

JINGLE AND CHALLENGE EVENTS FOR HAWAI WATERPARK MALANG

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ABSTRACT

Hawai Waterpark Malang is waterpark which is located in Malang City, Hawai Waterpark Malang has advantages offered as a first waterpark in Malang City that has Tsunami Rides. Hawai Waterpark Malang hope that visiting can add closeness to family relationships. Therefore, Hawai Waterpark Malang has a lot of events and rides that can be played together and enjoyed comfortably. for in this poor city itself the existence of waterpark just a little so Hawai waterpark is a waterpark with good service and has a variety of interesting rides as well.

Hawai Waterpark Malang already use social media including Google, Youtube, Facebook and official website for marketing promotions. how to promote hawai place by uploading new video on youtube videos and hold important events that fit with date like halloween party. The problem is Hawai Waterpark Malang still lack of human resources who can speak English fluently, so the promotion is done so far still using the Indonesian language. For the reason that foreigners did not catch the message conveyed through Hawai Waterpark promotion and not many foreigners who visited Hawai Waterpark Malang.

The idea that team 20 gave to Hawai Waterpark Malang was to hold a jingle race and challenge event. The purpose of this idea is to improve the branding of Hawaii Waterpark Malang, attract foreigners to participate in the event and come to Hawaii Waterpark water park Malang. In executing the idea of the jingle race and challenge event, team 20 will work with travel agents in China, Malaysia, Singapore and Australia. This cooperation aims to make Hawaii Waterpark Malang as one of the tourist destinations in the tour packages of these agents.

Keywords: *Waterpark, Event jingle, Partnership, Waterpark Malang, Branding*

1. COMPANY PROFILE

Hawai Waterpark Malang is a water recreation service company that declares itself as "The Wildest Waterpark in Indonesia". Hawai Waterpark Malang officially opened and soft opening on July 18, 2015. Hawai Waterpark Malang has 11 unique water rides and the favorite among consumers is Waikiki Beach or Tsunami Pool. To attract consumers, Hawai Waterpark Malang promotes through various social media including Instagram, Facebook and Path. Hawai Waterpark Malang also conducts surveys of competitors and strongly considers consumer feedback in order to provide the best service.

1.1 Hawai Waterpark Malang Vision

Become the Number One Waterpark in Indonesia

1.2 Hawai Waterpark Malang Mission

Providing the best rides and service

Conducting surveys on local and foreign competitors

1.3 Current Situation

Recently, Hawai Waterpark Malang is being viral because its newest brand is Malang Night Paradise. Malang Night paradise has been covered by the IndonesiaTV show program "Etalase" on Net TV on 23 September 2017 as one of the must-visit tourist destinations. Actually, Hawai Waterpark Malang and Malang Night Paradise are not one unity, but still in the same management. This will also give popularity to Hawai Waterpark Malang because both attractions are in the same location, so consumers will tend to visit both places simultaneously. (Hawai, 2017)

1.4 Other Information About Hawai Waterpark Malang

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2. COMPANY READINESS

2.1 Readiness level based on CORE (Company Readiness to Export) methods

In pre internationalization of the companies is point of concern for many researches. The studies address managements' perception of export stimuli, attitude of management to go international, firm's resources and capabilities, learning process in internationalization. The factors collectively help on development of internationalization readiness index. The

internationalization process is staged, so it is very important to study the pre internationalization stage to understand later stages in internationalization process. The pre internationalization is important because the study of it shows where the internationalization is originated. (Tan, Brewer, & Liesch 2007). One of the dominant issues that are ignored in exporting area is pre-internationalization phase. According to Alvin's study in 2010, four concepts are proposed as the key components that define the experiential learning process underlying a firm's pre-export phase (Uppsala model): export stimuli, attitudinal/psychological commitment, resources and lateral rigidity. In this study, export readiness assessment is considered as an imperative base for all companies.

