or side, the house has three rooms, has functions, ranging from a place for men's activities, a family bed, to a meeting room for traditional leaders (tuo-tuo tengganai) Wikipedia Jambi Pavilion 2023.

Jambi Pavilion Instagram: @jambi_pond



Figure 9. Instagram Jambi Pavilion in the Park Beautiful Mini Indonesia

b. Bengkulu Pavilion



Figure 10. Image of Bengkulu Pavilion at Taman Mini Indonesia Indah New Face A brief history of the Bengkulu Pavilion.

This Bengkulu pavilion announces that the sparkling gem on the edge of the Indian Ocean is known for its tourist destinations that are displayed beautiful. Fort Marlborough, magnificent and with an interesting history, stands as a silent witness to the glory of England three centuries ago, while Pantai Panjang embraces its visitors in the warmth of the sea. Bengkulu is also known for its past stories that are present through the Parr Monument to Bung Karno's residence in 1938-1942 and the Jamik Mosque that he designed. History has named the Princess of Bengkulu as a national hero - Ibu Fatmawati, the tailor of the Red and White flag, the wife of the proclaimer Bung Karno. The Ibu Fatmawati Monument stands firmly in the center of Bengkulu City which was inaugurated by the President of the Republic of Indonesia Joko Widodo on February 5, 2020 (Wikipedia Anjungan Bengkulu, 2024).

Instagram Bengkulu Pavilion: @anjungan_bengkulu



Figure 11. Instagram Bengkulu Pavilion at Taman Mini Indonesia Indah

c. Riau Pavilion



Figure 12. Picture of the Riau Province Pavilion at Taman Mini Indonesia Indah A brief history of Riau Province,

The Riau Platform is strategically located between the island of Sumatra, the sparkling Straits of Malacca, and the South China Sea. South, showing off its beauty with 3,214 islands. The wealth of petroleum and other natural resources supports Riau's economic growth. Large rivers such as Kampar, Siak, Rokan and Indragiri provide blessings for the people of Riau, the Riau Pavilion presents a replica of the gate (rice) of the Riau Lingga Royal Palace, as well as the Pencalang House or the Lontik Malay Roof House which is full of carvings. Under the Lontik House there is a pavilion office and a mini library, while the upper area displays a charming Riau cultural display, the beauty of Riau can be explored at TMII, typical Malay buildings such as Balai Selaso Jatuh Tunggal, the Kajang Roof Malay house, the Limas Roof Malay house and the Lontik Roof Malay house, reflecting Riau culture (Wikipedia Riau, 2024).

Instagram of Riau Pavilion: @anjunganriautamanmini



Figure 13. Instagram Riau Pavilion at Taman Mini Indonesia Indah

d. South Sumatra / Palembang Pavilion



Figure 14. Image of the South Sumatra Pavilion at Taman Mini Indonesia Indah A brief History,

The South Sumatra / Palembang Pavilion displays three traditional houses, namely the limas house, the ulu house and the rakit house, each representing the Palembang Malay tribe, the tribe in the interior and the people living in the river waters. The limas house is the main building pavilion, in the form of a rectangular stilt house, with a pyramidal roof with an odd number of steps, the pyramid house is the residence of the nobility, (Wikipedia South Sumatra Pavilion, 2023).

Instagram South Sumatra / Palembang: @anjungan_sumsel

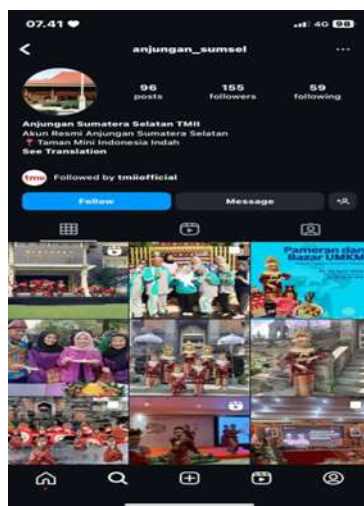


Figure 15. Instagram South Sumatra / Palembang Pavilion at Taman Mini Indonesia Indah

e. West Sumatra / Padang Pavilion



Figure 16. Image of the West Sumatra Pavilion at Taman Mini Indonesia Indah A brief history of the West Sumatra Pavilion,

