

## Research Article

# Dilem Wilis Agro-Tourism Branding Designs to Increase Regional Competitiveness in Tourism

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**Abstract.**

Dilem Wilis plantation tour is a coffee bean processing company owned by the Dutch government with an area of 40 hectares. The location is in Dompjong Village, Bendungan District, Trenggalek Regency. This company has the potential for clove plantations, dairy farming, and nature tourism with natural potential surrounded by rivers and locations in hilly areas with attractive views. The ancient buildings of the Dutch government still stand strong with the revitalization that has been carried out by the local government. Agrotourism development is currently a priority program for local governments with the construction of road access and supporting infrastructure. Dilem Wilis Agrotourism also has superior products, such as packaged pasteurized milk and Dilem coffee. The visual architecture of the building, packaging of superior products, and sign systems as well as media for publication of tourist destinations do not have unity. To get the attention and awareness of tourists, a creative strategy is needed through the design of the Dilem Wilis agro-tourism brand. The steps that need to be taken in brand design are: (1) designing a visual identity for Dilem Wilis agrotourism, (2) designing physical communication media, (3) designing digital communication media, and (4) marketing visual property and stationary. To create the right brand awareness, it is very much determined by a consistent visual identity. The visual identity will describe non-physical attributes such as vision and mission, tourism value, and tourism culture. This study aims to: (1) produce a brand identity for Dilem Wilis Agrotourism, (2) Integrate the resources owned by Dilem Wilis Agrotourism in order to form a tourism ecosystem, and (3) generate brand awareness through the implementation of the visual identity design into the Dilem Wilis Trenggalek Agrotourism promotion media project using Tim Brown's design thinking method which refers to Simon Anholt's regional branding model for the city branding hexagon.

**Keywords:** brand identity, visual branding, Dilem Willis

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## 1. Introduction

The potential of Dille Wilis Agrotourism in Dompuyong Village, Bendungan District, Trenggalek Regency is interesting to be considered. The architecture of the typical Dutch government heritage buildings is still solid. The Dutch coffee factory is still operating. The development of agro-tourism is supported by supporting infrastructure such as lodging, cafes, and artificial tourism by carrying the colonial concept. The colonial feel is felt when you enter the gate. This tourist destination does not yet have publication media in any form, both print and electronic. Dille Wilis agrotourism has superior products such as dairy cow's milk, robusta and arabica coffee. Dille Wilis has the potential to become a vehicle for recreation, education on milk and coffee processing. Dille Wilis Agro-tourism branding is needed so that the potential of the region and superior products can be maximized [1].

The packaging of milk and coffee products does not yet have a unified visual identity, especially if it is associated with the architectural concept of Dille Wilis. Tactical and strategic steps are needed in the form of a comprehensive visual identity design, starting with agro-tourism communication media, superior product packaging, tourism ambience, and sign systems[2].

Dille Wilis agro-tourism requires a physical and non-physical program development strategy. An analysis of the potential and strategies of agro-tourism development has been carried out and the results can be explained as follows: (a) Revitalization of the export-oriented coffee industry, (b) Infrastructure development strategy, (c) Development strategy of historical and recreational attractions, (d) Development of educational attraction, (e) development of agility and game facilities, (f) Strategy of developing water tourism, (g) Strategy of communication and marketing services. This research will focus on the communication service strategy through the development of the Dille Wilis agro-tourism brand.

The development of agro-tourism requires capital of visual assets in order to maximize the process of publication and communication to tourists. These assets were analyzed using the AIDA method. Attention, how much potential "attention" is obtained by the Dille Wilis Agrotourism environment as a tourism destination and plantation education. Interest, how big is the uniqueness of the location or product that can "attract" interest to come. Desire, the role of human resources is an important capital to generate a person's

"desire" for something offered. Action, is the final stage of all planned. All stages must lead to action or "action" so that the goals of agro-tourism development can work.

The objectives of this research are (1) to develop the right branding concept for Dille Wilis Agrotourism through the design of visual identity and supporting media. (2) Generate a strategy for implementing branding results to increase awareness of potential tourists. (3) Testing the effectiveness of branding design results in accordance with tourist segmentation.

