City Branding and City Tourism

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Abstract---A city can be seen from various perspectives, including tourist attraction as the ability to compete effectively in tourism with other cities. In Indonesia, cities have become tourist destinations which have undoubted advantages, although in this study the city did not have a "name reminder" as an alarm to open a description of the memory of a tourist city that had been visited in other words referred to as city branding . As we know, cities in Indonesia have the potential to become tourist cities, seen from a variety of local wisdom that is owned and it can help highlight the city. Besides other factors that influence include accommodation and tourism services, as well as city resources, such as architectural attractions, nature, and transportation availability.

Keywords---Local Wisdom, City Branding, City Tourism

I. INTRODUCTION

Indonesia is a country rich in cultural diversity. This makes it an advantage, which can be created because of the support of various cities that exist, ranging from ethnicity, customs, historical heritage, natural beauty, maritime variety, culinary; as a whole can be regarded as local wisdom of the city, as well as supporting factors of the city's resources; including the scope of transportation, availability of accommodation, availability of access, technology, human resources. This is what supports so that Indonesia has the advantages described above. These advantages emerge from each of the advantages that exist in every city. Judging from its emergence, it can be ascertained that every city that has potential, especially in the field of tourism. The number of foreign tourist arrivals (tourists) to Indonesia in 2019 has increased by 15.48% compared to the previous year (Central Statistics Agency; 2019). Based on the arrival of foreign tourists through the air door, there are 3 big cities that visited the destination, namely Bali, Jakarta, Surabaya, foreign tourists who appeared came from the 5 most visited countries, namely from Malaysia, Singapore, China, Australia and Timor Leste (Central Statistics Agency; 2019) . Judging from the data above, especially those located in the tourist destination city, it can be said that foreign tourists come to visit not because of the brand of the city but rather to the "values" they have. As we know Bali has the slogan "Island of Gods" Jakarta "Enjoy Jakarta", and Surabaya "Sparkling Surabaya". This slogan should be able to represent the value of the city so that when the tourists open the memory of the city that had been visited so many things emerge that become its superiority. Instead what happens is that with the potential that has been owned gives a tendency that the slogan is only a complement and not a "brand" of the city. So from this it becomes an interesting phenomenon that on one hand the brand is the main thing in attracting consumers (tourists) even as a form of promotion in a product (city), but this does not seem to apply in Indonesia, especially Bali, Jakarta, Surabaya.

II. RESEARCH AND METHODS

Local wisdom is often associated with local communities. Local wisdom is conceptualized as local wisdom (local wisdom), local knowledge (local knowledge) or local intelligence (local genius) (Permana; 2018). Local wisdom is the attitudes, views and abilities of a community in managing its spiritual and physical environment that gives the community resilience and growth in the area where the community is located (Afrilia; 2018). For the Balinese people, local wisdom is that there is a unity and harmony between humans and nature because actually humans and nature are one, there are ethical and aesthetic values in the art life among Balinese (Kertih; 2018). In this case, ethical and aesthetic values in the life of Balinese as artists, generally tend to respect the balance in achieving

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material and spiritual or balance in material and spiritual welfare, all of these values in principle form central values (core values - values) which forms the basis for Balinese in relation to creators, fellow humans, and the natural environment (Kertih; 2018). In contrast to what happened in Jakarta, local wisdom is a process of transfer of knowledge transfer of knowledge carried out in accordance with traditional culture or local principles at work in the nearest environment (Laksmi; 2016). The word "wisdom" is usually understood as the norms and cultural values of an ethnic group, which also includes local ideas and world views and contains the wisdom of life that is agreed upon and practiced by certain community members. Local wisdom in the form of idioms, customs, and various material cultural artifacts - both tangible and intangible - are taught and internalized from generation to generation so they must adapt to this cultural environment that includes the principles of life, values, habits and so on . The strategy of applying local wisdom to transfer knowledge is part of a process that emphasizes the development of life skills and strategies (Laksmi; 2016). In Surabaya, the citizens themselves have become designers for their city, when designing their home environment, indirectly became a designer for Surabaya City. Not only is Surabaya's front face all becoming more and more beautiful with city parks, social environments such as villages also participate in making Surabaya more beautiful and greener, this is the local wisdom of the current city of Surabaya (Utami; 2015).

