

Strategy to Build National Branding through the Power of StoryBrand(Introducing the Pinisi Ship and Indonesia Hospitality at the 2023 ASEAN Summit)

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ABSTRACT

The events of the ASEAN Summit in May 2023 in Labuan Bajo received warm attention and praise from all Heads of State who took part in the event. Print media from various countries recorded this event as a rare Golden Moment with a different atmosphere presented by the Indonesian Nation as the Host, namely working and being able to relieve fatigue on board the Pinisi Ship. The Asean Summit will certainly focus on the need for cooperation in the fields of politics, law, security, economy and tourism. National Branding was indirectly appointed by Jokowi as the Host, Indonesia. The Pinisi Ship is an asset of the Nation which has become local wisdom, that the ancestors of the Indonesian Nation were seafarers. Currently, the Pinisi ship has been declared a Masterpiece of the Oral and Intangible Heritage of Humanity on December 7, 2017 by UNESCO. National Branding is a superior tool for building the image of the country, publicity and at the same time promotion from an economic, tourism & other cooperation perspective. Jokowi chose Storybrand to realize the goal of Branding the Indonesian Nation as a Nation that has high dignity in ASEAN and the World. StoryBrand is an act of hospitality, conveying messages politely to the audience in a persuasive manner, through stories (telling) we can make people pay attention and listen. Storytelling is a great weapon to attract the listener's attention, so that the message can be conveyed without any noise (interference). This research method uses a qualitative approach and the type of research is descriptive. This study aims to describe the National Branding Building Strategy through the Power of StoryBrand by introducing the cultural heritage of Indonesian Hospitality and Pinisi Ships during the May 2023 ASEAN Summit in Labuan Bajo. Methods of data collection using library research and field work research by conducting direct interviews with informants. The informant in question is a member of the success team for the 2023 ASEAN Summit in Labuan Bajo.

Keywords: *National Branding, StoryBrand, Indonesia Hospitality, Pinisi Ship, ASEAN Summit*

I. INTRODUCTION

Labuan Bajo is a hidden paradise in eastern Indonesia. This village is located in the Komodo District, West Manggarai Regency, East Nusa Tenggara Province (NTT) with a population in 2022 in the Labuan Bajo sub-district of 6,973 people, with a density of 506 people/km², which is also the main administrative division of Flores which is directly adjacent to West Nusa Tenggara and separated by the Sape Strait. The majority of the population are ethnic West Manggarai, with a language spoken, other than the official national language Indonesia, everyday people also use the language Manggarai with West Manggarai dialect. And Labuan Bajo is one of the five Super Priority Destinations being developed in Indonesia.

Komodo National Park which was established in 1980, then has been designated by the Komodo National Park as a World Heritage Site and Man and Biosphere Reserve which has been listed as a UNESCO World Heritage Site in 1991. Scientifically in 1911 it was first investigated by Dutch East Indies Government Officer JKH Vam Steyn who was later named *Varanus komodensis* Ouwens in 1912 written by Pieter Antonie Ouwens Director of the Bogor Zoological Museum, entitled "On a Large Species from The Island of Komodo". After that, in 1915 a regulation was issued concerning the Protection of Komodo Dragons (Verordening van het Sultanat van Bima) by the Sultan of Bima.

The Komodo National Park destination, which has amazing natural beauty and ancient animals worldwide, includes 3 (three) main islands, namely Komodo Island, Rinca, Padar and other small islands, with an estimated total area of 2,321 square km. We can see animals starting from the endemic Komodo dragon on Rinca Island and Komodo Island, a row of exotic islands and beaches, various types of animals such as horses,

bulls, deer, wild boars, snakes, monkeys, various types of birds, underwater biodiversity so that they become a favorite. on divers and become one of the best dive sites in the world.

Enjoying the view of the evening sky is also one way to enjoy Labuan Bajo. This strategic area to enjoy the beauty of the sunset is not far from Komodo International Airport, there are Bukit Cinta, Puncak Amelia and Puncak Silvia, which can capture the sunset sky, and Rangko Cave which has an oasis-like charm with its saltwater pool. There is also a short trekking destination to Cunca Wulang Waterfall which could be an option. Don't miss the exciting experience of trying live-on-board, by trying to stay on a pinisi boat for a few days while sailing to visit beautiful islands, and you can also dive to see the special underwater biota of Labuan Bajo.

The efforts made by the government to optimize all the potential that Labuan Bajo has in attracting tourists are transformations that are in line with **Government Regulation (PP) Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan** or Ripparnas 2010-2025. To accelerate this transformation, the government also formed the Labuan Bajo Flores Tourism Area Management Authority Board (BPOLF) through **Presidential Regulation Number 32 of 2018**. This agency was formed so that the management, development and development of the Labuan Bajo tourism area and also Flores is more coordinated, systematic, directed and integrated.

Indonesia is also called a Maritime Country, which consists of 70% sea and 30% land, has more than 17,000 islands with a coastline of more than 99,000 kilometers. Ships are one of the means in the activities of relations between communities to visit various islands so that the Indonesian people get the nickname as a seafaring nation who are used to sailing the seas of the archipelago.

