



## Travel Conscious Effects and Wonderful Brands Indonesia Against Visitors' Interest in Maimun Palace Medan

Apri Wati Br Barus

Akademi Pariwisata Nusantara Medan

### ARTICLE INFO

#### Keywords:

Tourism Awareness, Brand Wonderful Indonesia, Visitor Interest

E-mail:  
[apridabarus@yahoo.com](mailto:apridabarus@yahoo.com)

### ABSTRACT

This study aims to examine and analyze the influence of tourist awareness and Wonderful Brand Indonesia simultaneously and partially on the interest of visitors in the Palace of Maimun Medan. The type of data used in this study is the type of quantitative data while the data source used in the study is primary data. Data collection methods used are data collection techniques through the Object questionnaire in this study are all visitors to the Palace of Maimun Medan. The population in this study was all visitors who came to Istana Maimun Medan. Research samples were 80 people. The analytical tool used is SPSS. The data analysis method used in this research is Multiple Regression Analysis method. The results of the research show that the tourism conscious and Brand Wonderful Indonesia variables have a positive effect on visitor interest in the Istana Maimun Medan. The results also showed that simultaneous and partial tourism conscious variables and the Indonesian Wonderful Brand had a significant positive effect on visitor interest in the Istana Maimun Medan..

Copyright © 2021 Enrichment : Journal of Management. All rights reserved

### 1. Introduction

In the 1980s, for the first time Indonesia entered the World Tourism Market (WTM) as a sign of Indonesia's participation in the era of international tourism promotion. After attending the meeting, the government issued 7 main tourism strategic policies, one of which is implementing a tourism campaign through Sapphire. Since then Sapta Pesona has begun to be commonly used and campaigned as a condition that must be realized in every object and tourist attraction in Indonesia.

Indonesia is the largest archipelagic country in the world consisting of 17,508 islands spread from Sabang to Merauke. Geographically, Indonesia is located on the equator, between the continents of Asia and Australia and between the Pacific Ocean and the Indian Ocean. Indonesia's location is very strategic because it is at the crossroads of world traffic. As the largest archipelagic country in the world, Indonesia has various ethnic groups, languages, and cultures. Indonesia also has natural areas that support the highest levels of biodiversity in the world. The diversity of tribes, cultures, and beautiful natural potential is what then becomes Indonesia's attraction to the world in various fields, one of which is in the field of tourism.

The government began to improve itself to increase the number of visits to tourist destinations and become a good host. This is done by involving all national potentials and community participation around the tourist destination through the awareness campaign. One of the strategies for campaigning tourism awareness that involves the participation of the community is with the existence of Tourism Villages. The existence of tourist villages in Indonesia is developing very rapidly. This development can be seen from 2009 which only recorded 144 tourist villages into 980 tourist villages in 2013 (Ministry of Tourism, 2014 p. 14).

Currently, special interest tourism has become a tourism trend for Indonesian people. One of the tourism cities that is focusing on developing tourism is Medan City. Supported by a strategic geographical location. The city of Medan has become a tourist city that has various types of objects and tourist attractions, including the Maimun Palace in Medan. As a tourist object, the application of the concept of tourism awareness and Sapta Pesona becomes an important thing in the basis of its development because it can encourage enchantment awareness. Besides that, the application of Sapta Pesona will also attract tourists to visit an area so as to increase the position of the community as a great beneficiary. Based on the results of the observations made, it seems that only a few parties understand the concept such as the coordinator of the Medan Maimun Palace manager. The majority of the local community themselves do not understand the concept much and are only following the directions of the coordinator. This has the potential to affect the implementation of Sapta Enchantment which can impact the decision to have a return visit from the tourist.

Sadar Wisata is a concept that describes the participation and support of all components of society in encouraging and creating a conducive climate for the development of tourism in Indonesia. So that tourism awareness is a form of public awareness to be able to play an active role as a host and a tourist. In its activities, tourism awareness serves to raise awareness and the role of all components of society in their role as hosts to implement and realize the Sapta Pesona program which includes elements, namely: safe, orderly, clean, cool, beautiful, friendly and memorable.