West Sumatra / Padang Pavilion is the realm of the Minang tribe which is famous for its friendliness, is an attraction with its unique culture, the role of women, especially mothers, is highly respected in society. Minang, at TMII explore West Sumatra more closely at the pavilion that displays Rumah Cadang with the face of Ranah Minang. This house has a model of Nine Rooms Four Rows with a roof juk bergonjong like buffalo horns and a pointed roof or Si sondok Langik odd number. The upper room is the area for performing Minang traditions, starting from traditional clothing, Padang Pariaman bridal dais, Silungkang Songket cloth to Talempong musical instruments (West Sumatra Wikipedia, 2024).

Instagram West Sumatra Pavilion / Padang: @anjungansumbar_tmii



Figure 17. Instagram West Sumatra Pavilion / Padang at Taman Mini Indonesia Indah

f. North Sumatra / Medan Pavilion



Figure 18. Image of North Sumatra / Medan Pavilion at Taman Mini Indonesia Indah A brief history of the North Sumatra Pavilion,

The North Sumatra/Medan Pavilion with its infinite charm is ready to captivate your heart, each of the eight Puak or tribes brings unique customs, the nature is truly charming, offering a variety of tourist attractions ranging from Prapat to Nias Island. The North Sumatra Pavilion located in Taman Mini Indonesia Indah is ready to greet visitors with its uniqueness, before the renovation there were 6 traditional houses such as Batak, Simalungun, Batak Karo, Nias, Pakpak Dairi, Batak Toba and Melayu.

The North Sumatra / Medan pavilion also preserves the beauty of Ulos cloth from Toba, Uis cloth from Karo, and Hiou cloth from Simanlungun, which are traditional weavings that are believed to provide safety from evil spirits, because of their sacredness, their giving involves a special ceremony because they are considered as meaningful offerings (North Sumatra Wikipedia, 2023).

Instagram of the North Sumatra / Medan Pavilion: @anjungsumut_tmii



Figure 19. Instagram North Sumatra / Medan Pavilion at Taman Mini Indonesia Indah

g. Aceh Government Pavilion



Figure 20. Picture of the Aceh Government Pavilion at Taman Mini Indonesia Indah A brief history of the Aceh Government Pavilion,

The Aceh Government Pavilion in Taman Mini Indonesia Indah displays two traditional houses as main buildings, a rice barn (krueng pade), a rice pounder (jeungki), a gathering place (bale), a langar (meunasah), a performance stage, a plane, a souvenir shop and office buildings. The Aceh house consists of three rooms, namely the verandafront, boy's bed and middle room (jureu). The Aceh Pavilion at Taman Mini Indonesia Indah has been visited by the Prime Minister of New Zealand, the ambassadors of Pakistan, Malaysia, the Philippines, Thailand and India (Aceh Wikipedia, 2023).

Instagram of the Aceh Government Pavilion: @anjunganpemerintahaceh_tmii

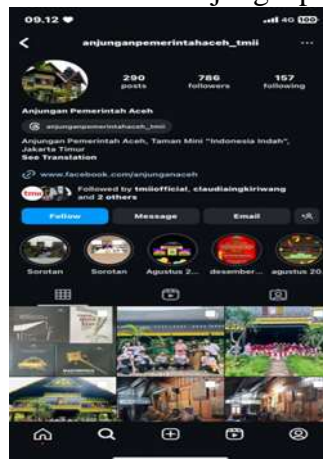


Figure 21. Instagram Aceh Government Pavilion at Taman Mini Indonesia Indah

h. West Kalimantan / Pontianak Pavilion



Figure 22. Image of the West Kalimantan Pavilion at Taman Mini Indonesia Indah A brief history of the West Kalimantan Pavilion,