The Pinisi ship is a traditional Indonesian ship which has the characteristics of 7-8 sails on 2 main masts. The ship's hull is made of 40-50 year old naknasa Suryan wood, teak, kesambi, ironwood, and spinach. Meanwhile, the leppe, bat, lamma boards and rooms use cokke and cempaga wood. The name pinisi itself refers to the type of sailing system (rig), masts, sails, and the configuration of the ropes on the ship.

The Pinisi ship, which has been around for hundreds of years around the 14th century, was in fact built by a Makassar sub-ethnic group in Bulukumba, South Sulawesi, namely the Konjo people and to this day the Pinisi ship is still used by the Bugis and Makassar people.

The process of making this Pinisi Ship reflects the social and cultural values of life, namely mutual cooperation, hard work, beauty, symbolizing the unity of the local community, namely the Bugis tribe and respect for the environment. Not only that, the manufacture of this ship is also very concerned about the accuracy of the technique and navigation. On December 7, 2017, the Pinisi Ship was designated and recognized by UNESCO as a world cultural heritage, Intangible Cultural Heritage (Intangible Cultural Heritage of Humanity).

On Wednesday 10 May 2023 in Labuan Bajo the leaders of the ASEAN Summit 2023 enjoyed the sunset which we can call sunset diplomacy using the pinisi ship. Chairs and tables have been provided for the government leaders of Southeast Asian countries, namely Asean. Based on the literature study that has been conducted by the author, a traditional sailing ship typical of the Bugis tribe which has become worldwide. There are 17 light brown seats upholstered in fine gray chiffon provided on board the Pinisi boat bearing the name 'Ayana Lako Di'a'. The name is a name in the Manggarai language, an indigenous tribe in Labuan Bajo, which is translated in Indonesian as "Good luck on the journey".

Quoting from the official website of Ayana Komodo Resort, this pinisi boat can be chartered privately either for 3 days and 2 nights or 2 days 1 night. The white pinisi ship has 9 luxurious cabins with Master, Luxury and Deluxe Suite rooms. The ship has a speed of 10 knots and can accommodate up to 18 guests. Equipped with a modern and sophisticated navigation system, the ship is used as a tourist facility for ASEAN heads of state to enjoy the coastal sea atmosphere of Labuan Bajo City in the afternoon while watching the sunset.

This is a story brand with a surprise prepared by President Joko Widodo to honor regional leaders. "This is a very good momentum for us to hold the 42nd Asean 2023 Summit in Labuan Bajo to promote Labuan Bajo. So that everyone knows that in Indonesia there is something called Labuan Bajo in East Nusa Tenggara," the President said after landing at Komodo Airport, on Sunday (7/5/2023).

President RI is trying to take another way to tell the beauty of Indonesia to the world at the 2023 Asean Summit. Story Brand is a surefire method chosen by him, with a unique and up-to-date design presented on board the Pinisi, told in a relaxed manner, full of friendliness that characterizes a good host. The Pinisi ship reflects the characteristics of the Bugis tribe, which clearly radiates from the texture of the material and the wood carvings of the ship

President also went directly to oversee and ensure that the Labuan Bajo transformation went well and brought benefits to the people and the country. While chairing a limited meeting (ratas) at Plataran Komodo Resort, Labuan Bajo on January 20 2020, the President conveyed seven directives which later became milestones for accelerating the transformation, especially for regional and infrastructure arrangements in Labuan Bajo. The preparation program for welcoming guests and developing the Labuan Bajo location as friendly tourism, is outlined in 7 comprehensive directions.

The seven directives are:

1. **Regional arrangement.** The arrangement of the area includes Pramuka Hill, Air Village, container port and passenger wharf, Marina area and Kampung Ujung zone. This area is projected to become a public space with a beautiful landscape that will become the driving force for regional development as well as the center of community activity in Labuan Bajo.
2. **Infrastructure upgrade** especially the expansion of the Komodo Airport (Airport) which is the gateway for tourists to Labuan Bajo. The expansion of the airport is expected to have an impact on increasing the number of tourists.
3. **Preparation of human resources (HR), participation of micro, small and medium enterprises (MSMEs), as well as strengthening local content.** Local community involvement is very important in tourism development in Labuan Bajo. Therefore, efforts to increase the skills and competence of local human resources must be carried out immediately, adjusted to the needs of the tourism industry that is being developed in Labuan Bajo.
4. **Garbage handling.** Infrastructure for integrated waste disposal and processing, both land and sea waste, is a must.
5. **Availability of raw water.** The availability of this water is vital to support tourism and local community life in Labuan Bajo.
6. **Tourist safety.** This is done, among others, by involving the National Search and Rescue Agency (BNPP/Basarnas) and the National Disaster Management Agency (BNPB).
7. **Integrated promotions.** The President asked for a large-scale promotion of the Labuan Bajo DPSP, including the holding of international events which are expected to attract tourists to visit.

This directive becomes a brand product that is clearly stated in the brand story, folklore and history of some Indonesian people's lives, sung in the product story or brand message, such as: local wisdom, how it is made, what materials are used, the underlying noble values, the benefits embodied culture. This method influences the minds of the guests (communicants), so that a sense of trust, admiration, curiosity is awakened, enjoying the product being told.

