

# ***BUILDING BRAND TRUST IN THE MEDIA CONVERGENCE ERA (TOURISM OFFICE OF PT HIS TOUR AND TRAVEL BALI)***

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**Abstract:** *This study aims to analyze brand trust in the era of media convergence at the tourism office of PT His Tour And Travel Bali. Research using qualitative research methods is descriptive, because the interview technique. Data analysis techniques include data reduction, data display and conclusion of brand characteristics, and company characteristics are used as measuring tools in building brand trust. The results of this study indicate that the characteristics and company characteristics in building a brand trust at PT His Tour And Travel Bali have a good impact on the company, therefore PT His Tour and Travel Bali must continue to increase brand trust by paying attention to brand characteristics and company characteristics that have a positive impact on the company.*

**Keywords:** *Brand Trust, Convergence Era, Media, PT His Tour And Travel Bali*

## **1. Introduction**

Building trust in the world is a natural thing that is done and improved with the aim of establishing good communication in 2 directions and to get reciprocity for both parties. In the case that occurred, namely the rampant individuals who tarnished the good name of business actors and services in the field of tourism bureaus, an example that can be taken is the case of fraud from the tour and travel party below.



Figure 1. Fraud case from the tour and travel agency below.



Picture 2. fraud cases from the tour and travel agency below.

The image above shows two of the cases that caused quite a stir in Indonesia at that time, which were fraud cases in the field of tour and travel services because the consumers were Umrah pilgrims who did not depart, the number reached tens of thousands of people and the value of the losses to the pilgrims from these two cases reached billions to trillions of rupiah.

From this case, First Travel and Abu Tours have quite worsened the image of tour and travel in the eyes of consumers, such as the emergence of suspicion and loss of trust in business actors. So that it has an impact on business actors and other tour and travel services, such as the loss of trust for consumers.

Crosby (1990) in Sharma and Paterson (1999) stated that trust or confidence about producers can be trusted in their attitude of treating consumers well. According to the article by Visentin (2019) a trust will be influenced by news, sources and brands as well as attitudes on individual behavior where this influences purchasing decisions.

Tour and travel is an activity where it is a service bureau that facilitates both individuals or groups who want to travel. In Indonesia, there are so many service bureaus engaged in this field, especially the most famous place, namely in Bali, which is the best top tourism brand. Tour and travel itself is a party that helps prospective tourists in planning and organizing vacation plans. In addition to taking care of accommodation and transportation, it can also arrange the itinerary or planning of prospective tourists' travel destinations. So that it makes it easier for prospective tourists. Prospective tourists can easily consult their vacation plans, and can be managed well by tour and travel service bureaus and can manage and adjust the costs that prospective tourists want to spend.

Consumer trust is something that must be maintained and improved. Consumer trust must be built for the good of a business's development. Arief, M., Suyadi, I., & Sunarti (2017) brand trust is a consumer's belief in certain attributes. Where belief arises continuously based on experience and learning. Lau and Lee in Mirzha, A., Imam, S., & Sunarti (2017) trust in a brand to convince consumers to believe in the brand about its risks where the assumption is that the brand is positive. Therefore, building trust in a brand to consumers is considered quite difficult

There are several things that must be considered, such as being a good listener to consumers, being honest and open, keeping promises, giving a good first impression, and also trying to convince consumers professionally. From several previous studies that the author has read, many studies have examined brand trust or media convergence, which only focus on increasing sales, how insight from social media, and also increasing followers. Research on the combination of brands in this era of media convergence has not been done much, so that the many cases of fraud regarding tourism service bureaus or what is known as tour and travel have attracted the attention of researchers to raise this topic. The purpose of this study is to analyze the development of brand trust in the era of media convergence at the Tourism Office of PT HIS Tour and Travel Bali

## **2. Research Methods**

Research with qualitative methods. Moleong (2007) stated that qualitative research is based on phenomena that occur in subjects holistically in descriptions and standard language and natural methods. Prastowo (2012) stated that qualitative research is based on accurate data without manipulation and no hypothesis testing where the subjects are in a natural setting.

