



Branding Indonesia with Agrotourism In Ciwidey Indonesia and Perth Australia

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ABSTRACT: This study examines the implementation of Indonesian branding in the agrotourism sector in Ciwidey, Indonesia, and Perth, Australia. Agrotourism is chosen for its potential to introduce and promote Indonesia's natural resources, culture, and quality products to local and international tourists. Utilizing a qualitative method with a descriptive approach, the research involves case studies with open interviews and observed data collection. Data is gathered through interviews with key stakeholders and the study of materials related to the agrotourism industry in both locations, participant observation, content analysis, focus group discussions, data collection methods with semi-structured surveys and examining documents such as government regulations and promotional materials. Findings indicate that interactions between Indonesians and the Indonesian diaspora in Perth have positively influenced Indonesia's branding. The study highlights the importance of a unified strategy that integrates Ciwidey's agrotourism with the promotion of Indonesian culture in Perth. Real implications include developing a comprehensive marketing strategy, enhancing stakeholder engagement, implementing cultural exchange programs, improving visitor experiences, creating targeted marketing campaigns, increasing digital promotion and social media engagement, and promoting sustainable practices with community involvement. These actions can strengthen Indonesian branding in the agrotourism sector, enhance visitor experiences, and promote cultural exchange, ultimately boosting tourism and economic growth in both regions.

Keywords: Indonesian Branding, Agrotourism, Ciwidey, Perth.



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INTRODUCTION

Coffee agroindustry is highly favored in several provinces in Indonesia, and West Java province stands out as one of the major coffee production centers. In particular, Ciwidey in West Java has

been identified as having great potential for coffee agrotourism. This area has a unique market for civet coffee, also known as Kopi Luwak. With its picturesque landscapes, fertile soil, and ideal climate conditions, Ciwidey offers the perfect environment for coffee cultivation. The Economic and Social Impacts of Coffee Agrotourism in Ciwidey, West Java Implementing coffee agrotourism in Ciwidey, West Java not only has the potential to boost the local economy but also create positive social changes within the community. ([Ruhjana et al., 2022](#))

The local initiative of the Government of Indonesia recognizes coffee tourism as a valuable opportunity to enhance the eco-tourism market and increase visitor spending and length of stay. ([Kambogo & Bizimana, 2016](#)). Furthermore, coffee agrotourism can improve the quality of agricultural products and services while promoting sustainable rural development. The development of coffee agrotourism in Ciwidey can lead to wider economic, environmental, and social benefits for the community. ([Ruhjana et al., 2022](#)). This includes opportunities for integrated rural development, improved livelihoods for coffee farmers, and increased revenue from the tourism sector. By promoting coffee agrotourism in Ciwidey, West Java, the economic multiplier effects can be realized for both coffee farmers and the surrounding business community.

Not only does coffee agrotourism provide economic benefits, but it also has a significant impact on the social aspect of the community. ([Soetrisno & Winarno, 2020](#)). With the establishment of a coffee agrotourism area in Ciwidey, there is an increase in self-confidence among the local community. This is because the frequent interaction with visitors enhances communication skills and boosts self-esteem. This leads to a sense of unity and improved security within the society. Implementing coffee agrotourism in Ciwidey, West Java can brand Indonesia as a destination known for its unique coffee experiences and contribute to the sustainable development of rural areas. ([Djuwendah et al., 2021](#)).

Leveraging the natural beauty of Ciwidey and incorporating coffee-related experiences can attract tourists and coffee enthusiasts. The business involves the cultivation of coffee plants, requiring expertise in agricultural practices suitable for coffee beans. Once harvested, coffee beans need processing, including drying, roasting, and packaging. However, unpredictable weather patterns can impact coffee cultivation and harvest. The industry face competition from other region coffee producers ([Rosiana et al., 2017](#)), necessitating differentiation and quality maintenance.

