

Visitors' brand awareness toward Pohsanten Tourist Village

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Abstract: This study is to determine the level of brand awareness of visitors consisting of top of mind, brand recall, brand recognition and unaware of brand at Pohsanten Tourist Village in Jembrana Regency, Bali, Indonesia. Data were collected by using a questionnaire distributed to visitors to the tourist village of Pohsanten using accidental convenience sampling to 60 respondents. The collected data were analyzed descriptively and quantitatively with frequency. From the results of the analysis it can be concluded that the Pohsanten Tourist Village have reached the Top of Mind in the minds of the respondents. This means that the Pohsanten Tourist Village brand is quite popular in the minds of visitors as one of the tourist villages in Jembrana Regency.

Keywords: tourist village, brand awareness, top of mind, brand recall, brand recognition, unaware of brand.

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Introduction

Pohsanten Tourist Village is one of the villages in Mendoyo District, Jembrana, which has been developed into a tourist village since 2017 (Ernawati, et al, 2018). This village has the potential of agrocacao tourism attraction as a main attraction which is supported by nature with beautiful topographic visual qualities, cultural and artistic potential as well as spiritual tourism.

Various ways had been done to introduce the existence of the Pohsanten Tourist Village, through printed media such as newspapers and brochures, as well as online media using a number of social media platforms such as IG, FB and Youtube, and other ways were making signs, attributes at a number of strategic points in the area around the Pohsanten village (Arjana et al, 2021). Thus, the consumers are expected to be able to remember Pohsanten Tourist Village as a brand for a business activity engaged in tourist village. In addition, the consumers can also be aware of the existence of the Pohsanten Tourist Village in their respective minds. Awareness of the consumers towards tourist village business activities is very important for a tourist village. Isoraite (2018) states that brand is important for both businesses and consumers, it is important for marketers to influence not only the user's mind, but also the heart. Moreover, brand is not just a logo or a name of a company, but also an image or perception (Juliana, 2019).

Brand is a sign worn by entrepreneurs (factories, producers, and so on) on goods produced as identification (Badan Pengembangan dan Pembinaan Bahasa, 2016). The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kumar

& Miesha, 2012). The brand is perception of the consumers towards the firms and always competing with each other within their business category, and at some level, competing with all brands that want the attention of consumers, it is not enough to just be different, but brands need to demonstrate and communicate their difference, making it easy for customers to understand that difference (Isoraite, 2018).

From the above opinions, a brand can be interpreted as an identity that distinguishes a product from competitors, a brand also contains a value and a guarantee or promise from a producer to consumers to consistently provide certain views, benefits, and services to buyers.

Brand awareness is the ability of consumers to recognize or remember brands when making decisions in purchasing certain products or services (Aaker, 1991). Kotler (2016) defined brand awareness as consumer's ability to recognize or recall the brand in sufficient detail to make a purchase. Brand awareness plays an important role in consumer decision (Keller, 1993). In some contexts it can be a driver of brand choice and even loyalty (Aaker, 1996). Another definition states that brand awareness is an issue of whether a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked (Shimp & Andrews, 2015). Agnes & Darmawan (2020) identified that brand awareness as a predictor of brand equity, and thus influence the decision to purchase (Ameliawaty & Halilah, 2018). Chernatony, et al (2003) argued that the degree of brand awareness depends on their ability to recall any promotional messages and the brand's availability. Moreover, Sharp (2003) argued that brand awareness should be an important goal of the marketing communications efforts of a firm as it has a number of important functions. It is widely acknowledged that without brand awareness occurring, brand attitude and brand image cannot be formed.

According to Kotler & Keller (2009), a properly defined and strong brand can create a higher value for a product. Awareness of the consumer's ability to recognize or remember a brand, in turn affects the perception of the brand image and consumer associations with the brand (Keller, 1998). Aaker (1991) measured brand awareness through four levels, namely top of mind, brand recall, brand recognition, and unaware of brand.

Top of mind is describing the brand that is first remembered or comes to mind by respondents, which is the main brand of various brands that are in the minds of consumers. Brand recall describes a brand that can be remembered by respondents after mentioning the brand that was first mentioned without assistance. Brand recognition is a reflection of the existence of the brand being realized by the respondent after being given assistance by mentioning the characteristics of the brand. Unaware of brand is the lowest level in the level of brand awareness which is a brand that remains unknown even though it has been given the help of reminders.

Methodology

This research is a survey research that aims to measure the level of brand awareness of Pohsanten Tourist Village. The number of samples determined was 60 respondents. Data were collected by distributing questionnaires to visitors to the Pohsanten Tourist Village.

The sample method used in this study is accidental convenience sampling, which is to determine the sample based on coincidence or what is considered suitable as a data source (Sugiyono, 2010). The collected data were analyzed using frequency descriptive data analysis.

Results and discussions

Top of mind, is the main brand of various brands that exist in the mind of a consumer, namely the tourist village which is the first most remembered or mentioned by the respondents when asked about the name of a tourist village.

Table 1. The first most remembered places by respondents

Tourist village name	Frequency	Percentage
Pohsanten Tourist Village	43	71%
Palasari Tourist Village	3	5%
Rambut Siwi	2	3%
Bunut Bolong	2	3%
Gumbrih Tourist Village	2	3%
Blimbingsari Tourist Village	1	1%
Pendem Village	1	1%
Petapan Village	1	1%
Medewi Beach	1	1%
Perancak Village	1	1%
Dangin Tukad Aya	1	1%
Ekasari Tourist Village	1	1%
There is not any yet	1	1%
Total		100%

(Source: Primary data processed, 2022).

