

Research Article

The Development of Community-based Tourism on Giliyang Island, Madura: A Case for Rebranding

Bondan Satriawan*, Slamet Joko Utomo, and Crisanty Titik Sutrisningtyas

Department of Economics, Faculty of Economic and Business, Universitas Trunojoyo Madura, Indonesia

ORCID

Bondan Satriawan: <http://orcid.org/0000-0001-7157-1650>

Abstract.

This study aims to analyze (i) whether the current branding of Giliyang Island as a tourist destination is appropriate, and (ii) to explore the possibility of developing a stronger and more suitable branding strategy for the island that appeals to both national and international tourists. To achieve this, a descriptive qualitative approach was employed, utilizing on-site observations and in-depth interviews with key stakeholders involved in tourism development on Giliyang Island. The findings of the study reveal that (i) Giliyang Island has significant untapped tourism potential that is not adequately reflected in its current branding, (ii) the existing branding may limit market expansion and reduce the island's appeal to a broader target audience, and (iii) a new, more relevant branding strategy is needed to better capture the island's unique attractions and enhance its appeal to potential visitors. Rebranding is necessary to present Giliyang Island as a more attractive destination, thereby increasing its visibility and competitiveness in the tourism market.

Keywords: rebranding, development, community-based tourism, Giliyang Island

1. Introduction

Giliyang Island, located in Sumenep Regency, East Java, is recognized for its exceptionally high oxygen levels, claimed to be among the best in the world. According to studies conducted by the Center for Atmospheric and Climate Science Utilization at LAPAN in 2006 and a follow-up review by the East Java Environmental Agency (BLH) in 2011, the oxygen concentration on Giliyang Island consistently measures at 20.9 percent, which is higher than the global average[1]. This distinctive environmental characteristic positions Giliyang as a prime candidate for health tourism, a niche segment aimed at promoting health and well-being through natural elements, such as high-quality air and serene surroundings.

Corresponding Author: Bondan Satriawan; email: bon-dan.satriawan@trunojoyo.ac.id

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Despite these unique environmental advantages, Giliyang Island faces significant challenges in translating its natural resources into a sustainable economic impact. Currently, tourist spending and length of stay on the island remain low compared to more established destinations such as Bali and Lombok. On average, tourists stay for just one day, primarily drawn to the island's oxygen-rich air for short visits[2]. This situation highlights a critical issue in Giliyang's tourism development: while the island offers a unique natural asset, its branding as a "health island" may inadvertently limit its appeal to a broader, more diverse group of tourists, particularly younger travelers under 35, who make up the largest segment of domestic tourists in Indonesia[3].

The current branding of Giliyang Island as a destination for health therapy could give the impression that it is more suitable for older individuals or those seeking recovery from illness. As Collange and Bonache (2014) noted, narrow or specialized branding can alienate potential markets by creating unintended perceptions. In the case of Giliyang, the focus on health may exclude younger, more adventurous tourists who might otherwise be drawn to the island's natural beauty and recreational possibilities. Extending the island's appeal beyond the health-focused narrative is essential for capturing a larger share of the domestic tourism market[4].

One effective approach to overcoming the challenges faced by Giliyang Island, among other approaches, is through a comprehensive rebranding strategy. A rebranding effort that expands the island's image beyond its current focus on health tourism is essential to attracting a broader range of visitors. As Lee et al. (2014) suggest, rebranding can significantly shift consumer perceptions by offering a more inclusive and appealing narrative to new market segments. For Giliyang, this would mean highlighting its natural beauty, serene environment, and potential for eco-tourism and adventure activities, rather than solely promoting its health-related attributes. A more diversified branding approach would not only appeal to a wider audience but also encourage longer stays and increased tourist spending, both of which are critical for driving sustainable economic growth and providing greater benefits to the local community[5].

Rebranding, derived from the prefix "re," meaning "again" or "anew," and "brand," refers to giving a product or service a unique identity through a name, symbol, or combination of both (American Marketing Association). Etymologically, rebranding is the process of creating a new brand for an existing one. According to Merilees (2005), rebranding can be viewed as brand revitalization, where the goal is to reestablish a brand's identity in the market. Muzellec and Lambkin (2006) define rebranding as the

creation of a new image and position in the minds of consumers to differentiate the brand from competitors[6].

