

PUBLIC RELATIONS STRATEGY AND ITS IMPACT ON THE POSITIONING OF INDONESIAN TOURISM INDUSTRY

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Abstract

The objectives of the research are to acquire findings as follows: a) Description of the existing condition of 5 (five) Indonesian's tourism destination, i.e.: Bali, Yogyakarta, North and West Sumatera and South Sulawesi; b) Influence of public relations strategy on perception, attitude, and preference of 11 (eleven) tourist generating countries, i.e. USA, England, France, Germany, The Netherland, Japan, Taiwan, South Korea, Malaysia, Singapore, and Australia; c) Prospect tendency on repositioning of the foreign tourist's perception, attitude, and preference in facing competition with other South East Asian regions tourism destinations. This research uses data based on cross-sectional method using Structural Equation Model (SEM), Multi Dimensional Scaling (MDS) and Trend Analysis. The observation units of the research originate from a sample respondents of 210 foreign tourists from 11 (eleven) tourist generating countries. The number of respondents from each country was taken proportionally. The results of the research are: a) Bali is still the most attractive destination, followed by Yogyakarta, North Sumatra, West Sumatra, and South Sulawesi; b) The Influence of each Public Relations Strategy variable, i.e.: press relations, product publicities, corporate communications, lobbying, counseling, seminars, conferences, publications, events, sponsorships, speeches and news conferences are significant towards perception, attitude and preference of the 11 (eleven) tourist generating countries; and c) Prospect of the Indonesian tourism industry faces a huge opportunity as predicted in the trend of the increase number of foreign tourist visits to Indonesia, since 2006 until 2010. It means that the trend is going to increase continuously provided accompanied by improving as well as implementing of integrated marketing communications strategy, especially in the field of public relations. Specifically it would be much more effective and efficient if those strategically efforts are in alliance and collaborations with other ASEAN regions or countries.

Keywords: public relations, perception, attitude, preference, positioning

Abstrak

Tujuan dari penelitian ini adalah: a) untuk mendiskusikan 5 tujuan pariwisata Indonesia yaitu Bali, Yogyakarta, Sumatra Barat dan Sumatra Utara serta Sulawesi Selatan; b) Pengaruh dari *public relations strategy* terhadap persepsi, sikap dan preferensi wisatawan dari 11 (sebelas) negara, yaitu Amerika, Inggris, Perancis, Jerman, Belanda, Jepang, Taiwan, Korea Selatan, Malaysia, Singapura, dan Australia; c) Kecenderungan reposisi dari persepsi, sikap, dan preferensi wisatawan asing berdasarkan kompetisi dengan daerah tujuan wisata lain di Asia Tenggara. Penelitian ini menggunakan data *cross-sectional method*

menggunakan *Structural Equation Model (SEM)*, *Multi Dimensional Scaling (MDS)* dan *Trend Analysis*. Responden berjumlah 210 wisatawan asing dari 11 negara dengan jumlah setiap responden per Negara dipilih secara proporsional. Hasil penelitian menunjukkan bahwa: a) Bali adalah tujuan wisata yang paling menarik, diikuti oleh Yogyakarta, Sumatra Utara, Sumatra Barat, dan Sulawesi Selatan; b) Pengaruh dari *public relations strategy* misalnya *press relations*, *product publicities*, *corporate communications*, *lobbying*, *counseling*, *seminars*, *conferences*, *publications*, *events*, *sponsorships*, *speeches* dan *news conferences* signifikan terhadap persepsi, sikap dan preferensi para wisatawan asing dari 11 negara; c) Prospek industri pariwisata cukup baik terutama untuk wisatawan asing. Tren peningkatan ini akan semakin baik bila diintegrasikan dengan strategi komunikasi pemasaran khususnya di bidang *public relation*. Selain itu, dibutuhkan adanya kerja sama dan kolaborasi dengan negara-negara ASEAN untuk meningkatkan efektivitas *public relations strategy*.

Kata kunci: *public relations*, *perception*, *attitude*, *preference*, *positioning*

1. Research Background

Indonesia's endeavor in improving the Indonesian tourist industry's performance has been carried out since several Five Year Plans. Various efforts have been undertaken, such as tourism destination region's and infrastructure's improvement, and human resources skill development in the Indonesian tourism industry. The impact of this effort shows the trend of foreign tourists visiting Indonesia during 1997-2007, slightly volatile and tends to increase at the beginning of 2007.