Research with descriptive qualitative type of case study design in Bali Island. The goal is to find out how to build brand trust in the era of media convergence at the Tourism Office of PT HIS Tour and Travel Bali. From the explanation above, it is qualitative descriptive, with an interview method with one of the marketing staff at PT HIS Tour and Travel Bali, namely Mrs. Utari. The main focus of this study is to find out how PT HIS Tour and Travel builds brand trust in the era of media convergence to consumers.

This study has limitations on brand characteristics and company characteristics. The object of this study is PT HIS Tour and Travel Bali. The data collection techniques are through observation, in-depth interviews and documentation, and the data obtained is managed through components in data analysis.

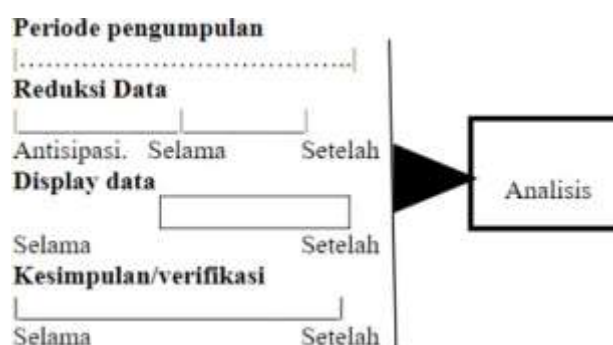


Figure 3. Components in Data Analysis (Flow Model)  
 Source: (Miles, 2014)

### 3. Results and Discussion

In choosing a Travel during the era of media convergence, it can be based on the following things such as seeing the good and bad based on ratings on Google, social media posts such as Instagram, Twitter and others, how attractive the concept and price offered. Where the convenience offered is actually exploited by some irresponsible people.

Service businesses are businesses that are very identical to trust, where to attract consumers in seeking information from various references and in considering something. Trust as an assumption of a positive and long-lasting relationship (Carlina, 2020).

The components in building brand trust amidst media convergence, namely Brand Characteristics, Company Characteristics and Customer Characteristics Brands are united in information and communication that elaborates with the 3C concept (Computing, Communication, Content).

#### 1. *Characteristic Brand.*

*Characteristic Brand* has an important role in consumers in determining the choice of a brand to consider in their assessment before buying a product. Brand characteristics are associated with brand trust that has a reputation and competence (Silva, 2019).

**Brand reputation** based on an opinion on a good brand. Brand reputation develops along with technological advances obtained from information on social media, and is also influenced by the quality of the product and its performance. If a consumer has a good brand opinion, then the customer will trust the brand. Based on experience if it is in accordance with consumer expectations, there is feedback from consumer trust (Foroudi, 2019).

**Brand Predictability;** Brands that make consumers have confidence in brand performance. This predictability arises from continuous interaction where there is a promise that must be fulfilled by one party to study the agreement by the other party to improve consistent product quality (Christou, 2019).

**Brand Competenc**where this brand has the advantage of providing solutions if consumers have problems and can also meet consumer needs (Diamantopoulos, 2020)

PT HIS Tour and Travel Bali has a distinctive feature that describes the comfort of service, the best price, excels in individual tours and excels in overseas travel. PT HIS Tour and Travel is a travel agency based in Shinjuku Oak Tower in Nishi-Shinjuku, Shinjuku, Tokyo, Japan, specializing in low-cost tour packages. The company was founded as International Tours Co., Ltd. in 1980 by Hideo Sawada, born in 1951, and changed its name to "HIS" in 1990.

In Japan, HIS has 303 branches nationwide and a global network of 185 branches in 124 cities overseas. HIS holds majority stakes in Orion Tour, Asia Atlantic Airlines and a minority stake in Skymark Airlines. The company owns two hotels in Australia, one called the Watermark Hotel and Spa on the Gold Coast, Queensland and the Watermark Hotel Brisbane, and a cruise line called Cruise Planet. Hideo Sawada bought an interest in the Mongolian Khan Bank farm and believes Japanese tourism to Mongolia will increase.