The Maimun Palace tourist attraction is a relic of the Deli Malay Sultanate which is located on Jalan Brigjen Katamso, Medan Maimun. Maimun Palace was built during the heyday of Sultan Maimun Al Rasyid Perkasa Alam, son of Sultan Makmun Perkasa Alam who was the founder of Medan City. Maimun Palace itself has an area of approximately 2772 m<sup>2</sup> with a yard area of 4 hectares. In the implementation of tourism at the Maimun Palace itself has historical objects of the Deli Sultanate which is a character of cultural heritage objects. Maimun Palace is currently still carrying out cultural preservation



# Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)



in various aspects, namely being a tourist attraction because it has its own uniqueness that can be utilized both in science, cultural values,

Therefore, to maintain and preserve cultural heritage objects at the Maimun Palace, the government itself through the Medan regional government (Medan Pemda) seeks to provide and encourage tourism awareness for the Medan community so that they always maintain and preserve these cultural heritage objects as a wealth of national assets, especially Medan City. In line with the growing population, which continues to increase from time to time, at the same time the need to meet their needs also increases. One of the needs, namely the need for recreation. The government has tried to turn its attention towards solving tourism development problems. This government effort has received positive attention from various parties, especially those who support every movement of development in the tourism sector. Through awareness of community tourism, especially the city of Medan, the Maimun Palace can maintain its cultural values, because the community is given an understanding of the tourism values contained in the Maimun Palace to maintain and preserve the Maimun Palace tourist attraction so that it can attract tourists to visit and become an attraction for tourists to be able to introduce the culture found in the city of Medan. Therefore, the participation of community tourism awareness in Pokdarwis has a contribution in developing Medan City tourism, namely in maintaining and preserving cultural heritage, especially Maimun Palace.

Education, skills, social rules, customs, and appearance, and (4) Obstacles faced in the activities of the Dewabejo Tourism Awareness Group, social jealousy among the community, lack of public awareness of changes in their environment, and lack of attention from the relevant agencies. Hastosaptyadhan (2016) concluded that Pokdarwis can receive new information, have higher knowledge, and are highly motivated to support tourism management activities. Malik (2017) also found that the importance of Pokdarwis involvement in helping the government develop tourism in Rajabasa District, South Lampung Regency. lack of public awareness of changes in their environment, and lack of attention from the relevant agencies. Hastosaptyadhan (2016) concluded that Pokdarwis can receive new information, have higher knowledge, and are highly motivated to support tourism management activities. Malik (2017) also found that the importance of Pokdarwis involvement in helping the government develop tourism in Rajabasa District, South Lampung Regency. lack of public awareness of changes in their environment, and lack of attention from the relevant agencies. Hastosaptyadhan (2016) concluded that Pokdarwis can receive new information, have higher knowledge, and are highly motivated to support tourism management activities. Malik (2017) also found that the importance of Pokdarwis involvement in helping the government develop tourism in Rajabasa District, South Lampung Regency.

In addition to the potential for public tourism awareness of tourism objects to increase tourism in Indonesia, Indonesia, especially regional tourist attraction areas, needs to promote what is called the Brand Wonderful Indonesia program. This program is one of the government's efforts to increase public awareness about the importance of developing tourism awareness for the community so as to create *Sapta Pesona* in every tourist attraction so that it can attract tourists to come. Brand Wonderful Indonesia is an Indonesian Nation Branding campaign through the Decree of the Minister of Tourism of the Republic of Indonesia Number: KM.03/UM.001/MP/2014, which describes the ethnic and cultural wealth of Indonesia,

As the results of Claristy's research (2016) found that nation branding is a way to form national identity and differentiate one country from another through branding activities. Indonesia is one of the countries that formed a nation branding campaign called "Wonderful Indonesia" which was started in 2011. The nation branding "Wonderful Indonesia" was 20 million foreign tourist visits, which indicates an increase of 127% from the number of visits in 2014. Since the Wonderful Indonesia campaign was carried out, the number of foreign tourists has indeed increased. In 2011, the number of foreign tourist arrivals was 6.75 million visits. In 2012, this number increased by 5.16% to 8.04 million people (Source: Antara news.com). In 2013, foreign tourist arrivals were recorded at 8.8 million visits, meaning an increase of 9.45%. The number of foreign tourist arrivals during 2014 reached 9.44 million visits, an increase of 7.19 percent compared to the previous year (Source: indonesia.travel.com). Therefore, Nation Branding is a study of the character of a country towards the purchase of certain products or tourist destinations (Papadopoulos and Heslop, 2002). Nation branding is defined as a country's brand strategy that determines the most realistic strategic vision, Anholt (2007) states that the image is an important asset of a brand to increase the Competitive Identity of a country. Nation Branding needs to be carried out by every country to invite foreign investment in domestic products, build national pride, and become support for the export or trade process carried out by a country. Nation Branding will shape the character of a country in the eyes of the audience, namely all citizens of the world. The Wonderful Indonesia program will shape the identity of the country through branding activities, this can increase Indonesian tourism so that it can increase the interest of tourists visiting Indonesia.

## 2. Method

This type of research is quantitative descriptive research, namely research conducted to examine the relationship and influence between variables through statistical tests. The research was conducted by taking research samples and conducting tests in accordance with the statistical methods used.

