

EFFORTS TO INCREASE MENDUT TEMPLE BRAND AWARENESS THROUGH MIX MARKETING COMMUNICATION STRATEGY

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ABSTRACT. Mendut Temple is one of the tourist destinations in the Mungkid area, Magelang, Central Java. Mendut Temple is one of the historical relics built by the Syailendra Dynasty. Mendut Temple is the second largest temple after Borobudur Temple in the area. Located in the exact location of Borobudur Temple, Mendut Temple is the second destination after Borobudur Temple. With this significant difference in tourist visits, a strategy is needed to increase the interest of tourists in visiting Mendut Temple. The research method used in this research is descriptive qualitative—the collected data using relevant sources through interviews, literature studies, and observation. Then sort and analyze the data to make conclusions from the results obtained. This analysis aims to determine how effective the tourism communication strategy has been in managing Mendut Temple to increase the number of tourists. This study shows that the management of Mendut Temple is still not optimal. Mendut Temple is still unaware of the brand because it still doesn't get a satisfactory response. It is hoped that in the future, the results of this analysis can be used as an evaluation to improve the next communication strategy for Mendut Temple.

KEYWORDS: Brand Awareness; Mendut Temple; Tourism; Communication Strategy

1 INTRODUCTION

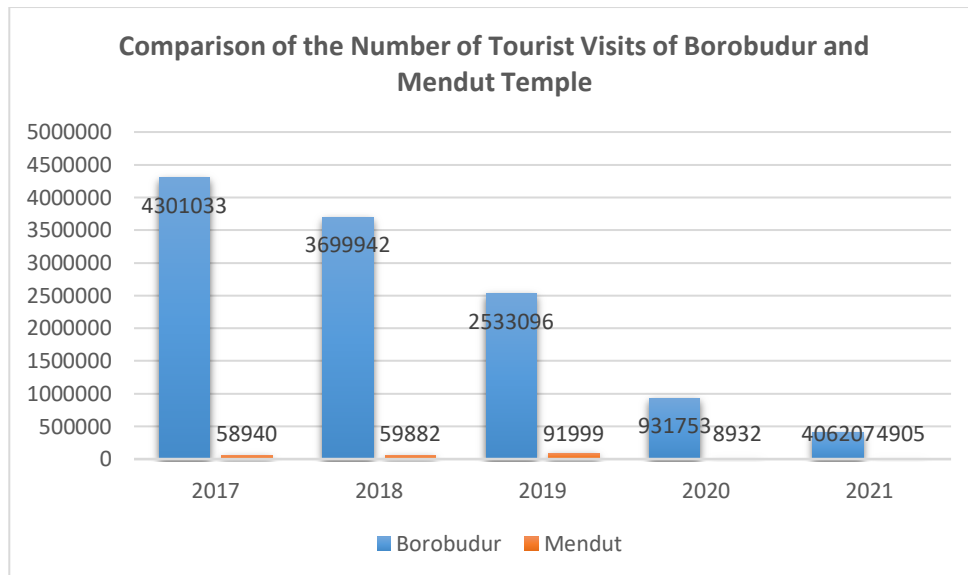
Mendut Temple is one of the second largest temples after Borobudur. It is about 3 km to the east and is located in Mungkid District, Magelang Regency, Central Java. Mendut temple is located right on the side of the road to Borobudur to be seen by anyone who passes by (Conservation, 2016).

Mendut temple was first discovered in 1836, the initial state of this temple was in the form of ruins buried in soil and full of shrubs (conservation, 2016). Mendut Temple is estimated to be older than Borobudur Temple or at least one era than Borobudur Temple. This is based on the findings of short writings (inscriptions) that are thought to have come from the top of the entrance. From a paleographic point of view, the writing has similarities with the short writings listed on the top of the Karmawibhangga relief panel of Borobudur Temple. Mendut Temple was founded during the reign of King Indra of the Syailendra dynasty. In the Karangetang inscription in 824 AD, it is said that King Indra had built a sacred building which was named wenuwana, which means a bamboo forest later by archaeologists from the Netherlands, namely J.G. de Casparis, the word is associated with Mendut Temple. This temple has three large statues inside the temple chamber: the Dyani Buddha Cakyamuni or Vairocana statue, the Avalokitesvara statue, and the Vajrapani Bodhisattva statue. Until now, Mendut Temple is one of the destinations during the celebration of Vesak Day, where monks will walk carrying holy water which will end at Borobudur Temple.