## 2. Method

This research uses the method of Design Thinking stages. Effective branding initiatives are initiatives that involve stakeholders. Therefore, this research is in collaboration with the Tourism and Culture Office of Trenggalek Regency and TPP Dille Wilis. Design Thinking uses divergent, convergent thinking, creativity, visualization and prototyping to develop ideas and solutions. The stages of Design Thinking in this research include:

Empatize, the design thinking approach method emphasizes the aspects that are in the user centered design, define, understand the user aspect through empathy, it is necessary to define a problem statement that is taken from information through observation using empathy in the first stage. Ideate, the stage of developing ideas or commonly referred to as brainstorming. A prototype, commonly called a prototype, is the initial form (example) or standard size of a model. Testing, The testing stage cannot be separated from the previous prototype stage. [3] The prototype that has been made will then be tested by demonstrating it to the user.

Design Thinking is a suitable method for designing brand identity. Stages that pay attention to products according to needs and involve users in decision making. The development of promotional media will produce products that are effective and on target [4].

## 3. Result and Discussion

### 3.1. Destination Branding

Dille Wilis is an Agrotourism in the form of a Science Techno Park pioneered by UM's collaboration with the Trenggalek Regency Government in 2021. At the Dille Wilis

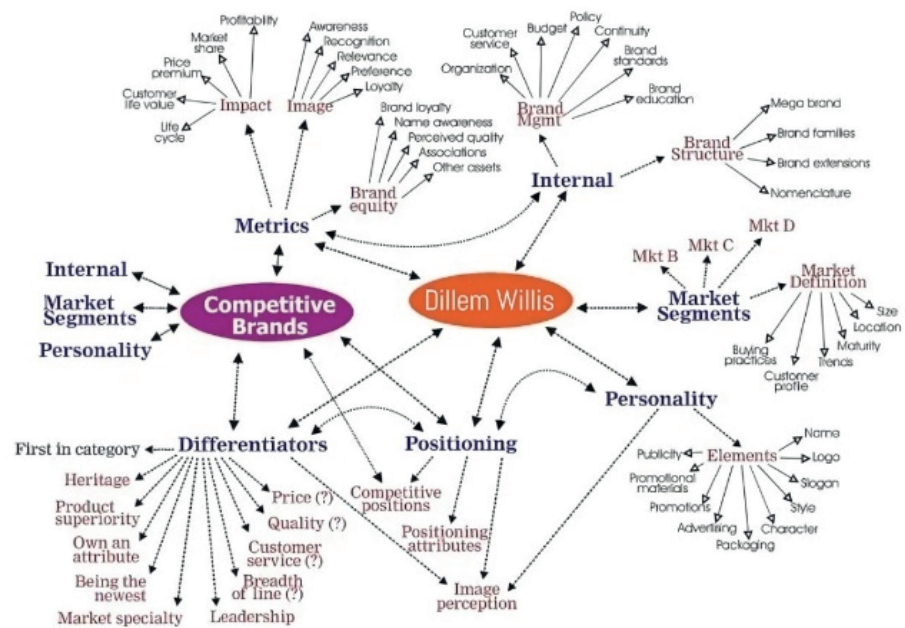


Figure 1: Mind Mapping, Dilem Willis Agrotourism brand identity design.

Agrotourism location, a Study Program Outside the Main Campus (PSDKU) of the State University of Malang will be built. Its superior potential still requires a touch of design and technology.

A tourist destination must have a strong and positive. A strong and positive brand image can be obtained in several ways: 1) Cognitive image, a cognitive image in the form of trust and knowledge related to the destination has a large effect on the association of imagery with the destination. 2) Unique image, the uniqueness of the destination is useful for positioning which serves as a differentiator in the minds of visitors. 3) Affective image, affective image is important because it has an impact on emotions and feelings before visiting the destination. Destination branding is a strategic process in perceiving a destination in the minds of consumers with the aim of giving a positive image in identifying an area.

