

## Positioning Strategy Through PIB Achieving Tourist Satisfaction With Creative Economy In Kartika Jaya Kendal Village

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### ABSTRACT

*This study aims to find out how the destination business is to place he is always in the minds of consumers so that perceptions are different from competitors. This strategy to get achieve customer satisfaction in the long term, therefore it is needed PIB approach that is strung through the creative economy to achieve communicating uniqueness of the destination. This research was conducted in Kartikajaya Village in Kendal, Central Java. Source The data of this research are primary and secondary data. This research was obtained through interviews directly and filling out the questionnaire using the google form to strengthen the result data study. The principle of data collection is to reveal the variables to be studied. Method data collection through direct observation to the field, interviews, questionnaires. This research is an action research panel of previous researchers where a potential study model was found the attractiveness of the creative economy has strength in tourism development, and then followed by the importance of building a positioning strategy with a PIB approach (Positioning-Image-Branding) where 3 related concepts are united with the creative economy in marketing strategy. Indonesia has designated Kendal as a Special Economic Zone (SEZ). With With this status, investors are increasingly interested in developing their business in the Kendal SEZ. By because it will certainly have an impact on the development of the creative economy in the surrounding area Kendal, especially Kartika Jaya Village, has opportunities for economic development that will can contribute to the country's foreign exchange through its tourism programs. Data source Government, community organizations, local communities, and tourists. Research output, a document that reviews the potential of the destination, describes a list of attractions (for mapping potential), competitive analysis, including situation analysis. The document is the basis to start brand development. Furthermore, the imaging (image) of tourist destinations is agreed upon This in turn strengthens its brand positioning among the local community and the market. Process branding involves all individuals/institutions in the tourism industry to identify themselves with the brand to be established, so that local stakeholders become guard of the brand development process.*

*Keywords: Positioning Models, PIB approach, Creative Economy.*

### INTRODUCTION

The introduction explains the main points discussed as the research / problem background, which contains the research issues, research objectives, and a summary of relevant theoretical studies.

Kendal based on the Regional Development Work Plan (RKPD) of Kendal Regency, especially tourist villages, is a tourism-based creative economy development that can increase the capacity of economic income. However, the quality and professionalism of human resources in the tourism sector is still low, this is indicated by the lack of optimal service to tourists, and the

absence of labor certification in the tourism sector. The tourism group (pokdarwis) is not yet optimal. Therefore, this research makes the improvement of tourist satisfaction service strategies when visiting Kartikajaya Village of course remain in the minds of tourists.

The potential of Kartikajaya Village, Patebon District has unique tourism potential and creative economy. In addition to the existence of the Lingen River, it can be used as a fishing vehicle, it can also be used as a railing of the Lingen river to enjoy the beautiful scenery around the river, then head to the coast of Kartikajaya Village. In addition, there is also Tirang Island, which is said to have the same beauty as the beaches of Bali. However, with the existence of this island being exposed to abrasion, so that it can reduce the level of tourist visits to Kartikajaya Village which is quite high, especially the conditions of the Covid-19 Pandemic. Tourists feel less confident about the safety and comfort of tourists to visit again, even though the people of Kartikajaya Village have received CHSE (Cleanliness, Helthy, Safety, and Environmental Sustainability) training from the Ministry of Tourism and Creative Economy and assistance from Stiepari Semarang, so that they have applied it to attractions in the village Kartikajaya.

This research was carried out, because Kartikajaya Village or other villages want to increase promotion in marketing strategies to increase tourist satisfaction, namely through Positioning. The concept of Positioning Strategy with this (Positioning-Image-Branding) approach is an important concept that must be mastered by tourism destination organizations in collaboration with interests to be able to identify and communicate the image of a unique tourist destination for the target market. Some terms according to (Morrison, et al, 2017) state that "image is a "mental picture" in the mind of a particular tourist destination from various sources of information. Image is difficult to change in the short term. The Branding process with situation analysis provides information on branding tourist destinations. The development

of tourist destination branding must be based on a thorough understanding of what they want to address within the destination. They should be built to interact with customers, not simply reflect what is available at the destination to promote without a strategy.