This section is the main story of the delegates as a souvenir (brand message) for their respective people, that Indonesia is a country that has a large area, comfortable and rich in tourism, culture and local wisdom in it.

II. DISCUSSION

Understanding Strategy

Strategy in general can be interpreted as an individual or group effort to create a scheme to achieve the intended target. In other words, strategy is an art for individuals or groups to utilize their capabilities and resources in order to achieve targets through procedures that are considered to be effective and efficient in achieving the expected goals. Understanding strategy can also be interpreted as an action to adapt to all reactions or environmental situations that occur. Whether it's a situation that is expected or unforeseen.

Strategy can be a bridge that facilitates the continuity of planning, implementation and also achieving

goals. Not only to achieve personal goals, but can also be applied to achieve goals in groups and organizations. Kusumadmo (2013), the word strategy is etymologically derived from the word Strategos in Greek which is formed from the word stratos or army and the word ego or leader. In Oxford Learner's Pocket Dictionaries (2010), Strategy (noun): a plan of action designed to achieve a long-term or overall aim. If interpreted into Indonesian, it means an action plan designed to achieve long-term goals or overall goals.

Based on several definitions of strategy according to the meaning of the language used, it can be concluded. Strategy is a long-term plan that is structured to deliver on the achievement of certain goals and objectives. According to Hamel and Prahalad quoted by Rangkuti (2017) "Strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and priority allocation of resources".

Various definitions of strategy put forward by experts, it can be concluded that the strategy is the formulation of planning to achieve long-term goals through the integration of advantages and allocation of existing resources in the company. The strategy has benefits that greatly support a business program, including: Building business interests, evaluation tools, providing an overview of program objectives, creating new creativity and innovation, supporting aspects of efficiency and effectiveness.

National Branding

With regards to the overall image of a country on the international stage, which includes political, economic, and cultural dimensions" (Fan, 2010), national branding goes beyond the narrower goals of a country of origin brand or a place to promote a particular economy. interests (Fan, 2010). Fan further notes that, "as an emerging field of interest, nation branding is largely practitioner-driven and there is an urgent need for conceptual and theoretical development of the subject" (2010).

Judging from Kaneva's (2011) extensive review of scholarly work associated with nation branding, the literature on this topic is far from homogeneous but varies significantly, not least in the way in which the practice of nation branding itself is discussed. In Anholt's view (2007): nation branding is simply a metaphor for how effectively countries compete with each other for favorable perceptions, whether in terms of exports, governance, tourism, investment and immigration, culture and heritage, or people.

Nation branding is a concept used to strengthen the image of a country in the eyes of the world. The image of a country is not only determined by economic and political factors, but also by cultural, social and environmental factors. According to Anholt (2016), a country that has succeeded in strengthening its positive image is a country that is able to maintain balance and harmony between the six dimensions, which is called hexagon branding.

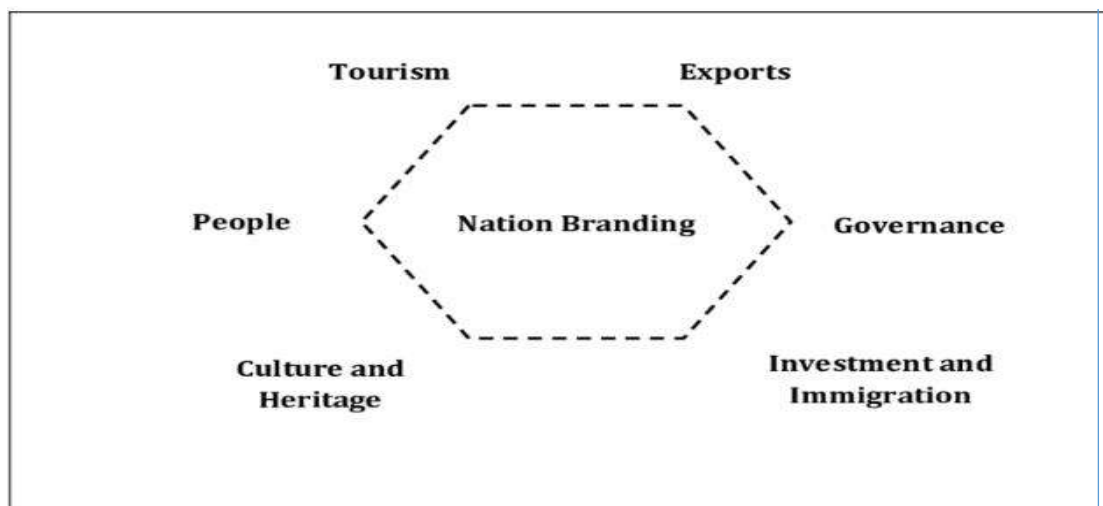


Figure 1. Nation Brand Hexagon Develop Model by Simon Anholt (2007)

In figure 1, the Nation Brand Hexagon model explains comprehensively, the six dimensions are culture, society, tourism, investment, international interests, and brands marketed. Building a nation brand is an important and useful thing, including: establishing credibility, creating a nation's image in the eyes of the world, attracting new investors, increasing regional tourism potential, elevating the dignity of the nation and society, strengthening and integrating all aspects in a series of sustainable mutual support (dotted line). break up),

become a strategy to build (development strategy).

