

Rural Tourism Development Through Social Media Destination Branding: A Case Study of Kare Tourism Village

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ABSTRACT

Rural tourism often offers unique experiences related to the psychological aspects of tourists, so this uniqueness becomes its attraction. However, the development of rural tourism is still minimal, especially in destination branding efforts, resulting in a lack of a strong brand identity that is not visible to potential tourists. In recent years, the emergence of social media platforms has revolutionized destination branding strategies, offering unique opportunities for rural destinations to showcase their distinct attractions. However, there remains a gap in understanding how social media can effectively contribute to rural tourism development and destination branding. This study aims to identify the proper social media destination branding strategy for Kare Tourism Village in Madiun Regency using SWOT analysis. This village was chosen because it has extraordinary natural tourism potential, even included in the Top 10 Tourism Villages in the archipelago. However, its exoticism is not widely recognized by the public. Data shows a significant decrease in the number of tourists from 2022 to 2023. Through a case study of this village, this research is organized by in-depth interviews with key informants and a study of supporting literature. This study comprehensively evaluates the weaknesses in the destination branding of Kare Tourism Village and how to enhance it. The results of this study can be used by stakeholders and the government to develop sustainable tourism villages through social media destination branding strategies.

Keywords: *Rural Tourism, Social Media, Destination Branding, SWOT Analysis, Kare Tourism Village*

INTRODUCTION

Rural tourism is defined as a village administrative area that offers attractions with unique rural experiences, life, and traditions of rural communities (Kementerian Pariwisata, 2019). Rural tourism are utilized to create jobs, especially for the surrounding community with the development of tourism services and provisions such as natural attractions, entertainment, and photospots, as well as small and medium enterprises such as culinary, cafes, inns, and restaurants (Ahmadi et al., 2023).

In rural tourism, the objective of collaborative place-making is to promote positive transformations in rural landscapes, infrastructure, and lifestyles, while delivering social, economic, and environmental benefits to local communities. Thirty years ago, rural tourism was an emerging trend with minimal influence on overall tourism activities. However, today, this form of tourism holds a more substantial role in its development

(Gavrilă-Paven, 2015). According to Sims in Liu et al., (2020), demand for rural tourism is steadily rising as more individuals seek genuine natural landscapes and traditional customs in the calm and serene countryside. This desire to escape industrialization and urbanization fuels further growth in rural tourism development.

Ministry of Tourism and Creative Economy (Kementerian Pariwisata dan Ekonomi Kreatif) and Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kementerian Pariwisata dan Kementerian Desa, Pembangunan Daerah Tertinggal, dan Transmigrasi) provide annual awards for Rural tourism with various best categories. Ministry of Tourism and Creative Economy holds the Indonesia Rural Tourism Awards (Anugerah Desa Wisata Indonesia), while Kemendesa PDTT holds the Nusantara Rural Tourism Competition (Lomba Desa Wisata Nusantara). These awards are intended to encourage Indonesian rural tourism to become world-class and highly competitive tourism destinations (Kementerian Pariwisata, 2019). One of the 10 best rural tourism in Nusantara Rural Tourism Competition is located in Madiun Regency, which is famous for its natural attractions, namely Kare Tourism Village. The village is located in the southeasternmost Gunung Wilis of Madiun Regency, bordering Ponorogo, Trenggalek, Tulungagung, Nganjuk, and Kediri Regencies.

A series of natural attractions in Kare Tourism Village include Nongko Ijo Pine Forest, Tambak Lare Waterfall, Liman Peak Hike, Kertoembo Waterfall, Kali Catur Tourism, and Kopi Kandangan Farm. In addition, there are several cultural attractions such as Pencak silat, Dongkrek Enggal Budoyo, and Jaranan. In the creative sector, Kare Tourism Village also offers the Kare Coffee Festival, small, micro, and medium enterprises Festival, and also Coffee, Milk, and Chocolate Education. In the history sector, there is a Dutch Heritage Coffee Plantation and General Sudirman's Guerrilla Trail. Even the Kare Tourism Village manager offers vacation packages to several destinations to facilitate visitor accessibility. However, these attractions are not enough to attract many tourists. According to data collected from Tourism, Youth, and Sport Office) Dinas Pariwisata, Pemuda, dan Olahraga Madiun Regency), the number of visitors at Kare Tourism Village has decreased. In 2022, the number of visitors was 35,889. While in 2023, the total number of visitors was 25,102 people.

