Socialization as Integrated Marketing Communication Strategy in Increasing Brand Awareness
(Case study "Solo Destination" Application of Solo City Government)

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Abstract

The rapid development of technology makes a city government communicate with the community while building or improving its image. The condition provides the advantages for cities to have the right image, such as Increasing investors, revenue in the tourism sector and cities, and also the development of the cities. The purpose of this study is to find out what kinds of Integrated Marketing Communication strategy used to promote the Solo Destination Application to increase brand awareness of the society toward this application. It is descriptive qualitative research and the sample of the population represented by 210 students from one junior high school, one senior high school, and also 100 PKK (Family Welfare Organization) members in two sub-districts in Solo city. The result shows that to increase the awareness of the society in using the application. Socialization should be done by the Solo city government to disseminate evenly to strategic targets such as to most of the junior/senior high schools, all the sub-districts citizens, and also to other government offices in Solo as a whole. Besides, the use of Word of mouth campaigns to ensure that the marketing strategy through social media such as Facebook and Instagram should also be the highest and best use.

Keywords: Brand Awareness; Solo Destination; City Government.

1. Introduction

Rapid development in technology and also fast urbanization of the world, the concept of "smart cities" has been gaining momentum nowadays. The transformation of cities into digital cities brings along an incredible opportunity for improving citizens' welfare and fostering economic progress (Ferrer, 2017). This condition forces a city government to make a practical application that can support the communication between the city government and the community, and give the information about the tourist resorts in the city, the culinary and also all information related to the town.

Based on this phenomenon, it is not surprising that many city governments have begun branding their institutions with the aim of their institutions being better known to the public and will become a reference when they refer to a government institution. Of course, the result will affect the intake obtained by a city government. It is because the income received by the city government will increase, and become one of the aspects that determines the wheels of the city government. Therefore a particular marketing strategy, namely the Integrated Marketing Communication (IMC) strategy, needs to be carried out by the city government. This strategy will spearhead the Public Relations (PR) Officer in the city government to plan and implement appropriate breakthroughs to improve the image of their institutions.

Surakarta City is a cultural city that has historical value and offers many cultural events. The uniqueness of this city is the attraction for tourists to visit the city of Surakarta. Entering the industrial revolution, 4.0 causes the development of technological systems in the digital direction. The city government of Surakarta/Solo is one of the municipalities which got the first rank as a livable city according to a survey of top tier cities in Indonesia. The Surakarta City government utilizes digital technology to make its government system more efficient. Using information technology applications has an indirect impact on organizational performance. When the organization uses information technology in managing the relationship with the audience, it will improve the organization's performance (Santoso & Siagian, 2019).

In line with the times changing, the use of internet media is considered as the most effective and can reach the community quickly. So, Diskominfo created an application to support the city's public services to the community, especially the people of Solo city. One of the digital programs issued by the Surakarta city government is the "Solo Destination" application. "Solo destination" app is an application that has service features such as e-ticketing, e-retribution, e-*kelurahan*, e-test, Solo traffic information, which is a surveillance of traffic CCTVs and others. Besides, this application also provides information about culinary, tourism, souvenir shops, and so forth. Solo Destination is a

digital map where people can access various places in Surakarta. The addition of the Konata Children's Radio feature and e-Tax further emphasizes the importance of this application, especially for the people of Surakarta City. Konata Children's Radio, which contains children's education and new parenting education, can be heard via this application. At the same time, e-Tax makes it easy for Surakarta people to check their land and building tax. The dynamics of the Solo Destination application does not rule out the addition of other features. Currently, Solo Destination is also a two-way application. The local government can communicate not only to the community but also from the community to the local government, could communicate with each other. The public can provide comments on tourism in the city of Surakarta using a user-generated content system. They can also enjoy taking selfies and upload them to this application. Solo Destination is complete with information about the Surakarta City calendar. This application provided in two versions, namely Android and IoS versions. So far, this Solo Destination is less effective due to the lack of extension workers possessed by the Diskominfo, the outreach of extension area, lack of promotion and also the apathetic attitude of the community in responding to this application (Kusuma, 2016)

The results of the previous study stated that the backbone of the city image building of Solo city was the Information and Communication Services Office (Diskominfo). All forms of city information strategies are carried out by Diskominfo, including the development of city images. Of course, in implementing its strategy, Diskominfo uses a lot of media as a supporting tool for the program. The Communication and Information Department is already quite intensively used advertising, such as Billboards, newspapers, Solo magazine series, mobile cars, also through leaflets. However, the information on the application links is still limited. People do not know how to use this application because the Communication and Information Department only emphasizes in one-way communication program, which is through advertising (Wijaya et al., 2020).