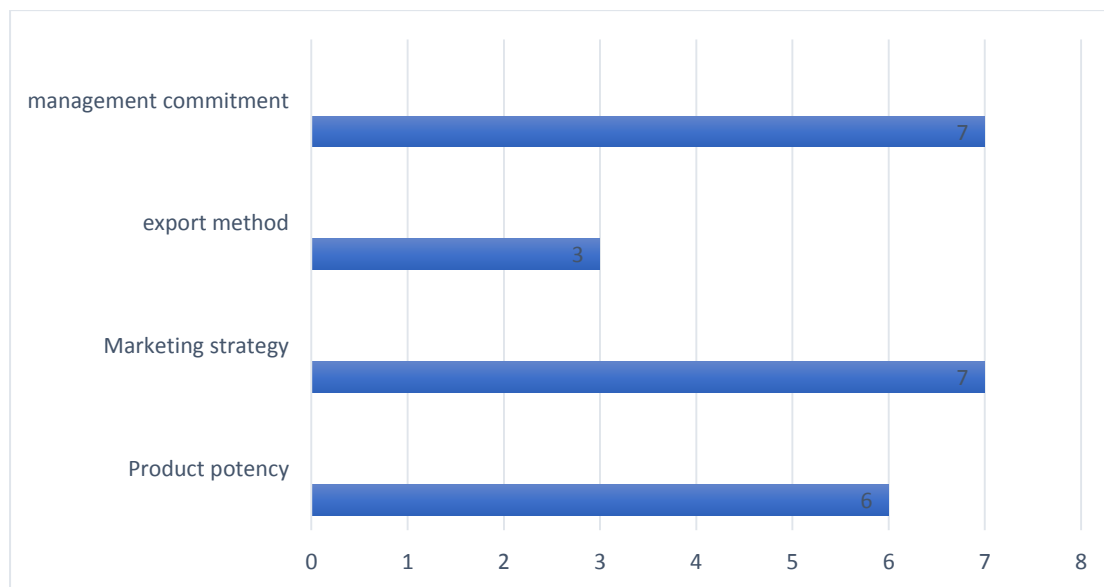


Figure 2.1 CORE analysis

This company scored 3 for export method and 6 for Product potency. This is because Hawaii Waterpark Malang have expert employees in the manufacture of products. This company also have many client from Indonesia that trust their service and their ability to come ,because of that this company has a big opportunity to enter international market. But, unfortunately this company doesn't have many employees who can speak English fluently, so our group give 3 score for this company.

Hawai Waterpark Malang scored 7 on management commitment because they have a great commitment to enter the international market. The evidenced is by the improvement of company's website in according with what our team have suggested. Hawaii Waterpark Malang scored 7 for marketing strategy. This company use online media in promotion, and make many events in Malang and invite artist to come to Hawaii Waterpark Malang. So, Hawaii Waterpark Malang just need to improve in marketing strategy to reach the international market.

3. RECOMMENDED SERVICE IDEA

Classifying the internationalization process model as a stage model occurred early on and has persisted. For example, it is the basis for the influential, but erroneous, critique of the model by McDougall et al. (1994, p. 475), Alam and Perry (2002) described the process as ten phases that can be either linear or parallel. The stages of Alam and Perry are:

- Strategic planning,
- Idea generation,
- Idea screening,
- Business analysis,
- Formation of cross-functional teams,
- Service and process system design,
- Personnel training,
- Service testing and pilot run,
- Test marketing and
- Commercialization.

Business analyses of processes may vary; product companies analyze technical and manufacturing issues, but service companies prepare analyze of economic, technological and operational issues including costs of hiring and training service staff, facility changes and delivery system enhancements. (Shekar, 2007, pp. 5).

Hawai Waterpark is a waterpark that located in a strategic location, between Malang. Right now most of Hawai Waterpark client is coming from around Malang city only, so Hawai Waterpark want to target make many client from another city or from overseas since that is the one who give most benefit.

Ideas for Hawai:

Jingle Race

Challenge Event

3.1 Draft Design

Build branding for Hawai Waterpark Malang in a way of making Event including Southeast Asia and trying to make Hawai Waterpark Malang can be viral. The event was conducted by holding a competition to create jingle melody for Hawai Waterpark Malang held in Southeast Asia. Jingle lyrics have been provided in Bahasa Indonesia and English by Hawai Waterpark Malang or team 20 Nusantara Project. The contestant is allowed to translate the lyrics that have been available into other languages, as long as they do not change the original lyrics. At the end of the competition, Hawai Waterpark Malang will select 3 winners of the competition that will get attractive prizes. Then the Hawai Waterpark Malang can make a customized movement with the existing jingle, then attempt to virginize the jingle with a unique dance challenge as the latter is popular in social media.