This phenomenon is like the implication of the lack of destination differentiation. As expressed by (Adeyinka-Ojo, 2021), the common assets of rural destinations such as heritage, culture, food, and natural scenery, make them less differentiated. That is, almost every rural tourist has similar destinations that make no difference between one village and another. This poses a challenge to identify and develop a destination image, identity, and awareness for rural destinations through destination branding.

There is no denying that social media networks play an important role in destination branding. According to Amaral & Rodrigues (2020), the adoption of social media and online platforms presents fresh challenges for tourism businesses in rural areas. These channels enable tourism companies to engage with customers more effectively, allowing them to better understand consumer behavior and predict potential preferences. Maintaining an active presence on social media is crucial, not only to monitor consumer discussions about tourist destinations, but also to identify optimal communication strategies and relevant information to share, based on consumer interests. In their research, Stavrianea & Kavoura, (2015) found that social media content and user-generated reviews can shape travelers' perceptions and preferences, ultimately influencing destination choice and visits. Although social media is not the sole factor in influencing destination branding, its role is crucial. Neuhofer et al., (2015) it is stated that destination branding efforts on social media are believed to be important as a means of interacting with tourists and shaping destination perceptions.

Kare Tourism Village manages accounts on two social media platforms, Instagram and TikTok. There are 178 followers on the Instagram platform and 1,057 followers on TikTok. Based on the profile review, the manager displays many pictures of the mountains and forests as the main attraction in Kare Tourism Village. The lack of emphasis on natural beauty other than mountains, cultural uniqueness, or local experiences that can be enjoyed by potential visitors can reduce the value of the uniqueness brought by Kare Tourism Village. In addition, the manager does not provide differentiation when uploading on the two platforms, which essentially have different user characteristics. With a small number of followers, Kare Tourism Village's Instagram and TikTok accounts have difficulty reaching a wider audience, including potential tourists.

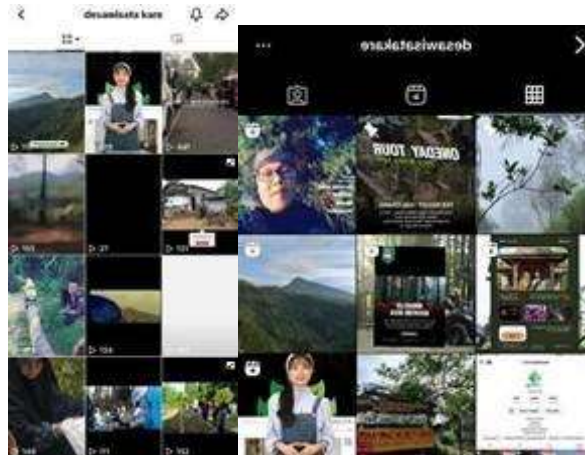


Figure 1: TikTok and Instagram profiles of Kare Tourism Village

Source: <https://www.instagram.com/desawisatakare> and
<https://www.tiktok.com/@dewikare>

Considering this phenomenon, studying the role of social media in the development of rural tourism and destination brand marketing is crucial, especially in lesser-known areas like Kare Tourism Village. While rural tourism holds considerable potential for driving economic growth and community advancement, rural destinations often encounter challenges such as limited visibility and competition with more established tourist spots. To overcome these obstacles, destination branding is recommended as a strategic approach to enhance the appeal and competitiveness of rural areas as tourist destinations. Thus, this study seeks to identify and assess destination branding strategies and practices through the social media presence of Kare Tourism Village. This research is expected to contribute to rural tourism studies and inform policy development to support rural tourism growth.