Rebranding can be categorized into two main types: evolutionary and revolutionary. Evolutionary rebranding involves minor, gradual changes to the brand's identity, often aimed at reinforcing or modernizing the brand's positioning without drastically altering its core elements. In contrast, revolutionary rebranding involves significant, fundamental changes, such as name changes or the removal of key brand attributes, which often lead to a complete overhaul of the brand's image[7]. While evolutionary rebranding is associated with a smoother transition and higher consumer acceptance, revolutionary rebranding poses the risk of alienating existing customers and damaging brand trust, as seen in the case of Swiss Air's failed rebranding to SAirGroup[8].

Empirical evidence suggests that evolutionary rebranding can positively influence consumer perceptions, especially when customer satisfaction is high[9]. However, in cases of low consumer satisfaction, revolutionary rebranding may be more effective in reshaping negative perceptions[10]. Revolutionary changes, such as name alterations, can confuse consumers and harm brand loyalty[11]. Therefore, the decision to engage in evolutionary or revolutionary rebranding must consider the brand's current market position and consumer sentiment.

Brand revitalization, as a broader concept, is essential in response to societal and market changes. Aaker (1991) and Kapferer (1998), cited in Muzellec and Lambkin (2006), emphasize that revitalization aims to revive declining brands[12][13][14]. Kotler (2012) further highlights that revitalization becomes necessary when a brand loses its value in consumers' minds. Repositioning, a key element of rebranding, plays a critical role in this process, as it helps redefine the brand's market position and communication strategies[15][16]. Through effective repositioning, companies can adapt to evolving market conditions and consumer expectations, ensuring long-term brand relevance.

In terms of altering demand for tourism destinations as well as ensuring the sustainable development of tourism, rebranding has become an indispensable strategy for tourism development in Southeast Asia. Rich in culture, history, and natural beauty, countries in the region have employed rebranding techniques to reshape their tourism offerings and adapt to global market demands. The need for rebranding is often driven by evolving traveler preferences that lean towards experiential tourism, sustainability, and immersive community-based experiences.

There are several case examples from countries in Southeast Asia, including Indonesia, that illustrate how rebranding efforts in the tourism sector can be studied, both in terms of their successes and the challenges that need to be anticipated. Thailand is known as one of the biggest countries in Asia for its tourism industry. In terms of rebranding strategy, the Thailand's "Amazing Thailand" campaign, launched in 1998, is recognized as a highly successful tourism rebranding effort, shifting the country's image from a budget destination to a hub for cultural, experiential, and wellness tourism. This flexible campaign, updated in 2017 with the "Open to the New Shades" theme, has allowed Thailand to appeal to diverse traveler demographics by emphasizing cultural inclusivity and niche markets such as medical tourism, wellness retreats, and eco-tourism[17]. However, its success has led to challenges like over-tourism in popular areas such as Bangkok and Phuket, raising concerns about environmental degradation and sustainability.

In addition, Vietnam has successfully rebranded its northern highlands, particularly Sapa and Ha Giang, as cultural and ethnic tourism hubs, emphasizing the rich diversity of ethnic minorities and the region's natural beauty. By ensuring cultural authenticity through collaboration with local communities, Vietnam has tapped into the growing demand for experiential tourism[18]. This strategy has also unlocked the potential of lesser-known regions, helping to diversify tourism beyond Hanoi and Ho Chi Minh City. However, infrastructure development remains a challenge, as remote areas still lack adequate transport and hospitality services to fully support international tourism[19].

Moreover, Cambodia and Laos have focused their tourism rebranding strategies on cultural and heritage assets, notably Angkor Wat in Cambodia and Luang Prabang in Laos, both UNESCO World Heritage Sites. By leveraging these sites, the countries have attracted international cultural tourists while incorporating sustainable tourism practices to manage environmental impacts (Cooper, 2009). However, Cambodia faces challenges in managing over-tourism at Angkor Wat, where balancing tourism growth with heritage conservation remains a key concern[20].

Furthermore, Malaysia's "Malaysia, Truly Asia" campaign, launched in 1999, is considered one of Southeast Asia's most successful tourism marketing strategies. It positioned Malaysia as a microcosm of Asia, highlighting its rich cultural diversity, which blends Malay, Chinese, and Indian influences. This multiethnic narrative attracted international tourists, particularly from Europe and the Middle East, seeking an authentic "Asian" experience in one destination[21]. The campaign showcased Malaysia's unique blend

of cultural and natural attractions, from the rainforests of Borneo to the modern skyline of Kuala Lumpur, aligning with global trends in eco-tourism and cultural tourism[22].

