THE PRACTICE OF INTERNET MARKETING AND NATION BRAND TOWARDS INDONESIAN TOURISM SECTORS

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Abstract:

This thesis provides brief explanation about the important of Nation Brand and the use of Internet marketing to support Indonesian Tourism sectors. Furthermore, this paper also includes tourist perception towards Indonesia as a tourist destination. It is quite believed, as an archipelago nation with thousand cultures, natural resources, and flora and fauna, Indonesia has a capability to take a lead in tourisms sectors in Southeast Asia region. Proven by data from World Economic Forum that Indonesia position raised from 50th in 2015 into 42nd world's rank in 2017. In Global competition, the use of internet marketing and nation brand hold significant impact to the growth of tourism industry. This terms also applied in Indonesia tourism strategic management to grow its tourism industry. The competition between Southeast Asia nations is strict, since the other nations offer more less same destination such as natural resources and cultural heritage. To strengthen and differentiate Indonesia Tourism sectors, Indonesia needs specific brands which can be used to build awareness of the people towards Indonesia. Hence, Wonderful Indonesia were created. With this paper, it will give valuable information about Indonesia Nation Brand that still need improvement. Since it is still behind three neighbor countries. There are several aspects that still need to be improved in order to gain the positive image of Nation Brands. The aspects need to be improved such as infrastructure, Natural Resources and Internet Communication and Technology.

Keywords: Nation Brand, Online Marketing, Tourism, Wonderful Indonesia

INTRODUCTION

The internet purpose gives several advantageous such as providing the information regarding the tourism site around the world. This information is provided by several media social platform such as twitter, instagram, facebook, path, youtube or even google. Those social phenomenon towards internet giving us the prove that we are already attach with communication technology and can not be seperate. The number of internet user are slowly increasing for each year and indicates more people are aware with the existence of internet era. It can be seen, from 2005 the population of internet users were increasing time after time. From beginning, the number of the growth was only 1024 but the population of internet user was slowly increased each year. In 2011, the number hit 2000 million users with the exact number with 2184. The number of users increased steadily and reach the top of the peak with the number 3578 million in 2017. The average of growth proves that the number of internet users increasing almost four times since 2005 until 2017. It determined that the people more aware about the important of internet.

The proportion of internet user may be different from each area because for each region may shows different culture, internet behaviour and accessibility to have internet access. Below this, the

pia chart will represent and shows the proportion of internet usage in each region (http://www.internetworldstats.com/stats.htm, 2017).

Based from the pia chart, it shows the proportions of internet users in each region per june 30 2017. As can be seen, the proportion of each region are quite different. Nation which is located in the Asia seemed admitted to the most internet acccess by it is user in the world, the mark is indicated with 49 % and leaving European behind as a second place with only 17%. The lowest value come from Middle East which giving lowest contribution with only 3,8 % from the world total. In the global market nowadays, tourism industry already giving the significant contribution in terms of rapid growth, business value and contributing of million people by driving to creating jobs, reducing poverty. This industry surprisingly become a worldwide activity around the world and all the business concern already seen this phenomenon and they become aware about this industry. This phenomenon will become one of the aspects that can hold and support national economics. This promising business is more likely to growth in the coming decade. With the next 30 years from now on, the tourism industry will be forecasted with 1.8 billion international tourist by the years of 2030 (World Economic Forum, 2017). This numbers will be considering as a promising prospect for the future of tourism industry, this industry hold important key role as a employment generator especially in developing countries. The prospect of the industry can be seen by the high number of international tourist arrival,

The percentage of the international tourist arrival including with Asian region and Pacific region. It is possible to break down into each region due to the size of Asia continent and Pacific region. Each sub-region is show by the different proportion (Asia Tourism Trends, 2014). The sum of international tourist can be break down again in several small area including Asia region itself, such as North East, Oceania, South, South East and each of sub-region represent different share. The pia chart shows the proportion of international tourist in Asia sub-region in 2013. It is quite believed that the most international tourist would like to spend their time to travel to the North East Asia with estimation about 51 % from total. On the other hand, Southeast Asia is the second most favourite place to visit by the tourist with estimation around 37 % from total. The rest of the sub-region such as Oceania and South, only show less number of proportion in compare with North-East or South East. Both of them were only show the amount of portion less than 8 %. The percentages of the tourist numbers also strengthened by the percentage of the international tourist in Asia and the pacific region. The increasing numbers of tourist for each years indicates that the growth of share in this region already giving real contribution to the world tourism. It can be seen, there are significant results in tourism receipt due to the increasing number of tourist. Tourist who spent the budget in between 1995 until 2013, even though in early 2000 showed some decreased with the amount of 17,4% and 19,5 in 2005 but the number of reception had increased rapidly in 2010. The reason of this decreased of number are not sure enough but quite people believed it has a relationship with the terrorist attack in the beginning 2000.The peak of the tourist can be seen in 2013 with total estimated around 30% of shared tourist who already came to Asia and Pacific region (Tourism Highlights 2017).

This promising number of tourists are already giving enough prove to tourism and travel industry in Asia to enhanced their effort in order to attract more tourist in the future. Indonesia already put this tourism and travel industry as a one of the main concern in the national priority or national development print since the last few years. Indonesia government aware the impact of positive tourism industry will bring benefit for national income. In 2016, tourism as a one of national foreign exchange sources in Indonesia has already giving significant contribution for national income. Tourism foreign exchange contributed almost US$ 13,5 million and put tourism sector in the second list of the top of foreign exchange. The first contribution were held by CPO or palm oil with US$ 15,9

(Sukmana, 2017). This position will be considered to be changed in 2019 based from the forecast, the tourism industry will be estimated to be in the first list of national foreign exchange with US$24 million exceeding oil and gas, coal and palm oil (Gayati, 2017). World Bank research stated that tourism industry can be an easiest factor to increase foreign currency and GDP. An investigation in tourism with the amount of US$ 1 million are capable to boost up until 170 % from GDP. In this industry, is capable of moving small and medium enterprises such as culinary industry, souvenirs and handycraft, local transportation etc (Chandra and D. Damarjati , 2017). This data also supported by the statement of The Telegpraph claimed that Indonesia considered as a one of 20 countries in the world with the fastest growing in tourism industry. This growing already four times higher in compare of region growth or global growth (gayati, 2017).