The main complaint conveyed by foreign tourists is security. Riots occurring in several regions made them to cancel their intention to visit Indonesia. This condition was enhanced by publications of local as well as foreign mass media to worsen Indonesian's position. In order to attract the foreign tourists' interest, it should be capable of changing the image of Indonesia from "unsafe" into "safe" tourism destination. Public Relation efforts in general are related to matters in eliminating the negative image. Public Relations are the important step to be taken by the government and the entire community interrelated with the existence of the Indonesian tourism industry. Possible problems which could appear should be faced by the government in carrying out mentioned public relations seemed to lie in how to start it. Although the promotion budget is raised several times, however if the supporting system could not be materialized properly, such as accommodation and transportation facilities, easy and safe to access to tourist destinations, improvements are impossible to be reached.

Actually some efforts have already been taken by the Government and other related parties to improve the image of the Indonesian tourism industry, such as public and non public physical infrastructure, legal process of fighting terrorism and ratification of the Anti-Terrorist Law, intensive check-ups at various strategically places, such as airports, harbors, bus terminals, railway-stations, hotels, restaurants and entertainment places. Setback of Indonesian

tourism industry as one of the biggest tourist receiving country in the ASEAN Regions not being able to establish and maintain security in its own backyard which causes the tourism industry to lose its attractiveness in the international tourism market. Due to the various local minor incidents in proportion of the number of foreign tourists' visit to Indonesia, experienced a decline.

The Government of England through its Foreign Commonwealth Office Institute (FCO) advised its citizens to refrain from visiting Indonesia. English tourists already in Indonesia were warned to leave soonest possible, and for the ones who did not comply, their travel insurance's validity would be in jeopardy and assumed not valid. The impact is that many of them and other non English Foreign tourists cancelled their plans to visit Indonesia. Moreover since the end of 2001, a total of 440,000 foreign tourists cancelled their visit to Indonesia, especially after the Bali bombing incidents covering 50% of the total foreign tourists' visit in that year. A part from those mentioned, apparently world economic and monetary crisis started occurring, besides terrorism and global competition amongst tourist receiving countries which tend to worsen the Indonesian tourism industry. Since the March 2003 USA's invasion into Iraq and SARS around middle April 2003, particularly in China, Hong Kong, Singapore, and Taiwan, which caused a sharp decline in the Indonesian tourism industry. Other various incidents in Indonesia like earthquakes, social and political conflicts engendered the less competitiveness of Indonesia's position in the Indonesia tourism industry. Through synchronized systematic integrated and coordinated efforts, Indonesia would be able to compete on an international or global base.

To restore the image of the Indonesia tourism industry would need complex efforts and actions in the field of tourism marketing, especially in matters of public relations strategy. This is in line with the opinion of tourism circles, which declares that: "Marketing is difficult, marketing a product or service having a low image and is perceived to offer very little value is quite pointless". Whereas to change the community's perception or impression which is not advantageous for the tourism product or object is not a simple and inexpensive matter, and would surely need specific efforts and actions sacrificing costs, time, energy and other considerations. The above mentioned are meant to process a communication link to create a quick response from the community of tourist generating countries in creating a positive understanding and image of the Indonesian tourism industry. The government and other parties in the Indonesian tourism industry have done much in their efforts to restore mentioned image, however the results are still questionable. Many publications in media, national as well as international, have exposed a negative image amongst the tourist generating countries on Indonesia which has unfavorable impact, especially in its tourism industry.

This study is to enhance a research regarding the Indonesian tourism industry, especially related with public relations strategy in the framework to create a positive perception, attitude, and preference from foreign tourists generating countries about the tourism products or objects and its influence on positioning of Indonesia tourism industry. The expected results are to reveal of various substantial and relevant information which could be utilized as input

and recommendation for the improvement or development of future public relations strategies.