3.2 Advantages Idea

Hawai Waterpark Malang can build branding as an exciting and contemporary attractions. Hawai Waterpark Malang can get some unique and creative jingle version. Possible to be followed by foreign participants and recognized by the people of other countries in Southeast Asia region. Adding to the public curiosity about Hawaii Waterpark Malang so that the opportunity to add visitors.

3.3 Disadvantages Idea

Requires substantial capital and qualified human resources in the field of information and technology.

It takes time and effort continuously in order to become viral in mass media.

Requires translation services to check jingle using language other than Indonesian and English to ensure that the jingle is in compliance and no mistakes will be defamed Hawaii Waterpark Malang.

4. COUNTRY SELECTION

Hawaii Waterpark Malang would be potential to be marketed in few specific countries to gain effectiveness and efficiency. The countries that are targeted are Singapore, Malaysia, Thailand and China. Several fact is given as reason why these country is the most potential to be targeted using this method. In this report, the team will explain each of every reason.

Singapore, Malaysia, and Thailand is Indonesian neighborhood country, its location is really close to Indonesia. If something going on in Indonesia, these Country will really fast get to know what is happening, since Indonesian and these country is member of ASEAN community. What's more about member of ASEAN community is they can travel easily from country to country with such ease without visa, this is a great potential for tourism industry as well, so these country without a doubt is a potential country.

| Country | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|  Singapore | 1,206,360 | 1,324,839 | 1,324,706 | 1,432,060 | 1,559,044 | 1,594,102 | 1,515,701 |
|  Malaysia | 1,171,737 | 1,173,351 | 1,269,089 | 1,380,686 | 1,418,256 | 1,431,728 | 1,541,197 |
|  China | 511,188 | 594,997 | 726,088 | 858,140 | 1,052,705 | 1,249,091 | 1,556,771 |

Figure 4.1 Foreign Tourist come to Indonesia

From table below, it can be seen that Singapore, Malaysia and China becoming a potential market because the number of tourist visiting Indonesia from these Country has been increasing really great for this past few years. Given this fact, the team thought this will be the target country that gives most profit from this promotion program.

All two reasons above are based on the geographical aspect. The team also found several Country that is potential as market looking from the cultural aspect. Indonesia is really famous with its culture. Many Country has taken interest in Indonesia country.

The team going to target few Country that proven potential as target, which is Malaysia, Thailand and China. These country is proven taking interest in Indonesian. They take interest in Indonesia because of culture, especially Malang culture itself. Looking from this fact, it would be a potential market for this promotion program for the future.

5. MARKETING PLAN

5.1 Segmentation, Targeting, Positioning

Segmentation

Segmentation and targeting of customers allows the marketer to deliver a product within the target audience needs and wants (Pickton and Broderick, 2005: 373). By doing so, the marketers will have a better understanding of their target audience and thereby make their marketing more effective (Gunter and Furnham, 1992: 1).

Segmentation is taken as a target of Hawaii Waterpark Malang is a group of local and foreign tourists who are in the ASEAN region and the middle and upper class group of people as well as groups of couples and families with vulnerable age of 6 - 50 years.

Targeting

Targeting of customers allows the marketer to deliver a product within the target audience needs and wants (Pickton and Broderick, 2005: 373). With respect to the decision to which customer groups or segments to target the company may choose one or a combination of the following marketing strategies; mass marketing strategy (undifferentiated marketing), single segment strategy (differentiated marketing) or multi-segment strategy (concentrated marketing) (Dibb and Simkin, 1996: 15-16).

Targeting is an effort to set a target market that will viewfinder, this stage is a continuation of the segmentation stage. Products from targeting is the target market, ie one or several market segments which will be the focus of marketing activities. Target consumers targeted by Hawaii Waterpark Waterpark are the visitors who likes holidays or families who want to make use of spare time to gather with family on the spot recreation.

Positioning

The result is a persuasive reason why the target market should buy the product or products (Kotler and Keller, 2009: 308). To do the positioning in need the right strategy, because this is closely related to how we communicate in the minds of consumers embedded a certain image. Hawaii Waterpark positioned its corporate image into a family vacation spot that not only prioritizes the facilities of water recreation parks but also not forgot from the educative side for the visitors and have many events.

