Mainstreaming of Consciousness in the Creation of Attractive Tourism Branding through the Experience of the Patient Community Figures in Indonesia

Sartono, I Nyoman Sunarta, Dewa Ngurah Suprapta, I Wayan Suardana

Tourism Doctoral Study Program, Faculty of Tourism, Udayana University
Email: Sartonohutomo2019@gmail.com

The leaders' commitment to developing regional tourism is carried out with a sense of responsibility on a local, national, and international scale, which is a consciousness to encourage public participation. The implications of sincere service from these extraordinary figures can develop attractive tourist destinations. The purpose of this study is to explore the awareness of the community of characters in creating branding through their experiences in Pacitan East Java, Indonesia. A qualitative research approach with the Interpretative Phenomenology Analysis (IPA) method to investigate the meaning of character experiences of intersubjective activities in hermeneutic double processes between the researcher and the person experiencing it. Semi-structured interviews were conducted on nine (9) research subjects from the leadership community of the Pacitan community. This study shows that the interaction of the leaders of the community of Pacitan in sports, art, and cultural events, building tourism infrastructure in the form of museums, orphanages, and restaurants in Pacitan emerged from 1) the mainstream of sustainable awareness and unconnected consciousness 2) the orientation of community relationships of basic figures creation of attractive tourism brand identity and 3) the visualization of brands "going forwards Pacitan (Growing Forever Our Wonderland of Cultural and Rural Adventurous Destinations). The study is limited to leaders of the Pacitan community in Indonesia who provide ideas or ideas, innovations and create events and other help based on social capital

branding.
Keywords: Branding Creation, Attractive Tourism, Experiences, Community
Figures

1. Introduction

Attractive tourism destinations develop on the quality of nature, culture, and events created
and accompanied by promotions that make a deep impression about the attractiveness of
tourism objects felt by everyone (Roman & Bury, 2022). The impression that figures feel
about their hometown as a development stakeholder began in the 1998 reform era, Pacitan
Regency is a backward area with minimal access to information and road infrastructure.
Most of Pacitan is hilly and Limestone Mountains that are prone to earthquakes and
tsunamis. But Pacitan has natural beauty and extraordinary marine potential, 50 beaches
generally have large waves from the South Sea making it suitable for sports tourism. In
addition, there are waterfall tours, pine forest tours, warm spring tours, river tours, and cave
tours. To communicate the quality of resources owned is branding "paradise of Java". This
branding consistency cannot give a relevant impression to the situation of Pacitan tourism
development, this is due to various factors such as internal communication that is not optimal
(Poerdiarti & Widodo, 2019). An interesting phenomenon with tourism in Pacitan is the
involvement of Pacitan figures who have a sense of love and longing for their hometown
treated by creating event activities that revive Pacitan art and culture and promote it in the
national capital Jakarta, then preserving local arts and traditions with Ramadan ritual events
in bamboo dance, arousing the excitement of the younger generation with extreme sports at
sea and on the mountain. And the contribution of the thoughts of the figures is realized with
the SBY-Ani museum which is the main source of income for Pacitan tourism today.

Pacitan has a community of figures who have an important role in development both
regionally and nationally. Experience of Pacitan figures who devote themselves to
development in Pacitan and brand Pacitan as attractive tourism. This phenomenon is
interesting to explore as the creation of new branding through the meaning and experience of
character awareness about the essence of attractive tourism through representation branding
Pacitan people.

The concept of branding is studied about the image of tourism products based on cultural
objects. (Pavlov et al., 2020), the design of branding locations in symbols and taglines gives
the impression of a cross-nation approach is a cultural and gastro or culinary experience
(Kladou & Trihas, 2022). The novelty of the study of the creation of tourism branding
approaches the experience of the Pacitan people, meaning that the creation of branding is not
only the task of government officials, but begins with the involvement of figures in
communicating the branding of their homeland. Tourism branding through the experience of
figures as stakeholders, is the basic source of realizing attractive tourism. (Roman & Bury,
2022). The object of branding is a place, attraction, amenity, and accessibility (Kasapi &
Ariana Cela, 2017), the brand is a logo, and tagline symbol that reflects the destination. Like
Indonesian state tourism, it is generally imaged with the Wonderful Indonesia brand and
brand derivatives in each local destination such as the Bali brand, Yogyakarta brand, Solo
brand, and so on. Likewise, the aspiration of the Pacitan brand is the resource of the Pacitan

people, namely the community figures of the Pacitan Community who express the hearts and souls of the Pacitan people.