PT Harum Indah Sari (HIS) Tour and Travel is a travel agency that has the largest network in Japan, namely with 273 branches. In addition, in Indonesia itself, PT Harum Indah Sari (HIS) Tour and Travel has 14 branch offices: 4 branch offices in Jakarta, 5 branch offices in Bali, and one branch office each in Tangerang, Bandung, Surabaya and Yogyakarta. PT Harum Indah Sari (HIS) Tour and Travel has products including airline tickets, individual tour packages, group tour packages, corporate tour packages, meetings and events and more specifically PT Harum Indah Sari (HIS) Tour and Travel is the only one that sells JR Pass (Japanese train pass) in Indonesia.

HIS also spread to various countries such as Indonesia and now HIS has subsidiaries in various islands in Indonesia, one of which is Bali. Bali is an archipelago with the most popular tourist choices in tour and travel. Bali is an area that has special features and beauty contained in it by having various potentials to be developed into tourist attractions that can attract tourists, one of which is the beauty of its beaches.



Figure 4. PT HIS Tour and Travel Logo Source: PT HIS Tour and Travel Logo Website

PT HIS Tour and Travel Bali displays brand components and has a special design which is its characteristic as a provider of Tour and Travel services. The beauty of the HIS character is displayed through the HIS font logo with a blue color

which shows enthusiasm and joy. The enthusiasm and joy shown in the HIS logo also means that HIS is very energetic and friendly.

### 1. Company Characteristic

In the brand is greatly influenced by consumer trust. Consumer views on brand information on the company become the initial capital to know the brand. The characteristics of the company are as follows (Sanny, 2020):

**Trust in Company;** The emergence of trust in the business under its umbrella which is a small business (Bagherzadeh, 2020).

**Company Reputation;** If there is an opinion from other people about a company having a good brand and the company is seen as fair, then it will arise in the consumer's opinion to use the brand (Gupta, 2019).

**Company Perceived Motive;** The existence of a motive from a partner in perception when there is an influence of trust in the partner (Rempel, 1985). Intentionality is a way of trust that can arise because of the bond between the seller and the buyer (Cannon, 1997). As for the supporting research from Jones & Bartlett Learnin (1999), benevolence of motives is a relationship that is an important factor. In the context of brands, if consumers assume a company is trustworthy and worthy, then consumers will trust the brand.

**Company Integrity;** Integrity in a company's brand is the existence of consumer assumptions related to the principles of ethical and honest examples (Christiawan, 2020).

In a company, maintaining its good name is very important. The characteristic of the HIS brand shows tour and travel services that have good quality of service and high loyalty in the team to the selection of unique and innovative counters in terms of promotion.

The characteristic of the logo is a distinctive feature related to the client's trust in PT HIS Tour and Travel Bali. On the other hand, the growth of tour and travel services in Bali is very large, but PT HIS Tour and Travel Bali is able to maintain its reputation and trust from consumers with strong characteristics.



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**Figure 5.**PT HIS Tour and Travel Tour Packages Source: Instagram histourandtravel.co

The conditions during the Covid-19 pandemic have affected the tour and travel industry, and all tour and travel activities have been stopped during the pandemic, but PT HIS Tour and Travel Bali always routinely makes posts through its social media accounts, with posts on social media growing high selling value and emotional closeness of potential customers. So that the characteristics of a tour and travel will also be reflected in these emotional posts, which raise client interest in tour and travel services.



**Figure 6.** Photo of TIM and Consumers Tour and Travel Source: Instagram histourandtravel.co

In carrying out a job, usually must provide good service and quality to serve clients wholeheartedly and with high loyalty, then it will create in prospective consumers about the image and quality of the company with the characteristics of friendliness, fun in working. A professional business management system is always implemented by PT HIS Tour and Travel

Bali with extra work from the entire team in maintaining existence and credibility. The management system in the SOP contains social media publication rules. The involvement of PT HIS Tour and Travel Bali in various tour and travel service platforms shows the existence and proof of seriousness in the tour and travel business.