### 2.1 Population and Sample

According to Sugiyono (2010: 117), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in the study were all visitors at Maimun Palace on the weekend. The reason the researchers distributed questionnaires on holidays was because during holidays there were more visitors than normal days, this was done to help researchers get the appropriate sample for filling out the questionnaire.

The sample according to Sugiyono (2010: 118) "the sample is part of the number and characteristics possessed by the population". The sampling technique used in the study is probability sampling, where each member of the population has the same opportunity to be selected as a member of the research sample. The sampling method used is simple random sampling, which is a random sampling method without regard to the existing strata. In determining the sample size, the Slovin formula is used:

$$n = \frac{N}{1 + N \alpha^2}$$



where :

- N = Total Population  
 n = Number of Samples  
 $\alpha$  = The level of significance is 0.05

So by using the Slovin formula above, for a population of 100 visitors and a significance level of 0.05, the number of samples used is 80 visitors.

## 2.2 Data Collection Techniques

Research data collected in the form of primary data, so that the data collection was carried out using a questionnaire. Questionnaires (questionnaires) were submitted to research subjects to be answered by each respondent. The operational definition of a variable is a definition given to a variable or construct by giving meaning or specifying an activity or providing an operation needed to measure the construct or variable (Nazir, 2003: 126). The variables of this study consisted of independent and dependent variables. The independent variables are Tourism Awareness (X1), and Brand Wonderful Indonesia (X2). While the dependent variable is the Interest of Visitors at Maimun Palace (Y).

## 2.3 Data Analysis Techniques

The data analysis method in this study uses multiple regression analysis, with the following equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

A	=	Constant
b1, b2	=	Regression Coefficient
Y	=	Interested Visit
X1	=	Travel Aware
X2	=	Brand Wonderful Indonesia
e	=	Error

Multiple linear regression analysis is useful especially for forecasting purposes (estimation), which is about how the independent variable is used to estimate the value of the dependent variable. This study basically tested the hypothesis about the influence of tourism awareness and Brand Wonderful Indonesia on visitor interest at the Maimun Palace in Medan. The data analysis technique uses SPSS (Statistical Product and Service Solution) software version 23. The quality of the data generated from the use of research instruments can be evaluated through validity and reliability tests. Each of these tests is to determine the consistency and accuracy of the data collected from the use of the instrument. In this study to measure data quality, The analytical test used is the validity test is used to measure the validity or validity of a questionnaire. The questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The sample used for validity testing is 80 visitors, who are visitors at Maimun Palace. Validity testing is carried out with the following criteria:

1. If  $r_{count} > r_{table}$  then the question is valid
2. If  $r_{count} < r_{table}$  then the question is not valid (Ghozali, 2013: 53)

## 2.4. Hypothesis test

Statistical t test is a test used to determine the effect of each independent variable, consisting of tourism awareness and Brand Wonderful Indonesia on the dependent variable of visitor interest at the Maimun Palace in Medan. Decision making is done if the value of  $t_{count} > t_{table}$ , it is proven that the independent variable has a partial effect on the dependent variable. Testing can also be done by comparing the significance value to the confidence level ( $\alpha$ ), where if the sig. < the hypothesis which states that the independent variable has a partial effect on the dependent variable is accepted (Ghozali, 2013: 101). The F statistic test is a simultaneous test (together) to determine the influence of independent variables, including tourism awareness and the Indonesian Wonderful Brand on the dependent variable of visitor interest. In testing the hypothesis, if  $F_{count} > F_{table}$ , the hypothesis that the independent variable has a simultaneous effect on the dependent variable is accepted. Testing can also be done by comparing the significance value to the level of confidence ( $\alpha$ ). Where if sig. < then the independent variable hypothesis has a simultaneous effect on the dependent variable is accepted (Ghozali, 2013: 101). Testing can also be done by comparing the significance value to the level of confidence ( $\alpha$ ). Where if sig. < then the independent variable hypothesis has a simultaneous effect on the dependent variable is accepted (Ghozali, 2013: 101). Testing can also be done by comparing the significance value to the level of confidence ( $\alpha$ ). Where if sig. < then the independent variable hypothesis has a simultaneous effect on the dependent variable is accepted (Ghozali, 2013: 101).

## 3. Results and Discussion

The study was conducted on visitors at the Maimun Palace, by distributing research questionnaires of 80 questionnaires. The distribution of the questionnaires was carried out through direct contact with visitors to the Maimun Palace. The results of distributing questionnaires were 80 (100%). Of the 80 questionnaires received, not all of them could be used in the data processing process because only 52 (65%) were in good condition, the remaining 28 (35%) were in defective condition. Questionnaires that are not used or are defective because there are respondent data entries (eg gender, age, education,) and a list of questions that are not filled out making it difficult to be able to take an inventory of respondent data and to process research data. Based on the results of the tabulation of data in table 4.2 of the questionnaires that have been collected, it can be described respondents' answers to the questions contained in the research questionnaire. In the tourism awareness variable, the median value or middle data 4 indicates that the respondent's answer is the lowest (minimum) with a value of 3 in the neutral category and the highest answer (maximum) 5 in the always category and with a standard deviation of 0.732.