Research studies on the potential attractiveness of the creative economy from previous studies that the unique local potential of Kartikajaya Village has developed, for example nature tourism (river fringing, coastal fringing), educational tourism (planting mangroves, batik, raising chickens), MSMEs (shompia, gendar crackers, shredded chicken). , cassava chips, and various processed shrimp), historical tours and other tours that are packaged in the community economy. The positioning strategy of Kartikajaya Village is important in tourism development by utilizing the potential of local natural and human resources. Marketing goals are a more specific and measurable elaboration of marketing goals.

This research leads to several problems including this strategy to be able to achieve customer satisfaction in the long term. Therefore, a PIB (Positioning-Image-Branding) approach is needed which is strung together through the creative economy to achieve communicating the uniqueness of the destination. The focus of research is on PIB whose strength is through a brand image of local potential and the creative economy to be able to support the development of tourism destinations.

## METHOD

This research is a solution to overcome the problems raised by research, namely how Destinations, especially Kartikajaya Village which already have the potential for creative economy tourism attraction that can be a superior tourism product in Indonesia Kendal Regency, but it is necessary to develop a marketing or promotion strategy model that can make Kartikajaya Village always in the minds of consumers / tourists.

The research of previous researchers makes the strength of future research to know the model of the stages of tourism development in an attraction which is a pioneering/embryo of new leading tourism village tourism. Anyway the final stage Tourism development is of course in the marketing/promotional strategy.

This research was conducted through qualitative research with data collection methods using interview, observation, document, and FGD (Focus Group Discussion) methods. Data sources are government, community organizations, local communities, and tourists.

Based on the description above. This study describes the study of the model simple marketing promotion/strategy through positioning that can provide solutions in the development of tourism destinations. The purpose of this study is how to find out how does the destination business to place itself always in the minds of consumers so that perceptions differ from competitors. This strategy is to be able to achieve satisfaction consumers in the long term, therefore the need for a PIB. approach (Positioning-Image-Branding) which is strung together through the creative economy to achieve communicate the uniqueness of the destination.

The solutions offered from the research Strategy build positioning with PIB approach in achieving tourist satisfaction through the creative economy by the PIB approach in Kartikajaya Village is as follows:

1. Data collection stage Data

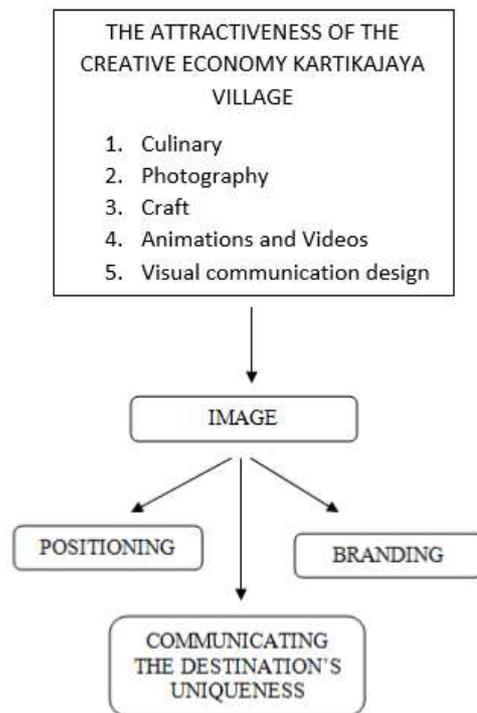
Obtained from research subjects directly (field observations) with instruments that have been set in the study. Researchers will directly dive into field and in the midst of the community to obtain data from informants through interviews, documentation and secondary data literature.

2. Stages of Research Implementation

a. Assessing the potential that exists in Kartikajaya Village has the potential for the attractiveness of the creative economy

- b. Determining the positioning strategy with the PIB approach appropriate, so that local communities know and understand its characteristics.
  - c. Disseminate research data, Assistance stages in achieving satisfaction traveler
  - d. Collecting research materials
3. Research Report Preparation Stage  
 Creating a Positioning Strategy with the PIB approach at the stage of tourist satisfaction through the creative economy in Kartikajaya Kendal Village. So it's worth it for carried out the stages of marketing / promotion strategies to tourists. Implemented by first and second researchers.