## **2. The Era of Media Convergence**

The Media Convergence Era makes it easy for PT HIS Tour and Travel Bali to fulfill information without a second or third party where seen from the client's side to get information so that they do not need to come to their company because the information can be obtained in their grasp. The most important point in growing trust must continue to be pursued. In order to maintain good relationships in communicating so that information can be conveyed to clients or WO or vice versa efficiently. Reviewed from the intention of integrating a media based on the company's goals. Media convergence is based on the sophistication of digital communication technology so that it forms a convergence network (Haqu, 2020).

In terms of media devices, a media era is created by media convergence consisting of 3 aspects such as telecommunications, communication data, and mass communication in one medium. Media convergence is enriched by global information throughout the world using internet access (Wahyuningsih, 2020).

In the implementation of media convergence to develop a brand trust in a wedding organizer can be reviewed along with the development of the times through mass and social media. In the past, information was obtained in the mass media in the form of print and electronics which was very rare because it was influenced by the fairly large costs to be placed in the corner of print media for example. It can even cost a lot of money to promote and publish a brand, namely in tour and travel services (Sediyarningsih, 2018).

Various impacts of convenience have begun to be felt with the convergence of media that facilitates communication in the form of data, networks that can be processed and processed by the account owner. A combination of several media with one platform can bring differences seen from the digital technology side. For example, on Instagram, it is not only videos and photos but can also connect private chats with other account owners. Where there are differences with their respective advantages.

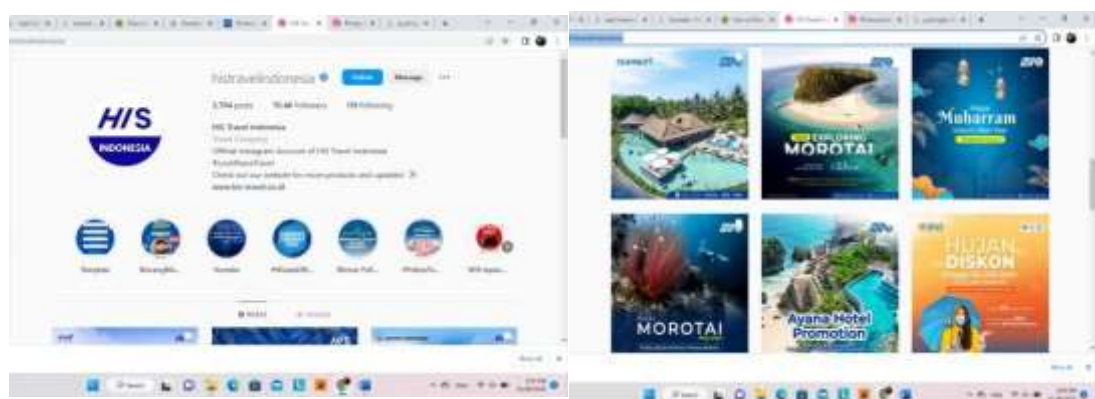


Figure 6. HIS Indonesia Instagram display  
Source: <https://www.instagram.com/histravelindonesia/>

The Instagram display used by PT HIS Tour and Travel is quite interesting, in addition to being connected to Instagram & WhatsApp in tracing, you can also get an access display to communicate with PT HIS Tour and Travel. There are several other platforms including

TikTok, Blogspot and others. In that platform, it has the same function as a communication media to publish about tour and travel services and a discussion space between service providers and prospective consumers. Nowadays, technological developments are no longer foreign, various conveniences with increasingly sophisticated technology make it easier to communicate globally wherever we are which can be accessed by the account manager.

#### **4. Conclusion**

In general, building trust that is attempted by PT HIS Tour and Travel Bali has been adjusted to developments and needs. On the other hand, in terms of branding in terms of visuals, PT HIS Tour and Travel has its own characteristics such as affordable prices, easy service, a logo display that symbolizes enthusiasm and friendliness and pays attention to health protocols by providing education to consumers before starting their tour. The suggestions that researchers want to convey for further research are expected to be able to expand the scope of their research by adding several variables or using different analysis techniques.

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