5.2 Implementation Phase Idea

First of all, team 20 collaborating with Hawaii Waterpark Malang have to determine the time period to hold this event. The second is, make the terms and conditions for the participants who participated in the jingle race and challenge event, also determine the prizes for the

winners of this jingle race after all it has been achieved. Third, team 20 create an acceptable marketing ideas up to the overseas community with how to create a digital poster and then make the official website into English and memasanag ads through Google, Facebook and Instagram. Then the event can be executed. After getting the winners, Hawai Waterpark Malang can held a ceremonial gift handover, then uploaded via Youtube account of Hawai Waterpark Malang. After that, the jingle which is win, Hawai Waterpark Malang can try to make it viral through a challenge event.

5.3 Pricing Strategy

The price definition by Kotler and Armstrong is the amount of money charged on a product or service, or the sum of the value that consumers exchange with the benefits of owning or using a particular product or service (2001). Team 20 of Nusantara Project have already try to calculated about registration fee and cost estimation of Jingle and Challenge Event. Team 20 has segmented participants of jingle race is middle and up class, because the registration fee reach 200.000 rupiah or 14 USD. Team 20 has also tried to make cost estimation which has to be paid by Hawaii Waterpark Malang to run both of these events, which includes:

- Payment of translators : Rp 1,000,000,- / 70 USD
- Administrator's salary (2 people) : Rp 4.000.000,- / 280 USD
- Advertising cost : Rp 5.000.000,- / 350 USD
- Rewards for participants : Rp 7.000.000,- / 490 USD (1st place)

Rp 5.000.000,- / 350 USD (2nd place)

Rp 3.000.000,- / 210 USD (3rd place)

Unforeseen Expenses : Rp 1.000.000,- / 70 USD

Total Estimation Cost : Rp 26.000.000, - / 1.820 USD

5.4 Distribution Channel

According to Assauri, distribution is the activity of delivering products to the hands the wearer or the consumer at the right time (2004). Recently, Hawai Waterpark Malang has tried to cooperate with the intermediary of several tour busses, which is the right step in seeking a good distribution channel. Thus, Hawai Waterpark Malang uses one-level channel because it uses a tour agent as an intermediary, in this case is a bus tour company. But Hawai Waterpark Malang does not yet have a distribution channel with businesses originating from outside Indonesia. For that reason, Team 20 is working on an idea to work with overseas travel in the hope that there will be a distribution channel from consumers and Hawai Waterpark Malang, with a travel agent as a intermediary.

5.5 Promotion

Philip Kotler and several other experts stated that most promotions have short durations of organization and are composed of various incentive tools, promotions aimed at stimulating the purchase of products or services faster (2013). During this, Hawai Waterpark Malang only using media campaigns in the form of banners and billboards and social media in the city of Malang, East Java. But to do promotion to the community outside the city of Malang, Hawai Waterpark Malang using social media Instagram and official website. Recently Hawai Waterpark Malang organized a very successful event that made that waterpark very crowded. It is an event buy 1 ticket gets free 1 ticket, which spread to the public via short

message or SMS. That free ticket can be claimed only by using short message before the specified date ends. This event is in effect to commemorate the Hero Day which falls on November 10, 2017. The short message is sent about 10 days to 14 days before Heroes Day and instantly disappears after the short message exchange period ends.

According to Todri and Adamopoulos, the more capable companies are managing corporate enthusiasts in social media, companies can increase their ability to capitalize on their strength and effectiveness of social media (2014). Based on that opinion, team 20 provides advice to promote through paid social media facilities, for example using Facebook Ads and Google Ads 2 months prior to the announcement of the winner.