The six are interrelated to form a hexagon which in turn becomes a country's competitive identity. In this case, the ASEAN Summit in Labuan Bajo is a strategic event for Indonesia to strengthen its positive image through these six dimensions.

First, culture. As the host, Indonesia has the opportunity to show its rich culture and arts. Labuan Bajo, located in East Nusa Tenggara Province, is a tourist destination that is famous for its natural beauty, such as exotic islands, national parks and beautiful beaches. It also has unique cultural treasures, such as traditional dance and music, as well as customs that are still well maintained. By promoting Indonesia's cultural and artistic richness, Indonesia's positive image as a country with a rich cultural heritage is further strengthened.

Second, humans. Indonesian society is a hospitable and friendly society. Through the ASEAN Summit, Indonesia shows the multiculturalism of its people through its unique hospitality. The delegates and all international guests felt respected and recognized as important guests. This is reflected in the favorable impressions conveyed by ASEAN leaders and the international community.

Third, tourism. Labuan Bajo is a tourist destination that has potential, is unique and special. Therefore, Labuan Bajo is included as a Super Priority Tourism Destination (DPSP). The ASEAN Summit is a momentum for Indonesia to promote tourism while strengthening Labuan Bajo's readiness not only as a tourist destination, but also as a world-class meeting, incentive, conference, exhibition (MICE) destination. Therefore, in the future the positive trend of the tourism sector and the creative economy of Labuan Bajo will continue to increase thereby providing a spillover effect for regional progress.

Fourth, investment. Indonesia continues to make various efforts to increase foreign investment and attract foreign capital into the country. Because of this, the Summit ASEAN become a strategic opportunity to promote Indonesia's investment potential. Indonesia shows not only to the leaders ASEAN, but also the world, that Indonesia is a promising place to invest. Therefore, in the future the increase in foreign investment is a spillover effect.

Fifth, international interests. Indonesia continues to present itself as an important actor and has a strategic role in the global political arena. Through the Summit ASEAN, Indonesia is strengthening its position as a regional leader, especially with its status as chairman ASEAN. At the same time demonstrating its commitment to peace and stability in the region and at the global level.

Sixth, brands. summit ASEAN become the momentum for the rise of SMEs and the creative economy. Various products made by local children show their existence. One thing that is interesting is the shirt worn by the country's leaders ASEAN very elegantly, which is the original Manggarai woven patterned with manuk eyes. This at the same time proves that local products are able to equalize and compete in the international arena. This strengthens Indonesia's image as a brands exporter country.

The hexagon model is a strategy used to convey brand messages or brand products by Jokowi's team in the brand story process at the 42nd ASEAN Summit 2023. Cangara (2016), says messages are the essence of individual interaction processes, in the perspective of mass communication he said, messages that submitted are: general, contain news, elements of facts, interesting for various layers and open to a varied audience such as: different ethnicity, religion, culture, nation, status, occupation, age and education.

Messages are a set of meanings, ideas, ideas, opinions or symbols that are conveyed in a series of interaction processes between individuals by telling stories, directions, commands and lectures face to face directly or indirectly. Liliweri (2011), states, messages are ideas, feelings, thoughts that will be encoded by the sender of the message, or decoded by the recipient of the message. It is further explained that the message should have a theme as a guide to influence or change a thought and even persuade the behavior of the recipient of the message as the ultimate goal of the communication process.

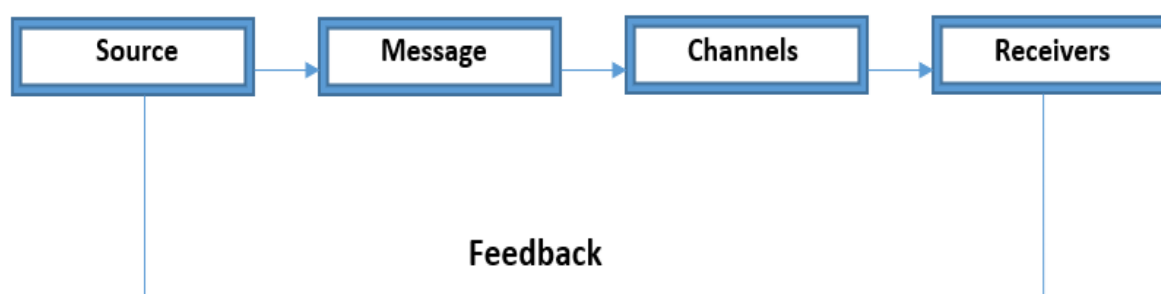


Figure 2. Berlo's Communication Model (1960)

Berlo, (2018) in the book *Interhuman Communication* says the communication process is equipped with 4 main elements, namely: source (communicator), message (message), media (channel), receiver (receiver), this communication model is very often found in mass communication models. or public, as well as interpersonal communication models. The message explained by Suryanto, which can be told, conveyed which can be in the form of symbols, stories, experiences, opinions, or facts conveyed concretely or abstractly.

Story Brands

Brand stories is a narrative or story used by a brand or company to communicate identity, values, and brand goals to consumers and society. In the brand story there is information about how the brand was founded, the values held, the vision and mission, as well as the role of the brand in the lives of consumers more broadly.