Fundamental of Brand. The terms of brand nations itself cannot be separated from the term of brand of product and services. The raised of nation branding come up in 1996 by Simon Anhalt which is been used to asses certain nation towards people perceptions (Kaneva, 2011). For the first time in business model, the nation perceptions towards people can be evaluate exactly the same way like brand images when consumers try to perceived the products among the other products (Anholt, 2008). From this short explanation, branding between nation and product and services have some similarity even though the purposes are mainly different. Brand is a distinguishing name and or symbol (such a logo, trademark, or package design) intended to identify the goods or services either one seller or a group seller. And to differentiate those goods or services from those competitors (Aaker, 1991).

The important of a good brand will determine the firm position in the mind of the prospects and put the product value in the marketplace along with the product impressions. In contrary, a product or service with inappropriate brand will leads to unsuccessful image and the uncertainty in consumer buying decision (Linh, 2012). The aims of the brands purpose will bring several advantages for both two sides, between consumers perspective and firm perspective. There are several advantages the used of branding from both side such as (Ries and Ries, 1999): The existence of brands today's world has become slowly changing due to globalization and competition among countries. People usually associated brand as a activity to creating values through products and gaining customers expectation or experience while keeping customer coming back (Ibeh, Luo and Dinnie , 2005). But due to the rapid changed in the present day, many countries are trying to adapt the term of brand. Countries are trying to ensure their international reputation keep stable alongside with the growth of their economic and political power (Anholt, 2008).

In national stake, it is quite believed that tourist place will be considering into two points, which is tangible and intangible and those two factors can clearly be seen as product or perceived as a brand (Hosany, Ekinci and Uysal, 2007). The nation believes if the outside world perceiving with the good point, it will become a good advantages towards their national interest. In contrary, it is quite believed, when nation with bad reputation against the international environment will be perceived as bad nation and it will lead into bad reputation. The nation needed to strengthen their own brand since it is important to differentiate a products or services from competitors and to get consumer's functional or needs (Hosany, Ekinci and Uysal, 2007).

Anholt (2008) that: Nation brand is quite similar with branding found in commercial marketing strategy, but it is obviously different because the purpose and the complexity in nation brand is far away bigger than ordinary brand. Nation brand already exist in today's world due to important concepts as a consequence of globalization (Anhold, 2008). In comparison with ordinary brands, nation brand mainly focus only to make people see the nation from different perspective instead of selling product or services or creating promotional goals (Anholt, 2008).

Internet marketing. Internet marketing can be defined as promotional activity on the internet, including E-mail (Eley and Tiley, 2009). There are many forms of online marketing including search engine marketing, online advertising, social media and affiliate marketing. The term of internet marketing can be refers also as e-marketing, digital marketing, online marketing or web-base marketing. According to Chaffey, Ellis Chadwick, Johnson and Mayer internet marketing can be simply defined as achieving marketing objects through applying digital technology (Chaffey, Ellis-Chadwick, Johnson and Mayer, 2006). In practice, internet marketing will include of company website in partnership with online promotional techniques, such as search engines, interactive advertising, E-mail marketing, and partnership arrangements with other websites (Chaffey, Ellis-Chadwick, Johnson and Maye, 2006). The Internet Marketing term can be defined as how a company use internet as a partner to acquire and deliver service to costumer.

The purpose of online marketing is to use the internet and other form of electronic communication to reach and communicate with the target markets in the most cost-effective way (Vella, & Kestler, 2008). Without the doubt, the developing of technology in the industry also need to keep up with the technology, and tourism industry as well with no exception. It has to follow the expansion of the technology by using internet as one of their elements in marketing strategy. There are several general objectives of internet marketing, first the online activity can enhance and advance the offline marketing activity. Second, to generate revenue, by going online the company can save up some advertising and promoting cost and it also increase revenue for business through generating sales and supporting direct marketing campaign. Third, gaining the satisfaction of the consumers by costumer service and support. When a company decided to do online marketing they will have more channels to connect with their consumer, to understand their interest and their product development service can be done correctly (Charlesworth, 2006). Online marketing is a wide subject, a company should find the best online marketing strategy into their marketing strategy to reach real target market. There are several types of online marketing a company can use to deliver their marketing message to their target audience (Search Engine Optimization (SEO), Pay Per Click, E-mail, Video marketing, Content Marketing, and Social Media).

The rapid increase of online marketing users makes company realize that there is a changing movement of how the consumer received information, instead of using conventional marketing tool the consumers nowadays received more from online search engine. Online marketing can bring benefit to both costumer and company. The first benefit is, internet marketing enables to work without worrying about operating hours. And it makes it more convenient for the consumers, instead of going to the stores consumers can access it at any time according to personal preferences (Kotlerof & Armstrong, 1998. Second, with online marketing there will be no barrier. Means a company can be set up in a particular country but accessible from another part of the world, so it will broadening the target market Linton, 2017). The third benefit is in the area of capital that put into online marketing, online marketing will cost less than physical campaign, and it will not cost more in inventory since it has no physical form (Vella, & Kestler, 2008). The next benefit is the personalization, the campaign can be adjusted daily or even hourly regarding the changing market (Vella, & Kestler, 2008). Furthermore, the campaign can also be tracked so company can make target and increase sales (Linton, 2017). The other benefit is also in term of building relationship with costumer, with online marketing the relationship between company and costumer is becoming easier. The company can follow up with the costumer via E-mail and the costumer can also leave review on the website (Linton, 2017). Regarding of a lot of advantages from online marketing that company can achieved, there is also disadvantage from this type of marketing. One of the most disadvantages are, face to face contact between costumer and company representative is getting less.

As a result the company might lose their costumer to the company that still using the traditional way of marketing where the engage of costumer is still strong (Saulnier, 2017).

Development of Tourism in South East Asia. Southeast Asia is a subregion of Asia that located in east Indian subcontinent and south of China and north of Australia, between the Indian Ocean on the west side and Pacific ocean on the east. Southeast Asia has become one of the most important tourism spot in Asia and the Pacific region. These region has a rich cultural world's heritage and a valuable environment, which need to be managed to ensure long-term of tourism industry (Asia Tourism Trends, 2014).

Source: Nations Online Project
Figure 1. Map of Southeast Asia

There were more than 104 million international tourist arrivals in 2015 and showed average growth of 8%, Southeast Asia tourism will give incredible potential to generate economic nation and regional development (Misrahi, 2017). In addition, this achievement already make Southeast Asia region become the fastest growing tourist arrivals in compare with all sub- regions. Every nation which located in Southeast Asia region join into one union called ASEAN or Association of Southeast Asia Nation. This association is consist of with more than 600 million people the ASEAN is the third largest market in the world (Misrahi, 2018) after India with 1.324.171 M and China with 1.378.665 M (ASEAN UP, ASEAN, 2018).

