

Branding da cidade como conceito para o desenvolvimento do turismo regional

City Branding as a Concept for the Regional Tourism Development

La marca de la ciudad como concepto para el desarrollo turístico regional

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Resumo

City Brand é uma identidade, símbolo, logotipo ou merk de uma determinada cidade que tem como objetivo procurar a especialidade de determinada cidade. A especialidade da cidade é usada como um produto da sociedade para atrair turistas, investidores, moradores e pessoas talentosas. Assim, os objetivos deste estudo são tentar determinar o posicionamento e fazer a marca da cidade em Bangkalan, East Java, Indonésia. A meta esperada é a melhoria da conscientização da sociedade em relação ao objeto turístico e a renovação do objeto turístico em Bangkalan. Além disso, este estudo é realizado por 3 anos começou com a coleta de dados primários. Estes dados primários serão o material de análise no segundo ano. Os resultados da análise anterior serão a base para a implementação do estudo do terceiro ano. Além disso, este estudo também é usado pesquisa, pesquisa de campo, entrevista com alguns elementos da sociedade, investigar a condição real do destino turístico e as partes interessadas do turismo em Bangkalan. Posteriormente, o resultado deste estudo mostra a falta de prontidão do governo em mapear a área e o conceito de turismo em Bangkalan. Além disso, a conscientização da sociedade para manter a segurança e o conforto do turismo é também um

obstáculo para a criação de marcas urbanas em Bangkalan. Mas o turismo religioso pode ser desenvolvido como o jargão da própria Bangkalan.

Palavras-chave: Bangkalan, City Branding, Desenvolvimento da Cidade, Turismo.

Abstract

City Brand is an identity, symbol, logo, or merk of a particular city which has aimed to look for the specialty of certain city. The specialty of city is used as a society product to attract tourists, investors, residents, and talented people. Thus, the objectives of this study is try to determine the positioning and making the city branding in Bangkalan, East Java, Indonesia. The expected target is the improvement of society awareness toward tourism object and the renovation of tourism object in Bangkalan. Furthermore, this study is conducted for 3 years started with the collection of primary data. This primary data will be the material of analysis in the second year. The results of the previous analysis will be the basis for the implementation of the third-year study. In addition, this study is also used survey, field research, interview with some elements of society, investigate the real condition of tourist destination and tourism stakeholders in Bangkalan. Afterwards, the result of this study shows the lack of readiness from the government in mapping the area and the concept of tourism in Bangkalan. Moreover, the society awareness to maintain the security and comfort of tourism place are also an obstacle to create city branding in Bangkalan. But religious tourism can be developed as proper as the jargon of Bangkalan itself.

Keywords: Bangkalan, City Branding, City Development, Tourism.

Resumen

City Brand es una identidad, símbolo, logotipo o imagen de una ciudad en particular cuyo objetivo es buscar la especialidad de cierta ciudad. La especialidad de la ciudad se utiliza como producto de la sociedad para atraer turistas, inversores, residentes y personas con talento. Por lo tanto, los objetivos de este estudio son tratar de determinar el posicionamiento y hacer la marca de la ciudad en Bangkalan, Java Oriental, Indonesia. El objetivo esperado es la mejora de la conciencia de la sociedad hacia el objeto turístico y la renovación del objeto turístico en Bangkalan. Además, este estudio se lleva a cabo durante 3 años comenzando con la recopilación de datos primarios. Estos datos primarios serán el material de análisis en el segundo año. Los resultados del análisis anterior serán la base para la implementación del estudio de tercer año. Además, este estudio también se utiliza encuesta, investigación de campo, entrevista con algunos elementos de la sociedad, investigar la condición real de los

destinos turísticos y las partes interesadas del turismo en Bangkalan. Posteriormente, el resultado de este estudio muestra la falta de preparación del gobierno para mapear el área y el concepto de turismo en Bangkalan. Además, la conciencia de la sociedad para mantener la seguridad y la comodidad del lugar turístico también es un obstáculo para crear la marca de la ciudad en Bangkalan. Pero el turismo religioso puede desarrollarse tan propiamente como la jerga de Bangkalan.

Palabras clave: Bangkalan, marca de la ciudad, desarrollo de la ciudad, turismo.