Pacitan's branding polemic "Pacitan Paradise of Java" describes beach tourism, cave tourism, religious tourism, and tourism as a paradise for tourists who come to it. There are similarities with neighboring districts, namely "Wonosobo The Paradise of Java" This similarity in identity sparked debate between the two regions. One of the triggers for this problem is the lack of awareness of the Pacitan local government communicating the "Pacitan Paradise of Java". This condition is reinforced by research results that obstacles to Pacitan's branding strategy such as budget, and the location of Pacitan Regency are still difficult to access (Poerdiarti, 2019). Active participation from the community, financial support, human resource training, and cooperation of all stakeholders are absolutely needed, as the availability of adequate tourism facilities and support in the implementation of sustainable tourism (Ilang, Putra, &; Sunarta, 2018). The experience of community figures in tourism events such as "Hello Pacitan Enchantment", Watubale Expedition, Rontek Festival, and World Surfing League, as well as the Construction of the SBY-Ani Museum, are acts of creative service of Pacitan character communities. The urgency of this study adds to the existing literature on the creation of attractive tourism branding through the experiences of communities of figures who devote themselves sincerely to their homeland. Research questions as a guide to interpreting the experiences of figures in branding attractive Pacitan Tourism East Java Indonesia: How is mainstreaming awareness in the creation of Attractive Tourism branding through the meaning of the experiences of Pacitan figures?

2. Method

The study uses interpretive methods to gain an understanding of the configuration of meaning and actions taken by participants regarding certain social phenomena (Creswell & David Creswell, 2014). The Interpretative Phenomenological Analysis (IPA) method used in this study found a new branding model of attractive tourism by exploring the nature of human life experience in social relationships that shape themselves and participate in changing the social, and economic environment (Kolbe, 2023). A method of expressing experiences directly, IPA ensures an in-depth examination of certain experiential phenomena, of what a person experiences and how those experiences affect their actions (Bustard et al., 2019). The purpose of the research is to find new branding in the process of creating attractive tourism branding through the experience of the Figure community in Pacitan, East Java, Indonesia.

2.1 Research informants and data collection techniques

The informants of this research were nine figures who had leadership characters and were members of the Pacitan community. The following is a tabulation of informants who have a role in character for the people of Pacitan.

Table 1. The Informants Who Have a Role in Character for Pacitan's People

No.	Code Informant	Character Roles
1	IU1	Pioneer of the SBY-ANI monument and art gallery in Pacitan, his role as advisor to the Democratic party, and as the 6th President of the Republic of Indonesia.

No.	Code Informant	Character Roles
2	IU2	Organizer of the Rontek and Mosaic 3D Configuration festival. His prominent role is as chairman of the Democratic Party faction.
3	IU3	Contribution to Pacitan tourism in various events, one of which recently was the cross-country Watu Bale Expedition event, his prominent role as a public official, namely the Regent of Pacitan for the period 2021-2024
4	IU4	The pioneer of surfing at Hello Pacitan, his role as a public official is the Regent of Pacitan for the 2016-2020 period.
5	IU5	Pioneer and chairman of the PWP (Paguyuban Warga Pacitan) and also a BKKBN/Secretary General figure.
6	IU6	He once served as Head of Bulog and served as Director General of Food Crops at the Indonesian Ministry of Agriculture and also helped to improve agriculture in Pacitan.
7	IU7	Building a hotel in Pacitan for the development of Pacitan tourism. He is a hotel entrepreneur who is a native of Pacitan and a member of the PWP.
8	IU8	The figure who managed community tourism on the Maron River in Pacitan from before the Maron River became a tourist destination until it became a popular destination for tourists.
9	IU9	Marketing Pacitan Tourism through websites, YouTube under the name pacitanku.com and becoming an actor in the digital media business as well as the owner of pacitanku.com

Source: Researcher Data, 2023

This research was conducted through semi-structured interviews with 9 informants directly involved in efforts to develop attractive tourism in Pacitan through various events organized by local leaders. Data was collected by visiting locations developed by informants, such as tourist destinations and museums they manage, and experiencing temporary stays at several locations managed by informants, such as along the Maroon River. Through collaboration with informants, researchers were able to gain a deep understanding of Pacitan's tourism branding efforts.