Kaufman (2003), explains: humans basically believe in the power of stories more than observing a product, from an interesting story narrative, which will be retold to others. *Brand stories* can be packaged in a product story.

product stories (product story) is a narrative story designed to explain the origin, inspiration, and underlying values of a product or service to consumers. Product stories focus on various aspects of the product, such as raw materials, manufacturing processes, unique features and designs, benefits and solutions offered by these products.

Frog et. al (2010), said brand stories are a way for consumers to feel more emotionally connected to the product, so that they can build trust, loyalty, and influence purchasing decisions, for example the famous product story from a mineral water company. The contents of the message in the ad carry the story that the brand's mineral water products come from the mountains, have a low pH, or contain flavors that make it more thirst-quenching.

Story brand is part of the science of marketing strategy in the realm of marketing management, an activity used to introduce and tell about products/brands/brands to consumers. Creating an attractive brand story requires creative thinking and good strategy, the theme as a product message must be communicated appropriately, the steps that need to be taken are:

- (1) determine the brand mission, for example; Indonesian tourism brand mission "Wonderful Indonesia". the theme builds a positive thought and meaning so that it is easily remembered and attracts the attention of consumers.
- (2) Define target audience, it is important to identify the company's target audience, map out who will be targeted from products and services, make it easier to find out the needs and wants of consumers. It is very important to know the audience in planning to create a brand story that inspires and makes the audience feel connected to the product message being told/offered.
- (3) Determine an interesting narrative to tell in the process of building a product message, one that can be remembered in the minds of consumers and hard to forget, and establishes a positive emotional connection.
- (4) Determine consistent characteristics, a product can be offered in a series of stories with a voice or intonation that matches the business identity, as well as positive values from the brand benefits offered, for example: order Indonesian bakery products (Sari Roti), accompanied by music and lyrics which is very attached to housewives and children (communicants / consumers)
- (5) Be authentic, which has nothing in common or is difficult to imitate, becomes a characteristic (brand), which is easily recognized by the recipient of the message (consumers) from the narrative, brand story tagline/theme, voice intonation, accompanying song lyrics.

The presence of interesting and authentic narratives in a story can captivate consumers (communicants), with a combination of images, sounds and song chants, adding to positive perceptions and easily understood by consumers (Kotler & Armstrong, 2012). Kotler's statement is reinforced by Signorelli (2014) the framework for building an emotional strength between products (brands) and consumers is through stories, through stories can communicate the essence of the product (affiliation, association, comprehensive, awareness) uniquely and authentically, not just the product (outer layer) delivered but the truth of the product is also the theme of the message in it and gives a strong magnet (inner layer), so that consumers have a moral responsibility if input/complaints are needed about product quality (obstacles).

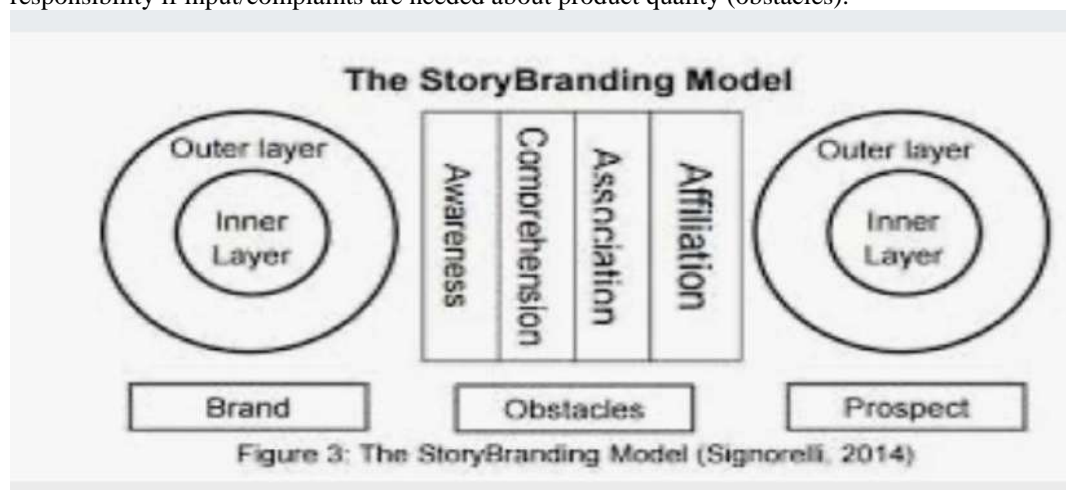


Figure 3. The StoryBranding Model, Signorelli (2014)

History of the Pinisi

The Pinisi ship, which has been around for hundreds of years around the 14th century, was in fact built by a Makassar sub-ethnic group in Bulukumba, South Sulawesi, namely the Konjo people and to this day the Pinisi ship is still used by the Bugis and Makassar people.

The Pinisi ship is called a special ship that has made historic voyages and is one of the strongest and toughest ships to sail. That said, this ship is able to sail through the ferocious waves to Africa and Europe. Pinisi also made the people of Sulawesi known as accomplished sailors. According to local tradition, the name pinisi was given by King Tallo, which comes from a combination of two words, namely picuru (a good example) and binisi (a type of small fish that is agile and tough).