Research flowchart



Picture 1.

Positioning research flowchart with PIB approach to achieve satisfaction through the creative economy.

**RESULT and DICUSSION**

Description of Research Obj

Historically, Kartikajaya Village was part of the Wonosari Village area. Before becoming a village itself, the area of Kartikajaya village was formerly known as Bleder, it is said that at that time the area was still in the form of forests and swamps which at that time this place was often used for war exercises for the Indonesian National Army (TNI), especially soldiers of the Army Military Command VII. Diponegoro (now Kodam IV Dip.). When Suharto served as Pangkostrad/Panglima Mandala, this place was also used to educate the people to be trained in war and prepared as a National Army Reserve (CTN Corp.), meant that whenever the country needed additional troops at any time, troops from the Indonesian National Army reserves could be assigned on time. short, no need to educate anymore.

During the New Order era, in line with development developments and the stability of the country was guaranteed, in 1972 this place was no longer used as a war exercise, but this place turned into the Army Settlement Project (PROKIMAD) or the Diponegoro Military Command VII Resettlement Project, intended for military personnel. TNI AD soldiers who have entered their retirement period, and their families who do not have a place to live. At the same time as an effort to improve the welfare and respect for the fighters of the Indonesian National Army who have participated in fighting for and defending the independence of the Republic of Indonesia. In general, the soldiers assigned to this project were ABRI fighters Batch 45. Prior to becoming a definitive village, this project was institutionally under the supervision of Kodam VII Diponegoro, the Commander of the Kodam at that time was held by Major General Soemitro, while the project supervisor was in charge of the project. Armed Forces transmigration (BABINTRANJA) Kodam VII Dip. At that time, Lieutenant Colonel Kav. Mulyadi, while the direct supervisor of the project was the Commander of the Kendal Kodim 0715, which at that time was held by Lt. Col. Inf. Suryanto, in the field activities by Captain Hendaro and his assistants. On March 9, 1972, 36 families (Lettu Soekardi et al) were sent to occupy this project

(now used as the Anniversary of the Kartikajaya Village Settlement).

On March 9, 1973, the second batch of 64 families was dispatched to occupy this project (Captain Mansyoer et al). While the third wave on March 9, 1974 as many as 130 families (Letkol Sucipto et al) to occupy the third wave of new houses. This project is still being supervised directly by Kodam VII Diponegoro because the residents are soldiers of the Indonesian Army, institutionally the supervisor is at the Pangdam VII Diponegoro, while in government administration as regulated by Law No. Wonosari Village. Bridging community administration services and their needs, a Citizen Consultative Body (BMW) was formed which has the task of assisting, among others, to assist in service activities and other tasks related to the administration of the Village Government, before becoming a definitive village. Control and maintain public order and security. Preparing the Army Settlement Project (PROKIMAD) to become a definitive village (independent village).

The chairman of BMW at that time, Bp. Abdul Ra'uf and his secretary Bp. Soeprapto. After going through a long process, by the Commander of Kodam VII Dip this place was proposed to be a Village (the letter of the Commander of Kodam VII Dip No. B/190/II 1978 dated February 16, 1978 regarding the submission of the Resettlement Project for Kodam VII Dip to become a Village) to the Governor of Central Java at that time held by Mr. Soeparjo Roestam. Since the establishment of a village requires the approval of the surrounding villages, a village meeting is held. The village project was represented by BMW, while the other villages namely Wonosari Village, Bangunsari Village and Pidodo Wetan Village were represented by their respective Village Heads. After deliberation, a joint decision was agreed that each of them relinquish a portion of the land in their village area to be used as the Bleder Preparatory Village area of + 359 Ha which is currently the area of Kartikajaya Village. By the Governor of Central Java through his decision No. 146/55/82 dated February 25, 1982 regarding the determination of the village preparation Bleder Kec. Patebon Kab. Dati II