The research topic is as follows: The Strategy of Public Relations in forming Perception, Attitude, and Preference of Foreign to Tourists and Its Impact on Positioning of the Indonesia tourism Industry. Based on the research problems, the objectives of the research are to acquire findings as follows: a) Description of the existing position of 5 (five) Indonesian tourism destination, i.e.: Bali, Yogyakarta, North and West Sumatra and South Sulawesi; b) Influence of public relations strategy on perception, attitude, and preference of 11 (eleven) tourist generating countries, i.e.: USA, England, France, Germany, Netherland, Japan, Taiwan, South Korea, Malaysia, Singapore, and Australia; and c) Prospect tendency on repositioning of the foreign tourist's perception, attitude, and preference on the Indonesia tourism industry in facing competition with other ASEAN tourist receiving countries.

The research would contribute input for the decision makers in government institutions, especially the Department of Culture and Tourism, and Indonesian Tourism Associations, the facilitator and agent in business and public sectors in formulating and implementing public relations strategies.

2. Literature Review and Hypotheses Development

Factors influencing the attributes of products or services are so could as marketing environment (Kotler and Keller, 2006) or business environment (Brooks and Weatherston, 2000). Among the marketing or business environmental factors relevant in creating changes, are natural-physical, economical, socio-cultural, political-legal and technological environments. Perception on an object is possible to differ from person to person due to their respective perceptions (Kotler and Keller, 2006).

The Indonesian tourism industry which role and performance at present are relatively declining as a result of miss-management and environmental changes, domestically as well as globally. The concept of tourism tends having a universal character not withstanding minor differences. Swarbrooke and Horner (1999), define tourism as follows: "As a short-term movement of people to place some distance from their normal place of residence to indulge in pleasurable activities".

The place having strong tourism community group attractiveness commonly has a significant uniqueness or difference from their daily dwellings. Mentioned uniqueness is primarily about the dimension of socio-cultural and nature-physical environment. Until what extent does a a tourism product or objects undergo changes after alterations occur in environmental factors, depending on the individual's perception. Mentioned attitude could be carried out in the form of a favorable/unfavorable or likes/dislikes attitude against mentioned objects (Kanuk and Sciffman, 2000). The perception occurrence of foreign tourist's attitude against Indonesia's tourism products or objects could directly or indirectly alter the Indonesian tourism industry's position in their minds. This is in accordance with Trout and Al Ries' opinion (Kotler and Keller, 2006), stating that the position of a product in the market is the same as the product's position in the mind of the prospect. In positioning or

repositioning a product or objects, need systematic and solid efforts from the various factors which founded it, primary the factor entailed in the communication process. Through communication, among others public relations effort, perception, attitude, and preference of a person could generally be changed or at least be influenced.

Smith et al. (1997), state that communication is frequently in the framework of altering someone's attitude. Schoel and Ivy (1982) also further state that communication could be performed to change or influence a person's behavior. Communication is the process of influencing the behavior of other persons by sharing their ideas, information, or feeling.

The Marketing Communication mix consists of six major modes of communications (Kotler and Keller, 2006) i.e.: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, and personal selling. Smith et al. (1997), stated that marketing communication is a phrase or concept used to clarify the information flow of a products or services from a marketing person to consumer or client. To communicate with his/her audience, a marketing person utilizes one or a combination of promotional tools like advertising, direct marketing, public relations or publicity, sales promotion, and direct selling (Wells and Prensky, 1996). Whereas Shimp (1997) stated that the influence arising from non personal communication or mass communication towards the audience is an attitude and awareness change of the customers of the product or brand.

The non-personal media communication used is public relations, in which it is a form of non-personal communication activities among others are preparing news conferences, grand openings, and organizing sponsors for certain events, such as tourism. On the contrary, in this context personal communication is more effective than mass communication which is able to influence someone's perception, attitude, and preference through media communication processes.

When the public relations' concept is integrated effectively into advertising, face to face selling, sales promotion, and sponsorship consequently, it would be able to reach the objective which is not limited to only creating or developing intangible attributes such as perception, attitude, preference, but also the tangible attributes. Basically, public relations place various activities and objectives in its empirical practices as a function of management. Mutual communication relationship in an organization is very important in building trust among the implementers of public relations. Yoeti (2003) suggested that public relations is a management function which performs evaluation towards community's attitude and identifies a person's policy and procedures in an organization towards its communities and compiles plans to perform communication programs in obtaining their comprehension and acceptance.