Despite its success, the campaign faced challenges related to over-tourism and sustainability in popular destinations like Langkawi and Penang. The increasing number of tourists strained local infrastructure and communities, prompting the government to reevaluate tourism policies and emphasize sustainable tourism practices[23]. Nevertheless, “Malaysia, Truly Asia” has significantly boosted Malaysia’s global tourism profile and remains a benchmark in tourism rebranding in the region.

Indonesia’s tourism industry has also experienced some rebranding strategies to develop its tourism sector. Indonesia’s rebranding efforts have aimed to reduce its over-reliance on Bali by promoting alternative destinations such as Lombok, Sumba, and the Lombok’s Gili Islands. These regions have been repositioned as eco-tourism and cultural tourism hotspots, emphasizing their pristine natural environments and rich cultural heritage. The “10 New Balis” initiative, for example, highlights how rebranding can bring attention to lesser-known destinations with unique cultural and natural offerings. The Gili Islands have been marketed as eco-friendly alternatives to Bali, attracting travelers seeking authentic, sustainable experiences[24].

Giliyang Island is currently branded as a health island or health tourism, which when viewed from its uniqueness, this branding looks appropriate. However, it turns out that tourist visits on this island are relatively small or even the least when compared to the other two islands around Giliyang Island which are also tourist destinations in the Sumenep Islands. Related to this, this study wants to see, first, whether the branding of Giliyang Island as a Health Island or health tourism is appropriate or not. Secondly, this study wants to find out the possibility of better branding for tourism development on Giliyang Island, where more appropriate branding will be able to attract more tourists, both national and international tourists to visit Giliyang Island.

2. Methods

This study employs a descriptive qualitative approach to explore rebranding strategies for community-based tourism on Giliyang Island. Qualitative methods are ideal for capturing the perspectives of individuals involved in tourism, allowing for an in-depth analysis of social dynamics[25]. The research utilized on-site observations and in-depth

interviews with key stakeholders, including local government officials, tourism operators, and community leaders, who are essential to the island's tourism development.

On-site observations provided a comprehensive view of the current tourism landscape, including physical attractions and branding efforts. Observations focused on tourist-community interactions, facility use, and the destination's overall atmosphere[26]. This allowed researchers to assess how well the current branding reflects the island's actual tourism potential.

In-depth interviews with key informants (listed below) offered deeper insights into stakeholders' perceptions of the island's branding. These interviews, following a semi-structured format, explored key issues such as branding alignment, market positioning, and community involvement in tourism development[27]. Following is the key informant for this study:

TABLE 1: Key Informant.

No	Key Informant	Classification/Affiliation/Organization
1	Head of Bancamara & Banraas Villages	Public Sector
2	Department of Tourism, Culture & Sports, Sumenep Regency	Public Sector
3	Regional Development Planning Agency, Sumenep	Public Sector
4	Accommodation Operator	Private Sector (Business)
5	Tourist Attraction Operator	Private Sector (Business)
6	Tourism Awareness Group (Pokdarwis)	Non-Governmental Organization (NGO)
7	Community Elder/Traditional Leader	Local Community

Source: Researcher, 2021

The interviews followed a semi-structured format, allowing flexibility in questioning while ensuring that key topics related to branding, tourism development, and community engagement were explored[28]. This approach enabled the researchers to delve into complex issues such as the alignment of the island's current branding with its natural and cultural resources, market positioning strategies, and the involvement of local communities in shaping the future of tourism on Giliyang Island.

Data from observations and interviews were analyzed using thematic analysis, a method that involves identifying, analyzing, and reporting patterns (themes) within the data[29]. This approach allowed the researchers to systematically examine stakeholder perspectives on rebranding strategies and to assess the potential for more effective branding approaches that would align with the island's tourism potential.

3. Result & Discussion

Giliyang, also known as Gili Iyang, is a relatively small island with an area of only about 9 km², located at the eastern tip of Madura Island (Sumenep Regency). Giliyang Island is one of 16 small islands located at the eastern tip of Madura Island. Administratively, the island is divided into two villages, Banraas Village and Bancamara Village, which are part of Dungkek Subdistrict, Sumenep Regency, Madura Islands, East Java Province.



Figure 1: Location of Giliyang Island in East Java. Source: Google Map, 2021.