1. Introduction

Bangkalan is the nearest city from Surabaya. Even though Surabaya close to Bangkalan, but tourists from another province who visit to Surabaya tend to go either for the business matters or recreation to Malang and Batu for spending their holiday. Compared to Malang and Batu which has a distance about 100 kms, Bangkalan is the closest one and can be passed by the short time. Moreover, the existence of Suramadu Bridge as the first bridge above the sea in Indonesia which connects Surabaya till Madura becomes an open door to attract tourists to visit Madura.

However, different from Malang and Surabaya that is having city branding, Bangkalan has not been branding its own city yet. Since tourism has been stated as the development priority in Joko Widodo government, the cities in Indonesia has courage to perform city branding with local-global nuance as like Never Ending Asia (Yogyakarta), The Spirit of Java (Solo), Sparkling Surabaya, Shinning Batu and so forth.

Bangkalan itself, already has a jargon, namely city of Dzikir and Salawat. This jargon is as a basic to make a Syariah tourism plan. It was also said by the chief of Bangkalan representative, Mukaffi Anwar that the representatives of Bangkalan planned a regional policy about Syariah Tourism. Mukaffi claimed that tourism concept is chosen to adjust to Kota Bangkalan jargon, Dzikir and Salawat city. Besides that, another reason is there is no many the popular tourism objects that develop Syariah tourism concept except Aceh.

This study is willing to help Bangkalan to finding its city branding. It means that the regional income of Bangkalan will be increasing because of the tourism. It is in line to the Government Law No. 50 of 2011 about RIPPARNAS 2010-2025.

Table 1. Scheme of National Development of Tourism

NATIONAL DEVELOPMENT OF TOURISM

Government Law Number 50 of 2011 about RIPPARNAS 2010-2025

Tourism Destination	Tourism Industry	Tourism Marketing	Tourism Institution
The development of attracting tourism/ performance	The development of tourism industry structure	The development of tourist market	The development of government organization and society
The development of facilities	The complete able of tourism products	The development of tourism imagery	The development of human resource
The existence of public facilities	The partnership of tourism industry	The partnership of tourism marketing	The development of tourism regulation and operational mechanism
The building of tourism facilities	Business credibility	The development of tourism promotion	-
The resourcing of society	Responsibility towards nature and socio-culture environment	-	-

To create and improve the tourism quality, product, and service as well as the easiness of tourists' movement in the tourism destination.	To support the tourism industry structure, improve the complete able tourism product, strengthen the partnership of tourism industry, building the credibility business and tourism imagery as well as the improvement of responsibility against environment.	To build, communicate, and promote the tourism product and manage the relation among tourists to develop the tourism.	To develop the tourism organization, tourism resource that can support and improve the quality of tourism management in the destination of tourism
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Source: Government Law Number 50 of 2011

Based on the table 1 above, one of city branding function is becoming a tourism

marketing communication strategy. Then, to develop city branding itself, absolutely it is needed to conduct research and determining development formulation strategy for tourism destination.

Thus, the particular purpose of this research is determining the positioning and creating the city branding in Indonesia region, in this case is Bangkalan. The main target of this study is the improvement of society awareness toward their tourism object and renovation the tourism object. Thus, it can increase the Regional Income because of the tourism resource.

2. Literature Review

2.1 Tourism Development

Tourism can be described as leading sector in development, prosperity, and peacefulness, since tourism can be said as the key in export income, employment, enterprises development and infrastructure, Also, tourism is known as the biggest economic sector and rapid growth in the world (Ratman, 2016).

Table 2. Tourism itself has 9 portfolios as mentioned below:

Product Portfolio	Nature 35%	1. Marine Tourism– 35%
		2. Eco Tourism – 45%
		3. Adventure Tourism – 20%
	Culture 60%	1. Heritage and pilgrim tourism) – 20%
		2. Culinary and shopping tourism) – 45%
		3. City and village tourism – 35%
	Man Made 5%	1. Mice and event tourism – 25%
		2. sport tourism – 60%
		3. Integrated area tourism – 15%

Source: Passenger Exit Survey, 2014.