Being surrounded by oceans make ASEAN is a very popular tourist destination from people all over the world in the year of 2016 the number of tourists recorded as many as 113.2 million and it increased by 8.6% from the year of 2015 with 104.2 tourists (Tourism Highlights 2017). There are certain reason people traveling across the nation but mostly they are traveling for leisure, 53% from overall tourist recorded through 2015 to 2016 ((Tourism Highlights 2017). The travel industry in ASEAN currently owned 12.3% of GDP, which means it is nearly 10% from global GDP. In the future, the region's objective is to raise the GDP up to 15% by 2025 (Misrahi, 2018). Furthermore, the raise of Southeast Asia tourism can be proven by the data which is showed, at least four nations consider as top 50 tourism destination rank in the world (Geneva, World Economic Forum, 2017).

Table 1. Four Southeast Nation in Top 50 Nation Tourism World's Index in 2017.

Nations	World Rank	Southeast Asia Rank	Change Since 2015
Singapore	13	1	-2
Malaysia	26	2	-1
Thailand	34	3	1
Indonesia	42	4	8

Source: The Travel and Tourism Competitiveness Report 2017

The table above shows the list about top four nations as a tourist destination from Asia and The Pacific region in 2017. It can be seen from the list, there are at least four nations that come from Southeast nations which is Thailand, Malaysia, Singapore, and Indonesia. The data mention about the rank of each nation in compare with other nation based from world rank and Southeast Asia Rank. Moreover, the list also given the comparison about the tourism index change from 2015 until the present year.

Singapore as a top famous nation in the region, already put their effort and get the achievement in 13th place from world rank. In the second place which is Malaysia, already put their mark in 26th place. Thailand fill the rank on the 34th place and Indonesia with 42 nd place. With all this promising achievement, it quite believed, the tourism industry will give more contribution value for the development of region in the next year. Important to be noted, although all the data seemed to be bright with the achievement based from the world ranking and also regional ranking, but there were some little poor minor report in terms of nation position change from 2015 to 2017. There were two nations which showed negative value regarding their position such as Singapore and Malaysia, even though each nation only got -2 and -1 but it would be a bad report to be consider for the respective government.

In contrary with the rest of the list which is Thailand and Indonesia, although those two nations come up from 34th and 42nd but both of them showed significant impact in compare with 2015. Thailand raised their position up to one place from the last two years, at the same time, Indonesia capable to mark up the position from 50th in 2015 until 42nd position in 2017. With this significant changed from Indonesia, there will be good future prospect for the tourism industry and it also help with nation economy, in the year of 2016 it was recorded that tourism sector share 4% of Indonesia total economy. The table below shows the number of tourists coming to Indonesia from the year 2015 until May 2017.

Table 2. Foreign Tourist Arrival in Indonesia

Month	Tourist Arrivals 2015	Tourist Arrivals 2016	Tourist Arrivals 2017
January	785,973	814,303	1,032,930
February	843,928	888,309	957,583
March	841,071	915,019	1,066,588
April	801,873	901,095	1,142,180
May	852,388	915,206	1,159,208
June	872,385	857,651	
July	877,584	1,032,741	
August	911,704	1,031,986	
September	920,128	1,006,653	
October	877,798	1,040,651	
November	835,408	1,002,333	
December	986,519	1,113,328	

| Total | 10,406,759 | 11,519,275 |

Source: Badan Pusat Statistik

Continuing the increasing tourist arrival to Indonesia, the government plan to create 'New Bali' since many people refers Indonesia as Bali, so the government wants the tourist to not only visit Bali but also other tourist destination all around Indonesia. This initiative has been agreed with the help of Australian Government and World Bank in terms of funding (Southeast Asia Tourism Monitor, 2017). Not only Indonesia, other nation in Southeast Asia that also popular for tourism sector is Thailand. Thailand placed at number nine on the top ten with the most tourist arrival in the year 2016 with 32,6 Million people (Tourism Highlights 2017). Below is the table showing the top ten nations with the most tourist arrival.

International tourist arrivals			(million)		Change (%)	
Rank		Series	2015	2016*	15/14	16*/15
1	France	TF	84.5	82.6	0.9	-2.2
2	United States	TF	77.5	75.6	3.3	-2.4
3	Spain	TF	68.5	75.6	5.5	10.3
4	China	TF	56.9	59.3	2.3	4.2
5	Italy	TF	50.7	52.4	4.4	3.2
6	United Kingdom	TF	34.4	35.8	5.6	4.0
7	Germany	TCE	35.0	35.6	6.0	1.7
8	Mexico	TF	32.1	35.0	9.4	8.9
9	Thailand	TF	29.9	32.6	20.6	8.9
10	Turkey	TF	39.5	..	-0.8	..

Source: World Tourism Organization
Figure 1. International Tourist Arrival 2016

Thailand is the most popular one among other ASEAN member, it is because there are many tourism agency which put Thailand as one of their best tourism attraction with all the year tropical environment and also there are many airline companies that gives a lot of promotional prices. The high number of tourists coming to Thailand is also the result of Megatrends in tourism industry.

Megatrends tend to adjust the tourism industry to fit into new trends around the world, there are three major trends that is happening in the tourism industry lately. The first one is the changing of demographic of tourists. Those are more senior citizen that has been retired and want to spend their time to travel and some of them do it in luxurious way. The second trend is the government regulation on easy visa to increase tourist arrival. The last trend is the emerging of social media that affecting the behaviour of consumer in everyday life, that force industry to adapt in this lifestyle (The Megatrends to Change The Face of Thai Tourism Industry, 2017).

In the year 2017, Bangkok was on the city that has the most visit from tourist, the high number of tourist coming to Thailand could be as a result of different causes for example the low exchange rate 1€ is equal as 38.96 THB (XE Currency Conventer, [website], 2017) or the easy visa policy that Thailand government apply for the tourist. From the table below it can be seen that Bangkok has even higher number of visitor compare to New York.

Rank	City	Overnight Int Visitors (million persons)	Visitor Spending (USD billion)
1	Bangkok	21.47	14.80
2	London	19.88	19.80
3	Paris	18.03	12.90
4	Dubai	15.27	31.30
5	New York	12.75	18.50
6	Singapore	12.11	12.50
7	Kuala Lumpur	12.02	11.30
8	Istanbul	11.95	7.50
9	Tokyo	11.7	13.50
10	Seoul	10.2	12.30

Source: EIC

Figure 2. Top 10 Cities With Highest Number of Tourist

The other that is also booming in Southeast Asia tourism sector is the cruise ship tour. As on Bali there is a Cruise Ship Training College to be employed by a cruise ship that is serving international destination (Southeast Asia Tourism Monitor, 2017).