Diskominfo has launched this application since 1st June 2014. Still, In its development, most of the Solo Society does not know about to use this application, so lack of Solo Citizens know about this application. According to the previous research finding, the Department of Communication and Information has done the direct marketing through the city government website, also through social media such as Twitter with the name @pemkotsolo, Facebook, Instagram with the name @pemerintahsurakarta. But The public is not well informed about these strategies because the link from the solo destination application limited for written information on social media or websites. There is no direct delivery method to the user regarding the app, because in direct marketing, the city government, that is the solo city government (the Department of Communication and Information Technology) must deal directly with consumers/users of the community (Wijaya et al., 2020). This study aims to find out what kind of integrated marketing communication strategy in promoting this application. As this application is the backbone of the city's service system, Hopefully, the finding of this research will make the society familiar and aware of this application, and It will lead to the improvement of the Solo's city image to become one of a smart city in Indonesia.

2. Literature Review

2.1 Socialization

According to Murdiyatmoko (Murdiyatmoko, 2007), socialization can be defined as an interactive process to instill a principle, norm, or about social life in society. Besides, It is also a learning process carried out by someone in studying life in a community either as individuals or as members in groups to develop their potential by the norms, values , or habits in the society. Socialization is a process in which a new community member learns the standards and values of the community; he is a member of the city (Ali, 2017). In conducting socialization, the need for media outreach is essential. According to Taufiq Rohman Dhohiri et al. (Dhohiri, 2007), media outreach includes:

a. Family. The family is the initial media of a socialization process. When a baby is born, he has contact with his parents and also his closest siblings.

b. Playgroup. Groups play in the sense of sociology, also called peer-group. It means various kinds, for example, at the age of children; playgroups include friends, neighbors, family, or relatives. In their teens, playgroups are friends usually play together, or friendship.

c. School environment. In the school environment, a person begins to learn new things that they have never found either in the family environment or in playgroups.

d. Work environment. The work environment has a significant influence in shaping one's personality. Displacement from the work environment is usually difficult to change whether someone has worked long enough in the environment.

e. Mass media. The mass media includes print media which include newspapers, magazines as well as electronic media which include radio, television, and the internet, which are communication tools that can reach the wider community. The mass media identified as a media of socialization that is very influential on the behavior of the people. Messages delivered through electronic mass media can direct the audience towards positive (pro-social) and negative (anti-social) behavior.

According to Peter L. Berger and Luckman in Taufiq Rochman Dhoiri (2007) said that there are two types of socialization, namely:

a. Primary Socialization. It is the first socialization experienced by individuals as a child. In this phase, the child begins to get to know his family and takes place before the child enters the broader environment, which is the school environment.

b. Secondary Socialization. It is the next phase after the primary socialization. In this phase, there is a process of de-socialization, which is a process of revoking a long time self-identity and continued with resocialization, namely the giving of a new identity obtained after going through social interaction. At this stage, it leads to the realization of an attitude of professionalism and adaptation to the broader environment. This phase is also called the sustainability phase which functions to introduce and incorporate a person into the more general environment as one part of the community (Safrudin & Darwin, 2018)

2.2 Integrated Marketing Communication Strategy

In carrying out its duties, public relations need to know strategies before determining the communication tools to convey all the information. In an integrated marketing communication strategy (IMC), According to Phillip Kotler (Kotler, 2013), there are five types of marketing strategies, namely:

1. Direct Marketing
   In direct marketing, companies want to deal directly with consumers without going through retailers, such as close-loop, interactive, database-driven messaging systems that used many types of media to create behavioral responses.

2. Sales Promotion
   Sales promotion used to motivate consumers to take action by buying products that are triggered by offering products for a limited time. Value-added deals designed used to drive accelerated customer response.

3. Public Relations
   Public Relations in the conception of the IMC usually do a pervasive and diverse work, which begins by gathering public opinion to regulate the corporate brand and maintain its reputation.

4. Personal Selling
   Personal Selling is a two-way communication where a seller explains the features of a brand for the benefit of the buyer. Personal Selling involves face-to-face communication and activities currently focused on solving problems and creating value for customers (better known as partnerships).