Public relations also directs organizations in anticipating and giving comments towards perceptions, public opinions, values and new life styles, legislative institutions, and changes in the environment (Cutlip et al., 2000). Public relations are one of the communications features which could be utilized to build or maintain the positive image of an organization or company or its products and services. Kotler and Keller (2006); Jefkins (1994) classified

different types of public relations which consist of: press relations, product publicity, corporate communication, lobbying, counseling, seminars, conference, publication, event, sponsorship, speeches, and news conference. Communication performed through public relations is intended to alter the target audience's behavior from a negative situation into a positive situation enhancement. Public relations continuously changes the perception or image towards an object into profitability (Jefkins, 1994). For the organization or company managers, the concept of public relations strategy is to present a framework for managerial decisions.

Transformation of the target audience's attitude performed by public relations is to alter the mind-set of a negative object's image into something positive and profitable, and in this relation mentioned image alteration means the alteration of stimuli processed through its behavior, i.e. cognitive, affective, and conative. The tourism industry is very sensitive pertaining to environmental changes, internally as well as externally. Wilkie (1994) summarized: "The cognitive component refers to rational elements involved in mental thought". In other words cognitive is a process of thinking and gives significance on the stimuli it faces, or is also called perception. Whereas "The affective component refers to our emotional or state of feeling", and is generally known as attitude. Furthermore "The conative component involves the tendency of action or behavior on our part", which is commonly called the decision process in deciding the act of buying. Accordingly, the possibility is great that two persons have different perceptions when facing the object or stimuli.

Perception does not only depend on stimuli physically but also on the relation of stimuli in the surrounding environment and upon conditions in a person's self. Kotler and Keller (2006) stated that a person could have different perceptions on the same object due to three perceptual stages, i.e. selective attention, selective distortion, and selective retention. The implication of mentioned matter is creating an opportunity for the parties interested in the tourism industry to apply a proper Integrated Marketing Communication (IMC). The concept of IMC is "The process of managing all sources of information about products or services to which a customer or prospect is exposed which behavior moves the customer towards a sale and maintains the customer's loyalty". Materialization of a group of perceptions on an object owned by the community is commonly called image. Russ and Kirk Patrick's (1982) opinion: "An image embodies the collective perceptions or concepts of an institution, individual, or object held by its public".

The existence of difference in perception of a person facing several objects is generally disclosed in various sorts of attitudes. This could lead to the establishing of priority in giving the most positive attitude among mentioned objects, phrased as preference. The concept about preference stated by Wilkie (2000) is as follows "Preference tends to become a buying decision process by a client in making his choice on a preferred product". It is based on a belief of preference to perform a buying transaction. Here the consumers' belief in deciding a conative preference is influenced by an affective attitude because the consumer is already attracted to mentioned object (Wells and Prenskey, 1996).

The true satisfaction a consumer feels is being a positioning enhancement for a company in offering an image from its target market. Positioning is an activity performed by an organization in planning offerings and images to occupy a different gap in the consumer's mind on its target market (Kotler and Keller, 2006). This phrase has also convinced Trout and Ries (2001), the positioning starts from a product, however in the end it would relate to the customer's mind. Positioning is not what a person or a company does towards a product, but positioning is what a person or a company performs towards the mind of a prospective customer.

Positioning is a form of a company's offering and image by utilizing a mixture of communications, i.e. public relations, influencing a potential customer. Hence, perception towards a product, a series of products, a mixture of products, brands, or organizations which are able to influence positioning or to place something in the consumer's mind towards its competitors' offerings (Lamb et al., 1996). Positioning is not a part of transformation, on the other hand in the name of product, price, packaging effort are performed by a company with the purpose of safeguarding the positioning which is valuable to the consumer's or prospect's mind (Trout and Ries, 2001). That is actually the purpose or essence of positioning (Walker et al., 1999). The purpose of positioning is really only to influence the minds of customers such as tourists.

The following hypotheses and prediction analysis could be drawn from the argument. First hypothesis, there are differences perception in the market positioning of the 11 (eleven) foreign tourists generating countries toward 5 (five) main tourists destinations of the Indonesia tourism industry from its attractiveness and facilities. Second hypothesis is the public relations strategy of the Indonesia tourism products or objects has significant influences to perception, attitude, and preference of the 11 (eleven) foreign tourist generating countries. This hypothesis can divide into four minor hypotheses: a) The public relations strategy of the Indonesia tourism products or objects have significant influences to perception; b) The public relations strategy of the Indonesia tourism products or objects and the perception of foreign tourists have significant influences to attitude; c) The public relations strategy of the Indonesia tourism products or objects and the attitude of foreign tourists have significant influences to preference; and d) Perception, attitude, and preference of foreign tourists have significant influences to positioning of tourism products or objects in 5 (five) main Indonesia tourism destinations.