Meanwhile, Perth, Australia, is a popular destination for cultural tourism, known for its diverse cultural offerings and natural beauty ([Du Cros & McKercher, 2020](#)). There are opportunities for businesses offering authentic Indonesian cultural experiences can thrive for citizens in Perth. Indonesian's diaspora can create businesses may focus on organizing and managing cultural tours in Australia ([Vong et al., 2017](#)). Accommodation and food services play a crucial role in cultural tourism, requiring effective management. Balancing tourism with environmental conservation is a challenge, requiring sustainable practices. Businesses need to navigate cultural sensitivities, respecting Selendang Sutra Indonesian Dance Group community can be a partner for Indonesia to attract the attention of citizens in Perth Australia in addition people from Indonesia.

So far, no academics have collaborated for this program. In addition, they can share with farmers and coffee producers in Ciwidey who need to share experiences from the Indonesian diaspora in Perth in managing agrotourism that has been successfully carried out in Perth.

Based on the information presented, the following research questions can be developed:

1. How does the introduction of agrotourism affect Indonesia's branding, using a comparison between Ciwidey, Indonesia, and Perth, Australia?
2. What are the most important aspects influencing tourists' opinions of agrotourism as part of Indonesia's branding in Ciwidey, Indonesia, and Perth, Australia?
3. How do changes in agrotourism marketing tactics affect Indonesia's branding in these two locations?

Before delving deeper into the intricacies of agrotourism, it is imperative to review previous research that closely relates to the study of agrotourism, branding, and culture. In this regard, the author presents three seminal studies that offer valuable insights into these interconnected realms.

Firstly, [\(Bau & Widodo, 2020\)](#) conducted a study within the domain of Batu City Public Relations, elucidating three pivotal points: brand positioning, identity branding, and brand personality. Their research underscores the significance of Agrotourism excellence as a defining feature of Batu City, emphasizing the role of brand communication strategies in promoting tourism and fostering community engagement. Moreover, their exploration of word-of-mouth communication adds depth to our understanding of effective PR practices.

Transitioning to a broader perspective, [\(Yunus et al., 2020\)](#) embarked on a qualitative examination of cross-cultural communication as a tool for nation branding, particularly in the context of Indonesia. Through interactions between American instructors and stakeholders across Indonesia, their study highlights the transformative potential of cross-cultural exchanges in shaping national perceptions and enhancing branding efforts. This research sheds light on the dynamic interplay between cultural dynamics and branding strategies.

Lastly, [\(Rachmita & Koestoer, 2021\)](#) offer a compelling discourse on the evolution of agrotourism in Indonesia, juxtaposed against Taiwanese agrotourism practices. Through a combined approach of literature review and comparative analysis, they underscore the untapped potential of agrotourism in Indonesia while emphasizing the role of cross-cultural communication in shaping the sector's development. Their findings not only advocate for improved management practices but also illuminate the broader implications of cross-cultural interactions in branding endeavors.

In synthesizing these diverse perspectives, we lay the groundwork for a comprehensive exploration of agrotourism, branding, and cross-cultural communication. Each study serves as a stepping stone towards a deeper understanding of the intricate dynamics at play within these intersecting domains, setting the stage for further inquiry and analysis. Let us now embark on this enlightening journey through the corridors of literature, where each study enriches our comprehension and appreciation of the complex interplay between Agrotourism, Branding, and cross-culture communication.

According to Chaffey [\(Chaffey & Ellis-Chadwick, 2019\)](#) intercultural or cross-cultural communication to be a scientific field whose primary focus is the interaction of individuals and groups from diverse cultures. It investigates the impact of culture on people's identities, actions, feelings, thoughts, and communication styles listening.

Branding a culture from an entrepreneurial standpoint would result in the creation of a new business. The phases were as follows: (1) brand every significant Indonesian culture, (2) begin establishing the Indonesian nation's brand. (3) To promote "Bhinneka Tunggal Ika" or "Unity in Diversity," Indonesia's cultural and creative entrepreneurs, and (4) to sell a brand culture through new wave marketing to young, women, and men netizen. Apart from fostering and conserving cultural identity and traditions, A solid cultural brand will go beyond copyright, and therefore avoiding plagiarism and unfavorable competition. ([Senftleben, 2023](#)).