The informants included political figures, government officials, entrepreneurs, and journalists, each playing a crucial role in understanding and communicating Pacitan's tourism branding. Through collaboration among various parties, such as mainstream and social media, the informants sought to enhance Pacitan's visibility as an attractive tourist destination. It was found that Pacitan's tourism branding efforts involved cooperation among various stakeholders, with a shared commitment to advancing the area through innovative and sustainable branding efforts.

2.2 Research Location

The location of this research was conducted in Pacitan-East Java. Pacitan Regency is located at the southern end of East Java Province, bordering the Central Java Province to the west. Pacitan consists of 12 districts with an area of 1,389.87 km2 which if managed properly will be able to increase tourism potential in Indonesia, especially the Pacitan area. The reason for choosing Pacitan Regency as the location for this research is because Pacitan is one of the regions that still prioritizes the values of local and unique wisdom.

Pacitan not only has more than 25 beautiful cave destinations as wonders so Pacitan is called the Regency of 1001 caves, 50 beaches adorn Pacitan Regency accompanied by natural conditions that are still beautiful with various tourist destinations, coupled with the existence of religious tourism and historical tourism is an attraction that is still well maintained and survives until now. The reason for choosing to focus on the research location is that it is still not developed optimally, transportation access already exists but is still rather difficult to

reach several other tourist attractions in Pacitan and the conditions and situation are safe enough for this research to be carried out.

2.3 Data Analysis

Making categorizations of experiences that are meaningful to a community of figures is the power of reflection of researchers by grouping the focus of the analysis According to the science study. (Jonathan A.Smith, 2008), namely (1) reading and rereading interview transcripts, (2) recording the beginning, (3) creating emerging themes, (4) looking for relationships between emerging topics, and (5) continuing to the next case by looking for patterns in some cases. Researchers use significant statement analysis, grouping units of meaning and the development of essence, description of the meaning of experience (Creswell & David Creswell, 2014), categories of the meaning of experience, interpreted with the type of consciousness that appears, the type of action with its meaning, then the motives of the community of figures in the process of creating branding, then interpreting it with social theories such as attractive tourism (Creswell & David Creswell, 2014), the process of creating branding with value found from the awareness of community figures and the context of communication Doing.

3. Result and Discussion

The limitation of interpretation lies in the power of researchers to reflect and conduct analysis, as well as the ability of informants to express the accuracy of their experience Stages in science data analysis. (Jonathan A. Smith, 2008) (George Walsh & Frederick Lehnert, 1972) According to Jonathan A.Smith, (2008) Reemphasize the importance of science as an interpretive and navigational research method. "The philosophy underlying the IPA is just as important as the procedure issue.

Researchers who have studied it will be able to produce more consistent, sophisticated, and nuanced analyses. Given that "IPA does not attempt to operationalize any particular philosophical idea, but rather draws broadly, selectively, from various ideas in philosophy (Alase, 2017). According to Schuzt (George Walsh & Frederick Lehnert, 1972), phenomenological research systematically and carefully reflects the true human understanding of the problems of social life in face-to-face relationships, in dialogue and commitment. Everyday experiences can be first-degree activities, and mental and affective responses second-degree (Alase, 2017). IPA as a 'participant-oriented' tradition, is that this approach is more concerned with "human experience, and states that experience can be understood through an examination of the meanings that people denote. According to Schuzt (xxi) in (George Walsh & Frederick Lehnert, 1972), systematizing experience in a category referred to as self-explanation, doing requires simultaneity in interpreting the experience of others in the experience of living oneself.

According to Smith et al. (2009) say it best when they claim that "Understanding what is said or written involves interpretive engagement. Reflective practice and a cyclic approach to bracketing are needed, 1) rereading the data to validate the information, 2) providing codes for categorization according to the research objective procedure, 3) labeling the new theme and describing it later, 4) linking the theme to the emerging topic and 5) interpreting the

meaning of the theme. (Creswell & David Creswell, 2014)

The meaning of the character's experience in the creation of attractive tourism branding through what this Pacitan figure has done and experienced, according to Schuzt in (George Walsh & Frederick Lehnert, 1972), investigating the overall philosophy of action, it is necessary to trace his statement and modify the meaning of his attention as a first-degree construct or the first concept later (Roman & Bury, 2022). As figures from Pacitan, informants have relationships in the community with each other, are in control of information and in various social structures and these figures become leaders and have updated knowledge, innovation, and skills according to their fields to make changes over a long span of time.