In the Brand Wonderful Indonesia variable, a median value of 5 indicates that respondents have the lowest answer value of 3 in the sufficient category and the highest answer 5 in the very good category and with a standard deviation value of 0.737. In the visitor interest variable, the median value of 4 indicates that the respondents have the lowest answer value of 3 in the neutral category and the highest answer of 5 with the category strongly agree and with a standard deviation value of 0.812.



### 3.1 Characteristics of Respondents

Based on the results of the study, the characteristics of the respondents consist of gender, age, education, and years of service, it is known that based on gender the number of respondents in the study is dominated by male behavior. This can be seen from the number of male respondents 29 (55.8 %), while the female respondents are 23 (44.2 %). According to age category, the highest number of respondents were in the age category of 30-40 years with a total of 21 (40.4 %), followed by the number of respondents aged 20-30 as many as 17 (32.7%) and respondents aged > 40 years a total of 14 (26.9%). Based on the education category, it is known that the majority of SIMAK BMN officers have a Strata 1 (S1) education level with a total of 25 (48.1 %). Meanwhile, senior high school education (SMA) is 7 (13.5 %), Diploma 3 (D3) education is 18 (34.6 %),

Based on the category of years of service, it can be concluded that the majority of respondents involved in this study have a service period of 5-10 years with a total of 35 (67.3 %), while respondents with a service period of > 10 years are 13 (25%) and the remaining respondents with a service period of <5 years amounted to 4 (7.7%).

### 3.2 Hypothesis Testing and Discussion

The data quality test was conducted to determine the consistency and accuracy of the data contained in the research questionnaire. Data quality test was conducted through validity test and reliability test. Validity test Validity test was conducted to test whether the question items were valid or not on the tourism awareness variable, Brand Wonderful Indonesia, and visitor interest in Maimun Palace Medan. Each question item will prove valid if the value of  $r_{count} > r_{table}$ . The  $r_{count}$  value can be seen in the Corrected Item-Total Correlation column, while the  $r_{table}$  value for the number of observations ( $n$ ) is 52 and the confidence level ( $\alpha$ ) is 0.05, the degree of freedom ( $df$ ) value is 50 ( $N-2$ ) so that it is known  $r_{table}$  value of 0.273.

**Table 1.** Travel Awareness Validity Test

Items	$r_{count}$	$r_{table}$	Information
1	0.859	0.273	Valid
2	0.735	0.273	Valid
3	0.859	0.273	Valid
4	0.315	0.273	Valid
5	0.859	0.273	Valid
6	0.859	0.273	Valid
7	0.357	0.273	Valid
8	0.859	0.273	Valid
9	0.859	0.273	Valid
10	0.814	0.273	Valid
11	0.859	0.273	Valid
12	0.521	0.273	Valid
13	0.298	0.273	Valid
14	0.711	0.273	Valid
15	0.570	0.273	Valid
16	0.290	0.273	Valid





# Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)



3	0.530	0.273	Valid
4	0.499	0.273	Valid
5	0.578	0.273	Valid
6	0.530	0.273	Valid
7	1,000	0.273	Valid

Table 3 shows the results of the validity test on the visitor interest variable. Testing the validity of the 7 questionnaires was carried out with the following criteria:

1. If  $r_{count} > r_{table}$  then the question is valid
  2. If  $r_{count} < r_{table}$  then the question is not valid (Ghozali, 2013: 53)
- The test results show the value of  $r_{count}$  on each item of the visitor interest variable question has a value greater than the value of  $r_{table}$ . So it can be concluded that overall the question items on the visitor interest variable are valid

### 3.3 Reliability Test

Reliability test is used to determine whether the research questionnaire used is reliable or reliable. Testing of research variables is said to be reliable if the Cronbach Alpha value is  $> 0.7$  (Ghozali, 2013: 48).

**Table 4.** Reliability Test (Reliability Statistics)

Variable	Cronbach Alpha	Information
Visitor Interest	0.962	Reliable
Travel Aware	0.965	Reliable
Brand Wonderful Indonesia	0.961	Reliable

Based on table 4 Reliability Statistics, it can be seen that the Cronbach Alpha value in each research variable has a value greater than 0.7. Thus it can be concluded that the research questionnaire used is reliable or reliable.

### 3.4 Classic Assumption Test

The normality test is tested to determine whether in the regression model, the confounding or residual variables have a normal distribution. There are two methods used, namely graphical analysis and statistical tests.