3. Research Method

The research is related to positioning of the variables of perception, attitude, preference of the 11 (eleven) tourist generating countries. In this research around 4.3 million potential tourists are chosen from above mention countries, i.e. USA, England, France, Germany, The Netherlands, Japan, Taiwan, South Korea, Malaysia, Singapore, and Australia. The above mentioned tourist are potential to visit the 5 (five) Indonesian tourism destination, i.e. Bali, Yogyakarta, North and West Sumatra, and South Sulawesi. From the above number of potential tourists 210 sample respondent measurements are taken up in the analysis tools, i.e. Multi Dimensional Scaling

(MDS), Structural Equation Model (SEM), and trend analysis. This analysis method utilizes descriptive analysis and hypothetical testing.

4. Result and Discussion

4.1. Descriptive Analysis

The differences of the market positioning of tourism product or objects among 5 (five) main Indonesia tourism destinations are shown as follows. Description of 5 (five) Indonesian tourism destinations are Kuta Beach and its Hindu shrines reflecting social life and religion in Bali, is the most attractive. The Prambanan and Borobudur temples, and Sultan's palace and its strong Javanese culture reflecting Yogyakarta's heritage. The remaining three unique destinations are Tana Toradja in South Sulawesi and its animistic life, the Toba Lake in North Sumatra, Bukit Tinggi and Padang in West Sumatra with its variety colourful culture influenced by Chinese, Dutch, and Arabic heritage. The Figure 1 shows perceptual map of the 5 tourist destinations in Indonesia.

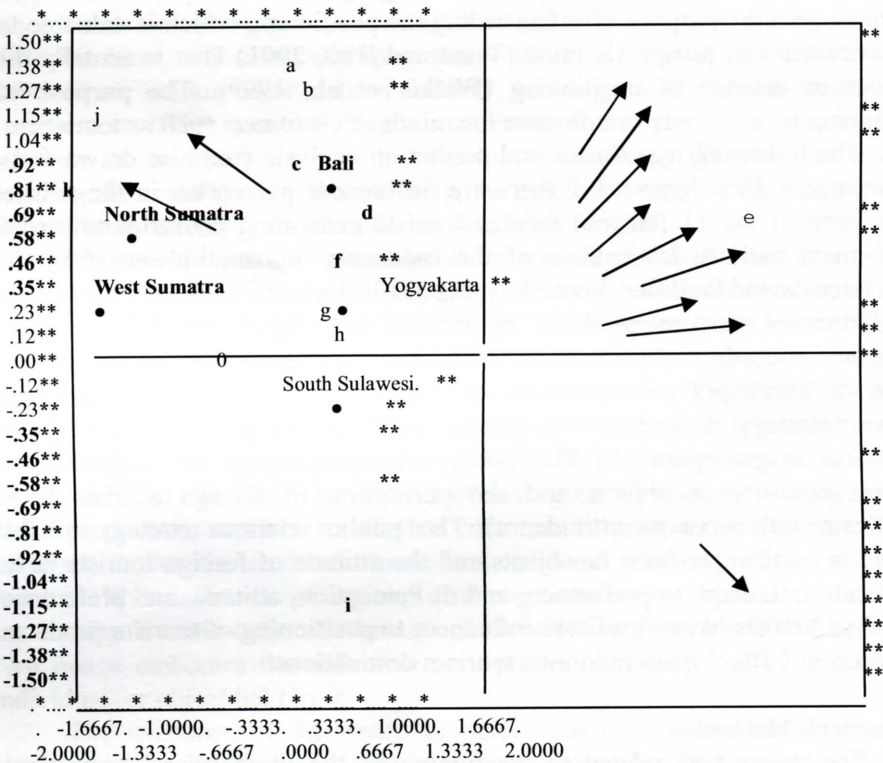


Figure 1. Perceptual Map of the 5 (five) Indonesian Tourism Destinations

Note:

- | | | |
|-------------------------|-----------------------|--------------------------|
| a: Beach attraction | e: Hospitality | i: Food Variety |
| b: Accessibility | f: Culture Attraction | j: Lake Attraction |
| c: Local Transportation | g: Sunlust Attraction | k: Wanderlust Attraction |
| d: Accommodation | h: Culture Heritage | |

4.2. Hypothetical Testing

The public relations strategy has a significant influence on perception, attitude, and preference of the 11 (eleven) foreign tourist generating countries. Table 1 shows the hypothetical testing of public relations strategy.