From table 2 above, the tourism products are having 9 portfolios. Those 9 portfolios are being grouped into three categorize which are nature, culture, and man-made. The current development of tourism sector in the field of economy has strategic and prospective potential

to be developed, especially in supporting the foreign exchange earnings, expanding employment opportunities, and increasing people's income. According to Government Regional Number 50/2011 concerning the National Tourism Development for 2010-2025, article 2 verse 1 stated that the national tourism development includes tourism destination, tourism marketing, tourism industry, and tourism institution. Article 6 is also stated that the aims of tourism development are a) to improve the quality and quantity of tourism destination, b) to communicate the tourism destination in Indonesia by marketing efficiently, effectively, and responsibly, c) to achieve the tourism industry that can increase the national income, as well as d) to develop the tourism institution and tourism management that able to synergy between tourism destination development and tourism industry professionally, effectively, and efficiently.

Ratman (2016) said that Deputy of The Ministry of Destination Development and Tourism Infestation explained in his speech in front of The Ministry of Tourism National Coordination Meeting that strategies to develop the tourism destination can be approached by 6 ways such as:

1. The development of infrastructure and tourism ecosystem
2. The improvement of cultural tourism destination quality and quantity either biotic or abiotic
3. The management of tourism destination in the strategic area of national tourism
4. The resourcing of society
5. Profile and promotion of tourism infestation
6. Supporting from the other sectors

The development in tourism sector expected to create the city branding in Bangkalan. It aims to look at the potential differences between one to another city. These differences that can attract the tourists, investors, residents, and talented people. The purpose of giving the brand to the city or particular location is improving the awareness and giving a great picture of these places, so that can make people either individual or businessman being interested (Kevin, 1998).

2.2.City Branding

City branding can be described as a concept to change individual perception about a city and has purpose to see the difference potential between a city and others. Moreover, the purpose of branding a city can be in a various form as like to attract tourist, investor, new

inmate, and talented person (Bungin, 2015). However, the concept of city branding has been a hot topic in the field of academic and practical. Basically, city branding is not much different with corporate branding or product branding. Branding itself is communication process and activity to build a famous brand. Then, talking about city branding equities means that it is relate to awareness, image, and loyalty (Primasari, 2014).

In the case of tourism concept with regional autonomy application, each regional or city has to be more active to create a market. So therefore, a city needs a strong concept for city branding.

Afterward, the term city branding can be defined as identity, symbol, logo, or trademark that clings to a city. Regarding with the definition, regional government hope to branding its own city based on its potential or positioning targeted to the city (Christin & Fauzan, 2013).

Kevin, Lane & Keller (1998) explain that a region or place can be provided a brand or image which is relatively come from its location name. Basically, it has purpose to raise awareness about the city, has courage to associate it and attract tourist whether individual or business.

3. Method of Study

This study is categorized as qualitative which is started by collecting the primary data in the first year and this primary data would be the material to analyze more in the second year.

The result of analysis in the second year would be the basis of conducting the research in the third year. If it can be illustrated in a scheme, so that can be seen as follows:

Table 3. Study Activities' Scheme

Activity	The First Year	The Second Year	The Third Year
Field	Survey, collecting the primary data	Analysis the primary data	Analysis the secondary data and arrange the technical instruction
Respondent	<ul style="list-style-type: none"> Society's elements (LSM, Kyai, Chairman of a tourism destination district) 	-	-

	<ul style="list-style-type: none"> • Bappeda, The Ministry of Cultural and Tourism 		
The Final Result	<ul style="list-style-type: none"> • The primary data about the society's mindset of tourism • Data of real condition tourism destination and the facilities • Analysis of relevant regulations with the tourism in the Bangkalan Government 	<ul style="list-style-type: none"> • The suitable tourism designs • Positioning • Creating the city branding 	<ul style="list-style-type: none"> • City Branding communication model • Technical instruction
Achievement Indicators	<ul style="list-style-type: none"> • Formulation of the society mindset about tourism • Formulation of analysis the real condition tourism destination • Formulation of analysis the tourism regulation 	Formulation of city branding designs	<ul style="list-style-type: none"> • Formulation of city branding communication model • Formulation of technical instruction to do the city branding communication model

Source: Own Study

From the table 3 above, it shows the research is conducted for three years and including into three activities. The three activities are field respondent, final result, and achievement indicators.