Branding must be capable of eliciting responses and feedback. According to [Chaffey and Ellis-Chadwick \(2019\)](#) evidence from replies and feedback contained numerous characteristics such as consumer engagement. Content marketing is a type of marketing, text, audio, or video information published in print or digital media, the internet, blogs, and other forms of social media. ([Vinerean, 2017](#)).

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. ([Muchenje et al., 2023](#)). There are various proof points to be found in the relationship between Perkoci Ciwidey and Selendang Sutra Dance Group. Evidence and respondent feedback will be analyzed using the following methods:

Customer Engagement (CE)

CE refers to the recurring exchanges between the customer's emotional, psychological, and physical responses to the brand ([Alnawas & Hemsley-Brown, 2018](#)). This element's keyword is repeated interactions. Customer Engagement will be monitored ([Behi et al., 2021](#)) in this scenario between Perkoci and Selendang Sutra Dance Group talks via online social media platform.

Currently, social media brand pages have become instrumental in enabling customers to voluntarily participate in providing feedback/ideas for improvement and collaboration with others that contribute to the innovation effort of brands. ([Carlson et al., 2018](#)). In the context of agrotourism in Ciwidey and cultural promotion in Perth, CE plays a crucial role in building a strong connection between the brand and its audience. The collaboration between both parties allows them to inspire each other to engage in activities, thereby increasing interactions, much like how customers are willing to interact with a brand due to the activities the brand conducts.

In today's world, social networking sites can be used for marketing and branding on every continent. Social networking has emerged as a prominent new style of marketing, providing a new ability to think globally while acting locally, through the use of hyper-targeting, defined as the ability on social networking sites to target ads based on specific criteria. ([Bulut & Özcan, 2023](#)).

By engaging in content creation within social media brand communities, customers and marketers are able to co-create value and increase customer engagement. Transferring part of the customer engagement experience into an online setting provides value co-creation opportunities among customers and for the brand. ([Riley, 2020](#)).

Content Marketing

Content with marketing aspects on social media that is carried out by consumers (tourists visiting Indonesia) might be a source of revenue. A strong branding tool. Consumers freely participate in genuine marketing communication actions written by the consumers themselves.

This brand recognition method is comparable to [Carroll's \(2009\)](#) in [\(Türkel et al., 2016\)](#) brand communication process. When participants were involved in the learning process, it became exciting, and the learning improved.

The procedure would go smoothly. People are motivated when they are engaged. As a result, kids would learn quickly and effectively. Santrock in [\(Willyarto et al., 2021\)](#), motivation is the reason why people conduct, think, and have feelings. Feelings in the way that they do, with a focus on activation and direction of conduct. When people are motivated, they will do well, action and display active behavior.

Agro-tourism has become recognized as a multidimensional term that combines agriculture, tourism, and sustainable development. Agrotourism literature emphasizes its potential to greatly improve a region's economic, social, and environmental elements. Scholars have investigated different aspects of agrotourism, such as its role in community development, environmental conservation, and the growth of local economies.

According to studies, agrotourism can have a significant impact on a country's national brand. A nation can build a distinct image that appeals to travelers looking for authentic [\(Ren & Blichfeldt, 2011\)](#) and sustainable experiences by highlighting its unique agricultural techniques, landscapes, and cultural components [\(Vasilescu et al., 2023\)](#). The literature also looks into the obstacles and opportunities involved with agrotourism, offering insights into effective tactics for capitalizing on this specialist tourism sector to boost national branding [\(Mai et al., 2023\)](#).

Agrotourism is more than just another tourist product, it goes well beyond a mere offer of services in a rural setting. Rather, it implies a novel way of understanding travel, a new awareness, a positive attitude towards other worlds, towards the environment and towards local people and their culture. Busby and Rendle 2000 in [\(López & Garcia, 2006\)](#).