5. Advertising
   In IMC activities, The company used advertising to change customers from unaware of becoming aware of a brand so that It will achieve brand awareness of a product or a company. The application of IMC will further strengthen the market and customer network, so within a specified period, it can also increase the company's sales turnover, in this case, is the intake of the city government.

2.3 Brand Awareness

According to David A.Aaker (1991), the ability of consumers to remember a product also has several levels. It is a measure where the brand or product brand awareness positions. Here are some levels of brand awareness:

a. Get to know the outcome (Recognition). Brand Recognition, which is also often referred to as aided recall, is the ability of consumers to recognize a product when they see the outcome. Not necessarily, consumers can remember their names, but they realize it when they see visuals of the product, such as the appearance of logos, slogans, or colors.

b. Remember Products (Recall). Brand recall, which is also often referred to as unaided recall or spontaneous recall, refers to the ability of consumers to remember the name of a brand from their memory based on product categories. At this level, consumers simply listen to or re-glance at the product they need to remember the brand of the product.

c. Top of Mind. Top of Mind Awareness (TOMA) refers to a particular brand or product that first appears in the minds of consumers when they are thinking about specific industries or categories. At the highest position in the brand, awareness is this Top of Mind position, Consumers and prospective customers do not need to think about other products or remember the necessary products even though interesting images or slogans stimulate them. The first choice they will choose when they need is a product from the company.

Here is the Brand Awareness Pyramid:

Figure 1. Brand Awareness Pyramid (Aaker, 1991)

3. Methods

It is descriptive qualitative research, meaning that the results of the study delivered in the form of qualitative descriptions. The qualitative analysis used for explaining and understand phenomena about what is experienced by research subjects such as perception, motivation, action using the definition in the form of words and language in a natural context and by utilizing various natural methods (Emzir, 2014)

The location of this research is the Central Java province, especially Surakarta, because although the city of Surakarta is not the capital of Central Java, the city of Surakarta is rich in culture and is a historical city to attract tourists to come to the city. Besides, Surakarta City is a cultural city that has historical value and offers many cultural events. The uniqueness of this city is an attraction for tourists to visit the city of Surakarta. In its development, the city of Surakarta is moving into a city that is busy in business and financial turnover so that it ranks first in the city with a livability index value above the average of Indonesia in the Top Tier City version. This ranking rivals the position of the capital of Central Java, Semarang, which only sits in fifth place. The research location will be more focused on the areas targeted from the introduction of the Solo Destination application to the people of Surakarta.

Primary data obtained from interviews with relevant sections in the Surakarta/ Solo city government by giving activities to improve the image of the city. So, public relations from the city government will use the research instruments, namely structured questions and are open-ended questions. The distribution of questionnaires and surveys will also be conducted to support data collection to determine the level of adoption and the use of the Solo Destination application in the community. The secondary data gathered from various reports and publications are relevant to

the research specifically regarding the marketing strategy to improve city branding.

The population of this research is the citizen of Surakarta City. The sample used as a unit of analysis is a purposive sampling technique, which is a sampling technique by selecting the most relevant parties and helping to understand or get the information needed (Creswell, 2012). The sample in this study included one junior high school, one senior high school, and PKK (Family Welfare Organization) members in two sub-districts in the city of Solo. There are 100 Junior high school students from SMP Negeri 4 Surakarta, 110 junior high school students from SMA Negeri 4 Surakarta, and 100 women of PKK member from 2 sub-districts (Kelurahan Pajang and Kelurahan Jajar).

After collecting data using several methods and collecting data obtained from primary and secondary data, the next step is to conduct data analysis (Emzir, 2014), through several stages, including:

1. Data Collection. The data obtained by conducting in-depth interviews with an open question so that the informant could answer it comprehensively, non-participation observations and distributing questionnaires to research purposive sampling subjects and then collect the results of these data and the researchers will manage the data

2. Data Reduction. The stage of grouping where the data obtained through interviews, questionnaires, and observations to junior/ high school students and also PKK (Family Welfare Organization) members will be grouped. The results of the interviews and questionnaires are linked to the research objectives.

3. Data Presentation. At this stage, all data obtained in the field through interviews, observations, and the questionnaires will be analyzed using the theories described earlier.