The stairwell wall is decorated with several carved panels depicting various stories containing Buddhist teachings (reliefs of the Pañcatantra and Jataka stories). The Pañcatantra is a work of world literature originating in Kashmir, India, and written in the first centuries AD. Decorative reliefs on Mendut Temple are stories in the form of moral teachings using animal figures as characters. There are 31 panels containing story reliefs at the base of the temple body, including the reliefs of the stories "Brahmin and the Crab", "Swan and the Turtle," "Two different parrots," and "Dharmabuddhi and Dustabuddhi".

The distance of Mendut Temple is not far from Borobudur Temple, however, this temple is still underestimated by tourists. Borobudur Temple has always been the main destination for tourists from various regions both at home and abroad. So that the Mendut Temple tourist area seems quiet and not much in demand even though there are still some tourists who take the time to come to this Mendut

Temple. Based on the data obtained from the Borobudur Annual Report, data on the activity of tourist visits who come to the Borobudur Temple and Mendut Temple areas is obtained. The data obtained can be seen in the following graph:



Graphic 1. Comparison of the Number of Tourist Visits of Borobudur Temple and Mendut Temple (source: processed from Annual Report of the Borobudur Conservation Center 2017 - 2019)

Based on the annual report made by the Borobudur Conservation Center in 2017 - 2019, data were obtained about visitors to Borobudur Temple and Mendut Temple. From the data recap, 10.5 million visitors visited Borobudur Temple from 2017 - to 2019. Many people came to enjoy the beauty of Borobudur Temple, but uniquely there was a decrease from 2017 which was at 4.3 million visitors. fell in 2018 to 3.6 million and then decreased again in 2019 to 2.5 million visitors. Data on visitors to Mendut Temple was also obtained with 210,000 tourists (two hundred and ten thousand). Mendut Temple experienced a positive trend in the number of tourist visits. As of 2017 & 2018, it was at 59,000 (fifty nine thousand) visits, but increased drastically in 2019 with 91,000 (ninety-one thousand) tourists. Even though they are close, the tourism management of Borobudur Temple and Mendut Temple is managed by two different agencies. Borobudur Temple is under the management of PT. Tourism Park while Mendut Temple is under the management of the Magelang Regency Government. In addition, with the close distance and the difference in unequal visitors, this problem needs to be found a solution. With this very striking difference, it is necessary to have a communication strategy used to increase public visits to Mendut Temple. The data obtained during 2017 - 2019 did show an uphill graph in tourist visits to Mendut Temple, but efforts to further increase brand awareness are always needed because Mendut Temple is also one of the cultural heritages to be introduced to the public and which needs to be maintained so that later generations can enjoy it too.

Based on research conducted by Ajoë Nur Rochmawan, Wirania Swasty and Rizki Yantami Arumsari (2021) shows that brand awareness can increase a company's revenue. In addition, a brand, whether it's a product, company, event, government or even a person, certainly needs a way to be known by the public. According to Erlhoff (2007) a brand can be broadly applied to goods, services, and even personal purposes for marketing and advertising. In contrast, the brand seen from its function is a name, design, symbol, or feature that distinguishes it from competitors' products.

Brands known in depth will be easier to remember and interactions will occur more often than brands that are not realized by the public. Awareness of the existence of a brand is usually called awareness. Brand awareness is an awareness built by a brand through its uniqueness that is communicated to the public. When the audience can be aware, understand and accept this uniqueness, a brand will be more flexible in providing what consumers are interested in.

Aaker (1991) states that brand awareness can be divided into four parts which are then made into a pyramid, starting from ignorance of a brand called unaware of the brand—then followed by an introduction to a brand due to an interaction directly or indirectly known as brand recognition. Next is brand recall, which is the level of a brand being known and understood so that consumers record it. The last is the highest level called top of mind where a brand already has a unique position, even beating its competitor's brand.



Figure 1. *The Awareness Pyramid* by Aaker (1991)

According to Sheth and Sisodia (in Kotler & Keller, 2016), marketing is divided into four essential parts: acceptability, affordability, accessibility, & awareness, which they call 4A. These four parts form a single unit that can affect marketing failure if something goes wrong in managing these parts. Sheth and Sisodia further say that awareness has two dimensions: brand awareness and knowledge of a product. A product that has advertising, for example, will be so powerful and effective that it has a huge marketing effect on customers if done right.

According to Fajri (2018), strategy is a way to achieve a plan outlined in a program. Usually, this person has an active role in an organization. In short, every organization has a strategy to respond to a passive environment. Meanwhile, according to Wibowo et al., (2015), strategy is an effort to achieve excellence both in the field of production of goods or services. All of these efforts can not be separated from the planning carried out by an organization in a holistic manner. Based on the two explanations above, strategy is an effort compiled from careful planning in the organization to maintain the continuity of production or increase the achievement of organizational goals.