The character's life record can be explored through his character identity, and this is an intersubjective reality that wants a change in Pacitan, a sense of longing and love for his homeland which is a poor, isolated, dry area and has no access to transportation. The meaning of being a real human being is to be a useful human being and benefit the environment, encouraging the actions of the characters to be creative and innovative through creating events that have value by utilizing the resources in Pacitan. Attractive tourism places prominence on beautiful natural qualities, diverse cultures, and art in daily rituals. Pacitan is a place that not only attracts the beauty of the fire but also the activities of characters who have interesting identities.

The creation of a brand for Pacitan is deeply rooted in the experiences and self-identities of its stakeholders, including tourists and citizens who aspire for change. Recognizing the power of social media in today's digital society, figures like IU3 have utilized innovative content creation to promote Pacitan's unique attractions, such as its diverse beaches and potential for extreme sports events. These efforts aim to foster socio-cultural change and boost economic welfare in the region. Similarly, individuals like IU1 have embarked on leadership journeys to leave lasting legacies for Pacitan's future generations. Through initiatives like establishing a museum monument, they seek to instill a sense of accountability and national pride, emphasizing the importance of community empowerment in driving tourism development.

The collective consciousness of Pacitan's community figures, exemplified by IU9 and SBY, underscores a shared commitment to advancing the region's tourism sector. Despite challenges such as geographical limitations and human resource constraints, they advocate for coordinated efforts and sustainable tourism practices to elevate Pacitan's global recognition and economic prosperity.

The intentional focus on Pacitan's development is reflected in the narratives of its leaders, who acknowledge the region's rich natural beauty and cultural heritage amidst socio-economic disparities. IU7's vision for enhancing tourism infrastructure underscores a belief in the transformative power of tourism to uplift communities and create meaningful experiences for visitors. Ultimately, the character-driven branding of Pacitan emphasizes a holistic approach to sustainable development, leveraging the collective experiences and creative insights of its community members to propel the region forward in its journey toward progress and prosperity.

The meaning of the world of experience of this character that forms a real stream of consciousness is communicated interactively according to his social structure, fellow leaders carry out brand leadership actions in the community, political space, government space, tourism business space that inspires, encourages and influences tourism development actors from their past, present for quality Pacitan Tourism in the future. The following is IU 9's informant explanation, "it is this love for Pacitan that calls my conscience back to take part in exploring various information from Pacitan for future changes in Pacitan"

The formation of this character's stream of consciousness is based on two forms of experience flows, according to Bergson, experiences that flow in pure duration (continuous) and experiences that flow interrupted by the worlds of space and time. (Walsh & Frederich Lehnert, 1972, p. 47). When characters dissolve into pure consciousness, they maintain a burning desire to improve Pacitan's mindset for fair development and welfare. This pure awareness fuels the spirit of young and retired figures to brand Pacitan, driving them to create cultural events and attractions, aiming to make Pacitan prosperous and renowned as a quality tourist destination. This enduring spirit persists within characters, serving as a catalyst for positive change and growth in Pacitan.

So the awareness of figures in branding Pacitan never stops, and always make changes with their decisions through the activation of leadership actions they take on what is noticed. And vice versa if something is an action that is not noticed, it means that it is not conscious. (Graziano, 2022). So the mainstreaming of consciousness from the meaning and action carried out by the character is schemed into two, namely continuous awareness and unsustainable or interrupted consciousness.

Experience is knowledge, and knowledge that contains skills, and creative ideas or ideas in tourism grow from among figures who have layers of relationships with layers of business, politics, education, art, and culture. Attractive Pariwata branding is constructed through the creation of added value tourism destination resources. The awareness of this figure is relevant to the focus of quality tourism development which is a priority of the regional economic specificity. (Bank Indonesia, 2023) .

The awareness mainstreaming in the process of creating Pacitan's new branding can be described as follows:

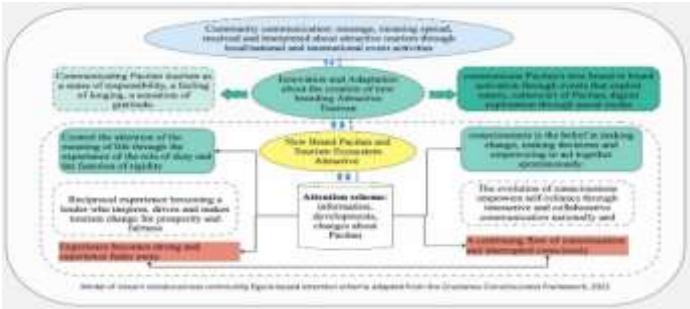3.1 Awareness Mainstreaming Model in Pacitan's New Brand Creation