The purpose of the site observation was to identify the types of tourism potential on Giliyang Island, focusing on its natural and environmental resources, as well as its rural culture. Observations were made across the island, with a focus on three key areas: the potential of natural, historical, and cultural resources as tourism attractions; the economic potentials that could be developed; and the benefits that various stakeholders could gain from tourism. These observations, combined with interviews, yielded findings related to tourism, cultural, and community potentials. This section will explore these findings in detail, going beyond the physical aspects of tourism to analyze and identify potential utilities that can be further developed to enhance the island’s tourism offerings. In addition, utility potential refers to the marketable value of an object that can be enjoyed by consumers. When discussing tourism in general, the utility offered is typically the beauty that can be enjoyed. However, there are additional utilities that can be enjoyed or marketed for both natural and cultural tourism objects. The findings and analyses are presented in the following tables and descriptions.

The development of community-based tourism (CBT) on Giliyang Island is largely supported by the active involvement of both local communities and institutions. The role of local communities is critical in ensuring the success of CBT, as their active participation helps create tourism experiences that are authentic, sustainable, and beneficial to both the visitors and the local economy. According to Murphy (1985), community involvement

TABLE 2: Potential Utilities Offered from Tourism Objects on Giliyang Island.

Type of Tourism	Tourism Object	Utility Potential Offered
Health Tourism	Oxygen Point	1. Health (oxygen) therapy 2. Education on oxygen levels and factors contributing to Giliyang Island's high oxygen concentration, and the role of oxygen for health
Marine related Tourism	Ropet Beach	1. Unique coastal beauty (cliff beach) 2. Snorkeling/Diving 3. Adventure 4. Fishing 5. Education on coral reefs and ecosystems
	Whale Fossil	1. Education
Eksploration Tourism	Cangge Stone	1. Scenic natural phenomenon 2. Adventure
	Water Cave	1. Scenic natural phenomenon (Cave) 2. Adventure/Eksploration(Caving) 3. Education on the formation of stalactites and stalagmites, freshwater ecosystems in caves, and geology
	Mahakarya Cave	
	Syarifah Cave	
Cultural Tourism	Sea Plucking Ceremony	1. Cultural entertainment (fishermen's celebration, boat decoration, public festivities, and offerings to the sea). 2. Cultural Education
	Ludruk (Traditional folk opera)	1. Cultural entertainment art acting / theatrical folklore 2. Cultural Education
Traditional Manufacturing Tourism	Proses pembuatan perahu rakyat	1. Enjoy the process of making a traditional fishing boat 2. Education on the process of making traditional fishing boats
	Proses pembuatan kerajinan rakyat	1. Enjoy the craft making process 2. Direct practice of making crafts 3. Education of knowledge & practice of the craft making process

Source: Researcher Observations & Interviews, July to October 2021

in tourism development allows local residents to take ownership of the tourism process, ensuring that it aligns with their values and economic goals. Similarly, Tosun (2000) emphasizes that when communities are engaged in tourism planning and decision-making, it leads to more equitable and sustainable outcomes, as local knowledge and resources are utilized more effectively[30][31].

In the case of Giliyang Island, local institutions, particularly the Tourism Awareness Group (Pokdarwis), have been essential in bridging the gap between the local government and the community. As noted by Giampiccoli and Saayman (2014), institutional support in the form of local tourism organizations plays a crucial role in coordinating tourism development efforts, building capacity, and empowering communities to manage their own tourism resources. This model of collaboration between local communities and institutions is also consistent with the findings of Okazaki (2008), who

TABLE 3: Community Potential on Giliyang Island.

Community	Type of Community	Type of Support
Local Communities	Individual	1. Typical of a friendly society 2. Open to the concept of tourism development 3. See tourism development as an economic opportunity/increase in family income.
Local Institutions	Tourism awareness group (Pokdarwis)	1. "Andang Taruna" Pokdarwis has been formed. 2. Has actively participated in the development and construction of tourist facilities in Giliyang such as lodging, transportation, culinary and so on. 3. Actively become a mediator or bridge between the Sumenep local government and the Giliyang community regarding tourism development. 4. Able to establish and operate a local travel agency, "Andang Taruna Tour and Travel". 5. As the operator of the homestay "Pantai Ropet" which is the result of cooperation with BPWS (Surabaya Madura Regional Development Agency).

Source: Researcher Observations & Interviews, July to October 2021

argues that community-based tourism is more sustainable when local organizations work as mediators to facilitate communication and resource allocation between different stakeholders[32][33].