West Kalimantan / Pontianak Pavilion has an interesting cultural diversity also has a variety of Dayak, Malay and Chinese tribes who generally live in areas along the Kapuas River, which is the longest river in Indonesia. In the city of Pontianak which is the

capitalcity, at the time of the culmination of the sun in March and September, right on the imaginary line at the Equator Monument without any shadow, a replica of which can be found at the West Kalimantan pavilion at TMII. The West Kalimantan pavilion also has traditional objects such as Mandau, blowpipes, shields, sarang palilit (women's headgear) and Damak (blowpipe child), and when visitors visit they can also watch typical West Kalimantan dances, namely the Jepin dance and the Luing dance (West Kalimantan Wikipedia, 2024).

Instagram: West Kalimantan Pavilion / Pontianak: @anjungankalbar_tmii



Figure 23. Instagram West Kalimantan / Pontianak Pavilion at Taman Mini Indonesia Indah

i. South Kalimantan / Banjarbaru Pavilion



Figure 24. Image of the South Kalimantan Pavilion at Taman Mini Indonesia Indah A brief history of the South Kalimantan Pavilion,

South Kalimantan / Banjarbaru Pavilion is one of the provinces located on the island of Kalimantan, Indonesia, since March 16, 2022, the name of the official provincial capital was moved to Banjarbaru City to replace Banjarmasin City.

The South Kalimantan Pavilion has a diversity depicting its magical power from nature covered in forests and vast rivers such as the Martapura, Kuin, and Barito rivers, diverse tribes such as Banjar on the coast and Dayak in the interior. At TMII the nuances of South Kalimantan culture radiate from the traditional Banjar house, namely the Bubungan Tinggi House or Lambung Mangkurat House which has stood since the 16th century (Wikipedia South Kalimantan, 2024).

Instagram of the South Kalimantan / Banjarbaru Pavilion: @anjungankalsel



Figure 25. Instagram South Kalimantan / Banjarbaru Pavilion at the Beautiful Indonesia Miniature Park

j. East Kalimantan / Samarinda Pavilion



Figure 26. Picture of East Kalimantan Pavilion at Taman Mini Indonesia Indah A brief history of the East Kalimantan Pavilion,

East Kalimantan / Samarinda Pavilion, the keeper of nature's secrets, is the guardian of a long history, with communities such as Dayak and Kutai embracing diversity with 16 melodious regional language melodies, East Kalimantan at TMII visitors can peek at diversity through the Lamin traditional house which means big, stairs lead visitors to enter the high-floor house which is generally inhabited by several families, from this habit the spirit of mutual cooperation in society grows into a strong tradition. East Kalimantan traditional houses are decorated with hornbill ornaments which symbolize nobility (Wikipedia East Kalimantan, 2024).

Instagram: East Kalimantan Pavilion / Samarinda: @anjungankaltim



Figure 27. Instagram East Kalimantan Pavilion Samarinda at Taman Mini Indonesia Indah

k. Central Kalimantan / Palangkaraya Pavilion



Figure 28. Image of Central Kalimantan Pavilion at Taman Mini Indonesia Indah A brief history of the Central Kalimantan Pavilion,

The Central Kalimantan/Palangkaraya Pavilion has the cultural and natural riches of Central Kalimantan/Palangkaraya, exhibiting various vocal arts such as Pantun Seloka, Karungut, Kandan, Mansana, Kalalai Lalai, and Ngendau, while its population lives in a diversity of tribes such as Javanese, Banjar and Dayak. The Central Kalimantan / Palangkarya Pavilion in Taman Mini Indonesia Indah Jakarta is merely a display or "formality" in the area. This pavilion is considered as the identity or gate and showcase of Central Kalimantan for the outside community. So what is depicted on the pavilion will clearly have an impact on public perception throughout Indonesia (Central Kalimantan Pavilion at TMII as Central Kalimantan's Showcase Gate - MULTIMEDIA CENTER OF CENTRAL KALIMANTAN PROVINCE).