Figure 1. Mainstreaming Model of Experience-Based Awareness of Figures in Creating Attractive Tourism Branding in Pacitan East Java

Source: Processed Researchers 2024

Consciousness in the study of social sciences is different from the realm of psychology. Many people believe that the term "consciousness" refers to all aspects of the mind, including thoughts, decisions, memories, perceptions, emotions, and especially self-knowledge. Being mindful, for many, refers to the ability to make intelligent decisions with knowledge of oneself as a figure or agent in the real world. Awareness referred to in the social experience of the Character is the control of attention carried out by the Character. The framework of consciousness consists of two, namely the body scheme and the attention scheme. (Graziano, 2022). The awareness framework that became a reference in the process of creating Pacitan's new branding is the attention scheme, which exemplifies the attention of others, thus contributing to social cognition. If higher language and cognition can use them, mindfulness schemes can help people's general intuition, beliefs, and claims about themselves. In particular, the scheme of attention should lead people to believe that they have an essence or internal property that has the same characteristics and consequences as their perception of themselves. Because of this, mindfulness schemes can build a widespread belief that we have a conscious experience. (Graziano, 2022).

The attention scheme model is information derived from experience, namely information on development, changes in Pacitan and its tourism. All the characters focus their attention on Pacitan, but of the nine figures, two types of consciousness are found, namely continuous consciousness and disconnected consciousness. Here's the description

1.   Continuous consciousness is the belief that making changes constantly leads to making decisions and acting continuously and leading others to believe about character and essence, internal properties that the character has, and also the consequences of caring for him. A character's experience is a source of information that is constantly updated in line with the information received by the intellect making the picture of feeling conscious.

The feeling of awareness that the character has in developing the Pacitan tourism ecosystem, starting with the meaning or meaning of his life (Rudd et al., 2019), namely 1) his creative self-control as a character using assets, connections, and his social position and function. 2) Active participation of figures understanding creative ideas with the integration of tourism resources and tourism activities configured with their interests in the social structure and good relations carried out, representation of national and international figures who are trusted with ideas and their resilience in playing social, political, cultural and religious roles. Intuitively understand the configuration of the tourism ecosystem and the development of Pacitan in Indonesia and globally. 3) The ability of the community of figures to understand the meaning of life, becomes the basis of explicit knowledge in building an attractive tourism brand identity to protect the community's right to get welfare, and justice for the people. Revealed by IU1 :

Break and free the myths that bind to bring respect for human rights. There are three keys if we want change, have new values, and a new system The new way of doing things that are in accordance with Besae's ideals and ideals, determined unanimously in togetherness to become a better Indonesia seriously.

The Sustainable Flow of Consciousness is the meaningful journey of leaders in Pacitan who

inspire change in tourism, impacting the economic, social, cultural, and political landscape. Through adaptation and innovation, inspired by global tourism experiences, leaders empower the community and drive development. This consciousness evolves dynamically, guiding actions to enhance Pacitan's tourism through events, infrastructure, and community engagement, fostering meaningful change and a better future.

2. The disconnected consciousness in Pacitan arises when leaders become preoccupied with their formal roles, causing their attention to stray from initiatives to enhance tourism. This type of consciousness stems from fading experiences and distractions, hindering proactive actions and impeding the empowerment of individuals in tourism-related endeavors. Meanwhile, the continuous flow of consciousness coexists, fueled by interactions among Pacitan figures, fostering innovation and adaptation to improve the region's tourism landscape. These dynamic processes involve feedback loops, social interactions, and a shared sense of belonging, driving the evolution of consciousness and the development of Pacitan's attractive tourism ecosystem. However, the disconnected figures lack functional control and fail to contribute to tourism events, maintaining normative roles within the community without initiating change.

The search for oneself to be a figure is a leader who has power and controls power for the benefit of the people of Pacitan has changed from time to time, as well as the ability to brand Pacitan's attractive tourism. In the context of social relations carried out by communities of prominent figures a sense of community can develop from the community as we relationship according to Schuzt (p.163) (George Walsh & Frederick Lehnert, 1972) Social reality is directly felt by the situation, organization, region, diaspora, nation, and continent. This means that what produces oneself into a character is the journey of life and life experience as a social formation.