#### Normality Test Results

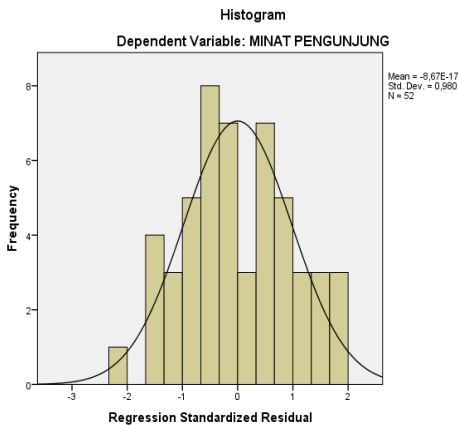


Figure 1. Normality Test Results

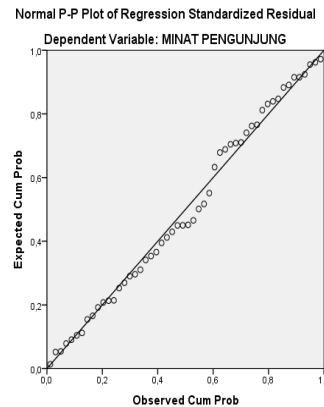


Figure 2. Normality Test Results  
PP Plot Normal Graph

In graph analysis, testing is done by looking at the histogram graph and the normal pp plot graph. The histogram graph above depicts a balanced and normal distribution pattern. The same result is shown in the normal pp plot graph, where it can be seen that the dots spread around the diagonal line and the distribution approaches the diagonal line. These two graphs show that the regression model does not violate the assumption of normality.

**Table 5** Statistical Test Results

	INDONESIAN WONDERFUL		
	TOURIST AWARE	BRAND	VISITORS INTEREST
N	52	52	52



# Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)



Normal Parameters, b	mean	73.5192	60.5769	27.7885
	Std. Deviation	6.14686	4.72518	3.44330
Most Extreme Differences	Absolute	,142	,131	,124
	Positive	,142	,131	,071
	negative	-,104	-,114	-,124
<b>Test Statistics</b>		<b>,142</b>	<b>,131</b>	<b>,124</b>
asymp. Sig. (2-tailed)		0.011c	,027c	.044c

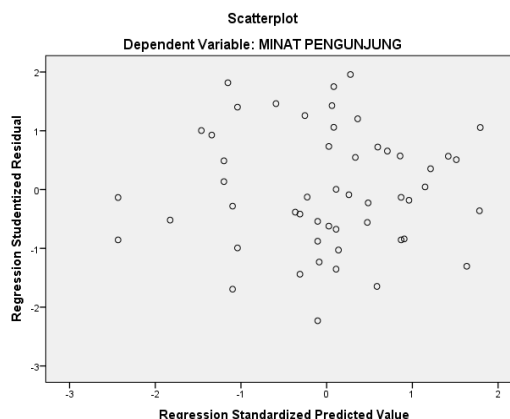
Statistical tests were performed using the Kolmogrov-Smirnov (KS) nonparametric statistical test. Shown in the table above the test results show the value of sig. > 0.05. Thus, it can be concluded that through statistical tests it is proven that the residual data is normally distributed.

**Table 6.** Test Results Multicollinearity

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	56,106	6.587		8,517	,000		
TOURIST AWARE	,204	0.070	,364	2,903	,006	,940	1.064
INDONESIAN WONDERFUL BRAND	,220	,091	,302	2,414	0.020	,940	1.064

a. Dependent Variable: VISITOR'S INTEREST

Based on the test results above, it is known that in the calculation of the Tolerance value there is no independent variable that has a Tolerance value of less than 0.1, which means there is no correlation between the independent variables. The results of the same calculation are shown in the VIF value, where there is no independent variable that has a VIF value of more than 10. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.



**Figure 3.** Heteroscedasticity Test Results

From the scatterplots graph of visitor interest above, it shows that the points spread randomly and are spread both above and below the number 0 on the Y axis and do not form a certain regular pattern, it can be concluded that there is no heteroscedasticity in the regression model.



### 3.5 Hypothesis Testing

Hypothesis testing aims to answer the formulation of the problem about whether tourism awareness, Brand Wonderful Indonesia has a simultaneous and partial effect on visitor interest at the Maimun Palace in Medan. Hypothesis testing was carried out through the F statistical test and the t statistical test.