According to [\(Djuwendah et al., 2023\)](#), the multi-dimensional sustainability of community-based agro-ecotourism in West Java, which includes economic, social, cultural, institutional, ecological, and technological dimensions, is entirely sustainable. The dimensions that have a significant influence on the sustainability status of community-based agro-ecotourism in West Java are:

1. Social
2. Cultural
3. Environmental
4. Institutional
5. Technological
6. Economic

The most sensitive attribute within the social dimension that influences the sustainability of community-based agro-ecotourism is the preservation of agricultural businesses. Environmentally friendly agricultural enterprises play a crucial role in conserving natural resources and are a primary attraction in agro-ecotourism.

Incorporating these findings into the strategies for agrotourism in Ciwidey and cultural promotion in Perth can lead to several benefits:

1. **Enhance Sustainability:** Focus on the preservation of environmentally friendly agricultural practices to ensure the long-term sustainability of agrotourism.
2. **Promote Cultural Values:** Highlight cultural dimensions in promotional activities to attract tourists interested in unique cultural experiences.
3. **Foster Institutional Support:** Engage local institutions to support agrotourism initiatives through policies and resources.
4. **Leverage Technology:** Utilize technological advancements to enhance the visitor experience and improve operational efficiencies.
5. **Economic Benefits:** Develop economic strategies that support local communities and create job opportunities through agrotourism and cultural promotion.
6. **Environmental Conservation:** Implement practices that protect natural resources and maintain the ecological balance.

By focusing on the sensitive dimensions identified by [\(Djuwendah et al., 2023\)](#), agrotourism in Ciwidey and cultural promotion in Perth can achieve sustainable growth, enhance visitor experiences, and contribute to the conservation of natural resources. Implementing these strategies will not only benefit local communities but also strengthen Indonesia's global image and diplomatic relations with Australia.

Consider the role of cultural exchange in promoting a country's image abroad.

Cultural interchange is an essential component of public diplomacy, creating a country's image on a worldwide scale. This domain's literature investigates how cultural diplomacy promotes mutual understanding, dismantles stereotypes, and establishes positive opinions of a nation. Cultural exchange programs, which include diverse forms of artistic expression, education, and interpersonal interactions [\(Tian & Su, 2023\)](#), are widely considered as effective means for building soft power and improving a country's worldwide reputation.

According to research, cultural diplomacy helps to build a positive national brand by emphasizing a country's rich cultural legacy, diversity, and modern achievements. Nations can participate in discourse, develop partnerships, and foster a cooperative atmosphere by fostering cultural encounters. Scholars highlight the importance of strategic planning and coordination among governments, cultural institutions, and artists in realizing the potential of cultural exchange for national branding.

Anholt's concept of competitive identity, as cited by [\(Jenes, 2010\)](#), revolves around a nation's ability to create a strong, positive, and credible image of itself by effectively coordinating six key communication channels:

1. **Tourism Promotion:** Often the most prominent voice in national branding, showcasing the country's attractions and unique experiences.
2. **Export Brands:** Acting as ambassadors of the country's image, these brands reflect the nation's quality and innovation.
3. **Policy Decisions:** The government's foreign and domestic policies significantly shape the perception of the country.

4. Inward Investment Solicitation: Targeted at the business community, these efforts highlight the country's appeal as a destination for investment.
5. Cultural Exchange and Exports: Cultural products and activities play a crucial role in building and enhancing the nation's reputation.
6. The People: The behavior and actions of the country's citizens, both at home and abroad, influence the global perception of the nation.

The essence of competitive identity is for a country to develop and project a clear, credible, and positive idea of itself by effectively coordinating these six communication channels. This comprehensive approach provides insights into the country's character, direction, and progress. It presents a unique opportunity for nations to build or reposition their competitive identity, both internally and externally, aiming for long-term benefits in areas such as exports, imports, governance, culture, tourism, migration, and international relations.

Among these communication channels, tourism promotion and cultural exchange are particularly vital. These elements underscore the importance of continuously developing agrotourism and cultural exchange programs. They not only enhance the nation's image but also foster greater understanding and connections between people, making them highly relevant for ongoing development efforts.