4. Withdrawal of Conclusions. Researchers make the conclusions of the research. The amount of data obtained and collected from the field is enormous. The data analysis process begins by reviewing all available data from various sources, namely from interviews, questionnaires, and observations written in field notes, personal documents, official documents, pictures, photographs, and so on.

Data validity is an effort to show the validity and reliability of research data. Validity is measured by looking at the extent to which the data obtained is accurate to represent the reality under study. Reliability is measured by looking at the consistency of results from the use of data collection methods used (Emzir, 2014). The validity of the data carried out as follows: (a) Triangulation of sources, were to compare and

check back the degree of trust in the information obtained; (b) Triangulation of data, where there is a "cross-check" of data (theory and interviews); (c) Triangulation of methods, done by comparing information or data in different ways. As it is known, in qualitative research, researchers use interviews, observation, and questionnaires.

4. Results

4.1 Media Outreach

Based on the results of the implementation of the Solo Destination application socialization program, it shows that the media used in the socialization include:

First, through the *Family*, The family is the initial media of a socialization process (Dhohiri, 2007). The choice of the family as one of the socialization media is related to the relationship between closeness and kinship. The socialization of the Solo Destination application to PKK (Family Welfare Organization) members in two sub-districts in Surakarta is a form of media outreach. It relates to the target or target of socialization which are housewives in their neighborhood. Mother is a very influential figure in the family due to the mother's dual role in household management. This research found that the role of mothers in the family aside from being educators, as well as financial experts, workers, managerial planners, and others. So far, the information and communication department has not included mothers in the socialization of destination socialization applications. Even though the role of mothers in their neighborhood communities is also more valuable in the socialization of the Solo Destination application because hopefully, they will pass on the knowledge gained to relatives and neighbors in the neighborhood. 100 PKK members take part in the Solo Destination application socialization program. The enthusiasm of the mothers participating in the socialization is an added value for the increasingly widespread use of the Solo Destination application. The role of women, in this case, the role of mothers, is the main stronghold in the family, especially in providing education to their children as the next generation of the nation (Zahro S & Suarmini, 2018). Therefore, if the housewife has mastered how to use the Solo Destination Application, then her children as the next generation will be taught so that they can use the application.

Next is in the *Playgroup*. A group play in the sense of sociology is also called peer-group. It means various things, for example, at the age of children the same period, the playgroup includes friends, neighbors, family or relatives. In their teens, playgroups are peers who usually play together or a friendship. According to Gustina (2014) states that this group is a group full of initiative, cooperation, and willingness to share so that in connection with the socialization carried out in the school environment. Hopefully, that schoolchildren who take part in the socialization will share the knowledge gained with their peer-groups, their school friends, playmates, tutors, and so forth. The disadvantage is that today's children are only interested in features that are current or trending, and contain elements of the game.

After touching the family and also playgroup, we also have to share it in the *School environment*. The choice of two schools (SMP Negeri 4 Surakarta and SMA 4 Surakarta) was targeted for socialization because, in the school environment, a person began to learn new things that they had never found, both in the family environment and in the playgroup. Besides that, schools are also a medium of socialization that has considerable potential and influence for their students. There are around 100 students who took part in the Socialization at SMP Negeri 4 Surakarta and 110 students at SMA Negeri 4 Surakarta. The information and communication department also uses the school environment as their socialization approach in 2017. The socialization carried out in the school environment will be closely related to other media socialization, namely, playgroups. Students who are selected to participate in the socialization are expected to teach the socialization material to their classmates, classmates, classmates, teachers, and school employees. But this research found that this approach disadvantage is that not all students can transmit the knowledge they have gained in socialization relating to the catchment and intellectual abilities of diverse students.

Not only the school environment, but we also have to look at *the work environm*ent. The work environment has a significant influence in shaping one's personality. The impact of this work environment is usually difficult to change if someone has worked long enough in this environment. This research found that the socialization did not use the media due to the lack of research budget and the lack of support from Diskominfo SP (communication and Information Department). Diskominfo should encourage the socialization of the Solo Destination application into the work environment, such as the environment of production companies in Surakarta, the banking environment in Surakarta, the work environment in shopping centers in Surakarta city, and so on. Diskominfo SP (communication and Information Department) must actively cooperate with many companies in using the Solo Destination application, and if necessary, a

memorandum of understanding in the form of an MoU (Memorandum of Understanding) in the process of cooperation.