Although once having power this experience is not a concern and empowered in the context of other social situations, even though this is a conscious self-choice, the experience of social relationships indirectly orientation of their relationships relationship. The purpose of their relationship orientation according to Schuzt (207) in (George Walsh & Frederick Lehnert, 1972), described as an indirect relationship of figures in attractive tourism branding projects means that the actions they take concretely are limited to predictive, not proactive in social projects, namely attractive tourism branding.

3.2 Community Relationship Orientation Basic Figures for Creating Attractive Tourism Brand Identity

The branding of Pacitan's attractive tourism is rooted in the community's sincerity and commitment to advancing together, as emphasized by Rudd et al. (2019). This branding project aims to portray Pacitan as a place of natural beauty, rich culture, and vibrant village life, symbolizing progress through change and improvement. The community's meaningfulness lies in its dedication to protecting and serving the people of Pacitan, reflecting their social responsibility. Social reality projects in tourism branding aim to create an integrated ecosystem of events and destinations, promoting Pacitan as a unique and appealing destination worthy of exploration, as supported by Bank Indonesia (2023) and Roman & Bury (2022).

The process of face-to-face or direct communication in planning events, managing, and implementing events contains the value of the message of the spirit of going forward through changes and improvements so that Pacitan tourism has the concept of sustainability (Asy'ari & Putra, 2023). Community Figures empower themselves, energy, ideas, and ideas in their time and space as an organization of our relationship in the community to change the Pacitan tourism ecosystem. The configuration of the meaning of the meaning of life in the orientation of our relationships in space and time owned by the characters is the basis for the presence of creative ideas/ideas to conduct events that utilize the value of the quality of natural destinations, beautiful culture (Gyunghoon Kima et al., 2020). A character experience that focuses the character's attention on Pacitan and configures the actions of the character community by empowering them to manage events. The capacity of figures in the meaning of their lives to become human beings who respect welfare rights through their struggle and continue to build and facilitate MSMEs, develop and care for cultural arts, provide maximum service to tourists sincerely, and provide lodging and manage for the benefit of tourists. Leadership actions are driven by spirit (Beverland et al., 2007).

The context of attractive tourism communication through sports, arts, and culture events and rituals of important religious days promoted by the character community through Pacitan promotion through social media (Roman & Bury, 2022). The target targeted by figures in communication is configured target audience that has to do with other social roles in politics, business, education, sports, and artists, meaning specifically for people as local tourists, as well as national, before the pandemic The scope of the Hello Pacitan event was International and the target audience is international tourists.

Attractive tourism communication contains brand message values and, the spirit of going forward through change and improvement as a joint action to advance Pacitan tourism. The intersubjective meaning of the community of figures is built in a reciprocal relationship and becomes an attractive tourism brand identity. The attractive tourism brand identity of Komunitas Tokoh is expressed in brand leadership actions through its service to the people of Pacitan. (Rahman et al., 2022). The creativity of figures with their power and ability to package events, and provide innovative solutions (Purba et al., 2022) to develop the Pacitan area and its people (Costa Alves & Rodrigues, 2022). Based on the experience and configuration of meaning carried out in the activities of the character community, the visualization of the identity of the character becomes the basis in the process of visualizing the identity of Pacitan's attractive tourism brand.

3.3 Visualization of "Go Forward" Brand Identity as Pacitan's Attractive Tourism Brand

According to Chai (Liping A.Chai, 2009);97), in sociological theory, tourism branding is a social exchange in market imperfections, tourism branding sociologically arises from the community of figures in the social structure are Pacitan residents and care about Pacitan, meaning that in the social structure of the community, the figure is an actor who is not strong in the organizational structure like other businesses, the offer of intangible destinations, the supply chain is horizontal and vertical, the destination has no organizational structure. This means that from the event activities that have been carried out by the character, the actions taken are emerging from the flow of shared consciousness to advance pacitan forward to become better as the creative devotion of the character. So the creation of branding from

event activation is carried out from its leadership character. According to Neil (Neil Gain, 2014), building a successful brand is about building availability: its physical availability in the market and mental availability in the mind. Defining physical availability as "making a brand as simple as possible to see and buy. Channel and distribution strategies reflect a continued focus on physical availability.