Rural tourism or agrotourism generates a significant contribution to the rural development process in rural areas and does indeed do so in many cases as mentioned by Butler et al. 2003 in [\(Utama, 2014\)](#). The contributions could be in the forms of income increase and job opportunities, exchange between rural and urban areas, multiplier effects particularly for smallscale direct investments, strengthening local or regional structures by creating networks and the like, stimulating physical infrastructure developments, increasing the diversity of economic activities, raising awareness of the value of an area, such as its landscape, nature and culture, and the economic potencies, as well as improving the infrastructure which enable to provide opportunities for other economic developments.

METHOD

This qualitative research seeks to investigate agrotourism in Ciwidey, Indonesia, and the promotion of Indonesian culture in Perth, Australia, providing a thorough understanding of the experiences, perspectives, and motivations of those involved.

This qualitative study aims to analyze agrotourism in Ciwidey, Indonesia, and the promotion of Indonesian culture in Perth, Australia, by gaining a thorough knowledge of the experiences, views, and motivations of people engaged. In-depth interviews were conducted with important stakeholders, including local farmers, in Ciwidey and cultural promoters in Perth, to examine their viewpoints, challenges, and successes. The study employs a comprehensive approach, combining participant observation to directly engage with agrotourism operations in Ciwidey and cultural events in Perth, content analysis of promotional materials and media representations, focus group discussions with tourists, locals, and stakeholders, semi-structured surveys to collect quantitative data from visitors, farmers, and event participants, and document analysis of government

regulations and reports to provide historical context and understand the institutional frameworks supporting agrotourism and cultural promotion.

Conceptual Framework

The study aims to understand the implementation of Indonesian branding in agrotourism and cultural promotion. The framework focuses on how branding influences tourist experiences and perceptions, stakeholder engagement, and the integration of cultural elements in tourism. It also explores the impact of digital promotion and sustainable practices on tourism growth and cultural exchange. The qualitative approach provides a comprehensive view of the intricate relationships and dynamics in these processes, offering valuable insights for shaping future tourism marketing policies and strategies.

Limitations of Method:

Subjectivity: Qualitative research is dependent on the interpretation of researchers, which introduces an element of subjectivity (Hansen et al., 2023). To improve reliability, researchers must be aware of their own biases and use rigorous data analysis techniques.

Time-Intensiveness: Participant observation and in-depth interviews, can be time-consuming. This might limit the scope of the study or require careful consideration in sampling and data collection.

RESULT AND DISCUSSION

The Concept of Agrotourism and Its Importance in Branding Indonesia: Agrotourism, a mix of agriculture and tourism, allows visitors to witness rural and agricultural activities firsthand. It offers travelers a rare opportunity to interact with local farmers, learn about sustainable agriculture, and immerse themselves in rural life. In the case of Indonesia, a country with a rich agricultural tradition, agrotourism is a strategic weapon for promoting sustainable development and improving its global image.

Agrotourism provides an opportunity to display Indonesia's diversified agricultural methods, including rice terraces, spice plantations, and, most notably, its thriving coffee sector. The diverse agricultural landscapes serve as both an attraction and a means of educating visitors about the country's cultural and environmental features. The contact between tourists and local farmers promotes cultural interchange, giving Indonesia a positive image as a country that appreciates its traditions, prioritizes sustainability, and welcomes visitors to enjoy its agricultural abundance.

The implementation of agrotourism influence the branding of Indonesia

Promoting Indonesian culture in international settings, particularly in a diverse metropolis like Perth, Australia, has various strategic benefits. It not only promotes diplomatic and trade contacts, but it also strengthens Indonesia's soft power by establishing good opinions among worldwide audiences.

Perth, being a cosmopolitan city, provides a diverse range of cultures and traditions. Indonesia can showcase its vibrant arts, crafts, music, dance, and culinary heritage by aggressively promoting it in such a global context. This cultural exchange not only benefits the Perth community, but also

improves ties between the two countries. Furthermore, it fosters greater tourism by transforming cultural offerings into a distinctive selling factor, enticing Australians and other international visitors to Indonesia.