Giliyang Island is renowned for its high oxygen content, the second highest in the world after the Dead Sea in Jordan, and has been promoted as a health island with its health-related benefits as the main selling point. However, despite attracting both domestic and international tourists, the number of visitors to Giliyang remains significantly lower than nearby tourist islands. Recent data indicates that tourist visits to Giliyang account for only about 17% of the visits to Gili Labak Island, highlighting the limited impact of its health-focused branding on increasing overall tourism.

TABLE 4: Comparison of the Number of Tourists of Giliyang & Gili Labak Before the Covid-19 Pandemic.

Year	Giliyang	Gili Labak
2018	5.695	26.053
2019	4.840	39.873

Source: Department of Tourism, Culture, Youth & Sports, Sumenep Regency, 2019-2020

Although Gili Labak has long been recognized as a prominent tourist destination, Giliyang has also gained special attention from the Sumenep Regency Government as one of its flagship tourism sites. It is even part of the “golden triangle” of island tourism in the region. However, despite their close proximity and inclusion in the same regional development plan, the two islands experience significantly different tourist visit numbers, with Giliyang lagging far behind.

Tourism data reveals that younger travelers dominate the domestic market, with nearly 55% of tourists under the age of 35. To effectively capture Indonesia’s growing tourism market, it is essential for Giliyang to focus its efforts on appealing to this younger demographic, the largest potential market segment. By doing so, Giliyang can better align its offerings with the preferences of younger travelers and increase its competitiveness among nearby destinations.

TABLE 5: Segmentation of Travelers by Age Before the Covid-19 Pandemic (%).

Age Group		
< 35	35-54	> 55
54.79	33.86	11.34

Source: Indonesian Domestic Tourism Statistics, BPS, 2020

To effectively capture the younger tourist market, it is essential to understand their unique preferences and the types of tourism experiences they seek. Research shows that younger tourists prioritize immersive and interactive experiences, often driven by the desire for adventure, exploration, and cultural engagement[34]. While relaxation and escaping routine remain important for all tourists, younger travelers tend to seek more dynamic activities compared to their older counterparts, such as adventure tourism and learning opportunities[35]. Therefore, understanding and catering to the characteristics and desires of this demographic is crucial for capturing the largest and most influential group of tourists in Indonesia today.

Currently, Giliyang Island’s primary attraction is its “health tourism,” which is centered around its high oxygen levels—the second highest in the world. While this health-focused appeal has its advantages, particularly for older tourists or those seeking wellness tourism, it may not fully resonate with younger tourists who typically seek a broader range of experiences. Studies have shown that younger travelers are often more interested in engaging with local cultures and natural environments through activities like eco-tourism, adventure tourism, and experiential learning[36]. Giliyang’s natural and cultural resources, beyond its health benefits, offer untapped potential that could be marketed effectively to attract younger, adventure-seeking tourists.

An analysis of Giliyang Island’s tourism potential identifies several key utilities that hold high market value: (i) Adventure Utility, (ii) Health Utility, (iii) Educational Utility, and (iv) Entertainment Utility. These offerings align well with what younger tourists seek—interactive and educational travel experiences combined with physical activity

and entertainment[37]. Packaging these utilities in an appealing and marketable way will be essential to increasing the island's competitiveness in the tourism market.

To successfully attract younger tourists, Giliyang Island's tourism offerings must be communicated in a way that resonates with their interests. In marketing, a product or service's value is often captured in a memorable tagline that highlights its core attributes[38]. For Giliyang Island, a rebranding strategy that incorporates adventure, culture, and entertainment, in addition to health, could be crucial in creating an attractive identity for younger travelers. A well-crafted tagline reflecting these diverse experiences could help position the island as a multi-faceted destination, drawing in a wider and younger audience.

The current branding of Giliyang Island as a "health island" is not without merit, given the island's high oxygen levels, which have earned it recognition as a health tourism destination. However, branding the island solely around the concept of health should be approached with caution, as it may unintentionally limit its appeal to a broader tourist market. While health tourism is a valuable niche, focusing exclusively on health connotations may restrict the island's image to a place for therapy and recovery, which could deter potential visitors, particularly younger tourists, who are typically more interested in adventure, cultural, and recreational experiences [39].

Furthermore, branding Giliyang Island primarily as a destination for health therapy conveys the notion that the island is best suited for individuals seeking rejuvenation or recovery, which may unintentionally position it as a destination for older adults or those in need of specific wellness treatments. While the island's health-related appeal is valuable, this narrow focus risks excluding a significant portion of the tourist market, particularly younger travelers. In Indonesia, nearly 55% of tourists are under the age of 35, making this the largest segment of the domestic tourism market. Younger tourists generally prefer more dynamic, adventurous, and immersive experiences over destinations centered solely on health[40]. By maintaining such a limited focus, Giliyang may miss the opportunity to attract these younger tourists, who are critical to expanding the island's tourism potential.