Kendal became the definitive village under the name Kartikajaya Village with an area of 359 Ha, Village Code 33.24.14.2018. KARTIKAJAYA Village means that before becoming a village, this place was the Resettlement Project for the Diponegoro Military Command VII or Prokimad which was inhabited by retired Indonesian Army soldiers with the proud motto "KARTIKA EKA PAKSI" with the hope that in the future the residents and their families will get prosperity and glory. After being inaugurated into Kartikajaya Village which is regulated by Law no. 5 Th 1979 then the task of the Government is no longer under Wonosari Village and has the right to organize its own government autonomously because government personnel must have been running, then BMW officials carry out the duties of the Village Head and Village Apparatus, namely Bp. Abdul Ra'uf as Head of Village and Bp. Soeprpto as the village secretary and assisted by other elements of the village apparatus. In 1985 Kartikajaya Village was only able to carry out the Village Head election and in the history of Kartikajaya Village for the first time running Pilkades which was attended by 2 participants and the first time the Pilkades was held 2 times because the first one did not have a winner, 2 candidates lost their votes with blanks, after a replay was held then the winner is Mr. Suryadi as the first Village Head through Pilkades and served for 2 periods from 1985 to 2002 (16 years). Meanwhile, the Second Village Head also experienced a similar incident in the first round of the Pilkades, namely the Pilkades held twice, the first also losing to blanks. After a repeat of the winner by Bp. Imam Budi Wahyono STP Year 2003 to 2008. Medium period Th. 2008 to August 2014 the leadership of the Kartikajaya Village Government was held by Bp. Erries as the Village Head. And from August 2014 to February 2015 led by Acting. Village Head Bp. Djoko Basuki, March 1, 2015 to December 8, 2016 The Acting Village Head is Bp. Cahyono, SH. Starting on December 8, 2016 until now the Head of Kartikajaya Village is held by Bp. Budi Hartono.

### **The Attractiveness of the Creative Economy**

Presidential Regulation Number 72 of 2015, creative economy products are classified into 16 sub-sectors by the Central Statistics Agency (BPS). The details of the sixteen sub-sectors of the creative economy are as follows: Architecture, Interior Design, Visual Communication Design, Product Design, Film, Animation, and Video, Photography, Crafts, Culinary, Music, Fashion, Applications and Game Developers, Publishing, Advertising, Television and radio, Performing Arts and Fine Arts. Based on the above sub-sectors, Kartikajaya Village consists of the following sectors: culinary, photography, craft, animation and video, visual communication design.

#### **Culinary**

Post-colonial food issues, like the main attributes of nationality mentioned at the beginning of this paper, are not merely a basic need of society. However, food also underwent a process of nationalization. The purpose of nationalization here is the process of making the culinary traditions of the colonial period part of the identity of a nation that feels that it has been freed from colonial shackles. The phenomenon of national cuisine (national cuisine) also spreads in various nation-states that have declared their independence. No less than gastronomists to state leaders intervene and take part in building a culinary image as part of national identity. (Rahman, 2018)

Culinary Tourism Kartikajaya Village is mostly engaged in processed foods including banana/cassava chips, shredded chicken, processed milkfish, processed fish ponds, etc. This potential can be used as the competitiveness of Kendal City, especially in Kartikajaya Village as a promotion of culinary tourism for tourists. Served as souvenirs or souvenirs typical of Kartikajaya Village. Culinary or a trend called the present is gastronomy which will significantly have a positive impact on the people of Kartikajaya village. The well-known superior products typical of Kartikajaya Village are mangrove crackers and processed milkfish into thorn-pulled milkfish, kemplang crackers, shredded milkfish and presto milkfish. This culinary tourism product must continue to

develop as a community identity to enjoy the culinary specialties of Kartikajaya Village.

### **Photography**

The unique scenery with a village full of warriors living in Kartikajaya Village, this is a strength of Kartikajaya Village to be able to establish photography services and provide unique spots for fighters as the identity of Indonesian fighters. In addition, Kartikajaya Village already has service products for tourists, but has not intensively focused on its creativity for the development of photography, because the favorite locations of tourists are exposed to abrasion, for example, Tiban Island and Bird Island, which are exotic in beauty. Meanwhile, Tiban Island only has a few sand dunes that can be enjoyed, while Burung Island cannot be reused, so you can only enjoy it through your eyes.