Demography of the Tourist. As mention on the previous above, there are a lot of senior citizens that spending their retire life to travelling also called as 'aged societies', these are citizen that is aged 60 and above that filled 20% of world population (The Megatrends to Change The Face of Thai Tourism Industry, 2017). The figure below shows top ten nations with the highest spender and the estimated senior citizen to world population. Besides the aged societies, there are also another group of travelers which is called Gen X which are group of travelers that is belong to age from 36 above and the other group called The Milenials. The Millennials are those who are born between 1989-1990, these age group relying on internet to search on the famous spot or even hidden tourism spot across the globe. There are different habit that differentiate between the age group, for example The Millennials, the people whom belong in this group use mainly internet as their sources to find place to go to, different with the aged societies that rely on the travel agencies to find best deals. Aged societies group would not mind to pay more compare to Gen X whose looking for promotional prices ((The Megatrends to Change The Face of Thai Tourism Industry, 2017).

Visa Policy in ASEAN. Government in each ASEAN member has different regulation regarding the visa policy. The member of ASEAN off course does not have to possess a visa if they want to travel within ASEAN. On the other hand, it would be different for those who are not coming from ASEAN member, for sure there are nations that have the free visa policy but also some nations that have apply on arrival, it can be done at the airport immigration office. Below are some of the visa policy of some ASEAN nation: (1) Indonesia : Since 2015 Indonesian government has eased the visa policy, all the EU citizen and US citizen could enter Indonesia without visa for 30 days. The other option is visa on arrival that valid for 30 days with the option to extend for another 30 days, this option cost about $35. There are also option besides visa for tourist such as social and cultural visa but there must be a valid reason to apply this visa (Ultimate Backpacker Visa Guide to Southeast Asia, [website], 2017). (2) Malaysia: Malaysia has the Social Visit Pass visa and its granted traveler to stay between 14, 30 and 90 days in Malaysia without visa. But several nations need to have the

proof that the traveler had been vaccinated for yellow fever. Since Malaysia has direct border to Indonesia and Singapore it is easy for traveler to renew their visa, by simply crossing the border of Malaysia and coming back again and they will be granted with new visa (Nikki Scott, 2017). (3) Thailand: While the other ASEAN members has relatively easy visa policy, it is different in Thailand. For European there are some nations that has granted 30 days free VoA from land and air such as France, Germany, Italy and the UK. For traveler from these nations will get 30 days free VOA by air and 15 days free VOA by land such as Austria, Belgium, Czech Republic, Denmark, Finland, Greece, Iceland, Hungary, Ireland, Lichtenstein, Luxembourg, Monaco, Netherland, Norway, Poland, Spain, Sweden, Turkey. And for the traveler from these nation they will be paying for 15 days VoA such as Andora, Bulgaria, Cyprus, Latvia, Lithuania, Malta, Romania, San Marino and Ukraine (Two Monkeys Travel, 2018). Singapore : Singapore has a very easy visa policy almost all the EU citizen, Norway and Switzerland USA, South Korea and Australia can enter Singapore with 90 days free VOA, all ASEAN nations, Canada, New Zealand, almost South American get 30 days free VoA and prearrange 30 days visa for Armenia, Azerbaijan, Belarus, Russia, Moldova, Georgia and Ukraine. To extend the visa is also easy as long as the traveler did not overstay within the time given (Two Monkeys Travel, 2017). All the nations above have very strict punishment for traveler who overstay their permission from fine as low as 10€ per day and also facing deportation or even imprisonment.

Number of Tourist Arrivals and The Purpose of Travelling. From the past few years, the numbers of tourist who visit Southeast Asia begin to show good result in compare with others sub-region. This fact were proven by the region claimed to have 9% growth in international arrivals (Annual Report on Asia Tourism Trends 2017). One of the rising factors is driven by the growth of Low Cost Carriers (LCC) airlines services, it is proved by the market share in the region which is 36,7% (Annual Report on Asia Tourism Trends, 2017). The figure below, presents about the number of international tourist visited Southeast asia in 2016. The graphic provided the annual data from the year of 1995 until 2016 and based from the general view, it is showed the rapid increased from each year until the present year. All of the data represent good reports from respective years except from 2003. From the comparison, in 2002 they were 40 millions tourist who come across the world to travel. In contrast with the next years, the data showed only 39 millions tourist who travel to Southeast Asia. The graphic gone to the bottom of the chart as a results of the terrorist attack occurred in several nations in Asia at that time. But after the sequence of terrorist attack in 2003, the Southeast Asia region began to regained international trust again, the increased of the tourist can be seen from each year after 2003. Although the movement of the graphic remained slow but it had constant movement to the top and reach the top of the pick in 2016 with almost 200 million tourists.

The purpose of travels also various from each of the travelers. Some traveler might want to come to Southeast Asia fot the leisure activity, business or medicine purpose. This desire might be different from each year according each private reason but like in the other parts of the region, travel for the "leisure, recreation and holidays" are the most favourite purpose of travels by the tourist (Annual Report on Asia Tourism Trends, 2017). The increasing of the share can be seen, from the past years, it began from 51% share in 1995 and end up with 54% in the recent years. In contrast with other indicator, almost all of the rest of indicators only present small number of shares, even it is not half share of "leisure, recreation and holidays". Meanwhile "VFR, health, religion, other" category can be considered as the second most favourite activity for visiting the region. The activity of the tourist who doing this activity only granted by 22% in present year, even though it was only small amount of share but Asia and Pacific region still be proper place for religion and health. For the breakdown in Asia and Pacific region, it turns out the trends also adapted in each subregions. In each subregions, tourist would prefer to spend their time and visiting a country for recreation or leisure activity compare with the rest purpose (Annual Report on Asia Tourism Trends, 2017). In

Southeast Asia region, the share of the leisure activity were about 59% share from the total category. This number claimed to be the biggest share in compare with three others categories because the sums of three categories can not be even the half of the main category. In contradiction, with the second most famous activity for visiting which is "VFR, health, religion, other" were only about 27% share in total. From the data given by, it is common believed every respective nation will urgently take the matters into consideration because "leisure, recreation and holidays" will hold significant role in tourism industry.