In addition, there are also those who argue that the name comes from the Bugis language, panisi, which means insert. Another opinion believes that pinisi comes from German, pinasse, which refers to a small sailing ship. During its development, the word was absorbed by the Malays to become pinas in the mid-19th century.

In the manufacturing process, the Pinisi Ship reflects the social and cultural values of life, namely cooperation, hard work, beauty, and respect for the environment. Not only that, the manufacture of this ship is also very concerned about the accuracy of the technique and navigation. On December 7, 2017, the Pinisi Ship was designated and recognized by UNESCO as a world cultural heritage, Intangible Cultural Heritage (Intangible Cultural Heritage of Humanity).

The Pinisi ship is a traditional Indonesian ship which has the characteristics of 7-8 sails on 2 main masts. The ship's hull is made of 40-50 year old naknasa Suryan wood, teak, kesambi, ironwood, and spinach. Meanwhile, the leppe, bat, lamma boards and rooms use cokke and cempaga wood.

The name pinisi itself refers to the type of sailing system (rig), masts, sails, and the configuration of the ropes on the ship. The pinisi ship, which has a white bottom with a brown teak floor deck, is equipped with a safety iron fence around the deck, has a length of 54 meters which was operated by Ayana Komodo Resort in May 2019. This ship was inaugurated by the President of Indonesia, Mr. Joko Widodo (Jokowi) in July 22, 2022.

ASEAN History

ASEAN (Association of Southeast Asian Nations) is a regional organization that embodies the cooperation of 11 (eleven) countries in Southeast Asia, formed on August 8, 1967 in Bangkok, Thailand by five founding countries, namely Indonesia, Malaysia, The Philippines, Singapore and Thailand through the signing of the Bangkok Declaration.

ASEAN member countries, based on the date of membership, are Indonesia (8 August 1967); Malaysia (8 August 1967); Singapore (8 August 1967); Thailand (8 August 1967); Philippines (8 August 1967); Brunei Darussalam (8 January 1984); Vietnam (28 July 1995); Laos (23 July 1997); Myanmar (23 July 1997); Cambodia (30 April 1999); and East Leste (application for submission to become an ASEAN member country since March 4, 2011). At the Summit in Phnom Penh, Cambodia, November 2022, the leaders of ASEAN member countries stated "we agree in principle to recognize Timor Leste as the 11th member of ASEAN".



Figure 4. ASEAN flags

The ASEAN flag symbolizes a stable, peaceful, united and dynamic ASEAN. The Rumpunpadi Association symbolizes the hope of the founding figures of ASEAN that this association will be bound together in friendship and social solidarity; The circle symbolizes ASEAN unity; Blue represents peace and stability; Red represents passion and dynamism; White symbolizes purity; and Yellow symbolizes prosperity.

The ASEAN Declaration states that the aims and objectives of the Association are: (1) to accelerate economic growth, social progress and cultural development in the region (2) to promote regional peace and stability through respect for justice and the rule of law in relations between countries in the region and adherence to the principles of the United Nations Charter.

Indonesia has served as the Chair of ASEAN officially for 3 (three) times, namely in 1976, 2003, 2011, and produced achievements that have driven ASEAN forward.



Figure 5. ASEAN Indonesia 2023 logo

Elements: Sky, Mountains and Ocean, Maleo Bird, Dynamic Shapes, Logotype Philosophical meaning: "A visualization of ASEAN in a unified global globe" (Union ball, epicenter of growth)

The ASEAN Indonesia 2023 logo as a whole depicts the globe as a representation of ASEAN countries in one unit, which move together, are optimistic towards better growth and bring positive impacts, both internally to the region and externally to the world.

III. RESEARCH METHODOLOGY

This research aims to explore a strategy in building a National Brand by highlighting the power of brand stories about local wisdom in prestigious world high-level events.

This research is a type of descriptive research using a qualitative approach. Qualitative research uses data collection and analysis techniques using in-depth interviews face-to-face or online, observations, focus group discussions and concrete documents as primary data. Qualitative research is research that examines and understands the attitudes, views, feelings and behavior of individuals or groups of people, and presents the truth of the research results not based on the assumptions of the researchers, and follows the right and good rules so that the research results are trusted. (Moleong, 2001).

Researchers determine the right informants who can provide accurate data and help this research get results that are accurate and in accordance with the objectives and research questions. The intended informants are determined according to certain criteria that are appropriate to the research topic and have solid and absolute credibility, namely: 1) Leader of the team for the 2023 Asean Summit, 2) Historical expert on Bugis culture, 3) Head of session from the ministry of tourism and 4) Staff spokesperson for the President. Researchers will provide research results according to the facts and data obtained in the field, so that research results are authentic and can be accounted for.

Research result

The purpose of this research is to have a high contribution to the world of academia, because of the importance of conducting massive research for the Asean Summit pinisi ship in Labuan Bajo, so that the existing elements of Biodiversity, Geodiversity, and Culture Diversity can be studied in depth and then introduced through various sciences.