Table 7. Individual Parameter Significance Test Results (Test Statistics t)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	56,106	6.587		8,517	,000
TOURIST AWARE INDONESIAN	,204	0.070	,364	2,903	,006
WONDERFUL BRAND	,220	,091	,302	2,414	0.020

a. Dependent Variable: VISITOR'S INTEREST

In the t statistic test, it is known how the influence of each independent variable on the dependent variable is as follows:

1. The tourism awareness variable has a sig value.  $< (0.006 < 0.05)$ . This shows that the tourism awareness variable partially (alone) has a significant effect on the visitor interest variable at the Maimun Palace in Medan
2. The Brand Wonderful Indonesia variable has a sig value.  $< (0.020 < 0.05)$ . Thus it can be concluded. This shows that the variable Brand Wonderful Indonesia partially (alone) has a significant effect on the variable of visitor interest at the Maimun Palace in Medan.

Table 8. Simultaneous Significance Test Results (Statistical Test F)

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	167,705	2	83.852	9,403	,000b
Residual	436,968	49	8.918		
Total	604.673	51			

Through the results of the F statistical test, it is known the value of the sig.  $< (0.000 < 0.05)$ . It can be concluded that it is proven that tourism awareness and the Wonderful Indonesia Brand simultaneously (together) have a significant effect on the variables on visitor interest at the Maimun Palace in Medan.

### 3.6 Multiple Linear Regression Analysis

Based on the test results in table 4.11, the equation for Multiple Linear Regression is obtained as follows:

$$Y = 56.106 + 0.204X_1 + 0.220 X_2 + e$$

1. Constant (a)  
The constant value is 56.106, meaning that if the independent variable is considered zero (0) then the variable value of visitor interest at the Maimun Palace in Medan will increase by 56.106.
2. Tourism Awareness (X1) on Visitor Interest (Y)  
The coefficient value of Tourism Awareness is positive 0.204, meaning that for every increase in the value of the tourism awareness variable by one unit, the value of the visitor interest variable will increase by 0.204 assuming the other independent variables in the regression model are fixed.
3. Brand Wonderful Indonesia (X2) on Visitor Interest (Y)  
The coefficient value of Brand Wonderful Indonesia is positive 0.220, meaning that for every increase in the value of the Brand Wonderful Indonesia variable by one unit, the value of the visitor interest variable will increase by 0.220 assuming the other independent variables in the regression model are fixed.

Table 9. Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,527a	,277	,248	2,98626

a. Predictors: (Constant), BRAND WONDERFUL INDONESIA, AWARE TOURISM

In the table above, it is known that the R value is 0.527, this shows that the tourism awareness variable and Brand Wonderful Indonesia as the independent variable have a strong relationship of 52.7% with the variable interest of visitors at



the Maimun Palace in Medan. The Adjusted R Square value of 0.248 means that the visitor interest variable can only be explained by the tourism awareness variable and Brand Wonderful Indonesia at 24.8%, while the remaining 75.2% can be explained by other variables outside of this study.

### 3.7 Discussion of Research Results

In the statistical test conducted through the simultaneous significance test or the F statistical test, the sig value was obtained.  $< .$  Tourism awareness and the Wonderful Indonesia Brand simultaneously (together) have a significant effect on the variables on visitor interest at the Maimun Palace in Medan.

#### 1. The Effect of Tourism Awareness on Visitors' Interest in the Maimun Palace in Medan.

The test results through the individual parameter significance test or t statistical test showed that the tourism awareness variable partially had a significant effect on visitor interest. The test results are evidenced by the results of the value of sig.  $< .$  Tourism awareness is proven to have a positive and significant influence on visitor interest. This is in line with the results of research conducted by Sondakh et al (2016) which states that one of the findings in his research is that with good service, security will encourage tourists to visit the tourist object again. Awareness of tourism at the Maimun Palace in Medan is very influential on the interest of visitors, because by growing awareness of tourism or the existence of a tourism awareness campaign, the local community, especially in the area of Medan Maimun Palace, can be aware of tourism so as to grow Sapta Pesona. Thus, the number of interests will increase to the Maimun Palace in Medan. Tourism Awareness is a deep understanding and awareness of the idea of being a good host for a person or group that is manifested in attitudes and behaviors that support tourism development. The tourism awareness program can be improved through coaching, workshops concerning the application of tourism awareness and increasing visitor interest. The higher the level of tourism awareness, the higher the level of visitor interest in the Maimun Palace in Medan.

#### 2. The Influence of the Wonderful Indonesia Brand on Visitors' Interest in the Maimun Palace in Medan

Based on the results of the t statistical test, it is known that the Brand Wonderful Indonesia variable is partially proven to have a significant effect on the Variable Interest of Visitors at the Maimun Palace in Medan. These results are proven by the acquisition of sig.  $>$  values. With the existence of the Wonderful Indonesia Brand, Indonesia as a country that has a variety of tourism potential and unique culture can bring in more foreign tourists. Wonderful Indonesia is an ongoing Indonesian nation branding campaign and has been used as a Brand Message (Brand Message) agreed upon and disseminated by a strong Indonesia Nation Branding as differentiation is an effort that can be made to increase Indonesia's tourism potential.