International Tourism's Expenditure in Southeast Asia Region. Discussing about the international expenditures, it has no different with the growth of employment generator which is labelled as a promising prospect for the future. As the times goes on, international tourist are more likely to spend their money for tourism and travel expenditure (The Travel & Tourism Competitiveness Report, 2017). Both lines represents different data regarding the expenditure during the years of 2008 until 2015. From the first year there were slightly different from both sides. Expenditure in developed countries were tend to be decreased, from the first year the tourists spent their money around 600 US$ billions but the next years the expense decreased until below 600 US$ billions in 2009. The data show after the decreasing the expense tend to be increased steadily although the expense started to dropped again in 2015.

Meanwhile the blue line shows the different condition in compare with the red line. The blue line may start from the low of the number, which is around 200 US$ billions in 2008 but the data represents constant growth from around 200 US$ billions until 600 US$ billions in 2015. In the other words the expenditure from developing countries are still capable to growth and expand more in the next few year and it might be overlapping the expenditures of travelers from advanced countries. This data shows with a growing expense in tourist and travel will attract more business concern in this industry. There is a chance for many countries to take advantages in tourist market. On the other hand, Asia region as a world largest population in the world has shows the significant impact of the tourism industry. Asia has four billions inhabitants in 2013 and about 56 % of the world is total output (Asia Tourism Trends, 2014). Rapid economic condition along side with large number of population will bring Asian region into economic prospect in term of tourism industry. This can be proved by the fact that the Asia region can attracted 249 million international arrivals in 2013, with estimated around 23% of the world total (Asia Tourism Trends, 2014). The tourism industry prospects in Asia region will be considering as a fast growth in terms of the number of international tourist arrivals (Asia Tourism Trends, 2014). From the figures above, it can be seen that the number from the international tourist were rapidly increased from only below 100 million in 1995 until around 250 million in 2013. Although in the picture showed minor decreased in 2003 with 100 million and in 2009 with below 200 million but overall the numbers show the positive result of tourist arrival for the next couple years.

International Tourism's Receipt in Southeast Asia Region. The growth of the tourist industry also reflected in the growth of international tourist receipts as well. Asia and pacific region give 30% shares of the world's international tourism receipts (Asia Tourism Trends, 2014). Receipts share has almost two times double since 2002, it can be valuable information to take tourism industry into more concern for each nation. The amount of the income can be different based from how good the nation to attract and invites tourist to spend their budget in each nations. The readiness to attract the tourist would be important consideration because it would determined how serious a nations to prepare tourism industry. The preparation can be looked into several consideration and those nations can make a judgement and evaluation regarding their readiness. One of the preparation namely infrastructure, this key point of tourism industry already produce positive results for every nations who put the effort in this area.

The growth of tourism industry each subregion seemed to be promising especially in Southeast Asia region. This region capable to gain more receipts from international tourist with good records since 1995 even though they were some slightly bad records in some years. The amount of receipt began from more than 20 Billion USD and it had slowly increased for the next years (Annual Report on Asia Tourism Trends, 2017). From each year since 1995, the growth looked to be fluctuate and inconsistent until the drop in 2009 which only generated receipts less than US$ 60 billion. Although the growth in the subregion seemed to be inconsistent in Southeast Asia, but the receipt after 2009 began to report positive results. After the downfall in 2009, the graph showed rapid increase in every year. The dot began from US$ 70 billion and climbed quickly after that, the receipt stopped at the end of the edge with total amount around US$ 120 billion in 2016. The positive trend can be tracked also from tourism growth. Southeast Asia region claimed to be second fastest growth in comparison with the other subregions (Annual Report on Asia Tourism Trends, 2017). From the graph mention before, although the number's growth still owned by Oceania with 11.6 % in recent year but Southeast Asia capable to climbed up by almost 8.0 % into 9.7% in 2016. From this point of view, it could be expected that the growth of Southeast Asia can surpass or at least in the same position alongside with Oceania regions in afterwards.

The growth of Southeast regions also can be seen by the total share of receipts in comparison with other subregions. This region claims to be as a second largest contributor after Northeast Asia regions in term of receipt's percentages in 2016 (Annual Report on Asia Tourism Trends, 2017). Southeast regions shared 32 % receipts while the first largest contributor capable to give 46% receipts from total share. To be noted, despite the gap between Northeast Asia and Southeast Asia up to be 14 % but it can be a good note to be considered since the other region such as Oceania and South Asia only earned no more than 15% shared. It is possible for the future planning that the prospective of asian tourism industry can be rely on Northeast and Southeast Asia.

METHOD

The methodology of research is using qualitative method with more focus on descriptive approach research. Furthermore, this research also uses two Bali bombing tragedies as an example of the tourist perception towards tourism industry in Indonesia. The data gathered by observation and conducted interviews with 209 tourists as well, both domestic and international tourist. The interviews gained by using instruments in perception guidelines related to online marketing and nation brand towards tourism industry in Indonesia.

RESULT AND DISCUSSION

Online Marketing and Nation Brand Towards Tourism Industry in Indonesia. Online Marketing and Nation Brands Towards Indonesia. Nowadays can be consider as a digital world and nation brand demanded to be more open in digital area since every corner of the world have an unlimited connection to access internet. With the availability of internet connection, the existence of online marketing can bring significant impact towards nation brands. The role of online marketing can assist nation brands in order to change or to attract people's perception about respective nation. In this case, nation brand takes the opportunity to gain several advantages in term of people perception towards certain country. The task of nation brands can not run smoothly without the assistance of online marketing. Even a good nation can not run nation brands ineffectively compare with other competitor unless the participation of online marketing. The governments will use it as a valuable marketing tools as a campaign to introduce the nations in digital information. More over the role of online marketing can be used to introduce a nation or even maintain nation image towards bad perception in international community. It can be deniable that some people might have

bad perception towards the country due to bad news like as what people believed about one of the tourism spot in Indonesia which is Bali on 2002 and 2005.

Bali Bomb Blast I and Bali Bomb Blast II. In early years of 2000, it can be claimed as a hard time for Southeast Asia region moreover in Indonesia especially in tourism industry, they were two international accidents regarding terrorist attack on Bali in 2002 and 2005. Indonesia declared the attack as the worst terrorist attack in Indonesia and it took international attention. Later on this accident will called as Bali Bomb Blast 2002 and Bali Bomb Blast 2005, this accident surely give bad effect for Indonesia tourism. The first Bali Bomb Blast occurred on 12 October 2012, located in tourist district of Kuta on Bali. This incident claim as multiple attack at the same time, it took hundred of innocent live from 24 different nationality. The attack held by Jamaah Islamiyah and targeted three places on Bali which is Paddy's pub and Sari club on Legian street also USA consulate on Hayam Wuruk street (Gunawan, 2014). The outrages bomb blasts were claimed as a support for free Palestine and direct revenge for USA's terrors in Asia. The accident divided by into three sequences of bombing, which is by suicide bomber, pick up car and smaller device (Tim VIVA, 2012).