On Wednesday 10 May 2023 in Labuan Bajo the leaders of the ASEAN Summit 2023 enjoyed the sunset which we can call sunset diplomacy using the pinisi ship. The chairs that have been arranged in a circle and a long table that has been arranged from four square tables are in the center of the circle so that the formations sitting on the chairs will look opposite each other. Chairs and tables have been provided for the government leaders of Southeast Asian countries, namely Asean.

Based on the literature study that has been conducted by the author, a traditional sailing ship typical of the Bugis tribe which has become worldwide. There are 17 light brown seats upholstered in fine gray chiffon provided on board the Pinisi boat bearing the name 'Ayana Lako Di'a'. The name is a name in the Manggarai language, an indigenous tribe in Labuan Bajo, which is translated in Indonesian as "Good luck on the journey".

POST PRESIDENTIAL DIRECTIVE IMPLEMENTATION

The seven directives of the President were then quickly implemented by related ministries and institutions in collaboration with local governments (pemda) and other stakeholders. The following are a number of follow-ups carried out by government ranks after the President's directive:

1. Formulation of the seven key factors for tourism success

The government formulates seven key success factors for quality tourism, including environment, human resources, activities, travel management, infrastructure, amenities and health, and security and safety. The seven keys to success, which are in line with the seven directives of the President, have become one of the foundations for the formulation of the Labuan Bajo Flores Tourism Development Master Plan. The master plan is implemented by ministries/institutions/local governments in accordance with their respective fields of work and supported by other stakeholders.

2. Improve connectivity supporting infrastructure

As for the air route, Komodo Airport has been expanded so that currently it has a runway of 2,600 meters. This runway will still be extended 100 meters so that wide body aircraft can accommodate it. Not only expansion, the government also carried out beautification or beautification of the Komodo Airport area by carrying out traditional concepts and modern touches with the songke mata manuk or chicken eye motif.

For land routes, road infrastructure, bridges, sidewalks and drainage have been improved. Improving the quality of road services is accompanied by arrangement of pedestrian areas so that they have premium quality sidewalks. Then for the sea route, the construction of the Wae Kelambu Multipurpose Terminal at Labuan Bajo Port is being carried out.

Apart from that, routes were also improved on land, sea and air to around 35 tourist destinations in Flores, Alor, Lembata and Bima (Floratama). This increased connectivity is expected to increase the flow of tourists both from within and outside the country.

3. Regional arrangement

The arrangement of the area in Labuan Bajo is focused on five zones in the Waterfront City, namely Zone A Bukit Pramuka, Zone B Kampung Air, Zone C Pier, Zone D the Marina Beach area, and Zone E Kampung Ujung. The arrangement of this area is also complemented by village arrangement by developing tourism residences or homestays belonging to the Labuan Bajo community so that the community gets real benefits from this tourism development. In addition, the government is also making arrangements for the Rinca Island area. This arrangement aims to improve the quality of tourism infrastructure for Komodo National Park on Rinca Island. Rinca Island will be designated as a tourist attraction to see Komodo dragons, while Komodo Island and Padar Island will be focused on conservation.

4. Preparation of HR and SMEs

The government has held various trainings for MSME and cooperative actors in Labuan Bajo, especially in the tourism and creative economy sectors. MSME and cooperative actors, among others, are equipped with knowledge and skills in the fields of production, marketing, financing, and business management. The government is also making various efforts to increase digital literacy and encourage MSMEs to enter digital platforms so they can further develop their businesses.

Apart from that, Puncak Waringin was also built as a creative hub for MSME players who carry local wisdom. At Puncak Waringin there is a souvenir center, a weaving house, an amphitheater and green open spaces. In addition, an industrial ecosystem is also being developed in the form of the Floratama Creative Hub as an ecosystem for the development of the tourism industry and the creative economy.

5. Increasing the availability of rawwater

One of the infrastructures built to support the economic development and welfare of the people of Labuan Bajo is the Wae Mese II Drinking Water Supply System (SPAM). The presence of this SPAM with a capacity of 2 x 50 liters per second will meet the demand for clean water in Labuan Bajo. In addition to providing clean water, the government is also building sanitation facilities in the form of a Labuan Bajo Wastewater Treatment Plant (IPAL) with a capacity of 250 cubic meters per day.

6. Development of a waste management system (SPS)

The government built the Warloka Integrated Waste Treatment Site (TPST) which can process waste with a capacity of 20 tons per day. Furthermore, there is a Warloka Waste Final Processing Site (TPA) which functions to process the final waste that has been processed at TPST in the form of residual ash with a capacity of two tons per day. The waste management system at Warloka leaves only ten percent of the waste residue in the form of ash which can be used for building materials. Besides that, community-based communities and cooperatives were also built that care about waste problems in Labuan Bajo.

7. Tourist Security

Various efforts have been made to ensure the safety of tourists, including providing an emergency hotline, a command center, as well as carrying out simulations involving related ranks starting from the Indonesian National Armed Forces (TNI), Indonesian National Police (Polri), BNPB, Disaster Management Agency (BPBD), to Basarnas. Efforts to accelerate regional and infrastructure arrangement are also accompanied by efforts to promote integrated Labuan Bajo as a super priority tourism destination.