Despite the increasing dominance of social media platforms in tourism marketing, there is still limited research on their specific role and impact in promoting rural destinations. In addition, not many studies have focused on branding in rural tourism destinations through social media. As a result, there is a lack of empirical evidence and best practices tailored to the rural tourism context, which hinders the development of effective approaches to branding through social media for rural tourism destinations. So

far, in Indonesia, there have not been many studies that specifically review the social media branding of destinations in rural tourism. Research conducted by Mastika & Nimran (2020), emphasizes the destination branding of ecological rural tourism in Bali with a local perspective. The research findings support the concept of developing rural tourism through the uniqueness and authenticity of local values and do not emphasize the role of social media in promoting them. Similarly, research by Maheswari et al., (2023) which focuses more on the branding strategy of Undisan Rural tourism in implementing sustainable practices to preserve the environment.

LITERATURE REVIEW & THEORY

Rural tourism Development

Rural tourism is characterized as an administrative rural area that provides attractions showcasing the unique experiences, lifestyles, and traditions of rural communities (Kementerian Pariwisata, 2019). The objective of developing this initiative is to strengthen stakeholder capacities and support rural tourism efforts aimed at enhancing community welfare. According to Cater & Mieczkowski (1996), rural tourism encompasses cultural tourism, educational tourism, scientific tourism, adventure tourism, and agro-tourism. As stated by Dragulanescu & Drutu (2012), rural tourism is organized by local communities, leveraging natural resources and empowering village human resources and

Putra, as cited in Rosalina et al., (2023), highlights that certain rural tourism destinations lack the necessary skills to effectively manage their resources. This view aligns with Wanhill & Buhalis (1999), who identified several challenges in rural tourism: (1) insufficient tourist numbers, (2) limited supporting infrastructure, (3) accessibility issues, (4) unstable climate, (5) youth migration to urban areas, (6) low-quality human resources due to inadequate training, education, and investment, all of which slow tourism development; and (7) local communities often disregard global trends, preferring traditional lifestyles. Sharpley & Vass (2006) stated that rural tourism development involves utilizing natural, cultural, and socio-economic resources in rural areas to create visitor experiences that also benefit local communities.

Destination Branding

Morgan et al., (2011) describes destination branding as a means of communicating a tourist destination's unique identity, setting it apart from competitors. According to Liu et al., (2023), destination branding encompasses a set of marketing activities that (1) help create names, symbols, logos, or images to identify and differentiate a destination from others, (2) consistently convey the promise of a memorable travel experience uniquely associated with the destination, (3) foster and strengthen emotional bonds between tourists and the destination, and (4) reduce consumer search costs and mitigate information-related risks. Destination branding is a process aimed at developing a unique identity and personality distinct from competing destinations. Its purpose is to "select a consistent blend of brand elements to identify and differentiate the destination through positive image building." Destination branding provides numerous benefits for tourists and destination managers by establishing differentiation, creating expectations of the destination experience, and enhancing competitiveness (Arifin et al., 2020).

Morgan et al., (2004) suggested 5 stages in conducting destination branding, namely: 1) Market investigation, analysis, and strategic recommendations. This stage is the initial stage of the formation of a region's branding which aims to find and develop a destination development strategy; 2) Brand identity development. At this stage, the brand identity is formed based on the vision, mission, and image that the region wants to establish to design a brand elements strategy that describes the region appropriately so that it gets a position in the target; 3) Brand launch and introduction. After the brand identity has been designed, the brand is ready to be introduced by involving all existing components through various media; 4) Brand implementation. This stage includes the collaboration process of all parties involved to try to realize the brand promise given; 5) Monitoring, evaluation, and review. The last stage aims to analyze whether there are deviations, shortcomings, and so on.

Social Media and Destination Branding

In the context of rural tourism, destination branding plays an important role in overcoming perceived barriers such as remoteness, lack of infrastructure, and limited

awareness (Pappas & Ioannou, 2017). By creating a compelling brand narrative that showcases authentic rural lifestyles, natural landscapes, cultural heritage, and hospitality, rural destinations can position themselves as desirable tourist experiences. Successful branding fosters an emotional connection with visitors, instills a sense of attachment to the place, and encourages repeat visits and positive word-of-mouth (Govers & Go, 2009).