Source: Viva News
Figure 2. Bali Bomb Blast I

A suicide bomber decided to detonated himself inside Paddy's Club while the other culprit tried to bombed Sari club with huge bomb with the weight of 1.200 kg explosive material carried by an L 300 car (Gunawan, 2014). The rest of the bomb which targeted to the USA consulate only gave small damages due to the heavy security guard. In the next few days after the explotation, there were huge exodus from foreign tourist to leave Bali in International airport but at the same time there were international help such as FBI and Scotland Yard to provided valuable assistance (Liputan 6, 12 October 201). The worst terror took 202 innocent lives and injured 209 people, mainly the victims come from Australia with 88 victims and Indonesia with 38 victims. The impact of the damaged is nearly one kilometer from the radius and destroyed thousand building around the area (Gunawan, 2018). The suspects seeked tourism place especially on Bali as target to destroy considering Bali represent as a one of the international tourist destination spot and international community could be easier to recognize Bali than any city (Suhendi, 2012).

Source: Viva News
Figure 3. Bali Bomb Blast as Worst

After the tragic bomb, local government built permanent memorial in order to remember the tragic memory. The memorial built exactly on the wreckage site of Paddy's Pub on Legian street, Bali and was opened on 12 October 2004, two years after the incident. Nowadays thousand people from across the globe are often to visit the memorial to mourn the sadness about the lost of hundred innocent lives(Geary, 2016 & 2018).

Source: Main Online
Figure 4. Ground Zero Bomb Blast

Two years after the first Bali Bomb Blast, all the victims on Bali tried to regain their confidence from phobia due to the massive explosion especially from the local residents who lives nearby from crime scene. Every tourism sectors on Bali try to rebuilt and regain the trust again from international foreigner who want to visit Bali. This act also supported by all the component in Indonesia governance , together they were tried to ensure the safeness and security for the people who want to travel on Bali for leisure or business trips. Slowly but sure the foreigner willingly to visit Bali again after the situation back to be normal again in terms of security and trustness. This positive results can be showed until the second Bali Bomb Blast in 2005.

Source: BBC News
Figure 5. Second Bomb Bali Blast exactly 3 years after

After 2002, there was Bali Bomb Blast again which shocked international community. The bomb was exploded at three times in different places (BBC News, 2005). The attack started when the suicide bomber committed to suicide in two tourist areas in Kuta and Jimbaran Beach Resort. There were no further information regarding the suspect of the terror but it can be sure the bomb blast come from terrorist and the targets were random on public places. As a result, the total victim are 39 people including four Australians were dead and 19 injured (Clifton, C. Wockner, A. Carswel, 2018).

The Impact of Terror. The Image of destination travel is one of the important elements for the tourist before going to destination places. In other words, the image or perception of each country hold important role to determine whether the respective country is to be worth to visit. International community believed the period of bombing were considered as a hard situation for tourism industry not only in Indonesia but also in Southeast Asia region. Many foreigners would like to reconsider their travel time whether it is worthy to travel again or not

International community also tried to influenced the decision maker by stated that Indonesia it is not safe country to go to especially for holiday. Since the last bombing in Bali, the government from various nations had declared travel warnings or travel advisories they were even some country to issued travel warning to Indonesia due to the concern of each respective citizens such as USA and Australian. Both of them declared travel warning as a consequence of series of terrors on Bali. Between the timing of terror attack and the growth of internet were raised at the same time and the news spread to the outside and brought bad report for the Indonesia tourism. By this moment several nations such as EU and Australia already take an advantage to decided travel warning based from internet resources (Beirman, 2018). The internet become one of the important key factors by international community to asses Indonesia tourism industry after the blast. Internet can contribute the news with distributing and publicizing travel advisories. Country such as Australia, Canada, USA, South Korea, Japan and European Union are some the members of the player when it comes to generates travel advisories (Maudin, 2012).

Soon after the blast took people lived in Bali, USA government issued travel banned to Indonesia. The State Minister of USA issued a travel warning regarding the safety in Indonesia and recommend every citizens to leaving the country due to crimed activity last time. The attacker might aimed USA citizens or interest considering the increased USA government activity in Iraq and anti-America Violence. The embassy stated a credible information about extremist activity may be planning to attack once again (Schubert, 2003). Australia already applied travel warning to Indonesia several days ago before USA. The respective government declared to forbid Australians against travel to Indonesia, if not necessary. The Department of Foreign Affairs took this problem

into caution of terrorist attack against westerns, according the intelligence the threat may be arised due to the Australia troops existence in the invasion of Iraq. The government advice to avoid any commercial and public interest on Australian or other westerns and advice people to remain at home as possible. Furthermore the warning extended to tourist area, shopping center, public transport which is associated with westerns (CNN, 2003).

Due to the negative statement from those two countries, many tourists were not willingly to travel to Indonesia. They intended to canceled the flight and stay in remaining country. As a result, Bali hard to regain the trust regarding safety issues by international community. Indirectly, Indonesia currency and stock market had down rapidly, as the investors worried about the economic condition after the attack on Bali due to the security instability (BBC, 2022). Bali reputation based from safety and security warranty for the traveler and in 2002 Bali contributed about 1.5 million visitor a year and produced around one-third of national economy (Andari, 2018).

Source: CNN

Figure 6. Travel Warning Issues for Indonesia from USA

After the first and the second bomb hit Bali, local government in Bali begin to experience total losses such as economy, social, and even security. In the first sector show the losses of the foreigner, the decreased the values until 57 %, more than half from the total amount of travelers. To be noticed, it is claimed to be total losses, as Product Domestic Regional in Bali were dominated from tourism industry (Liputan 6, 2002). The losses of tourism industry was beyond the expectation, in 2002, over 40% of the working population in Bali was employed directly or indirectly due to the terror attack (Beirman, 2018). All the sector which is connected for tourism industry felt the negative impact such as restaurant, hotel, hostel, small industry and even handycraft. Even there were hotels faced some bankruptcy due to the low occupancy rates (Liputan 6, 2022). Two weeks after the bombing, the average hotel occupancies only at 18 % in compare with previous last year which produced average 70% (Andari, 2018). Three months after the bombings many economic activity in Bali indicated business failure.

