Kandi Voice

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Nation Branding Through International Events



Nation branding
is a strategy to represent a country with the aim of creating reputational values through tourism, socio-economic conditions, society and investment.

Nation branding also focuses on applying branding and marketing communication techniques to elevate the image of the country. (jurnal maranatha.edu, 2014).

This year our country, Indonesia, is actively carrying out nation branding through organizing international-scale events. Call it the last 2 events, namely the 2022 MotoGP at the Mandalika circuit, Lombok and also the Formula E event in Jakarta. Not to mention that at the end of this year there will be a G20 event that will take place in Bali, where Indonesia will be the host so that it is fully responsible for organizing the entire series of activities.



Of course, the nation branding efforts carried out by our nation will have a major impact on many sectors such as the tourism industry, hotels, and even MSMEs can enjoy the multiplier effect of holding these events. In addition, the typical hospitality of the residents also needs to be shown in the eyes of the world as one of Indonesia's nation branding.

At the end, all of Indonesia's efforts to carry out nation branding are to promote and elevate Indonesia's good image in the eyes of the world.

Selling Indonesian Names Domestically



The Covid-19 pandemic period is over, replaced by the Covid-19 endemic. However, the economy of each country does not automatically improve and progress along with the transition to endemic. The improvement of the country's economy requires a catalyst that can help to "boost" the country. An international event that makes Indonesia become a host is an advantage for the homeland. The opportunity to 'sell' Indonesia should not be wasted. Indonesia also began to clean up to beautify themselves.

As the capital city of Indonesia, Jakarta has begun to polish its powder on several tourist sites. One of them is Taman Mini Indonesia Indah (TMII). Since the beginning of 2022 TMII has begun its arrangement with a target to be completed in September for physical revitalization. Other tourist locations such as Borobudur Temple and Prambanan Temple are also addressed. The hope is that there will be a side event that will be held at that place.

Meanwhile, Bali as the city where the G20 Summit (KTT) was held also did not want to lose the moment. This tourist city make the Garuda Wisnu Kencana (GWK) look prettier, because it will be used as a dinner location for the delegates of the G20 Summit. Of course, the culinary arts of Bali and Indonesia will be presented and recognized by the delegates. Not limited to tourist attractions, supporting infrastructure such as roads and bridges, the arrangement of the Tahura mangrove area, and the Nusa Dua Bali Reservoir were also beautified.

Improvements to the area's infrastructure will be made more environmentally friendly. This international event will allegedly also going to lift the local economy from the side of MSME actors. For example, Bali MSME products can be used for committee uniforms, souvenirs and others. Furthermore, to boost sales, these MSME products can be marketed using a QR Code to make it easier for hotel guests who take part in the G20 activities.



Indonesia is also trying to attract the attention of the international mass media and attract the attention of the public. Foreign media are also said to be very interested in Indonesia's attitude as the President of the G20 in taking a stand regarding the war between Russia and Ukraine. This can show that Indonesia can manage the dynamics that occur in the geopolitical context.

Indonesia's efforts in branding this country



are in accordance with 186 scientific publications examined by Nadia Kaneva, Associate Professor at the University of Denver, USA, that Nation Branding can be made between technical-economic, political and cultural-critical approaches. In terms of technical-economic numbers it is by far the most common in scientific publications on the subject.

In short, while scholars who explore nation branding from a cultural-critical perspective understand it as a way to restructure the nation both through ideology and praxis (Kaneva, 2011), the literature associated with political approaches sees nation branding, at worst, as an augmented form of propaganda or, at best, as a non-offensive way to build and manage reputation by promoting a country's culture, history, and geography (Aronczyk, 2009). Finally, from a technical-economic perspective, nation branding is seen as a means to build and maintain a country's strategic advantage with the aim of economic growth.

So, whatever perspective is chosen, it must be in accordance with the country's potential. In order to be able to reap the desired results and have a positive impact on the community.

Source : Kantorasia.id, Idethennalasam, martim.go.id, kemenkeu.kim.go.id, Pasalenadobserver.com

It's Time to Create an Effective Personal & Business Branding



The Perspective
Melati Setyorini
COO of Kandi Imaji

As if it was a two-year long break due to the pandemic, this year many industrial sectors are reviving and want to show their existence even bigger than before. For MSMEs who want to get back to running their business or those who are just starting out, needs to show their fangs after hibernation.The goal is, to be "top of mind" or at least to be remembered by the public.

This is the reason, personal branding and business branding are important for your brand. First, let's talk about personal branding. "It's very important, because we like it or not, people do judge us by how we look, that's why our appearance (both real and in digital platforms) tells a lot about us, and this also includes our attitude," said Melati Setyorini as COO of Kandi Imaji PR Agency.



After personal branding, the next thing that is no less important is business branding for awareness, informative functions, and ultimately to convey our business message. Then, what about implementing an effective business branding? Based on research results, consistently displayed business branding can increase revenue by up to 23%. Melati explained that according to her view the guideline lies in the soul,values, culture, objectives and goals of the brand. "If you start from these 5 things, I am optimistic that the brand can 'talk' to the community so that the message can reach the targeted community line and of course the objectives and goals of the brand can be achieved," she added. The basic thing that needs to be done is market research, develop a sustainable business, and focus on the main goals of your business.

At the end, effective personal and business branding is as simple as just be yourself, be honest to public and to our self. In building personal and business branding, the only one rule is make sure that we do not harm other people and society, when in doubt, just simply not to post it. The only branding business that we have to build is a professional self-image because after all, it is the external appearance that is the first to be noticed and judged by the public.

> **... we like it or not, people do judge us by how we look ...**