4.2 Forms of Socialization

There are two kinds of Socialization (Murdiyatmoko, 2007). *First* is The Primary Socialization. It is the first socialization experienced by individuals as a child. In this phase, the child begins to get to know his family and takes place before the child enters a broader environment that is the school environment. The target selection of PKK members is a vital thing in primary socialization because it expected that mothers would be able to introduce the Solo Destination application early on to their families. As explained above, the mother is an educator so that the mother has a significant role in shaping the family's character. The *second* one is the Secondary Socialization. It is the next phase after the primary socialization. In this phase, there is a process of de-socialization, which is the process of revoking the old self-identity and continued with resocialization, namely the giving of a new identity obtained after going through social interaction. At this stage, it leads to the realization of an attitude of professionalism and adaptation to the broader environment. This phase is also called the sustainability phase, which functions to introduce and incorporate a person into the broader context as one part of the community (Ritzer, 2012). The primary form of socialization applied in the socialization of the Solo Destination application is the increase in knowledge experienced by the target audience, from initially not know to know, from initially not understand to understand. Based on the survey results, 231 participants never used the Solo Destination application, and 79 participants used it. After the socialization, there were changes, namely: 23 participants felt strongly agree with the use of the Solo Destination application, which was useful for them, and the remaining 57 agreed that the application was useful.

4.3 Integrated Marketing Communication (IMC) Strategy in Socializing Solo Destination Applications

In the socialization of the Solo Destination application in 2 sub-district areas, 1 Junior High School and 1 Senior High School, it was found that around 37% (117 people) knew about the Solo Destination Application through posters and brochures scattered. In contrast, 34% never knew there was an application Solo Destination, and 28% knew about this application at the time of socialization.

School Environment
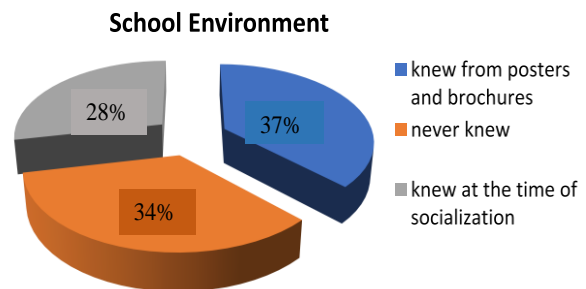
This socialization had a very significant impact on the community, especially two sub-districts and two schools in Solo that we visited. It shows that the evidence from the results of the questionnaire distributed was approximately 93% of them knew about the Solo Destination Application from the municipal government staff who helped us in socializing the use of this application. They just realized that there was an application that was very useful for them, especially those who were part of the Solo city. It proved that socialization is indeed a medium to instill specific rules in specific communities (Murdiyatmoko, 2007).

Solo Destination has an abbreviation called SOLDES with a red circle symbol with the symbol O with a tone of red waves in it. The formation of this identity is a logo where the logo is a way to increase community brand awareness of this application. The city government issued the app and made this logo. It hoped that people would get to know and realize this application better when they see the logo because by using information technology application, makes it easier to share information needed by the customers/ the society in Solo (Westonlie et al., 2018).

Even though marketing activities have been carried out by the City Government, starting from installing the logo of the solo destination application in the city government annual activity billboards, on the website, and also in the brochures. Still, the city government has not obtained the maximum results. As it said by Mr. Taufan, the staff of the Communication and Information Department in Solo City Government:

> "*Kami sudah memasukkan informasi tentang Solo Destination ini kemana mana, misalnya ke website kami, di pasang di baliho kegiatan tahunan, juga di brosur brosur kami, tapi pengaruhnya belum kelihatan secara maksimal.*" (We have already put the information about the Solo Destination everywhere, for example, on our website, on an annual activity billboard, also in our brochure, but it doesn't give a high impact).