The promotion of Hawaii Waterpark Malang continued even after the jingle race was over. Team 20 plans to dominate the market by way of trying Hawaii Waterpark Malang in order to viral use Challenge Event. One way that can be used to become viral is to use hashtag tagar symbols on every photo, video or Hawaii Waterpark Malang activity uploaded on social media

6. EXPORT PROCESS

Internationalization Center and Global Engagement¹¹ defines internationalization as a strategic and coordinated process aimed at synchronizing and integrating international policies, programs and initiatives. There are several things that need to be done by Hawaii Waterpark Malang to make Jingle and Challenge Event able to go international and in demand by many contestants from outside Indonesia. The first step is to penetrate through social media like Google, Facebook and Instagram. This event is held regionally from within Indonesia to outside Indonesia, so the cost incurred will be too expensive if using the ways in general (making, banner, posters, billboards, etc.). Results obtained from online penetration would be better if Hawaii Waterpark Malang using endorsement techniques performed by influential figures. Influential figures such as youtuber and vlogger who have many viewers and able to speak Indonesian and English fluently. In addition, Hawaii Waterpark Malang can also do database mining to look for potential customers to participate in this event or customers that potentially become a vigilante marketing object. Vigilante marketers are people who are motivated to do Word of Mouth promotion, so unwittingly the consumer becomes a promotional agent for the company. Hawaii Waterpark Malang can make a good impression by doing repeat promotions and continuously improve the quality and service, thus opening the opportunity for satisfied customers to become vigilante marketers.

7. EXPORT RISKS

Aven addresses the definition of risk as an important concept in a number of scientific fields, but there is no consensus on how it should be defined and interpreted (2011). A rather ambiguous definition causes everything about risk to have guessing elements possible and not too certain. Therefore, Team 20 estimates what risks Hawaii Waterpark Malang might face when running an idea about jingle and challenge event. In the implementation of Jingle and Challenge Event, there are some risks that may be faced by Hawaii Waterpark Malang.

Team 20 of Nusantara Project will provide information on risk in points, which include:

The event is not successful due to internal or external problems

Internal Problem

According to interviews conducted by team 20 Nusantara Project and PIC Hawai Waterpark Malang, Jingle and Challenge Event is the first event conducted on an international scale. In other words, Hawai Waterpark Malang is still not very experienced for handling international scale events. So prone to Hawai Waterpark Malang to experience internal problems, such as lack of coordination that may cause miscommunication or other internal problems. Miscommunication can occur between the internal staff of Hawai Waterpark Malang and between Hawai Waterpark Malang and people in many countries. Unfortunately, on that scale, a small mistake will leave people disappointed and likely to spread negative reactions.

External Problem

External Problem that may occur is from competitors and contestant. In Indonesia, there are many waterparks spread all over Indonesia. Massive events can be utilized by similar competitors to damage the image of Hawai Waterpark Malang. With today's technology, information will spread very quickly, whether it is positive or negative. The main problem that may be faced by Hawai Waterpark Malang is a society that is too easy to believe in unconfirmed news.

Event is less successful

Another risk that may be experienced by Hawai Waterpark Malang when running this event is less successful event because of the lack of contestants, because people are less interested to participate in this event.

Lack of human resources to manage events

The last risk faced by Hawai Waterpark Malang is if the event is a big success and contestants are interested to participate too much, Hawai Waterpark Malang will have difficulty about human resources. Based on the results of previous interviews, it is known that human resources in Hawai Waterpark Malang few can communicate using English fluently. This problem can make a communication retention.

8. RECOMMENDATION

In order to resolve the issues of possible risks, Team 20 of Nusantara Project will provide recommendations for each issue, recommendations include:

The event is not successful due to internal or external problems

Internal Problem

The problem of lack of experience to manage events can be tricked by working with International Event Organizer who has been accustomed to managing large-scale events.

But if Hawai Waterpark Malang is reluctant to submit internal problems to Event Organizer, Hawai Waterpark Malang can start to set up a special team to manage Jingle and Challenge Event as well as upcoming events. Members of the special event team should be strictly selected about work experience and given special training before joining the team. By doing so, the internal staff of Hawai Waterpark Malang can do their job description optimally without having to break the concentration of each person to take care of other problems that are not responsibility.

External Problem

Some companies have experienced the presence of rumors that are not true circulating in the community. Some of these rumors may be deliberately spread by competitors who are trying to increase their competitive advantage in an unhealthy way, by dropping competitors. But it also does not close the possibility of miscommunication scattered among the community and circulated uncontrollably. It is not certain where the rumors circulating in the community come from. To face the problem of rumors that may drop the brand image, Hawai Waterpark Malang can always update about what positive and negative things are circulating about Hawai Waterpark Malang. Hawai Waterpark Malang can hire board of online forums in charge of doing market research to the community through social media about Hawai Waterpark Malang at least once a month. So, if there is bad news that revolve, can be handled by doing a press conference or explanation via other media.