### 4. Concolusion

This research aims to find out the Influence of Tourism Conscious and Wonderful Indonesia Brand on Visitor Interest in Maimun Medan Palace. Based on the results of the study obtained the conclusion is Sadar Wisata has a significant positive effect on the interest of visitors in the Palace maimun Medan. Tourist conscious variables have a sig value.  $< \alpha$  (0,006  $<$  0,05). This shows that the tourist conscious variable partially (itself) has a significant effect on the variable interest of visitors in the Palace maimun Medan. Brand Wonderful Indonesia has a significant positive influence on the interest of visitors in the Palace of Maimun Medan. The Wonderful Indonesia Brand variable has a sig value.  $< \alpha$  (0,020  $<$  0,05). Thus it can be concluded. This shows that the Brand Wonderful Indonesia variable partially (alone) has a significant effect on the variable of visitor interest in the MedanSadar Wisata And Brand Wonderful Indonesia Maimun Palace simultaneously (together) and partially (alone) significantly affects the interest of visitors in the Medan Maimun Palace.  $< \alpha$  (0,000  $<$  0,05). It can be concluded that it is proven that tourism and Brand WonderfulIndonesia simultaneously (together) have a significant effect on variables to the interest of visitors in the Palace maimun Medan.

### 5. References

- [1] Adhan, H. (2016). Komunikasi Partisipatif Kelompok Sadar Wisata dalam Pengelolaan Wisata Gunung Api Purba Nglanggeran, Kabupaten Gunung Kidul, Provinsi Daerah Istimewa Yogyakarta. Institut Pertanian Bogor.
- [2] Claristy. (2016). Kampanye "Wonderful Indonesia" sebagai Nation Branding Indonesia. Depok.
- [3] Karo-karo, R. kapti. (2015). Analisis Pengaruh Implementasi Konsep Sapta Pesona Pariwisata Indonesia terhadap Kunjungan Wisata Asing di Rumah Tjong A Fie dan Istana Maimun. Dharma Agung.
- [4] Kurniawan Gilang Widagdyo. (2017). Pemasaran, Daya Tarik Ekowisata dan Minat Berkunjung Wisatawan, 7, 263.
- [5] P, C. M., Andari, R., & Andrianto, T. (2014). Pengaruh Brand Positioning Wonderful Indonesia terhadap Keputusan Wisatawan Mancanegara untuk Berkunjung ke Indonesia. *Tourism and Hospitality Essentials (THE)*, 4(1), 741.
- [6] Rahim, F. (2012). Pedomannya Sadar Wisata. Jakarta: Erlangga. Retrieved from [www.kemepar.go.id](http://www.kemepar.go.id)
- [7] Rahmawati, S. W., Sunarti, & Hakim, L. (2017). PENERAPAN SAPTA PESONA PADA DESA WISATA (Analisis Persepsi Wisatawan atas Layanan Penyedia Jasa di Kampung Wisata Kungkuk, Desa Punten, Kota Batu), 50, 197.
- [8] Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (20th ed.). Bandung: Alfabeta.
- [9] Anholt, S. 2007. Competitive Identity. Basingstoke (England). Palgrave Macmillan.
- [10] Arikunto, Suharsini. 1983. Minat Dan Bakat Manusia Di Indonesia. Penerbit Andi. Yogyakarta.
- [11] Binarwan, R., dan Chamdani, U. 2018. Istana Maimoon di Kota Medan sebagai Daya Tarik Wisata. Kementerian Pariwisata dan Ekonomi Kreatif. Jakarta.
- [12] Claristy. 2016. Kampanye "Wonderful Indonesia" Sebagai Nation Branding Indonesia (Optimalisasi Terhadap Media Kampanye Yang Digunakan). Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia. Jakarta.
- [13] Dakir, Sudrajat. 1993. Pelayanan Terbaik yang Harus Dipersiapkan Pihak Perusahaan. Erlangga. Jakarta.
- [14] Djali. 2008. Minat Dan Bakat Manusia. PT Raja Grafindo Persada. Jakarta.
- [15] Ghozali, Imam. 2013. Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 Update PLS Regresi Edisi 7. Badan Penerbit Universitas Diponegoro. Semarang.
- [16] Haditomo, Siti Rahayu 1998. Faktor Yang Mempengaruhi Manusia. Erlangga. Jakarta.