### **Crafts**

A deep impression from tourists after witnessing a tourist attraction that provides a good experience for tourists. The impression will be carried to the place of origin, in his dream there is a charm of attraction that can be more deeply felt to want to get items that can remember that he has been / has visited the tourist attraction. These items can be in the form of good quality souvenirs, easy to take home. In addition, the price is affordable. (Hutama, 2006). Crafts that grow in Kartikajaya Village are the existence of written and stamped batik, the use of sea shell waste which is made into key chains.

### **Animations and Videos**

This video animation activity is very important for marketing or strengthening a tourist destination in determining a deep impression of how a virtual village or destination will look. This can increase tourist visits easily, quickly and also known by tourists. Many youtube channels promote by uploading videos about Kartikajaya Village, so that this can strengthen the image of Kartikajaya Village. The youth of Kartikajaya Village are very enthusiastic in promoting their village again so that it is known by tourists and also the wider community.

### **Visual Communication Design**

Design Visual communication in the form of posters, catalogs and brochures, that this service is in Kartikajaya Village. Therefore, the power of promoting Kartikajaya Village internally becomes a force for tourism development in product promotion, or the uniqueness and excellence of Kartikajaya Village. However, the synergy in making designs with the MSME business group in Kartikajaya Village has not been well formed, so there is a need for training in product design packaging that is attractive to tourists.

### **Positioning with PIB (Positioning-Image-Branding) Approach**

Positioning with the PIB approach and the creative economy including Positioning according to Rangkuti in (Ikhsan, 2019) is a way to place products so that they are embedded in the minds of consumers. The main key to successful positioning lies in the perception that is created. Traditionally, positioning starts from the perception or image that the product or company wants to display. There are three of the destination images, namely (1) Cognitive destination image (cognitive destination image), consisting of the quality of the experience gained by tourists, tourist attractions in a destination, the environment and infrastructure in the environment, entertainment and cultural traditions of the destination. the; (2) Unique image (image of a unique destination), consisting of the natural environment, attractiveness of a destination and local attractions in the destination; (3) Affective destination image, consisting of pleasant, evocative, relaxing and interesting feelings when at a destination.

Positioning is a long-term effort so it is called a marketing strategy that is built through a positioning strategy with a PIB (Positioning-Image-Branding) approach. Positioning, Image, and Branding are three related concepts in tourism destination marketing strategies.

### **Positioning**

In the book Marketing Management according to Kotler and Keller argues that "Positioning is the act of designing the

company's offer so that it occupies a distinct and value placed in the target customer mind". Kotler & Keller in (Setiyawan, 2013). The meaning is to find the right "position" in the market after determining the segmentation strategy used. In other words, positioning is an action or steps taken by the company to place the product in the minds of target consumers where the company has a differentiator or characteristic that can be superior to other competitors. In the process of carrying out positioning, it must be balanced with good communication, this can also affect the image that the company wants to instill to target consumers.

A journey certainly will not be carried out without an object or place to be addressed. So is the case with tourism, a person first determines where he wants to travel. In this case, the destination or object that tourists want to visit is called a tourist destination. According to the Big Indonesian Dictionary V 1.5.1 A tourist destination is a destination or tourist attraction visited by tourists, be it natural, cultural, historical, culinary, museum and so on. (Hutama, 2006)

The segmentation of tourist interest groups who visit Kartikajaya Village are nature tourism, educational tourism, special interest tourism, livestock tourism, agro tourism as shown below:

No	Tourist Interest Segmentation	Characteristics of Kartikajaya Village
1	Natural Tourism	Mangrove Ecosystems, <u>Canals Club</u> , Beach Tour, River and Beach Walk Tour
2	Educational Tour	Tourism Activities Leadership Education, Introduction to National Character, and Anti-Corruption Culture
3	Special Interest Tour	Outbound Activities, Camping Ground
4	Farm Tour	Cultivating farm chickens, manure, and learning about the cycle of native chicken farming
5	Agro Tourism	Enjoy a variety of fruits that packing packages adapted to the conditions in <u>Kartikajaya</u> village, namely mango, guava, oranges and others
6	History Tour	History of the Indonesian Warriors (Visit the Fighters' Houses)
7	Culinary Tour	Hand Processed Products, MSME Products of the local community