Understanding and resolving preconceived notions or preconceptions about Indonesia is critical in this situation. By engaging in cultural diplomacy and refuting myths, Indonesia may create a positive narrative that reflects its diverse and culturally rich identity.

Based on the observations and interview with Founder of Perth Indonesian Community and Business farmers in this research, the description of Ciwidey is as follows:

Ciwidey is situated in the Bandung Regency of West Java, Indonesia. Nestled amidst lush landscapes and rolling hills, Ciwidey benefits from its strategic location, offering a serene escape just south of the bustling city of Bandung. The region is characterized by fertile volcanic soil, providing an ideal environment for diverse agricultural activities. Ciwidey boasts a rich agricultural heritage, with a variety of crops thriving in its favorable climate. The region is particularly renowned for its coffee plantations, tea estates, strawberry fields, and vegetable farms. These agricultural landscapes not only contribute to the local economy but also present an opportunity for agro-tourism development.

The unique selling point di Ciwidey what can help farmers attract tourists are: Visitors can immerse themselves in the picturesque Ciwidey tea plantations, experiencing the art of tea cultivation and processing. Guided tours offer insights into the tea-making process, from plucking the leaves to the final product. The region's coffee plantations provide a unique opportunity for tourists to engage in the entire coffee production chain. From planting and harvesting to processing and tasting, visitors can get hands-on experience in the world of coffee farming.

Ciwidey benefits from well-developed infrastructure, including roads and transportation facilities. The region's accessibility from Bandung makes it a convenient destination for both domestic and international tourists. Efforts are underway to promote sustainable and eco-friendly practices in Ciwidey's agrotourism sector. Initiatives focus on preserving the natural beauty of the region, minimizing environmental impact, and fostering a harmonious relationship between tourism and local ecosystems.

Ciwidey's agriculture can be effectively leveraged for tourism through a combination of strategic initiatives that showcase the unique features and offerings of the region as revealed by [\(Senftleben, 2023\)](#) in Table 1. Source from field findings by researchers.

Table 1. Branding Activities in Ciwidey

No	Activities	Results
1	Farm Tours	Allow visitors to explore the various agricultural landscapes, such as tea plantations and coffee farms. Provide informative sessions on cultivation practices and the production process.
2	Hands-On Activities	Interactive experiences, allowing tourists to participate in activities like coffee bean harvesting, tea leaf picking, or strawberry picking. This hands-on approach creates memorable and engaging experiences.
3	Cooking Classes	Showcase traditional Sundanese cuisine using locally sourced ingredients. Allows tourists to learn about the local food culture and practices.
4	Traditional Performances	Adds a cultural dimension to the experience, providing tourists with insights into the rich heritage of the Sundanese community in Ciwidey.
5	Cultural Workshops	Allowing tourists to actively participate and learn about the cultural heritage of Ciwidey.
6	Agricultural Workshops	Can attract environmentally conscious tourists and contribute to awareness building.
7	School and Group Tours	Encouraging students to learn about agriculture, ecology, and sustainable living through hands-on experiences in Ciwidey.
8	Develop eco-friendly accommodations	Offering tourists the opportunity to stay in close proximity to the farms and enjoy the natural beauty of Ciwidey.

The Key Features and Attractions of Agro-tourism of Ciwidey with the Perth Activities

Indonesian culture promotion in Perth, Australia to attract International tourist of Agrotourism in Ciwidey. with these activities as mentioned by [\(Browaey & Price, 2008\)](#) and to [Carroll's \(2009\)](#) in Table 2