4. Result

After conducting the study, the result showed that Bangkalan has not done yet the development of tourism at all. Some tourism destination that has already popular and the most visited are caused by:

1. Ziarah culture that later being a religious tourism is ziarah to the tombs of ancestors who happened to be in Bangkalan

2. Social Media. Photos that have been posted by the visitors can give rise to attraction and succeed in attracting another visitor.

Afterward, from interview conducted with Ulama, NGO and government, there is interesting result dealing with the role of Ulama in determining city branding. In Bangkalan, there are two jargons used namely Dhikr and Salawat City and Bangkalan be Part of the Future. Dhikr and Salawat City is jargon created by Ulama. According to Ulama, city branding concept should be a reflection the society's life and do not leave local wisdom, thus the name Dhikr and Salawat City is emerged.

Unfortunately, according to Bangkalan NGO leader, the application of Dhikr and Salawat tagline is seems to be in reckless and not contain of clear concept. There is no further program or plan to support the tagline.

In other parties, the government has been created a new concept about city branding. Moreover, the concept has academic manuscript working together with state university in Surabaya in 2013. From the concept, then the tagline Be Part of the Future is emerged.

Nevertheless, the city branding concept has never been introduced or socialized to society. Besides that, the society seems unready with the tourism concept. Thus, the government always tries to campaign the Tourism Awareness so that Bangkalan can compete with other city.

In addition, after conducting survey, observation, and interview in several destinations in Bangkalan, the researcher then tries to conduct comparative study to other five regions.

Thus, almost of tourism destinations that are compared with Bangkalan, having similarity in which the concept is not from regional government, rather it is a bottom up from village government and its community. This kind of tourism development concept has succeeded to live Bumdes (Village-Owned Enterprises) that will lead into better income for village government.

Bangkalan actually has potential tourism either nature or culture. But, unfortunately, almost 90% of potential is not touched yet, even tends to be ignored by the government. It can be proven by the absence of regulation that support the tourism industry at all, making it difficult for OPDs (Regional Device Organization) such as the Culture and Tourism Agency to move and carry out tourism development programs.

Although it does not yet have a clear city branding concept, Bangkalan actually has a basis that can be highlighted as a city identity. It is the habits, arts, and local wisdom of the community that can become the basis. It just makes a concept based on the previous things, so it is very possible that Bangkalan can catch up with tourism in other cities around it. Religious

tourism is very possible to be excellent and is appointed as the icon of Bangkalan. City branding can be built based on the habits of people by ziarah and praying at the tomb of the cleric/ancestors. This is also in line with the desire of the dominie that it is not to abandon local wisdom in building Bangkalan city branding.

5. Conclusion

Nowadays, Bangkalan has not yet determined whether they would build their tourism or not. There is pessimistic tone in some communities, especially LSM that the government of Bangkalan will seriously handle tourism. On the other hand, the government itself acknowledges that tourism in Bangkalan is still in the mapping stage and has not been developed at all. Besides that, public awareness of the importance of tourism that is still low is also an obstacle. The unpreparedness of the government to develop tourism is also marked by the absence of the law protection of tourism development in Bangkalan. There is no Regional Regulation (Perda), Regent Regulation (Perbub), or Inviting Letter (SE) relating to tourism. Therefore, the government cannot also free land in tourist sites that are still controlled by individuals.

According to this condition, creating city branding for Bangkalan still requires education to all stakeholders and that requires a relatively long time. Building the city branding of Bangkalan must also consider various aspirations and integrate them into concepts that can be accepted on all parties.

Thus, the researcher suggest that to branding Bangkalan city, it can be built based on (1) local wisdom, (2) community culture and habits, and (3) residents' livelihoods. These 3 things can be raised, considering that Bangkalan city branding must also accommodate the interests of all parties, especially the dominie and the government. The dominie has signaled that city branding should not be separated from local wisdom. The government is also willing to make Bangkalan city branding to be more visionary. A lot of communication is needed between the stakeholders and the others to determine city branding. Thus, it can give a great concept of city branding that is acceptable to all parties.

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