Source: CNN

Figure 7. New Bali attack warning

This could be happen as a impact of the declined international tourist arrival up to 30% - 40% from the last year. Hotel occupancy had dropped below 40%, moreover estimated 100.000 had lost their job which is mostly from informal sector (Gurtne, 2008). Surely with the effect of terror attack in Bali, during following weeks people began to perceived several nations such Indonesia, Singapore, Thailand, Malaysia as a dangerous place to come by due to the Islamist activity in Southeast Asia (Beirman, 2018). Bali suffered total lost in tourist sector, tourist definitely not willingly to travel to Indonesia. They are scared due to lack of security, unreliable medical infrastructure and poor emergency management (Maudin, 2018). An international conference held in Iguazu, Argentina, called an international assistance to provide some support for Indonesia tourism in Bali. The conference was sponsored by World Tourism Organization and followed by 80 countries (http://www.dw.com/id/dampak-bom-bali-terhadap-pariwisata/a-2935604, 2018). The need of support from international community counted as urgent matters, even one year after the tragic incident, tourism activity still face hard problem. It can be reasonable, as most of the employees were around half of Bali's population. Tourism sectors such as beach vendors, stall owners and taxi driver had been affected, now Balinese had found themselves financial trouble (BBC News, 2003). At 2003 the tourist sector generates 67% of Island's GDP and more than 80% it is household's depends on tourism industry (BBC News, 2003). On the other hand with formal sector, certain business were urge to offered unpaid leave, reduce of working hours in attempt to decreased working hours (Gurtner, 2008). The economic condition stated in Bali was totally different in compare before the attack, many public facility were permanently closed or closed earlier to reduce cost of activity.

Regain International Trust Over Bali. The great fear of security concerning about extremist had arised in Southeast Asia region, moreover the status about negative travel advisories given by western had urge ASEAN members to consolidate urgent meeting. 3 weeks after the terror, the meeting discussed the commitment and willingness to be more open among the members regarding regional tourism (Beirman, 2018). The challenge for the tourism not also to rebuild Bali as it was seen before but also to regain and restore international reputation of Bali as a safe place for tourism destination. To attract visitors, a lot accommodation offered lowered price to improve occupation rate and increased cooperation between Bali Tourism authorities and private industry-hotel chains to promote Bali in certain place through several offers. Moreover local governments opened direct flight to Bali from Kuala Lumpur and Heathrow. To prevent and to reduce terror activity in the future, the government already decided to take urgent action to persuade international community so that Indonesia still be safe place to travel. The measurement which is take such as (Gurtner, 2008):

Identifying the suspects; Empowering international intelligence sharing agreements; Creating anti-terror special forces and law; Deployed more security forces, especially in seaport and airports. Furthermore, in 2002 Bali hosted many travel writers and agent travel to introduce Bali again (Beirman, 2012). International marketing and public relations were also offered some help to restore and re-image Bali again as a tourism spot. The slogan and campaign like Bali for the World and Kuta Carnival of Live were offered to introduce the natural beautiness (Gurtner, 2008).

Social Media Role In Indonesia Digital Tourism. With the rapid development of technology, nowadays people relying on internet to find answer and do a lot of research for so many reasons and one of them is the destination for tourism, thus tourism industry forced to follow up with the trend too. Many of the tourism company taking advantages of the technology to promote their company to gain more attraction, they draw plenty of promo-packages. Not only companies, a lot of countries also using internet to promote their country, like the Ministry of Tourism Indonesia. Indonesian tourism needs to transform into digital, since many of travelers is always developing and moving faster towards digital lifestyle. The Tourism sector have to aware with the changing if they want to attract future costumers. The Ministry of Tourism Indonesia's new motto is more digital more global, more digital more personal, more digital more professional (Kompas, 2017). Hence, The Indonesian Ministry of Tourism is also using the power of internet to promote tourism destinations in Indonesia, through Wonderful Indonesia or Pesona Indonesia in bahasa campaign or by using tourism brand ambassador. In 2017 the Ministry of Tourism Indonesia build so called War Room M17 (2018), it is a centralized digital tourism of Indonesia and where the Ministry can monitor how the other countries doing with their tourism sector. War Room M17 equipped with 16 LCD monitors to monitor tourism movement in Indonesia, four of the use to promote Indonesian tourism to international market and another four to promote tourism to local market (War Room M17, 2016).

The Ministry of Tourism of Indonesia also attempt to promote Indonesian tourism sector through internet, for example with social media. With more than 2 billions monthly active users (website], https://www.statista.com/statistics/346167/facebook-global-dau/, (accessed on 01.02.2018), Facebook considered as one of the most famous social media in the world. Therefore, Indonesian ministry of Tourism using Facebook as on of their online marketing portal to promote Indonesian tourism sector. Indonesia Travel is the name of the Facebook profile it has 441.059 follower and the page has been like by 441.047 people. It consider small amount compare to active Facebook users. There are two instagram accounts which belong to Ministry of tourism, the first one is @kemenpar, the other one is @indtravel. There is also another instagram account that affiliate to The Ministry of Tourism which is @genpi_id, the difference between this instagram account compare to the other two is, @genpi_id account more like a place to promote picture that has been posted by local Pesona Indonesia community. Local Pesona Indonesia community is the tourism community based on province, so with one account it can collide all the posts from other community.

While the @kemenpar instagram account feed is all about the activity of the tourism minister and less about promoting indonesian tourism destination, @indtravel is the account to promote tourism destination in Indonesia to the world. There are 2.267 posts in the page with 465.000 followers. @indtravel actively promoting tourism destinations all around Indonesia posting pictures submitted by traveler with hashtag #WonderfulIndonesia. Beside using instagram as one of the media to promoting the tourism destinations in Indonesia, the Ministry of Tourism in Indonesia also using YouTube to promote Indonesia. The YouTube channel called Indonesia.Travel, it has 67.544 subscribers. There are a lot of information that travelers can get from the YouTube channel of Indonesia.Travel, for example the glimps of experience that they will get if they travel to one specific destination. Another information is the best fares from one country to Indonesia, and it presented in

the original language of the travelers, for example Japanese, Korean, Chinese, and in English. Not only about tourist destinations but the video also contain of information such as what to do, what to eat, and the festival that is happening in the city that they want to visit. Wonderful Indonesia also cooperated with Air Asia, Singapore Airlines and SilkAir to promote Indonesian Tourism.