Social media platforms have revolutionized the way destinations communicate with potential visitors and shape their brand image. With visual content dominating social media platforms, it is an ideal place to tell a destination's story. According to Neuhofer Neuhofer et al., (2015), visually appealing images and videos are essential to grab users' attention and generate an emotional response. To create a memorable brand image that resonates with the target audience, destinations need to use visual storytelling to showcase unique experiences, natural landscapes, and cultural heritage.

Recent research underscores the multifaceted nature of destination branding in the context of rural tourism, emphasizing the need for strategic alignment between destination attributes, brand positioning, and target market preferences (Qu et al., 2019). However, the implementation of destination branding for rural tourism is not without challenges. Rural destinations may lack the necessary financial resources, expertise, and infrastructure to effectively implement branding initiatives (Pappas & Ioannou, 2017). Therefore, successful destination branding initiatives for rural tourism require careful planning.

METHODOLOGY

This research uses a descriptive qualitative approach with a case study method. Descriptive qualitative research seeks to provide a detailed description of an event, explain the stages of an event, document a mechanism or process, and convey the background of an event (Neuman, 2013). The data used in this study are divided into two types, namely primary data and secondary data. Direct observation at the tourist attraction and in-depth interviews with the manager of Kare Tourism Village were used to collect primary data. Informants or research samples were determined through the purposive sampling technique. The technique refers to a non-random sampling method where samples are taken with certain criteria so that they can convey the key information

needed for the research (Neuman, 2013). These informants were selected because of their main duties and functions in managing Kare Tourism Village. Meanwhile, secondary data was obtained through a literature study from relevant literature sources. The purpose of this literature research is to obtain data as a theoretical foundation to support primary data.

This research uses the qualitative descriptive data analysis technique proposed by Miles & A. Huberman (1994). There are 3 stages of the data analysis technique, namely: Data Reduction, Data Presentation, and Conclusion Drawing and Verification. The verification process can be carried out by conducting a triangulation process where the process will provide equal opportunities for all data collected from various data collection techniques to confirm the research results. In general, the triangulation process is a process of collecting various kinds of data in a study to be able to test information validly. In the data processing process, the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method is used to identify strengths and weaknesses, so that strategic suggestions can be formulated to maximize destination branding. According to Arifin et al., (2020), SWOT analysis is a tool used to assess the strengths, weaknesses, opportunities, and threats associated with an entity, such as a company, product, or project. This approach provides a detailed understanding of an entity's internal and external factors, which can guide the development of a destination branding strategy. Strengths identify the competitive advantages of services or products; Weaknesses highlight areas where services or products fall short compared to competitors; Opportunities identify favorable market conditions that could be beneficial if seized, or harmful if missed; and Threats pinpoint external factors that may pose challenges to the services and products offered.

The process of conducting a SWOT analysis can follow several stages to establish strategy using a SWOT matrix: 1) Define objectives: Specify the goals that the rural tourism destination aims to achieve; 2) Identify internal factors: Recognize the strengths and weaknesses within Kare Tourism Village; 3) Identify external factors: Determine the opportunities and threats in the external environment impacting the rural tourism area; 4) Develop a SWOT matrix: Create a four-quadrant matrix representing strengths,

weaknesses, opportunities, and threats, and populate it with the identified factors; 5) Analyze relationships: Examine the factors in the matrix to identify links between strengths and opportunities, as well as between weaknesses and threats.

RESULTS AND DISCUSSION

The discussion of Destination Branding on social media carried out by Kare Tourism Village Management will be analyzed through several parts. Through these aspects, it will be analyzed using the SWOT method to identify strengths and weaknesses, so that strategic suggestions can be formulated to maximize destination branding in Kare Tourism Village social media.