Table 2

No	Activities	Targets
1	Hosting Indonesian cultural festivals, exhibitions, and events in Perth	Showcase traditional arts, music, dance, and cuisine, included Ciwidey's coffee
2	Offering language classes, workshops, or seminars about Ciwidey's coffee	to promote the Indonesian language and facilitate cultural exchange and the art of coffee time
3	Indonesian artists or performers	Facilitating cultural performances, including traditional dances, music, and theater, in collaboration with local venues.
4	Special events, themed menus, or culinary festivals.	Partnering with local restaurants to promote Indonesian cuisine included Ciwidey's Coffee
5	Roosting classes or coffee tasting events	to introduce Indonesian coffee flavors to the community.
6	Hosting Indonesian artists, scholars, or experts about Ciwidey's Coffee	to engage with the local community through lectures, workshops, or collaborative projects.
7	Utilizing social media platforms and websites	to share information about Indonesian culture, events, and activities happening in Perth.
8	Working closely with the Indonesian embassy or consulates	to coordinate cultural initiatives and events.

As Santrock mention in ([Willyarto et al., 2021](#)) and ([Muchenje et al., 2023](#)), here are some potential areas for improvement and expansion promote Indonesian culture in Perth based on the results of interview and observation:

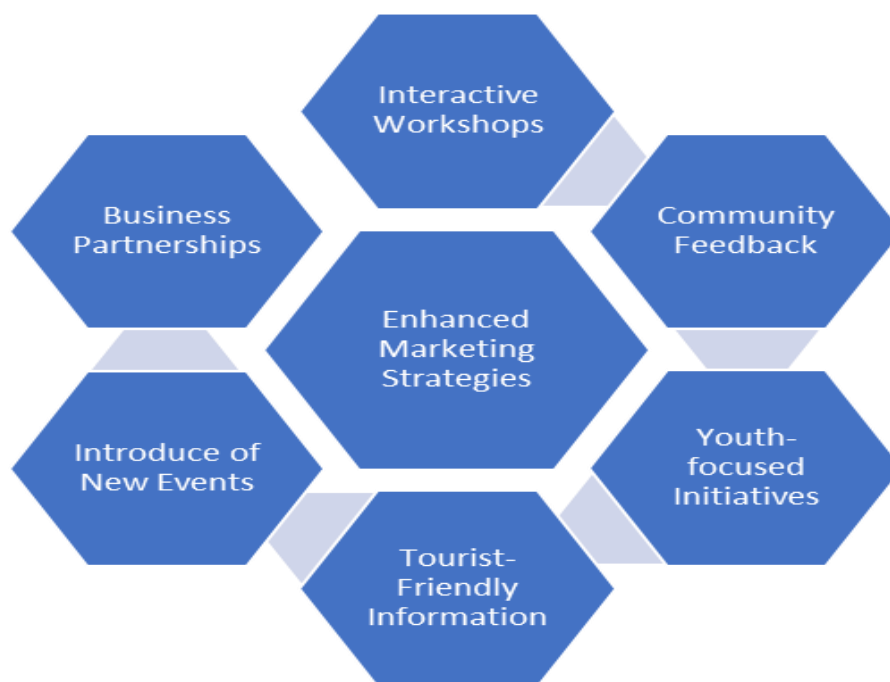


Figure 1. Enhancing Marketing Strategies in Perth to Branding Indonesia

Based in Figure 1, in Perth, should make the program that enhanced marketing strategies: Utilize a mix of traditional advertising, social media, and community outreach to reach a broader audience. Introduce new and diverse cultural events beyond traditional festivals. Consider incorporating modern and innovative elements to appeal to a wider audience. Collaborate with local businesses, including restaurants, cafes, and shops, to showcase and sell Indonesian products. Introduce interactive workshops that provide hands-on experiences in traditional arts, crafts, and other cultural practices. Establish a system for gathering feedback from the community to understand their preferences and expectations. Develop initiatives specifically targeting young people to ensure the continuity of interest and engagement in Indonesian culture. Provide easily accessible information for tourists interested in Indonesian cultural experiences in Perth. This can include brochures, online guides, and signage.