Event is less successful

Hawai waterpark Malang can solve the problem of only a few contestants who are interested to follow Jingle and Challenge Event. Hawai Waterpark Malang can consider from the beginning to create a magnificent event, massive promotions and more lucrative prizes to attract the attention of consumers. Hawai Waterpark Malang can also start assigning administrators who do softsale promotion in internet forums, the promotion is not done by publicly stating that the administrator is the internal party of Hawai Waterpark Malang. The administrator can as a vigilante marketer who has a strong engagement with Hawai Waterpark Malang. In addition, Hawai Waterpark Malang can also create their own positive rumors which can give benefit to Hawai Waterpark Malang.

Lack of human resources to manage events

The final recommendation for solving language barrier problems is to start a mandatory English Course. Every staff of Hawai Waterpark Malang will get a quota turn to follow the English Course which will be held for several months. The English Course will give teachers the power to increase the learning period for staff of Hawai Waterpark Malang which is considered not to meet the minimum standards specified in English. The English Course is held in turn for Hawai Waterpark Malang not to feel distress due to the decreasing number of employees on duty. Another solution is to open job vacancies for the position of customer service and teller who serves ticket purchases, with the requirement to be able to communicate in English.

9. CONCLUSION

Hawai Waterpark Malang is a water recreation service company that declares itself as "The Wildest Waterpark in Indonesia". This company scored 3 for export method because there is only a few human resources who can speak English fluently and 6 for Product potency

because Hawaii Waterpark Malang can maintain quality so that customer become loyal. Hawaii Waterpark Malang scored 7 on management commitment because it has great commitment to breaking the international market and scored 7 for marketing strategy because they use social media and trend to developing.

Team 20 try to build branding for Hawaii Waterpark Malang in a way of making Event including Southeast Asia and trying to make Hawaii Waterpark Malang can be viral. The event was conducted by holding a jingle race and challenge event. At the end of the jingle race, Hawaii Waterpark Malang will select 3 winners of the competition that will get attractive prizes. Then the Hawaii Waterpark Malang can make a customized movement with the existing jingle, then attempt to virginize the jingle with a unique challenge event as the latter is popular in social media. Team 20 targeting Indonesia, Singapore, Malaysia and China to spread about the events, because all of those country were potential market.

Segmentation is taken as a target of Hawaii Waterpark Malang is a group of local and foreign tourists who are in the ASEAN region and the middle and upper class group of people as well as groups of couples and families with vulnerable age of 6 - 50 years. Target customer of Hawaii Waterpark Waterpark are the visitors who likes holidays or families who want to make use of spare time to gather with family on the spot recreation. Hawaii Waterpark positioned its corporate image into a family vacation spot that not only prioritizes the facilities of water recreation parks but also not forgot from the educative side for the visitors and have many events.

Team 20 of Nusantara Project has estimated the cost of registration fee for event participants and the estimated costs for the implementation of this event. To join the jingle race, customers have to pay the registration fee, which reach 200.000 rupiah or 14 USD. Hawaii Waterpark Malang will choose 3 winners which create the most creative jingles. The 1st champion will receive 7.000.000 rupiah or 490 USD, the 2nd will receive 5.000.000 rupiah or 350 USD and the 3rd will receive 3.000.000 rupiah or 210 USD. Meanwhile, Hawaii Waterpark Malang must prepare around 26.0000.000 or 1,820 USD to implement this event.

This implementation phase begins with the event date and then make the terms and conditions for the participants who participated in the jingle race, also determine the prizes for the winners of this jingle race after all it has been achieved. Next is create an acceptable marketing ideas up to the overseas community with how to create a digital poster and then make the official website into English and install ads through Google, Facebook and Instagram. Event promotion can be done with paid ads such as Facebook Ads and Google Ads, and then the event can be executed. After getting the winners, Hawaii Waterpark Malang can held a ceremonial gift handover, then uploaded via Youtube account of Hawaii Waterpark Malang. After that Hawaii Waterpark Malang can try to make the 1st winner jingle viral through a challenge event.

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