The process of delivering information to the public can be regarded as a campaign. In general, campaigns are very relevant to how communication and information are conveyed and the use of effective and efficient media. A campaign, both commercial and non-commercial, of course, requires the right communication strategy so that in conveying various information to the public, maximum results will be obtained and achieve the main goals that have been planned. Mendut Temple, which is still poorly known by the general public, requires a precise communication strategy so that Mendut Temple's brand awareness can increase and be better known by the wider community.

The Marketing Mix concept is taken away by a brand to introduce and strengthen brand awareness. This Marketing Mix by Kotler & Armstrong (2018) is divided into four categories: product, price, promotion, and place. Understanding these four elements will make it easier to increase brand awareness of a product or place.

1. Product is defined as something that is offered and can be seen with the eyes (Sagala, 2017). For visitors to building tours or historical tours, the product can be concluded to be very important in these tourism services because of its nature that can satisfy visitors while having recreation in a place.

2. Price, defined as the costs that need to be incurred when buying or using a service. Usually this includes entry fees, rent, or tourist facilities. Visitors are willing to pay more for similar tourism products because they have added value from other products.

3. Promotion, defined as a communication activity created to create an attraction for a particular good or service. Promotion is one of the leading marketing elements because it relates to efforts to introduce goods or services to the public (Arimurti, A., & Hastjarjo, 2014). Tourism promotion relates to information related to what facilities are obtained by the public when visiting. Promotions are balanced by the quality of service from the management of tourist attractions so that they will produce a tourist attraction that can attract many visitors (Ismiyati, 2016).

4. Place, for tourism service providers, a place that is comfortable and has many attractions will certainly make visitors feel comfortable and at home. In addition, the existing supporting facilities will add to the attractiveness of a tourist spot so that it will become more crowded.

Based on the description above, the writer wants to know how to increase Mendut Temple Brand Awareness through Mix Marketing Communication Strategy?

2 METHOD

This study uses a qualitative approach by using a descriptive type of research. Where in this study, the researchers did not manipulate the object under study, in this case, referred to as a natural condition. This study also uses descriptive research on the marketing mix strategy of Mendut Temple to increase brand awareness.

The data in this study were collected by means of observation, interviews, and document studies. The observations were made on the communication strategy implemented by the Magelang Regency Government at Mendut Temple. Interviews and document studies were conducted by analyzing some of the data obtained from the management of Mendut Temple, such as the website, Instagram, and several other media used.

Qualitative descriptive analysis techniques are used in solving the problems of this research. Researchers use this method to conclude data collection results such as observations, interviews, and other collected data. Inductive techniques are used in this study to assess the facts obtained and then match them with the values of the existing basis.

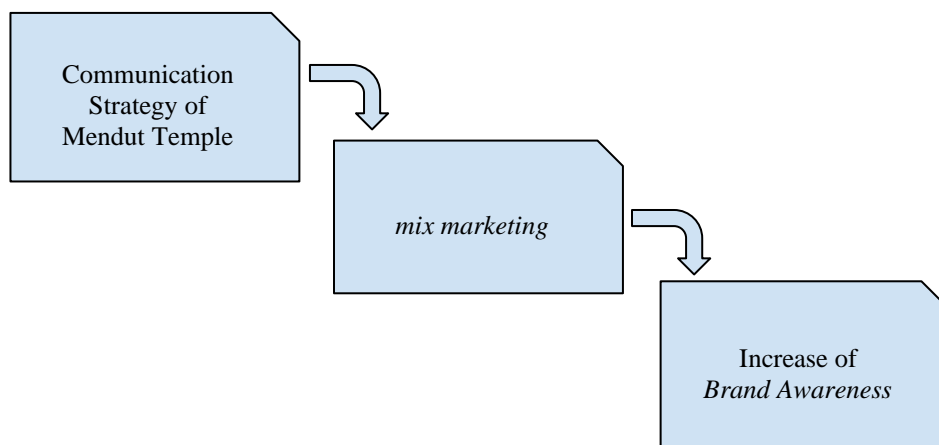


Figure 2. Workflow research

3 RESULT AND DISCUSSION

Mix Marketing Effort on Mendut Temple

Looking at the results of interviews and observations made by researchers, in achieving the marketing objectives of Mendut Temple, researchers mapped the elements of the marketing mix carried out by Mendut Temple to increase brand awareness in the form of product, Price, Promotion, and place. (Place), as follows:

- a. Product, if the product is defined as something that the eye can see. In the marketing mix, the products offered by Mendut Temple are in the form of tourist objects and at the same time become a sacred place that is worth visiting during Vesak celebrations. In the various reliefs depicted, Mendut Temple provides a lot of information related to religious values, especially Buddhists. The location of Mendut Temple is quite strategic and close to the existence of Borobudur Temple. Where Borobudur Temple is still one of the main tourist attractions in Indonesia, both for domestic and international tourists. This is one of the advantages possessed by Mendut Temple as a tourist attraction.
- b. Price, the Price offered by Mendut Temple adjusts to the purchasing power of the people of the lower-middle-class target community, namely Rp. 10,000. The Price shown is in the form of access to Mendut Temple and Pawon Temple. Mendut Temple does not impose visitor quota restrictions

because so far the number of visitors is not too crowded and endangers the stability of the temple (a new Carrying Capacity study was carried out at Borobudur Temple). The Price is much cheaper than Borobudur Temple or selfie spots around Borobudur which range from 25,000 - to 50,000, at Mendut Temple there are parking facilities and free bathrooms. Mendut Temple also includes information boards regarding the history of this temple so that visitors can learn about the history of the ancient Javanese people and stories full of moral messages through the reliefs carved on the walls of Mendut Temple. In addition, there is a large garden and 24-hour security.

- c. Promotion, to facilitate information for visitors from Mendut Temple, use two ways to carry out promotional activities: creating a website culture.kemdikbud.go.id/bkborobudur and also through social media Instagram @konservasiborobudur. This method is used by people who are outside Central Java.
- d. The place, location of Mendut Temple is within the scope of Borobudur Temple. It is about 3 km from Borobudur Temple, Mungkid District, Magelang Regency, Central Java. This location is easily accessible and easy to find because it is in one direction from the location of Borobudur Temple.

Analysis of the role of Mix Marketing in Improving Brand Awareness.

Every aspect of the marketing mix has a role in developing a marketing communication strategy. In increasing brand awareness, Mendut Temple seeks various methods to support this. Along with the changing times and technology and the wishes of the audience/market, it continues to make adjustments to the strategies used by Mendut Temple. Aspects of the marketing mix (Mix Marketing) are also needed in a marketing strategy (Sarastuti, 2017). The roles in Mendut's Temple marketing mix in increasing brand awareness are as follows:

- a. Products. The strategy taken by Mendut Temple in promoting its products is to display historical solid and religious values. This is an important main point because the product is the main aspect in representing a brand (Sarastuti, 2017). Through the advantages of this product, Mendut Temple can provide a comparison against similar tours and show the advantages it has to potential visitors to come to Mendut Temple.
Religious value is one aspect where visitors who are bored with the Borobudur temple can visit Mendut Temple. In addition, Mendut Temple has the potential to be visited by foreign tourists with Buddhist backgrounds. So that these tourists do not only travel but learn about religious values. Although the big name of Borobudur Temple still overshadows this Mendut Temple, it is still possible to be known by the wider community.
- b. Price, the price strategy used by Mendut Temple is quite reasonable and affordable for many people. As stated by (Aprilya, 2017), the Price is related to the value obtained as a substitute for the nominal issued by the customer. Determining the selling price of tickets to Mendut Temple visitors at the best Price is one of the marketing strategies that are quite good in increasing visitor awareness. Visitors do not spend money only on entrance tickets for the two temple locations, but visitors can also take advantage of the existing facilities while at Mendut Temple. So that visitors can associate cheap prices with visiting Mendut Temple.
- c. Promotion, what Mendut Temple does in its Promotion is to take advantage of social media to reach a wider community. This effort is considered an effort from Mendut Temple to maintain and increase awareness for loyal visitors, existing visitors, and potential new visitors. However, this is unfortunate because the two social media used by Mendut Temple are still one social media and the website of Borobudur Temple. So sometimes potential visitors get more information related to Borobudur Temple than Mendut Temple itself. In addition, based on uploads from Instagram @konservasiborobudur, it shows a significant difference between those who like uploads related to Mendut Temple and Borobudur Temple. Uploads related to the restoration of Mendut Temple have a lower response of interest, which is 99 likes, compared to information on the restoration of Borobudur Temple which has 250 likes. This allows the Promotion of Mendut Temple is still less favored than the Promotion of Borobudur Temple.