Another social media platform that The Ministry of Tourism using is twitter (@indtravel) with 1,34Million followers is consider one of the plattform that have effective result to promote Indonesia as one of the most prestigious tourism destination. Since its not only picture but also news and captions, with the high level of corespondency a lot of people still using twitter as one of the social media plattform to communicate directly to Indonesia Ministry of Tourism. The Ministry of Tourism of Indonesia also using pinterest to promoting indonesia tourism sector. There are 1.947 followers in pinterest page of Indonesia Travel with many boards to follow, one of the is the events that is going on in Indonesia, or the board about compilation foreigner tourists that traveled to Indonesia, or about food pictures. Flickr and Google+ are also use by the Indonesian Tourism Ministry to promote all Indonesian tourism destination. Beside social media, Indonesia Ministry of Tourism also has official website for indonesian tourism, the website address is www.indonesia.travel. From the website traveler can obtain information for the specific destination which they want to visit. There are several choice of language visitor can choose which are Arabic, Chinese, Korean, Japanese, and English, which will be further discussed on the next chapter. The promoting efforts which has been done by Indonesian Ministry of Tourism is one of the way to boosting image of Indonesia as one of the tourism destination country in the world.

To gain information regarding traveler perception toward Indonesia, an interview was conducted to one of Indonesia frequent travelers. She is Melisa Schumacher one of the contributor from Indojunkie.com, since 2010 she travel to Indonesia every year for almost two months. She writes down her activity in Indonesia in a travel website which capturing and sharing their experience while travelling through Indonesian archipelago whom based in Germany. The website itself updated daily and gives information about every places that she already visited and the activity to do at that particular place. On the website there are complete information about 11 islands of Indonesia that they have been visited which are Bali, Flores, Java, Kalimantan, Lombok, Maluku, Papua, Sumatra, Sulawesi, Sumba, Sumbawa and Timor.

Indonesia is nation that known for it is friendliness, and that is also the first thing came to her mind if she is thinking about Indonesia. Not only the people but also the beautiful ocean and the food especially sambal. Sambal is chilli sauce, almost every city has its own kind of sambal and its a must have side dish in every meal in Indonesia. How she came to Indonesia the first time was a coincidence, in 2010 she met an Indonesian woman in airport in Malaysia and the woman invited her to visit and stay at her home in Indonesia and six months later she went to Indonesia and travelled overland from Java to Bali. Since Bali Bombing in 2002, several countries issued travel banned to Indonesia due to security concern. Natural disaster such as tsunami and volcano eruption is also a concern for traveler to come to Indonesia. Melisa explains about that concern, she claimed that she registered herself by phone about tsunami alerts when she was travelling to West Sumatra, so every time there is an earthquake with the potential of tsunami she will be notify in advance. Located in equator line, makes Indonesia has tropical climate which could have such a disease that is not common in country like Germany where she come from. Such as Dengue Fever and Malaria, which both caused by mosquitos, that is why she took precautions before travelling to Indonesia by taking vaccine againt those two diseases.

Many Indonesians still not aware of the problem it may cause. For example in Kuta beach Bali, since its located on a bay every time the west wind season comes the wind blow from west to east makes Kuta beach is the center point of trash accumulation from other places in Bali and also from

the Island of Java. The trashes dominated by huge pieces of logs, plastics and the waste from household (website , 20128). In 2017 reported as many as 500 tons of trash landed along the beach of Kuta, 200 tons of them are plastic and will be recyled into economic valued goods (Saubani, Dinas, 20128). Although Indonesian is one of the country with easy visa policy fo the European but there are many question about the visa policy for Germans in the indojunkie website. Melisa said that is one of the most frequent question that the visitor ask in her website. German is one of the country with the strongest passport in the world, german passport holder can enter 177 countries without visa (Room Key, 20128).

CONCLUSION

Internet and human interaction can not be separated in nowadays activity. People depending more on the existence of internet in order to gain any information. Each of information are available in digital world and people can select according to their necessity. Even a brand of one product can be easily created through internet. The terms of branding originally come from marketing products and services. The initiation implementation is often to be used for differentiate the products between the competitors. One of the way to introduce the brand is by using internet since almost every person has the access to internet. Based on the matters, a lot of companies go digital to build their brand. Company intend to focus on the brand, since the existence of the brand can hold significance benefit for the company. One of the positive results is creating positive perception in the mind of people towards product and services.

At the beginning, people tend to differentiate whether the product is good or bad based from their perception. Hereby, the purpose of branding is to create, change or maintain good perception by sending positive message towards the products. Changing people minds over a product considered as the end result of branding strategy of one company. The idea also applied in country as a whole nation, which is called as nation branding. Nowadays, the term of nation branding is widely use as a tool to create positive perception in international community towards a nation. Based from this explanation, nation branding is an important key to developing the tourism industry of one country and Indonesia is no exception. The used of nation branding can not stand alone without the existence of internet. Internet can be a strong marketing strategy for promoting and sending positive message of one country. Nation branding is one of the important tools to promote the tourism destination, in addition with a good internet marketing, promotion for one tourism destination can be effective.

Based on the research, Indonesia has been actively using internet marketing to promote tourism destination and to create good brand of its nation. In tourism industry point of view, there are several indicators which is need to be developed for every nation in order to strengthen their nation brand, namely Enabling Environment, T & T Policy and Enabling Conditions, Infrastructure and Natural and Cultural Resources. However, the application of nation branding in Indonesia tourism sector is still behind from the target as there are three concerning indicators which is need to focus on. From the category of Enabling Environment, ICT readiness is still low. Also from the T & T Policy and Enabling Conditions, environmental sustainability is also a concern. From the Infrastructure sector, Indonesia still need improvement in order to welcoming visitors. Cultural resources and business travel from Natural and Cultural Resources category also need to be improve for the better condition.

Since the implementation on nation branding needs to work hand in hand with the nation development, it is hard for Indonesia to create good brand in tourism if the concerning factors are not well developed. Therefore, Indonesian government under the leadership of president Joko Widodo is working hard to improve on the lackness categories. Therefore, in the future Indonesia

capable to compete in the global competitions among the nations. The use of internet marketing, especially in social media implementation has been a huge help for Indonesia to spread the good word about its tourism sector or known as Wonderful Indonesia, compare to other type of internet marketing. The coordination between social media and nation brand is necessarily needed, since both of them are key factors to build positive images toward nation. Wonderful Indonesia is a campaign use in all social media activity.

Indonesia had a bad image in the previous experience, and through Wonderful Indonesia, it delivers message to international community about positive image of Indonesia. Surely Indonesia gain its name back as one of the best tourism destination in Southeast Asia region. Since the tourism industry has a big contribution on Indonesian economy, it is wise to maintain the sustainability for the future. Hence the technology will always improving, Indonesia also needs to keep up with development since it is avoidable.

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