Table 1. Hypothetical Testing of Public Relations Strategy towards the Perception, Attitude, and Preference of the 11 (Eleven) Tourist Generating Countries Regarding the 5 (Five) Indonesian Tourism Destinations

	Lisrel Estimates	t-value	Sig	Effect	Total
Public Relations Strategy towards Perception on Indonesian tourism Products or Objects	0.4608	6.3056	Sig (t > 1,96)		21.24%
Public Relations Strategy towards Attitude on Indonesian Tourism Products or Objects	0.2032	2.8563	Sig (t > 1,96)		6,59 %
Direct				4.13%	
Indirect				2.46%	
Perception Toward Attitude on Indonesian Tourism Products or Objects	0.2627	2.2691	Sig (t > 1,96)		9,36 %
Direct				6.90 %.	
Indirect				2.46%	
Public Relations Strategy Toward Preference on Indonesian Tourism Products or Objects	0.3353	4.3323	Sig (t > 1,96)		15,39 %
Direct				11.24%	
Indirect				4.15%	
Attitude toward Preference on Indonesian Tourism Products and Objects.	0.3475	3.8636	Sig (t > 1,96)		16,23 %
Direct				12.08%	
Indirect				4.15%	

Note : Significant if (t - value > 1,96)

4.3. The Foreign Tourists' Perception on the Indonesian Tourism Products or Objects

The cultural-heritage and Natural aspects of the Indonesian tourism industry are identical to the international tourism industry, including all the relative bric-a-brac of the tourism industry. In a narrow sense, the tourism product could be regarded as something bought by the tourist. In a broader sense, is regarded as tourist behavior and their utilization services in the destination country (Burkart and Medlik, 1984).

According to the above mentioned the foreign tourists' is able to obtain a good perception on cultural performances, transportation, and accommodation services, food and beverages, communication facilities, handy crafts or souvenirs, and other characteristic attributes like tariffs or prices, security, hygiene, and comfort. Finally forgetting the fatigue caused by the long distances covered from place of origin to tourism destination

4.4. The Foreign Tourists' Attitude on the Indonesian Tourism Products or Objects

Integrated marketing communication especially public relation strategy is intended to change perception and attitude of the foreign tourists generating countries into a better image and position of Indonesian Tourism products and objects in the future. The research and investigations have proven that the foreign tourist generating countries has obtained a positive attitude in their minds creating attentions, interests, desires, as well as actions to visit Indonesian tourism destinations after being informed, persuaded, and reminded by public relations strategy.

4.5. The Foreign Tourists' Preference on the Indonesian Tourism Products or Objects

The result findings of the research are accommodated as follows: a) They are four main attributes are given to Indonesia tourism products or objects, namely: features, price, reach ability, and security; b) In general the foreign tourists' evaluations on the Indonesian products or objects were very promising; c) The foreign tourists requirement on Indonesian Tourism products or objects are speed and responsful services, adequate and clear information, availability of standard operation and procedure, applicable programming, as well as human resources training and development in the Indonesian tourism industry.