Various local and international scale events are held in Labuan Bajo to attract tourists to visit. Labuan Bajo also has a calendar of events and offers tour packages which are part of the integration of tourism promotion in the region. In 2022, the Bajo Promotion will also be wrapped in thematic campaigns, such as #RinduLabuanBajo and #ItsTimeForLabuanBajo. Furthermore, various efforts to accelerate the transformation of Labuan Bajo, especially regional and infrastructure management, have been carried out by the government by involving other stakeholders. One of the real impacts of this transformation is the increase in the number of tourists to Labuan Bajo.

Before the pandemic to be precise in 2019, the number of tourists visiting Labuan Bajo reached its highest point, namely around 220 thousand visitors. This increase in the number of tourists certainly has an impact on the economy of the people in NTT, especially in Labuan Bajo.

Beautiful messages delivered by: Prime Minister of Malaysia Anwar Ibrahim with wife Wan Azizah Wan Ismail, President of the Philippines Ferdinand Marcos Jr. accompanied by his wife Louise Araneta Marcos, Singapore Prime Minister Lee Hsien Loong and Ho Ching, and Timor Leste Prime Minister Taur Matan Ruak

with their companion, Deputy Prime Minister and Minister of Foreign Affairs of Thailand Don Don Pramudwinai, who wanted to return to enjoy the peaceful atmosphere above Pinisi.



Figure 6. Komodo Symbols

IV. CONCLUSION

In accordance with the research objectives, researchers only focused on 2 things, namely: Building National Brands and Story Brands. National brand has become a major requirement in order to elevate the dignity and civilization of the nation in the eyes of the world. Cultural wealth and local wisdom are cultural heritage products that can add to the narrative repertoire of a national brand, making it interesting to know, hear and understand. Product messages from people's lives that contain local noble values become inspirational and positively beneficial.

The national brand contains messages of the nation's culture with seven presidential directives as ideas and ideas contained in unique and distinctive characteristics. Pinisi is part of one of the uniqueness and characteristics of the Indonesian nation which captivates many people and is not shared by other nations. *Story brand* be the right (media) to communicate the National brand as a product (message), as Aristotle in Suryanto (2016) said, that humans have a penchant for telling stories, socializing, relating (zoon politicon). Aristotle goes deeper, a theme or message to be told must contain elements: logos, ethos and pathos.

The uniqueness of the Indonesian National brand (logos) was well narrated by Jokowi (communicator), through a prestigious and honorable event, the delegates (communicants) felt the hospitality of the Indonesian people (ethos) through the atmosphere created on board the Pinisi ship, a very meaningful history of ancestral heritage, the delegates scheduled separate time to visit privately, not stately, to Labuan Bajo to enjoy nature on the Pinisi Ship (pathos).

Research on storytelling, is a product communication technique, the tendency for storytelling to be a force in building the perception of a product in the eyes of its users, besides involving emotions and feelings in building closeness between the giver of the product and the recipient of the product.



Figure 7. Indonesia Nation Brand Hexagon Model Asean Summit 2023 Labuan Bajo Researchers (2023)

Suggestion

Building a national brand is a continuous and programmed activity, not a momentary or ad hoc action. It requires seriousness, awareness and high commitment from all related parties involved (hexagon model). Sustainability is proof of commitment and consistency so that a product can exist and be remembered by consumers (the audience). The seven directives of the President (Jokowi) are a series of strategies that can be carried out to support active sustainability in building a national brand through the 42nd ASEAN Summit 2023, introducing Pinisi and Labuan Bajo and the symbol "Enchanting Labuan Bajo" so that it is known, known,

recognized by the world. The success of the 42nd Asean Summit 2023, became the initial breakthrough in opening the National Brand program with other cultures and regions, then:

1. Maintaining and paying attention to product quality as a product message and deserves to be side by side in world-class brand expo events.
2. Determine the right strategy in compiling narratives to communicate product messages in a “brand story” concept to continue to attract market interest.
3. Determine the right communication strategy to convey the contents of the theme, ideas and make approaches to related parties that support the National Brand program.
4. Creating a design that has a distinctive value by embedding the national symbol or choosing the right motto that is easy to remember and unique as a tagline, for example: Di Indonesia Aja, Wonderful Indonesia
5. Establishing collaboration as a form of collaboration to expand networks, market expansion, bring up new innovations, contemporary breakthroughs, especially in the disruptive era of technology in order to add value (added value) to product messages.
6. Involve researchers in the fields of communication, economics and tourism in a Focus Group Discussion, Sharing Session with organizers of the National Brand program, in order to share knowledge, the latest information, design, find updated strategies that are in accordance with: market demands, cultural behavior in the current era and even the era in future civilizations.

Humans and their behavior are cultural products that characterize themselves, individuals who are independent and live in groups/communities will form ecosystems that are interconnected, supportive and related. National Brand is an idea from the human mind, in order to create a wider ecosystem. The desire to always be connected and share stories is a human strength in adapting, interacting, transacting and communicating (homo narrans).

Indonesia as an archipelagic country with infinite cultural, natural and local wisdom wealth, really needs the support of all parties and its people, to make the Unitary State of the Republic of Indonesia with a high civilization of hospitality and to make this an act of real Nation Brand sustainability.

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