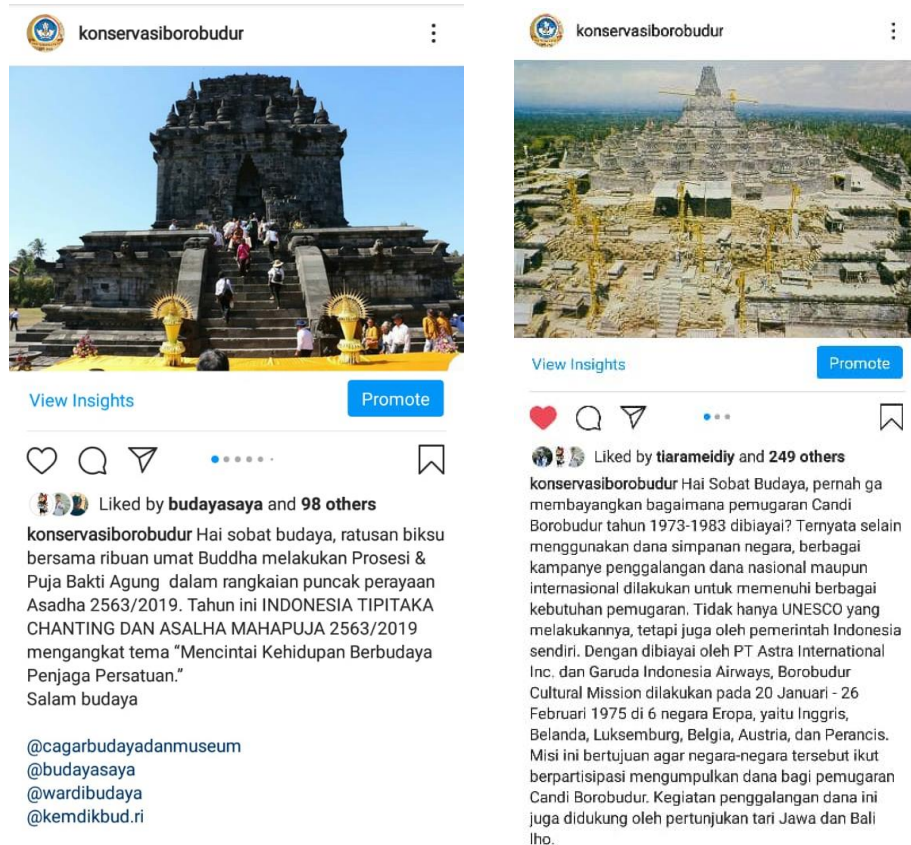


Figure 3. Post of Mendut and Borobudur Temple's REstoration
Source: Instagram @konservasiborobudur

- d. Place, with the condition of the place being close to Borobudur Temple, is one of the benefits that Mendut Temple has. According to Wibowo, D. H., & Arifin (2015). the place is one marketing medium where products can be available to target companies. In contrast to the promotion, which has the same account as Borobudur Temple. The aspect of the location of Mendut Temple, which is strategic and adjacent to Borobudur Temple has its own advantages so that visitors from traveling to different locations with various types of tours offered from each of these temples.

From the research results and discussions related to the strategy of Mendut Temple through the marketing mix to increase brand awareness, it is considered sufficient to involve all aspects of marketing communication. This strategy relates to efforts to raise the unawareness of the brand currently owned by Mendut Temple. The aspect of religiosity is the main characteristic of Mendut Temple with similar tours. In addition, the relatively cheap ticket price can increase public awareness of the existence of Mendut Temple. So that visitors can cooperate in visiting tourist attractions with historical and religious value at affordable prices. However, it would be even better if the manager could release the promotion aspect of Mendut Temple with other temple attractions. The hope is that visitors can immediately get a complete and complete message about Mendut Temple. Visitors are not distracted by other temple tours so they can immediately come and visit Mendut Temple.

4 CONCLUSION

Conclusion should state concisely the most important propositions of the paper as well as the author's views of the practical implications of the results.

Based on the results of the research and discussion described above, the following conclusions can be drawn:

1. The application of the marketing mix carried out by the management of Mendut Temple has involved four aspects of marketing: product, price, promotion, and place. The product, price, and place aspects have been maximized, but the promotion aspect needs in-depth evaluation. So that people are not easily distracted by other temple tours.
2. Through these four aspects of the marketing mix with the aim of increasing brand awareness, prospective Mendut Temple visitors become interested in visiting Mendut Temple tourism.
3. Unaware of the brand is Mendut Temple's condition now. It is hoped that the marketing mix communication strategy in increasing brand awareness can continue to increase from year to year. One of the most easily recognizable indicators of brand awareness is the increase in the number of visitors.
4. There needs to be an increase in efforts from managers so that the level of unawareness of the brand owned by Mendut Temple in the promotion sector is certainly supported by effective and efficient communication strategies. So that it can maximize efforts to increase tourist visitors to Mendut Temple.

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