Neil defines mental availability as brand salience, as "a brand's habit of being noticed and thought about in a buying situation, meaning that excellence is a reflection of a network of brand associations in the buyer's memory. The larger and fresher the memory network, the more likely that the brand will be seen in various buying situations, so the creation of this brand considers the quality of the brand derived from different and consistent icons, images, and experiences that are relevant to the brand and the context of the purchase. (Liping A.Chai, 2009)

Based on the story of the meaningfulness of life of the community, the character in the conscious experience of the attractive tourism branding project conveys a mental message or spirit The spirit of moving forward through change and improvement. These messages are built around the brand's core values (esSense), combining brand stories with sensory symbols and signs that unify, simplify, and reinforce values, creating an attractive sense of tourism. Brand creation in the context of social marketing communications also involves the context of leadership in organizational change (Aprianto & Kumorotomo, 2023). So the characters of IU1 characters, artifacts of heroic monuments, and museums of human civilization become sensory branding to tickle the curiosity of tourists at the emotional level of certain beliefs, thoughts, and feelings to create a brand in mind (Neil Gain, 2014).

Symbols communicate the meaning of a brand. The story of the character's experience in conscious and voluntary action celebrates Pacitan's changes today and in the future, this awareness is the reason for the process of creating a brand where the principle of creative power and sincerity, a sense of responsibility and empathy and intuition about tourism, economy, and welfare of the people of Pacitan. The way the brand is viewed is of course with the presence of colors, artifacts that represent physical, and taglines that evoke emotions. The visual design of the Pacitan brand with the tagline "Go Forward" which stands for Growing Forever Our Wonderland of Cultural and Rural Adventurous Destinations. With the following symbols:

The logo reflects Pacitan's focus on cave and beach tourism, highlighting its natural and educational attractions such as rivers, museums, and galleries like SBY-Ani. Historical landmarks like the General Sudirman monument and the Grindulu Bridge welcome tourists, showcasing Pacitan's cultural heritage and natural beauty. The region's sea waves offer opportunities for extreme sports like surfing, while its diverse flora and fauna contribute to its rich ecosystem. The symbol of the sun and the three-pointed star represents Pacitan's positive energy and optimism in economic development, particularly in tourism, and its ability to adapt to global changes.

Table 2. Symbol of Pacitan Attractive Tourism logo usage

	Caves symbolizes the wonders of natural, secrets and unforgettable adventures		**Fauna** symbolizes the diversity of nature, ecological responsibilities, and harmonious interactions of humans with the environment, enriching the attractiveness and awareness of the sluggish in Pacitan.
	Beach is a form of dedication to describe Pacitan as a center for growth, inspiration, and new opportunities in the future		**Flora** symbolizes the beauty of nature, indicating the balance of the ecosystem, and describes the spirit of environmental pelezatarian in Pacitan that is interesting and sustainable
	Boat symbolizes travel, adventure, and the ability to overcome challenges		**Sun** symbolizes brightness, warmth, and hope, presenting positive energy and enthusiasm
	SBY & Ani Museum and Gallery Buildings that reflect the spirit of patriotism, leadership, and love for the motherland, as well as a place to preserve and share the historical values, culture and achievements of SBY to the community and future generations. This museum is the center of education and inspiration for local communities and visitors to recognize and appreciate SBY's important role in Indonesian history.		**Three-Angle Stars** symbolizes perfection, balance, and progress
	Grindulu Bridge The gate that reads "Welcome to Pacitan Kota Tourism", is the beginning of tourists to enjoy the beauty of Pacitan.		**Milestones** Presenting the journey, cultural heritage, and positive changes left behind in Pacitan, creating emotional bonds and inspiration for the future
	Monument of General Sudirman The symbol of national heroism, provides the depth of the history and inspiration of the struggle that is rooted in the identity of the city, creating emotional linkages and inspires future generations.		**A group of people** The shape of the gathering point is inspired by the form of a group of people seen from the upper perspective (Helicopter View). Reflecting the diversity of culture, the spirit of collaboration, and joint commitment in building an inclusive, dynamic and competitive Pacitan.
	Mountains and Rivers Presenti the beauty of nature, sustainable life, and unlimited adventure in Pacitan, creating attractive attractiveness and impression of nature.		**Sea Waves** symbolizes the dynamics, courage and beauty of the flowing change.

Easy-to-attention sensing to associate the brand. (Neil Gain, 2014). The coloring of the logo uses the same color as Wonderful Indonesia to integrate the Pacitan tourism program with the Wonderful Indonesia program owned by the Government of Indonesia. It aims to establish a holistic tourism program. Therefore, the typeface and colors used are in line with Wonderful Indonesia. Color Philosophy Refers to the book "Wonderful Indonesia: Brand and Design Application Guidelines (2016: 23)" along with the new brand of attractive tourism Pacitan.