Table 2. The Perception, Attitude, and Preference of Foreign Tourists on Positioning of the Indonesian Tourism Products or Objects

	Lisrel Estimates	t-value	Effect	Total
Perception of Foreign Tourists towards Positioning of Indonesian Tourism Products or Objects	0.652	7.8172	Sig ($t > 1,96$)	50.33%
Direct			42.51%	
Indirect			7.82%	
Attitude of Foreign Tourists towards Positioning of Indonesian Tourism Products and Objects	0.2058	2.7425	Sig ($t > 1,96$)	10.50%
Direct			4.24%	
Indirect			6.26%	
Preference of Foreign Tourists towards Positioning of Indonesian Tourism Products and Objects	0.199	2.9811	Sig ($t > 1,96$)	9.34%
Direct			3.96%	
Indirect			5.38%	

Note : Significant If ($t - value > 1,96$)

4.6. Repositioning of the Foreign Tourist's Perception, Attitude, and Preference toward the Indonesian Tourism Products and Objects

Based on the prediction, the number of foreign tourists in 2010 are expected to show an increased trend. On the assumption of the Indonesian tourism Industry is moving on the right track due to the change of foreign

tourists' perception, attitude, and preference towards the excellent attribute of the country tourism products or objects. Furthermore by an effective and efficient strategic alliance and collaboration with other ASEAN regions or countries through mutual interest and benefit in the field of tourism.

Table 3. Prediction of Foreign Tourists Visits to Indonesia

Years	Number of Foreign Tourists
2006	4,968,577
2007	4,974,768
2008	4,980,959
2009	4,987,150
2010	4,993,341

Source: Departemen of Tourism and Culture, Republic of Indonesia

Besides that, Indonesia could intensify and develop several other tourism products or objects apart from those 5 (five) tourism destinations, namely West Nusa Tenggara, East Kalimantan, Papua and the Mollucas.

4.7. Intensities Competition in the ASEAN Tourism Industries and its Impact on the Indonesian Tourism Industry

Competition is a common issue and phenomenon in business industrial ventures, which include the ASEAN tourism industries, i.e. Malaysia, Thailand, Singapore, the Philippine, Indonesia, Brunei Darussalam, Vietnam, Cambodia, Myanmar, and Timor Leste. Characteristics and implication of competition in the tourism industry are as follows: a) Competition among the tourism actors should not be settled aggressively and unfairly but focusing on the needs, wants, as well as willingness and ableness of the foreign tourists, such as hospitality, security and other supporting facilities during their stay in the country; b) Development and improvement of each of their countries' tourism products or objects and as well as intensive cooperation through a strategic alliance and collaboration in creating exchange of religious joint tourism packages, i.e. tourists of Buddhist religion in performing services at the Borobudur Temple in Indonesia and the contrary, for the Indonesian tourists of Buddhist religion performing the same ceremony at the Pagoda Shrine in Thailand. Furthermore, creating sister cities between local government regions, namely between Yogyakarta and Chiang May.

Results of the research and investigations on the effectiveness of the public relations elements to influence perception, attitude, and preference of the tourist generating countries indicating that public relations' strategy is a priority must. The main factors in repositioning of the Indonesian tourism products or objects are the task and duties of the Department of Culture and Tourism of the Republic of Indonesia as regulator and facilitator of the tourism industry.

4.8. Potentials and Prospects of the Indonesian Tourism Industry in Facing Dynamics Competition in ASEAN.

Experts predict that the tourism industry is going to be one of the biggest industries in the 21st millennium era. WTO estimates that the average growth of

foreign tourist visits who cross nation borders yearly as between 4.5-5.5 % for the time period of 20 years to come. The Indonesian community warm-heartedness and friendliness attitudes are actually its biggest assets in tourism potential. In order to promote them, effective slogans are very much needed in realizing the campaign, such as *Branding My Indonesia*, *Just a Smile Away*, and *Indonesia, Ultimate in Diversity and Genuine Asia*.

5. Conclusions

The conclusion of the research and investigations are as follows: a) Bali is still the most attractive tourism destination closely followed by Yogyakarta; b) Influences of public relations strategy on 5 (five) Indonesian tourism destinations towards the perception, attitude and preference of the 11 (eleven) foreign tourist generating countries are significant; and c) The Indonesian tourism industry's prospect faces a huge opportunity, as predicted in the increase trend of the number of foreign tourists visiting Indonesia since 2006 up to 2010.

This trend is expected to increase steadily provided to be accompanied by implementing integrated marketing communications strategy intensively, especially in public relations in order to be able to recover and improve the image or reputation of the Indonesian tourism industry. These efforts should be performed in cooperation through a strategic alliance and collaboration with other ASEAN regions or countries. Last but not least the attitude of Indonesia's community by radiating warm-heartedness and friendliness are the primary strengths and human capital investment in creating mutual tourism packages.

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