Figure 29. Instagram Central Kalimantan / Palangkaraya at the Beautiful Indonesia in Miniature Park

l. Maluku Pavilion



Figure 30. Image of the Maluku Pavilion at Taman Mini Indonesia Indah A brief history of the Maluku Pavilion,

The Maluku Pavilion is a “Thousand Islands” area known for its spice charm, bringing diverse tribes and cultural richness into the embrace of the archipelago. The Ambon, Nuaulu, Kei, Tanimbar, Buru, Banda, and Kisar tribes inhabit this province, which consists of a large island cluster, namely the islands of Ambon Lease, Banda, Kei, and Aru. The Maluku Pavilion at TMII presents the Baileo House, a place for discussion and deliberation that reflects the Fellowship between two ancestral groups in Maluku, namely Pata Siwa and Pata Lima. This Swalima philosophy is the basis of the life of the Maluku people, which can be seen from the number of pillars in the Baileo building, namely Nine (siwa) pillars at the front and back, and five (five) pillars on the left and right sides of the Baileo. The diversity of Maluku art and cultural objects can be found in the Featured Product Gallery and Cultural Arts Building, ranging from Maluku regional clothing, wedding dresses, the Ambon tribe, Tanimbar tribe wedding dresses, Kapitanda clothes, and Nae Baileo clothes. In addition, there are also traditional weapons such as machetes and Salawaku (Shields), traditional musical instruments namely Tifa, Totobuang, Tahuri, and Suling, replicas of eucalyptus oil distillers, Tanimbar ikat weaving tools and various typical crafts made of cloves, pearls and light leather, the Maluku Pavilion also presents the Latu House or the Village Head King's House, with a rectangular shape, this house has to receive male guests. The Middle Room to receive female guests, bedrooms and the back room as a kitchen area as well as a dining and sitting room (Wikipedia Maluku Pavilion, 2024).
Instagram Maluku: @anjungan.maluku



Figure 31. Instagram Maluku Pavilion at Taman Mini Indonesia Indah

V. Conclusion

Destination Marketing Organization / DMOs cite the primary objective of conveying an accurate picture of the destination to visitors visiting the destination. Some have also incorporated e-commerce on their sites that sell products on behalf of destination partners such as packages, hotel rooms, tickets for attractions, rides, museums and other facilities as well as restaurant/café reservations and ground transportation, Bilos, 2010.

Tourism has traditionally been viewed from a demand perspective as something that seeks pleasure but this perspective does not encompass all categories of temporary visitors to a destination who would otherwise each contribute to the business side whose managers

consider that they are in the tourism industry besides general pleasure tourism can visit Taman Mini Indonesia Indah new face also many other types of tourism for example (Pike; 9, 2016).

Tourism destination development and marketing are increasingly focused on collaboration and community approaches where convention bureaus and visitors visiting the “Taman Mini Indonesia Indah new face” play an important role in coordinating marketing activities and developing the desired destination image in the market. However, fulfilling the role of tourism destination marketing faces challenges due to a number of issues related to governance and positioning. Using a case study approach, this study attempts to understand the role and strategy of collaborative tourism destination marketing and assess the relationship and activities of collaborative marketing with tourism businesses. The discussion of the implications given is based on the results of Bureaus' research (Wang; 2008).

Taman Mini Indonesia Indah Wajah Baru which has 4 pillars of development philosophy based on preservation, namely: Inclusive, Green, Culture and Smart where Taman Mini Indonesia Indah Wajah Baru is a smart destination as a means to integrate physical infrastructure and technology as well as to create a smooth experience for tourists and improve the quality of life of its residents by operating the concept of the 4 pillars, where each Pavilion must also be highlighted from each respective region, Taman Mini Indonesia Indah has 33 Pavilions where the Pavilions are managed by the Regional Government or Pemda through the liaison agency of each provincial region and TMII is managed by PT Bumi Visatanda which is a collaboration of marketing communications Destination Marketing Organization that connects the smoothness of the Taman Mini Indonesia Indah Wajah Baru tourist destination. An example of collaboration and the role of visitors is one of them in the content of the Instagram social media platform, not only likes but also testimonials, reposts and comments.

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