Figure 2. Pacitan Attractive Tourism Branding Design

Source: Processed Researchers 2024

From this new logo, the Pacitan limestone mountain mark becomes the focal point in the logo, reflecting the unique and inviting beauty of nature. This visualization invites visitors to experience the charm of Pacitan's distinctive landscape, encouraging exploration and adventure. The limestone mountains are also a symbol of resilience and resilience, reflecting the spirit of the city in the face of change. In this design, the limestone mountains become a foothold for a strong, beautiful, and vibrant urban identity to develop towards a bright future. The existence of two mountains symbolizes the togetherness of every element of society in moving forward.

The basis of this logo concept is an effort to integrate Pacitan's tourism program with the Wonderful Indonesia program owned by the Government of the Republic of Indonesia. It aims to form a holistic tourism program. For this reason, the typeface and colors are in line with Wonderful Indonesia. Color Philosophy refers to the book "Wonderful Indonesia: Brand and Design Application Guidelines (2016: 23)".

"Pacitan Go Forward" symbolizes Pacitan's commitment to growth, inspiration, and new opportunities, striving to create memorable tourism experiences. With eco-friendly destinations, diverse attractions, and cultural richness, Pacitan promotes activities like beach surfing, cave exploration, and local cuisine. This initiative reflects Pacitan's readiness to develop its economic, social, and cultural potential sustainably, preserving heritage and fostering innovation. The limestone mountains symbolize Pacitan's resilience and community unity, serving as a cornerstone for its identity. Through souvenir products, Pacitan communicates its values and invites everyone to contribute to shaping its future.

The basic form of Pacitan brand creation is strengthened by the basic type of meaning found in archetypes that have community values of Pacitan figures. It fits Rokeach's archetypal category. (Cameron & Green, 2004) In that, the basic type of brand arises from the value of

one's beliefs. The basic type of brand that emerged from the Pacitan character from the value of the instrument is that the preferred mode of behavior helps find the direction or purpose of meaning in life. (Rudd et al., 2019). The identity value of nine figures (IU1-IU 9) consists of. 1) Virtue values are the preservation and improvement of the welfare of others in the character's environment (helpful, honest, forgiving, loyal, responsible). 2) The value of universalism is understanding, respect, tolerance, and protection for all (wisdom, social justice, equality, and unity with nature.

Identity Brand Pacitan "Go Forward" appears represented with symbols, colors, and taglines in accordance with the interests of the Pacitan community bottom up, different in value from Pacitan Paradise of Java government-run on a state-run basis top-down (Poerdiarti, Widodo, &; Herru Prasetya, 2019). Activation findings branding managed by a community of people through activation Event Annual and periodic routines is a practice branding that drives identity brand as an act of leadership both internally, externally, and globally. Branding Pacitan destinations that have the richness of nature, culture, and art of the community and can be formed into resources to build perceptions and tourism products through attractions held by museum figures and builders (Ermawati &; B. Waluyo, 2021). Menuri Chai in branding design through organic brand activation is a modification of products and symbols that represent a personality and organization. The modern traveler wants to feel a "sense of place" therefore experiential and symbolic benefits play an equally important role as functional ones. The main characteristics of brand identity go forward as a growing destination whose nature beautiful culture and rural adventures are impressive.

4. Conclusion

The mainstreaming of awareness in the creation of attractive tourism brands in Pacitan consists of the main flow of continuous awareness and the interrupted mainstream. These two main currents of awareness are based on the experience of the community of figures in configuring the meaning of their lives as citizens of Pacitan, as leaders who have more ability and insight in building and inspiring changes in tourism treasures. Orientation community relationships that have a sense of empathy, a sense of blessing with the long journey of their daily lives, then this knowledge is the basis for making direct activities in events that empower Pacitan's nature and culture. With the activities carried out by the community, these figures branded Pacitan as an attractive tourism destination visualized in a new brand that is more appropriate than the old Pacitan brand that is not known by the public and tourists. The identity of the community of figures as a representation of leadership has the value of virtue and service in action and the spirit to make Pacitan move forward better symbolized by the logo and tagline that go forward Pacitan (Growing forever Our Wonderland of Cultural and Rural Adventurous Destinations).

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