To effectively capture the younger tourist market, providing accurate and compelling information is essential. One of the most effective tools for achieving this is the creation of a strong brand image or impression through a well-crafted tagline. In the case of Giliyang Island, rebranding is necessary to ensure that the island's image better aligns with the preferences of younger travelers. This rebranding effort should focus on

creating a tagline that highlights not only the island's health-related benefits but also the diverse range of activities and experiences available. A successful branding strategy, especially one aimed at the largest market segment in Indonesia—young tourists—must emphasize the utilities that appeal to their desire for adventure, entertainment, and cultural immersion [41].

Research suggests that an effective tagline can encapsulate the core utilities offered by a destination, making the value proposition clear and memorable for potential visitors[42]. For Giliyang Island, this means crafting a tagline that reflects more than just its “health island” identity. While health remains an important aspect of the island's offerings, a tagline that also incorporates adventure, cultural experiences, and environmental sustainability would resonate more strongly with younger tourists, who typically seek immersive and diverse travel experiences [43]. This rebranding process is not just about changing the island's image but about repositioning Giliyang in a way that communicates its full potential to attract a wider audience, particularly the younger demographic.

A comprehensive rebranding of Giliyang Island's tourism strategy must focus on showcasing the island's diverse utilities—spanning health, adventure, education, and entertainment—to create a stronger, more versatile appeal for a wide range of tourists. By emphasizing multiple utilities in its branding, the island can cater to various market segments, particularly younger tourists who tend to seek more adventurous and immersive experiences. Research indicates that destination branding is most effective when it reflects the full array of experiences that visitors can engage with [44]. For Giliyang Island, combining these utilities into a clear, memorable tagline can communicate the island's full potential and attract tourists seeking a multi-dimensional vacation experience.

A successful rebranding campaign, especially one targeting younger tourists, must focus on crafting a tagline that encapsulates the island's unique offerings. For instance, the inclusion of health-related benefits, such as Giliyang's high oxygen levels, could appeal to wellness tourists, while adventure-seeking travelers might be drawn to the island's natural landscapes and opportunities for outdoor exploration [45]. Educational tourism, which involves learning about the local environment and culture, is also increasingly popular among younger tourists, who tend to value experiences that provide personal growth and cultural enrichment [46]. Entertainment, particularly through local festivals or cultural events, can further enhance the island's appeal by offering visitors engaging and fun activities.

Creating a compelling and concise tagline that reflects these utilities is critical for Giliyang Island's rebranding. A strong tagline can serve as a "hook," helping potential tourists quickly understand the island's offerings and differentiate it from competing destinations [47]. Additionally, a well-crafted tagline can create an emotional connection with younger tourists, making them more likely to choose Giliyang over other destinations. Studies show that younger travelers are particularly drawn to destinations that offer a mix of relaxation, adventure, and cultural authenticity, making a versatile branding strategy essential [48].

By clearly articulating the island's health, adventure, education, and entertainment utilities in its branding, Giliyang can tap into the largest market opportunities within Indonesia's tourism industry. This rebranding strategy, if executed effectively, will not only attract a younger demographic but also position the island as a multi-faceted destination offering diverse experiences. Such an approach will help Giliyang create a lasting impression in the minds of tourists, ensuring a competitive advantage in the tourism market.

4. Conclusions

The findings of this study demonstrate that Giliyang Island has significant untapped tourism potential, which is not fully reflected in its current branding. While the focus on health tourism, centered on the island's high oxygen levels, provides a distinct appeal, it limits the destination's broader marketability, particularly to younger tourists seeking more diverse and immersive experiences. The current branding has the potential to hinder market expansion by narrowing the target audience. To address this, a comprehensive rebranding strategy is necessary, one that integrates the island's natural beauty, cultural heritage, adventure opportunities, and educational experiences alongside its health-related benefits. Such a rebranding approach will help position Giliyang Island as a more versatile and attractive destination for both national and international tourists. Additionally, the active involvement of local communities and institutions is vital in supporting this rebranding effort and ensuring sustainable tourism development, ultimately contributing to economic growth and enhancing the island's appeal as a top-tier tourist destination.

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