Table 2. The second most remembered places

Tourist village name	Frequency	Percentage
Pohsanten Tourist Village	6	13.9%
Dangin Tukad Aya	1	2.3%
Baluk Village	1	2.3%
Blimbingsari Village	2	4.6%
Gilimanuk Village	1	2.3%
Gumbrih village	1	2.3%
Medewi Village	2	4.6%
Pendem village	2	4.6%
Perancak Tourist Village	4	9.3%
Bunut Bolong	2	4.6%
Palasari	4	9.3%
Yeh Embang Kangin	1	2.3%
Karang Sewu	1	2.3%
Green Cliff	1	2.3%
Pendem Village	2	4.6%
Baluk Rening Beach	1	2.3%
Mendoyo	1	2.3%
Pengeragoan Beach	1	2.3%
Puncak Mawar	3	6.9%
Pasatan Temple	1	2.3%
Rambut Siwi Temple	1	2.3%
West Bali National Park	2	4.6%
Yeh Kuning	1	2.3%
Mesehe Waterfall	1	2.3%
Total	43	100%

(Source: Primary data processed, 2022).

Brand recall, is a recall of a brand, namely the names of the tourist villages that are remembered in the minds of the respondents after mentioning the name of the tourist village that was first mentioned.

Brand recognition, is awareness of the existence of a tourist village after being reminded or given assistance (klu).

Table 3. The awareness of respondents after being reminded

Question	Frequency	Percentage
a. Yes, I know and have written about it above.	51	85%
b. Yes, I know after filling out this questionnaire.	8	13%
c. Don't know at all.	1	2%
Total	60	100%

(Source: Primary data processed, 2022).

Unaware of brand, is the brand awareness with the lowest level of brand awareness where the name of the tourist village remains unknown even though it has been given reminders. The measurement results unaware of the brand with the results of brand recognition. There is 1 person (1.6%) of respondents who do not know the name of the Pohsanten Tourist Village even though they have been given reminders.

Source of information of the places in Pohsanten Tourist Village can be seen in Table 4.

Table 4. The sources of information of the places

Resources	Frequency	Percentage
Name plank	0	0
Brochure	3	5%
Social media	10	17%
Website	4	7%
Newspaper	0	0
Friend	15	25%
Other	28	46%
Total	60	100%

(Source: Primary data processed, 2022).

The data in this study were obtained from 60 respondents by distributing questionnaires directly to respondents by chance or deemed suitable as a data source. The results of the questionnaires that have been distributed, in general, the characteristics of the respondents can be viewed from several demographic variables, namely through the variables of gender, age, type of work and the last education of the respondent. Respondents in this study were dominated by women, as many as 37 people (61.6%) and 23 people (38.4%) were male. Most of the respondents in this study were aged between 14-27 years as many as 51 people (85%) and the rest aged 30-58 years as many as 9 people (15%).

The majority of respondents are still students/college students, as many as 40 people (66%), civil servants as many as 3 people (5%), have jobs as private employees, BUMN and other jobs as many as 12 people (20%), while the rest do not have jobs as many as 4 people (6%). The majority of respondents with diploma/equivalent education dominated the study with a total of 39 people (65%), then the rest, with the last education of high school/equivalent as many as 7 people (12%), S1 (bachelor de-

gree) as many as 9 people (15%), and S2 (master degree) and S3 (doctor degree) as many as 3 people (5%) and 2 people (3%).

Based on the data obtained, brand awareness in the Pohsanten Tourist Village at the top of mind level has reached 71%. This means that the Pohsanten Tourist Village is the first tourist village that is most remembered or mentioned by the majority of respondents when asked about the name of a tourist village.

While at the Brand recall level, the overall name of the Pohsanten Tourist Village is in the good category. This can be seen in the results of respondents' responses to the Pohsanten Tourist Village after mentioning the name of another tourist village that was first mentioned. When compared to other tourist villages, Pohsanten Tourist Village is the village that respondents remember the most, as many as 13.9% without being given any help (clue).

At the Brand Recognition level, the awareness of the existence of the Pohsanten tourist village after being reminded or given assistance (clue) was 51 respondents (85%). This means that the level of brand recognition of the Pohsanten Tourist Village is in the good category.



(Documentation: Arjana, 2022).

Figure 1. Activities in Pohsanten Tourist Village

On the other hand, based on the results of unaware of the brand measurement, there is still 1 person (1.6%) of respondents who do not know the name of the Pohsanten Tourist Village even though they have been given reminder assistance. Some activities related to Pohsanten tourist village is on Figure 1.

Conclusions

The overall brand awareness of the Pohsanten Tourist Village is in the good category. The level of brand awareness of the Pohsanten Tourist Village reached 71% at the top of mind level, 13.9% at the brand recall level and 85% at the brand recogni-

tion level. However, on the other hand, based on the results of unaware of the brand measurement, there is still 1 person (1.6%) of respondents who do not know the name of the Pohsanten Tourist Village even though they have been given reminder assistance. This means that Pohsanten Tourist Village still needs to make efforts to build brand awareness of the consumers so that Pohsanten Tourist Village is better known and no longer has an unaware of brand value.

Based on the conclusion stated above, the authors can provide several suggestions that he thinks can be useful for Pohsanten Tourist Village. Pohsanten Tourist Village is advised to further improve the marketing mix strategy that has been declared good according to respondents' responses, so that in the future it can be better. The village is advised to pay attention to other factors not examined in this study that have an influence on increasing brand awareness of Pohsanten Tourist Village.

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