Market Investigation, Analysis, and Strategic Recommendations

According to Morgan et al., (2004), market investigation, analysis, and strategic recommendations are the initial stages in the establishment of destination branding of a region. At this stage, research on market potential mapping, formulation of potential that can be developed, and strategy development are conducted. The following is an excerpt from an interview with an Informant:

Initially, Kare Tourism Village was formed through the Decree of the Bupati Madiun in 2016. Kare Tourism Village has great potential with its natural charm. This is something that is not yet owned by other rural tourism in Madiun Regency because our tours are purely from nature. The location of Kare Tourism Village is not too far from the city, so it can still be reached easily by people who want to unwind from the daily work routine, or just want to breathe fresh air on the mountainside. With this potential, we try to create one- and two-day tour packages (Informant 1).

From the interview, it is known that the manager of Kare Tourism Village has identified developing market trends. By looking at the needs of the urban community to get out of their routines, the management of Kare Tourism Village offers tours full of activities such as coffee picking on the farm, hiking at Puncak Liman, camping at Kertoembo waterfall, and so on. This information is important in formulating destination

differentiation and determining the right market segmentation (Konecnik & Gartner, 2014).

In the context of destination branding on social media, the steps taken in the early stages of destination branding also play an important role. Information obtained from market investigation and strategic analysis can be used to design content that is relevant and attractive to audiences on social media platforms. However, the content produced is not diverse enough. Through relevant, innovative and authentic content, destinations can build identity and interaction with potential visitors that can give a deep impression of the destination.

Brand Identity Development

At this stage, the brand identity is formed based on the vision, mission, and image that the region wants to establish (Morgan et al., 2004). It aims to design a *brand elements* strategy that describes the region appropriately so that it gets its position in the target. Taecharungroj (2019), state that social media platforms were mentioned to play a unique role in formulating a destination's identity that influences how others perceive the place. Regarding physical attributes, the management of Kare Tourism Village has created a special logo that has been embedded several times in several social media posts of Kare Tourism Village.



Figure 2: Logo of Kare Tourism Village

Source: <https://www.instagram.com/desawisatakare>

The logo depicts mountain ranges and coffee beans as Kare Tourism Village's greatest potency. Coffee and cocoa are the main assets that are highly visible in Kare Tourism Village (Liana et al., 2020). According to Barisic & Blazevic (2014), a logo is an important component in building a destination's identity and image because it can facilitate many marketing activities before visitors do actual tourism activities. Otherwise, the value of the destination logo will be diluted, risking weakening the destination brand image. Unfortunately, the social media managers of Kare Tourism Village do not always embed the logo in their uploads. This results in a lack of recognition of the logo among the public.

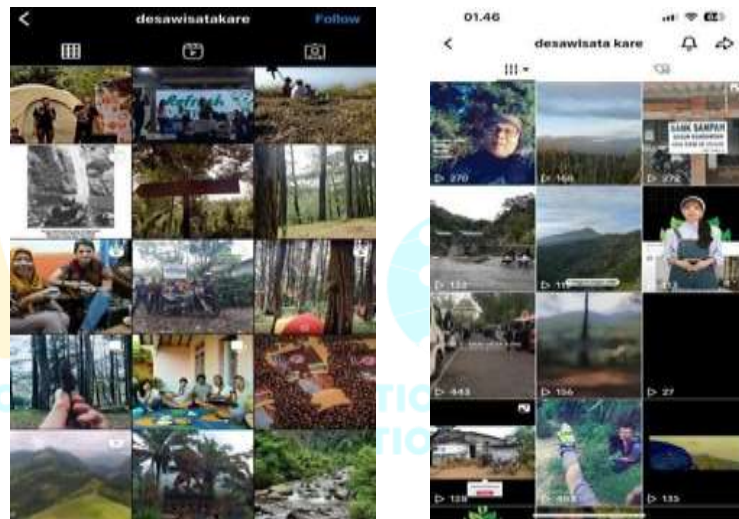


Figure 3: Social media posts on Kare Tourism Village without logo as an identity

Source: <https://www.instagram.com/desawisatakare> and
<https://www.tiktok.com/@dewikare>