From the results of the socialization conducted by us in 2 Sub-districts and two schools in Solo, it shows

that most of the solo community is not aware of the application. The data obtained from the survey after the socialization given to our targets show in the table below:

Table 1. Brand Awareness about Solo Destination Applications Table

	Description	Yes	Not Yet
a.	Familiar with the Solo Destination application	98	212
b.	Instantly recognize the "Solo Destination" Icon, When viewing the icon/logo	180	130
c.	If you need information about Solo, will you Remember this application and use it	217	93

From this table, it shows that after the socialization carried out in two sub-district areas and two schools in Solo shows:

a. Ninety-eight people are very familiar with this application because they are accustomed to using it, and most of them are young students and young mothers who used this digital technology. But there are still 212 people who are not familiar with this application, because they only found out when we conducted this socialization.

b. One hundred eight people immediately know the symbol of this application, but they don't know its full function yet. And after the application is socialized, they understand. While there are still 130 people who are not familiar with this application when they see it because it is the first time they see this symbol when socialization is conducted. A positive response was shown because they considered that being able to channel opinions/ complaints about the Solo city from the application is useful.

c. There are about 217 people who say that after being given this socialization, in the future, they will use this application. Although there are still 93 people who still have difficulty in using this application, especially mothers who do not know about technological developments and use the cell phones just for communication, the socialization about the app is useful for them.

The implementation of Integrated Marketing Communication (IMC) conducted by the Solo city government in building brand awareness, places more emphasis on advertising, especially on the agenda of the city. The symbol of the Solo Destination application is put in activities, brochures, traveling cars, and also billboards. Diskominfo has not given a specific

detailed explanation about this application. Therefore with this socialization, we obtained input from the public regarding how the dissemination of information should be, and through what various kinds of communication media that they should think about, such as: via Facebook, Instagram, brochures/ flyers, posters, or personal sales. The most important is beside using banners, cars, and advertising, the city government should also use direct socialization to the public about what the function of this application and how to use the app, not just put the symbol of this application everywhere.

From the results of the questionnaire distributed to participants of the socialization, there were the following results:

Tabel 2. Proposal of How the Solo Destination Application should be informed to the public

Facebook	Instagram	Brochure/ Flier	Poster	Salesperson	Banners	Mobile Car	Adverti-sement
158	245	110	131	114	156	57	204

4.4 Brand Awareness of the Solo Destination Application

The brand awareness of using the Solo Destination Application in Solo is as follows:

In the level of "**Getting to Know the Product (Recognition),**" Almost all participants of the socialization did not recognize the Solo Destination application before getting the socialization. Still, after they took part in the socialization, they learned about the existence of the Solo Destination application. We distributed the questionnaires after the socialization, so when the participants fill out the questioner, many of them write that they know about this application. The participants recognized the implementation of this app through the props (power points, banners, banners, flyers, souvenirs). But there are also a small number of participants who know the application, not necessarily participants can remember the name of the application, but they recognize it when looking at the visuals of the application such as the appearance of logos, slogans, or colors. This level is the lowest position. Consumer's memory is only limited to knowing the product. They have not been able to remember products directly when they need something.

The next level is "**Remembering Products (Recall).**" At this level, the socialization participants simply hear or glimpse the Solo Destination application that they need to remember the brand or logo of the app. The recall level shows that participants and prospective participants of the socialization have already had a store of memories about the brand/product in their minds. To reach this stage, the Ministry of

Communication and Information needs to conduct a follow-up survey to find out the extent to which participants are considering the application of the Solo Destination after a few months of getting the socialization.

The last level is the "**Top of Mind.**" The highest position in brand Awareness is the position of Top of Mind, where socialization participants or prospective socialization participants do not need to think about other products or remember the necessary products even though interesting images or slogans stimulate them. The first choice they will choose when they need is a product from the company. The results of this study indicate that the Solo Destination application has not yet reached the Top of Mind stage. To achieve this stage, the Ministry of Communication and Information needs to work hard to do a lot of product socialization and campaigns (applications) so that the people of Solo feel close to the product and use it. It is not easy to be in this position. Therefore we need a strategy that can make our products can occupy the highest level in the memory of the participants and prospective socialization participants or consumers and potential customers.

5.　Discussion

In this socialization, *mass media* also plays an important role. The mass media includes printed media such as newspapers, magazines as well as electronic media like radio, television, and the internet, as communication tools that can reach a wider community. The mass media identified as a socialization media that is very influential in people's behavior. Messages delivered through electronic mass media can direct the audience towards positive (pro-social) and negative (anti-social) behavior. This socialization uses internet media because almost all target audiences use this media. In its implementation, the use of the internet is beneficial in the process of socialization. However, there are several obstacles, such as some PKK members in the sub-districts do not have data packages in their mobile phones or the lack of wifi connection in the sub-districts areas or schools, and also the lack of knowledge of PKK members about the use of features in their mobile phones. These conditions make the application cannot be fully implemented and disseminated to the target audiences because when a computer network used, it will be useful in managing the audiences (Santoso & Siagian, 2019). This research found that the information and communication department only supports low bandwidth at each sub-district (*kelurahan*); of course, this inhibits the user when

practicing to operate the Solo Destination application. In general, all features can run smoothly on a network that has a bandwidth of 50 MBps, whereas when tested several times in cellular networks in communities that have a bandwidth of under 1 MBps, some features cannot run (Wijaya et al., 2020).