Picture 2. Segmentation of Tourist Interests

### Images

Image or image according to Kunto in (Bawono, 2018) as "a set of beliefs, ideas and impressions that a person has of an object where the attitudes and impressions that a person has of an object are strongly conditioned by the image of the object". This means that a person's beliefs, ideas and impressions have a very large influence on the behavior and responses that he

might do. The history of Kartikajaya Village is thick with the life of the TNI and the people who are fighters in Indonesia, so the result of the FGD agreement was that Kartikajaya Village was given the name "Fighting Village". It is hoped that tourists will get to know Kartikajaya Village as an Indonesian Warrior Village that is worthy of a visit, especially historical tourism, and education for educational tourists.



Picture 3 coordination led by the FKKPI (Forum Komunikasi Putra Putri Purnawirawan Indonesia) organization

Picture 3 describes the situation during FKKPI coordination in Kartika Jaya village to commemorate the independence day of the Indonesian



Picture 4 an explanation from one of the FKKPI members about the history of kartika jaya

Picture 4 explains that one of the members of FKKPI gave an explanation about the history of Kartika Jaya to tourists, starting from the first arrival to the present.

### Branding

According to Kotler in (Masrurroh, 2018) states that each location can be branded by creating and communicating the identity of the location in question. From a marketing perspective, branding a place or destination aims to find investors, business people, and visitors.

Branding will accelerate the success of a brand in selling its products compared to a

mediocre brand. This also increases product value and brand value becomes stronger, so as to reduce dependence on the influence of price when making purchasing decisions. The creation of a business product branding for the Kartikajaya Village community remains focused on the identity of a location that is already known by the community, namely the Indonesian warrior village. This will then attract investors, business people and visitors to achieve success in the development of the Destination.

Communocating The Destination's Uniqueness Positioning strategy with the PIB approach at the stage of tourist satisfaction through the creative economy becomes important in Kartikajaya Village. This stage is feasible to be carried out as a stage of a marketing/promotional strategy to tourists. So that the scheme found in the field is to go through the stages to determine which destinations are said to be feasible as unique and have advantages over others, namely by: 1. Identify tourist attractions through the concept of the creative economy 2. Identify the general description of the object of research through the history of the destination 3. PIB concept analyzed.

The achievement of the Positioning concept of the PIB approach to achieve creative economy satisfaction is: Kartikajaya Village's image as a Warrior Village has a high value that can be remembered in the minds of tourists. Then a positioning will be formed based on the tourist market segment with interest in visiting with various types of tourist interest. Then it is strengthened by Branding through packaging of MSME product packages as a development to achieve unique destinations WORTH a visit for Unique Destinations tourism: "Village of warriors" Desa Kartika Pejuang Indonesia. This positioning is strengthened by the publication of research videos made by researchers which are shared on YouTube with the link: <https://www.youtube.com/watch?v=XADI49oZTF4&t=193s>

## CONCLUSION

This research makes one of the research strategies in determining the optimal positioning in tourism for tourism development in a destination, namely by determining the attractiveness of the destination through the attractiveness of the creative economy of the local community, then also determining which PIB linkage is more appropriate to take precedence to achieve the desired positioning. appropriate. The results state that the image must first be raised so that the strength of positioning and branding becomes strong, so that the uniqueness of a destination will easily attract tourists to visit the destination and tourist satisfaction is achieved, so that they will return to tourist destinations. This research still has weaknesses from the research respondent sector during the pandemic, so further research is carried out on tourism branding marketing through the destination tour package module.

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## APPENDIX

Thank you to RISTEK-BRIN for providing the 2020 Beginner Lecturer Research Grant (PDP), so that this research can be carried out well despite the Covid-19 pandemic. Hopefully this research is useful and also contributes to the model of destination tourism development in determining the uniqueness of destinations in an area, especially the concept of Positioning through PIB.)