In this case, the management of Kare Tourism Village is only limited to highlighting natural attractions in the form of hill rows and Mount Wilis in social media posts. They do not explore other aspects that can be used as a unique identity. Kare Tourism Village managers need to bring up other things that involve emotional and cognitive aspects to create a positive brand image, for example, coffee picking activities as well as historical tours at the Dutch heritage Coffee Plantation, the friendliness of *tour guides* at Puncak Liman, or the thrill of enjoying Kertoembo Waterfall as a hidden paradise at the foot of

Mount Wilis. Kim and Yoon in Yacob et al., (2019) explained that the effect of effective destination image attributes involves how exotic the tourism destination is and how to make a positive effect on tourists' feelings, while cognitive attributes consist of personal safety, restaurants, decent accommodation, friendliness of local people, and unique architecture of the destination itself.

Brand Launch and Introduction

After the brand identity has been designed, Morgan et al., (2004) suggests that the brand be introduced by involving all existing components through various media. In this case, the management of Kare Tourism Village created *special events*, tour packages, and short profile videos uploaded on social media. The following is an excerpt from an interview with an informant:

For the annual event, there is the Small, micro, and medium enterprises (UMKM) Festival which has been held since 2019. In this event, there are art performances and bazaars by the Kare Community. This year there is also a coffee festival as the main commodity in Kare. We introduce the events and tour packages through videos uploaded on Instagram and TikTok.

In choosing the media for *brand* recognition, *the* management of Kare Tourism Village has done the right thing. Instagram has various advantages over other social media, including being able to make content viral so that it gets visibility in fast time to a wide audience, can determine the audience you want to target, and is also considered capable of arousing emotions from the audience because the quality of the content can encourage someone to interact such as giving likes or commenting (Fuciu, 2019).



Figure 3: One of the posts on Instagram of Kare Tourism Village

Source: <https://www.instagram.com/desawisatakare>

The Kare Tourism Village social media administrators not only produce their content but also re-upload videos of tourists visiting the village. This is to add a point of view from the perspective of tourists that Kare Tourism Village offers a variety of attractions that are worth visiting. According to Zhou et al., (2023) a short, engaging video that is fun to share is perfect for increasing the exposure and awareness of tourists.

In this stage of launching a brand identity, it needs to be accompanied by interesting content packaging, for example through storytelling. These techniques help create an emotional bond with the brand because it has many touch points in the lives of people who read, see, or hear it. Of the 57 posts on the Instagram social media of Kare Tourism Village, only 3 posts use the storytelling technique. This technique needs to be intensified to establish an emotional bond in brand identity recognition.

Brand Implementation

This stage, according to Morgan et al., (2004) includes the collaboration process of all parties involved to try to realize the brand promise given. In the development of Rural tourism, the manager of Kare Tourism Village collaborates with the surrounding community to establish local lodging, the Kelompok Sadar Wisata (Pokdarwis) to drive

the tourism program, and Bumdes to revive the stretch of MSMEs. In addition, the management of Kare Tourism Village also works with a group of local photographers to take pictures and compile content on social media. Collaboration between the management of Rural tourism, the surrounding community, and community groups is key in implementing the destination branding strategy of Kare Tourism Village on social media.

In the implementation stage of branding tourist destinations on social media, it is not only necessary to create interesting content but also to build communities, handle crises, and evaluate the results and impact of the branding campaign. Until now, the management of Kare Tourism Village has not built a community and handled the crisis. This is because it has not been deemed necessary to make these efforts. Even though these two efforts can be done easily on social media, destinations can utilize social media as an effective tool to build and strengthen their brand image by using a holistic and sustainable approach.