Besides PKK, work environment could not be neglected in the socialization since it is lack of research budget and support from Diskominfo SP (communication and Information Department), especially when it comes to the process of Memorandum of Understanding (MoU) with many companies. However, it requires a long time and convoluted bureaucratic processes, but this is an evaluation that, in the future, the city government must have the courage to cut this convoluted bureaucracy to become simpler and friendlier to the citizens of Surakarta in using the Solo Destination application.

From the elaboration of the results of this socialization, it shows that what needs to be improved is to build brand awareness to reach the level of public understanding of this application at the highest level, namely the level of "Top of Mind." Diskominfo should carry out the functions of Integrated Marketing Communication, among others, through Advertising, Sales Promotion, Public Relations, and Publicity, Personal Selling, and Direct Marketing. It means a socializing activity evenly to all sub-districts and also schools in Solo. The marketing strategy used is also not optimal, both from personal Selling, direct marketing, and from the public relations team itself, therefore in the future, there needs to be effective socialization and strategy in marketing this application.

If Solo people have known and been skillful in using this application, the "word of mouth" promotion will indirectly run by itself. Fatima Naz (2014) said that the power of Word of mouth or viral marketing efforts arise due to social media where people see comments of the people who did shopping from such places.

From the results, it shows that the Solo Destination application has not yet reached the Top of Mind stage. Due to this condition the Department of Communication and Information (Diskominfo) needs to work hard to do socialization and campaigns of the application to strengthen the brand awareness of the Solo Destination application, because there is a consistency in the underlying structure of awareness scores across countries, including cities (Romaniuk et al., 2017). Diskominfo needs to make better and more targeted publications so that later the Department of Information and Communication can form awareness about the existence of this application in the Solo community and make them interested in trying this application.

6.   Conclusions

An effort to increase brand awareness of the Solo Destination application is that the Solo city government needs to conduct the socialization to disseminate evenly to strategic targets such as schools, districts, sub-districts, and also other government offices as a whole. Continuously distributing the application is needed, so that the application can be maximized used. Besides, the use of an integrated marketing communication strategy must also be promoted by emphasizing the dissemination of information through social media such as Facebook and Instagram. Dissemination of information regarding this application must contain the features provided, not only putting the logo of this application but also keep on doing the socialization to all target audiences.

The practical implication is when the residents of Solo, as the internal public knew about the use of this application well, the Word of Mouth promotion process, will run by itself so that in the future, people outside Solo will also know about the functions and benefits of the application. By doing socialization as part of the Integrated Marketing Communication (IMC) strategy will consistently maintain the awareness of the society in using Solo Destination Application. The more people know well about Solo city, the more visitors will come to Solo city.

The limitation of this research is because of limited support from the Solo city Diskominfo during the process and implementation of the Solo Destination application in the socialization. This is due to budget limitations and the main tasks and functions of Solo City Diskominfo that are not flexible to assist third parties in program development. It reflected during the socialization, and the city government can not provide any merchandise to support the socialization. They only can offer human resources to guide the socialization, while researchers provide field helpers and others. Another limitation is the socialization participants, especially from the PKK group of women. The limited knowledge of mothers about the digital application makes the socialization process slow, and researchers must deploy many field helpers to help them.

The managerial implication of this research is the Ministry of Communication and Information (Diskominfo). As the decision-makers in the socialization program for disseminating the Solo Destination application, Diskominfo must pay more attention to implement this application especially providing the human resources to do the socialization to a broader area in Solo, so that the society will potentially use the app in the future. From the elaboration of the results of this socialization, it shows that for further research is how the city government can build brand awareness to reach the level of public understanding of this application at the highest level, namely the level of "Top of Mind." For the suggestion, Dikominfo should carry out the integrated marketing communication strategy among others through Advertising, Sales Promotion, Public Relations, and Publicity, Personal Selling, and Direct Marketing, which meant to be a socializing activity evenly to all sub-districts and also school in Solo.

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