Brand is actually a seller’s promise to consistently provide certain features, benefits and services to buyers. The best brand provides quality assurance, brand will provide an identity for the product, in the form of goods or services, which will distinguish it from other products or competitors.

Destination brand is a name, symbol, logo, or other graphic form that identifies and distinguishes the destination (destination); promise of an unforgettable journey uniquely associated with the destination; also to consolidate and encourage the creation of a



**Figure 2:** Agrotourism Logo Dilem Willis.

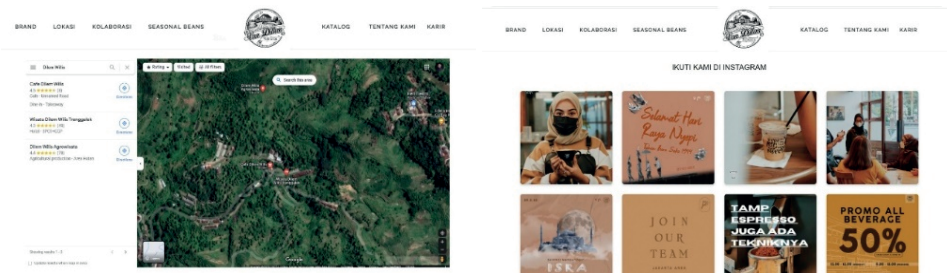
pleasant memory as a destination experience. Meanwhile, defines destination branding as the goal to create value with that goal through a series of brand images that are built to identify the most relevant and connected associations and mutually reinforce the brand itself. In another study, defines destination brand as how consumers perceive the destination in their minds, destination brand has a positive impact on tourist loyalty.

### 3.2. Implementation of Visual Identity on superior products

Elements of Visual Identity in the design of visual branding, there are main elements, namely: 1) Brand (brand, logo) which can be in the form of visual (image), text or both. 2) Color, which consists of the color of the product being sold as well as the color of corporate identity. 3) The composition of all its constituent elements. 4) The three things above are implemented into a Company/Product Brand Identity which is then communicated through top-line and bottom-line media. The goal is that the brand can be recognized by the audience so that it can be seen visually and accepted in the hearts of consumers.



**Figure 3:** Mockup Implementation of visual identity on packaging for Robusta, Arabica, and milk coffee products, which are the flagship of Dillem Willis.



**Figure 4:** Location Navigation Menu on the Van Dilem web display and Van Dilem web design.

[5] Visual Identity Strategy According to in his book “The Brand Gap” there are several stages in the visual branding strategy, namely: 1) Differentiation To succeed, a product must have a unique differentiator with other products. The difference can be from the product category itself, segmentation, quality or packaging. 2) Collaboration Brand building cannot be done by all vendors. It takes cooperation with agencies, related institutions, as well as with consumers as the target market. 3) Brand innovations that are not rejuvenated or revitalized will fade with time. Consumers also have a bored attitude, so their views and memories must be refreshed. 4) Evaluation The level of acceptance of the target audience for a brand must be tracked and known. Usually a survey is conducted to see the level of acceptance of the audience. 5) Brand management doesn’t live in advertisements or sound on the radio. Brands live in the brains and hearts of consumers. Also in the manufacturer’s corporate culture. Because the brand must stay alive and move according to the times.

Development of the right branding concept for Dilem Willis Agrotourism through the design of visual identity and supporting media. Generate a strategy for implementing branding results to increase awareness of potential tourists. Testing the effectiveness of the branding design results in accordance with tourist segmentation.

## 4. Conclusion

Dilem Willis Agrotourism branding efforts through visual identity design have produced three main products, namely, (1) the main logo of Dilem Willis Agrotourism; (2) Dilem Willis Agro-tourism’s superior product packaging design for three main products, namely robusta coffee, arabica coffee, and pasteurized milk; (3) Van Dilem web design designed for digital publication and promotion needs of Dilem Willis Agrotourism and its business unit, Café Van Dilem.

The development of three products and their implementation on the market has been carried out and has had a significant impact on public awareness of the existence of Dilem Willis Agrotourism in Trenggalek Regency.

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