Monitoring, Evaluation, Review

This is the last stage that aims to analyze whether there are deviations and shortcomings in the destination branding strategy (Morgan et al., 2004). At this stage, the management of Kare Tourism Village does not conduct an organized evaluation. The following is an excerpt from an interview with an informant:

In general, we do not evaluate *branding* programs. Especially on social media, yes. So far we have only made uploads and not focused on feedback. So activities on social media are only limited to creating content and uploading. We haven't thought about evaluation yet. Social media has now become a fairly objective communication tool because it can measure how well an organization's communication program is running (Newberry, 2023). Instagram has Analytics as a useful feature for monitoring metrics related to content performance. It can measure metrics such as engagement, comments, impressions, and reach. Analytics can even measure different types of content, not just videos or photos, but also Instagram Stories. Kare Tourism Village managers can use social media analytics tools to track user responses, measure engagement, and evaluate

the effectiveness of shared content. This information can be used to adjust and improve destination branding strategies in real time. This should be utilized by the management of Kare Tourism Village to determine the effectiveness of the message so that it can be used as a reference for future uploads. From the above discussion, it can be analyzed using SWOT as follows:

Table 1: SWOT Analysis Matrix Destination Branding of Kare Tourism Village on Social Media

Internal		
Strength (S)	Weakness (W)	
The only natural destination in Madiun Regency collaborates with professional photographers to package content on social media and has a logo to communicate marketing messages.	Lack of diverse content and no effort to evaluate the communication program	
External		
Opportunity (O)	SO	WO
1) Communicating messages related to tourist activities that can be done in a village, such as something to do, something to learn, something to see, and something to buy. 2) Participation in tourism events and publicizing them on social media	1) Communicating the various activities that tourists can do in the village through engaging visual content such as short videos and storytelling techniques. 2) Packaging content related to participation in tourism events and awards won to attract public attention.	1) From the diversification of content, it is necessary to measure the performance of the destination branding campaign, monitor user response, and how it impacts the brand image 2) Participation in tourism events can increase the visibility of the destination. Managers also need to publicize it to attract users and strengthen the destination's brand image.
Threats (T)	ST	WT
Competition from other nearby destinations that offer similar attractions and cultural experiences such as Desa Wisata Kresek located in Gunung Wilis	Focus on the aspects that make the destination unique and different from others, such as the natural beauty that is rarely found or the different tourism experiences. Communicate this uniqueness clearly and consistently through social media content.	We are highlighting traveler experiences to strengthen the destination <i>branding</i> and rarely training social media teams to evaluate communication programs using <i>social media analytics</i> .

Table 1 above shows the opportunities and challenges in the implementation of destination branding of Kare Tourism Village through social media. The matrix includes SO (Strength/Opportunity) strategy: capitalize on opportunities; ST (Strength/Threat): avoid threats; WO (Weakness/Opportunity): introduce new opportunities by reducing weaknesses; and WT (Weakness/Threat) Strategy: avoid threats by minimizing weaknesses.

CONCLUSION

This research concludes that the management of Kare Tourism Village has conducted 4 out of 5 stages in destination branding revealed by Morgan et al., (2004). Meanwhile from the SWOT Analysis, concludes that in the Strength-Opportunity strategy, the management of Kare Tourism Village can further strengthen the destination marketing message by presenting attractive visual content such as short videos, and applying storytelling techniques.. In the context of Weakness- Opportunity strategy, Kare Tourism Village managers should prioritize evaluating the performance of the destination branding campaign regularly. In the Strength-Threats strategy, managers should focus more on promoting aspects that make Kare Tourism Village destinations unique and different from others. Finally, in dealing with the Weakness-Threats strategy, managers need to prioritize the tourist experience in destination branding. By emphasizing positive traveler experiences, destinations can strengthen their brand image and differentiate themselves from competitors.

The researcher provides several recommendations to maximize the destination branding of Kare Tourism Village on social media, including exploring other aspects that can strengthen their brand image. In addition to logo, they could consider other physical attributes such as graphic styles, or taglines that are easily identifiable; managers could be more active in creating diverse and engaging content that includes photos, videos, and experiential stories; conduct monitoring, evaluation, and review to improve the effectiveness of branding strategies by setting clear performance metrics, such as number of followers, level of engagement, and impact on brand image, and regularly monitor and evaluate the performance of their campaigns; and involve local influencers in content creation or promotional campaigns.

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