Sacralisation Marketing Strategy (Innovative Branding for Indonesian Local Culture)

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Article Info	Abstract
	The integrated program on poverty reduction proposed by Indonesian government, though statically proven reduce the poverty rate Indonesia, still invite critiques from experts argued that it was not really effective and touched root of problems. Therefore new approach has to be introduced. This paper introduced new brand strategy for local culture that can empower local people to survive by their own and by this way. The distribution of government program shall not be issue anymore. Theory of cultural branding was used as fundamental of this paper. Bali island has been successfully applied this strategy since a long time ago. It is interesting fact that tourists had got much education about the sacred culture and traditional belief in products and places in Bali. Therefore they were motivated to consume, some of them looked for safety, happiness, miracle and benefit from sacred story. This strategy is proven effective since it can increase price of their product beyond logic and it is potential to apply widely in other areas such as Batu, Singapore and other cultural areas both in Indonesia and in global scope.

INTRODUCTION

Since government executive their plan to decrease poverty in Indonesia for about 7-8% by national medium term development plan which is called as RJPMN (Rencana Pembangunan Jangka Menengah Nasional) 2015-2019, poverty rate in Indonesia was claimed to decrease gradually. According to data of BPS (Badan Pusat Statistik) in the beginning of March 2017, the poverty number in Indonesia was 27.77 million people or 10.64% of population. However there is still controversy from society toward the effectiveness of government program to eradicate poverty in Indonesia. A critique toward government program is that the program only focused on strategic infrastructure and its effect on economic sector, more attention should be given to social and cultural aspect of a society (Suprayogi, 2016). Furthermore he revealed that one of poverty indicator is cigarette, people can make excessive spending because of cigarette thus the only way to decrease the use of cigarette it to come to the social area. Government is required to make policy that can pay attention on social and cultural phenomenon because the last object of welfare policy is the people. Another critiques comes to government subsidy program which the system renewed by distributing card to the deserved ones instead of inviting them to come and stand in long queue to received

donation, the cards such as Kartu Indonesia Pintar to help financially disadvantaged students or Kartu Indonesia Sehat to help low income sick people are said not effective because abuse of power does still exist, there were findings that children of regional government authorities received the card while their economic condition was included in high class category (IDEA, 2016). The conventional policy and program from government has to be renewed, strength of Indonesia has to be exploited to help with its mission to decrease poverty therefore innovation has to be proposed.

Theory of Cultural Branding

In the context of cultural environment, brand position is usually spoken in popular term as cultural branding (Holt, Cameron 2010), alternatively some expert also recognize it is as brand narrative (Rossolatos 2013). A definition of cultural branding is proposed by Holt and Cameron (2010) as a strategy to direct organization or society to build brand with innovative ideology. The concept of cultural branding is built up from an effort to combine cultural idea and brand in a saleable and suggestive way. The nature of culture is dynamic, it is evolving from time to time while cultural idea may have different characteristic. In dealing with culture, marketers need to pay more attention to social structure because a chance in social stricture may demand new change in cultural expression that is usually identified as social disruption (Hadjas, 2017).

DISCUSSION

Empowering local people to survive

Government is required to create an opportunity that people can make a living for their own family and all people both educated and non-educated can use the opportunity. All programs of government can be more effective if government can make our tourism sector become more attractive to both domestic and global market and indeed it is a greatly potential job opportunity maker in Indonesia. Traditional culture and belief must be used to increase the sale of good, food, entertainment and beauty of the place that can enable natives to make money for their daily life. Those products can be more attractive for visitor with some scared stories following them. Then, education should be given to tourist and global visitors not only through tour guide but also mass media and ads. This process is called "sacralisation", i.e. a process that occurs when ordinary objects, events, and people take on sacred meaning to a culture (Solomon, 2004). This method is supposed to make natives survive and succeed independently from their own homeland attractiveness and uniqueness.

Case of Bali

Tourism sector development by making things sacred has been implemented by Bali Island. As one of the most iconic international class tourism destinations in Indonesia, according to Statistical formal report from BPS (2017), Bali made record as region with the lowest rate of poverty in Indonesia, there was only 1.48% of their population considered falling in category of poor people, Bali is still one of the most attractive destinations for both domestic and global tourist in Indonesia. There is an interesting fact that tourists had got much education about the sacred culture and traditional belief in products and places in Bali. Therefore they were motivated to consume, some of them looked for safety, happiness, miracle and benefit from sacred story. Some of them were interested in experiencing the culture. For specific example, they believe that peanut has a sacred story. It can enlarge vital things of human body, the man must consume it in odd number and woman must consume it in even number.

The potential of wide application
This way of developing tourism can applied to all tourism sites in Indonesia and prospectively will add value of the local products. Visitors can be attracted by the uniqueness in each region and city of Indonesia. In order to implement this strategy in other regions, government has to make cooperation with academic experts to identify the competitive resource to be sacred in each regions and that is called clustering. Clustering of potential product is needed because it is very various in each region. The other parties who have to cooperate with government are business investors or employers who can make the first step to accommodate natives to join in this strategic sale and academician who can promote our heritage to the world because it is good for object to study by overseas researchers. In addition this program can also be executed by community or independent organization to promote the sacred value of our culture by internet, seminar and other kind of campaign.

Apple product in Batu city can be an object of this strategy. According to clustering, apple product is iconic and popular there. There is an old myth that the apple in Batu city can make our marriage lasts for a long time and this should be told to visitors. Bathing place of Kendedes in Singosari, East-Java can also be exposed that way. A temporary theatrical show about Kendedes story when she cheated on her husband can be attractive and educative to tell visitors how sacred that place is. A story that the water can make people ageless must also be told so that is does not exist as rumour of natives only. Bud of flower on the water can also be used to make it more sacred and make visitors feel like princess. Good rumour should be explored and bad story should be told for the visitor safety with clear guidance of procedures and norms. It can increase the demand of some products, tourism objects, dances, shows and tour guides that will be handled mostly by the natives in each place for they are the only people who know and comprehend their own culture. More new established businesses like restaurants and shops will employ natives nearby.

CONCLUSION
Sacralisation strategy is innovative and suitable with Indonesia as high content country which is rich of culture and history. The cultural branding concept for tourism development is new low cost strategy of adding brand value of domestic product and this implementation is revolutionary because it does not only apply to corporate products but also product in traditional market area. Culture existence and beauty of natural resource can be preserved because this strategy focuses on those with no harm for environment, therefore this idea must be implemented not only in other provinces but also in other countries throughout the world. This strategy will be effective by support from all stakeholders such as government and academicians. Tour and travel industry play major role in socialization.

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