Agrotourism Marketing Strategies affect the Branding of Indonesia in Ciwidey and Perth

Branding Indonesia through agrotourism and cultural promotion faces several challenges, which can impact the effectiveness of these initiatives. Here are some key challenges: In certain regions, insufficient infrastructure for agrotourism, such as transportation, accommodations, and facilities, may hinder the overall visitor experience. The growth of agrotourism may raise concerns about environmental sustainability, including potential damage to ecosystems, overexploitation of natural resources, and waste management. Unequal Distribution of Benefits: The economic benefits of agrotourism may not be equally distributed among the local population, potentially leading to economic inequality and tensions within communities. Navigating complex regulations related to agrotourism and cultural promotion can be challenging. Streamlining regulatory processes is essential for fostering a conducive environment. Agrotourism activities are often weather-dependent. Unpredictable weather patterns or climate variability can disrupt planned activities, affecting the overall visitor experience.

Health and safety concerns, especially during global health crises, can impact tourism. Adapting to and complying with health regulations is essential for the well-being of tourists and the success of agro-tourism initiatives. Indonesia competes with other global destinations for tourists. Identifying and promoting unique aspects of Indonesian agro-tourism and culture is vital to stand out in a competitive market. The adoption of technology, including online platforms and digital marketing, may be slower in certain regions, limiting the reach of promotional efforts.

Collaboration between Indonesia and Australia presents numerous opportunities across various sectors, fostering mutual benefit, economic growth, and diplomatic relations. Here are several areas of potential collaboration: Identifying and promoting investment opportunities in key sectors, such as agriculture, energy, technology, and infrastructure. Encouraging collaborations between universities and research institutions for joint academic programs, research projects, and knowledge exchange.

Facilitating student exchange programs to enhance cross-cultural understanding and build long-lasting connections. Promoting cultural exchange programs, festivals, and events to showcase the rich cultural heritage of both countries. Collaborating on tourism campaigns to attract visitors from third-party countries, emphasizing unique attractions and experiences in both Indonesia and Australia. Collaborating on agricultural technology and practices to enhance productivity and sustainability.

1. **Ciwidey's Agrotourism:** Ciwidey, with its picturesque landscapes and rich agricultural heritage, stands as a promising agro-tourism destination. The region's unique selling points, including tea and coffee plantations, present opportunities for immersive experiences.
2. **Promotion of Indonesian Culture in Perth:** Perth's cosmopolitan nature provides a fertile ground for the promotion of Indonesian culture. Existing initiatives include cultural festivals, language classes, and collaborations with local businesses, aiming to create a positive and diverse cultural exchange.

To fully realize these opportunities, it is essential for both countries to foster open communication, address regulatory barriers, and encourage private and public sector collaboration. Establishing strong diplomatic ties and nurturing people-to-people connections will further strengthen the foundation for successful collaboration between Indonesia and Australia.

CONCLUSION

The exploration of agrotourism in Ciwidey and the promotion of Indonesian culture in Perth reveal significant opportunities and challenges. Agrotourism in Ciwidey offers a unique blend of agricultural experiences, showcasing Indonesia's diverse farming practices. Promoting Indonesian culture in Perth enhances diplomatic ties, trade relations, and soft power.

A cohesive strategy integrating agrotourism in Ciwidey with cultural promotion in Perth is essential. This synergy can enhance Indonesia's global image, contribute to sustainable development, and strengthen diplomatic ties. A comprehensive and collaborative approach to agrotourism and cultural promotion will benefit Ciwidey and Perth, contributing to Indonesia's global standing and diplomatic relations with Australia.

Improving Marketing Strategy by Implementing a hands-on experience for visitors by providing accommodation for foreign tourists, creating a variety of cultural events, promoting Indonesian products in the local market of Perth.

This study offers practical implications for enhancing Ciwidey's local economy through increased tourism and trade in coffee and local food, as well as fostering cultural exchanges between Indonesia (Sunda) and Australia (Perth); however, it is limited to the branding of Indonesia through agrotourism in Ciwidey and cultural promotion in Perth, suggesting that future research should delve deeper into specific aspects of agrotourism and cultural promotion while exploring evolving trends in global tourism and cultural preferences.

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