IOCS PUBLISHER

## Enrichment: Journal of Management

journal homepage: [www.enrichment.iocspublisher.org](http://www.enrichment.iocspublisher.org)

- [17] Hastosaptyadhan, R. R. G. 2016. Komunikasi Partisipatif Kelompok Sadar Wisata dalam Pengelolaan Wisata Gunung Api Purba Nglangeran, Provinsi Daerah Istimewa Yogyakarta. Bogor: Sekolah Pascasarjana, Institut Pertanian Bogor.
- [18] Killis, Johny. 1988. Antara Minat Dan Bakat Yang Luar Biasa. *Journal of Management*. 19:14-5 294-314.
- [19] Karo-Karo, Roy Kapti. 2015. Analisis Pengaruh Implementasi Konsep Sapta Pesona Pariwisata Indonesia Terhadap Kunjungan Wisata Asing Di Kota Medan (Studi Kasus Pada Objek Wisata Rumah Tjong A fie dan Istana Maimun). Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.
- [20] Malik, S. I. 2017. Partisipasi Kelompok Sadar Wisata (Pokdarwis) dalam Mengembangkan Pariwisata Di Kecamatan Rajabasa Kabupaten Lampung Selatan. Skripsi. Fakultas Ilmu Sosial dan Ilmu Politik Universitas Lampung. Bandar Lampung.
- [21] Maharani, Cony et al. 2014. Pengaruh Brand Positioning Wonderful Indonesia Terhadap Keputusan Wisatawan Mancanegara Untuk Berkunjung Ke Indonesia (Survei Terhadap Wisatawan Mancanegara Asal Singapore, Malaysia dan Australia). Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.
- [22] Nazir, Moh. 2003. Metode Penelitian. Ghalia Indonesia. Jakarta
- [23] Papadopoulos, et al. 2002. Country Equity and Country Branding: Problems and Prospects. *Journal of Brand Management*. 9:4-5 294-314.
- [24] Priyatmoko, 2016. Tingkat Kesadaran Pramuwisata Terhadap Branding Wonderful Indonesia Dan Pesona Indonesia: Strategi Pemasaran Destinasi Pariwisata. Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.
- [25] Putri, et al. 2011. Penerapan Sadar Wisata dan Penguatan Citra Wisata Melalui Penanaman Tanaman Upakara di Kerambitan Kabupaten Tabanan. Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.
- [26] Paul. 2002. Kamus Besar Bahasa Indonesia. Erlangga, Jakarta.
- [27] Rahim, F. 2012. Pedoman Kelompok Sadar Wisata. Direktur Jenderal Pengembangan Destinasi Pariwisata Kementerian Pariwisata dan Ekonomi Kreatif. Jakarta.
- [28] Rumini, Sri. 1998. Kepribadian Dan Prilaku Manusia Indonesia. Ed.4. Bumi Aksara. Jakarta
- [29] Sari, N. R. P. 2012. Pemberdayaan Masyarakat Melalui Pengembangan Obyek Wisata Oleh Kelompok Sadar Wisata Dewabejo Di Desa Bejiharjo, Karangmojo, Kabupaten Gunungkidul. Fakultas Ilmu Pendidikan Universitas Negeri Yogyakarta. Yogyakarta.
- [30] Simamora, Robet. 2002. Faktor- Faktor Yang Mempengaruhi Perilaku Manusia Terhadap Manajemen Sumber Daya Manusia. Gajah Mada University Press. Yogyakarta.
- [31] Sumadi, Suryabrata. 1982. Sumber Daya Manusia: Strategi Keunggulan Kompetitif (Edisi Pertama). BPFE Yogyakarta. Yogyakarta.
- [32] Sugiyono. 2010. Metode Penelitian Kuantitatif Kualitatif, R & D. Penerbit Alfabet. Bandung.
- [33] Soufia, Ana Laila, et al. 2004. Minat Dan Kunjungan Wisatawan Di Indonesia. Penerbit Alfabet. Bandung.
- [34] Slameto, Putra. 2003. Pelayanan Terbaik Terhadap Wisatawan Asing. PT Raja Grafindo Persada. Jakarta.
- [35] Tarigan, Risnawati. 2010. Pengaruh daya tarik objek wisata rumah adat karo di Desa Lingga terhadap kunjungan wisatawan dalam peningkatan Pendapatan Asli Daerah Kabupaten Karo. Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.
- [36] Tumbel, Altje et al. 2016. Pelayanan, Keamanan dan Daya tarik Mempengaruhi minat Wisatawan yang berkunjung Ke objek wisata alam Gunung Mahawu, Tomohon. Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.
- [37] Winkell, Raharja. 1983. Keunikan Dan Daya Tarik Pariwisata Indonesia. Graha Ilmu. Yogyakarta.
- [38] Yusmalinda. 2015. Analisis faktor-faktor yang mempengaruhi minat alumni SMA dan SMK Swasta Mars untuk kuliah Di STIE Mars Pematang Siantar. Skripsi. Universitas Darma Agung. Medan, Sumatera Utara.