In the context of this research, city branding is a communication from a city that describes a functional and symbolic meaning. This communication is related to the potential carried out by a city and related to intentional and planned city marketing activities so that it becomes an uncontrolled exchange of messages such as media reports and word of mouth (Kavaratzis & Ashworth; 2015). The main aspects or dimensions of City branding communication, consisting of four main aspects, namely in the form of landscape strategies (urban design, public space, public art), behavior (city vision, events, service quality), organizational (public private partnership) and infrastructure, while the second dimension or aspect is in the form of publications and advertising, public relations, design and slogans (Kavaratzis & Ashworth; 2015). This is what is expected to occur in Bali, Jakarta and Surabaya with the slogan owned by each of these cities, moreover that the three cities are the largest tourist destination cities.

The increasing growth of city tourism will positively create a competitive advantage for this tourism destination, because tourism is a very important element in all policies related to city development, not just a strategy to provide competitive products to meet visitor expectations but a way to develop the city itself, provide more infrastructure, promotion of tourists, and preservation of natural resources to ultimately achieve large benefits for both tourists and residents (Mohammed; 2018; Saudi, 2018).

This research is based on raising the city slogan as a reflection that can be felt by tourists, because with this slogan it can "sell" the city easily and bring many benefits to the city host, especially if the marketing is new and innovative through the slogan campaign, as a form of city branding . Unfortunately the government and the private sector are still not aware of the concept of urban tourism and how to use it through their slogan campaign. Whereas city tourism is all interesting resources to attract visitors and residents, which are intertwined with various tourism patterns, contributions to development, and new urban areas (Mohammed; 2018).
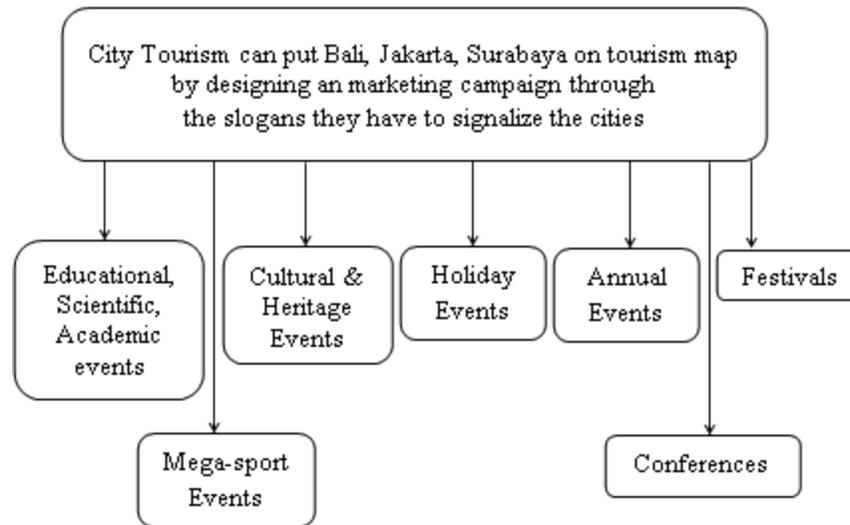
Figure 1. *Marketing campaign to signalize cities*

III.   RESULTS AND DISCUSSION

From the results of the questionnaire distributed to 330 respondents, only 82% were valid, producing the most important challenge in bringing up the slogan as a form of city branding based

on local wisdom to be able to highlight the potential of the city in the field of tourism (city tourism) namely; (1) The lack of community participation mingled with stakeholders (both government and private), this is very likely to occur because communication takes place only from stakeholders to the community. Stakeholders do not provide stimulus to the community in the development of the city, as a result the community feels they have no responsibility to enlarge the occupied city and fully submit it to stakeholders. This is called pseudo-participation or called pseudo participation (Yuniningsih & Suwitri; 2017). (2) Lack of measures to revive & conserve cultural heritage sites; this is certainly rooted in the part of the government which should be reactive and have a concern for cultural heritage assets in any form. That way the community and other parties will feel concerned and even see that cultural heritage is a priceless treasure. So that these assets will turn into an income for the city and the effect is for the welfare of the people. Budget, re-planning, provision of supporting and maintenance tourism services are needed (Mohammed; 2018). (3) The impact of terrorist attacks in Indonesia; this is a complicated thing, Indonesia is a country with a majority Muslim citizens, even one of the countries with the majority of the largest Muslim citizens in the world. With the occurrence of terrorist attacks, it will indirectly paralyze many aspects, especially aspects of tourism and break the slogan that is already attached because this situation is very sensitive, especially for tourists. Other findings can be seen in Figure 2 below:
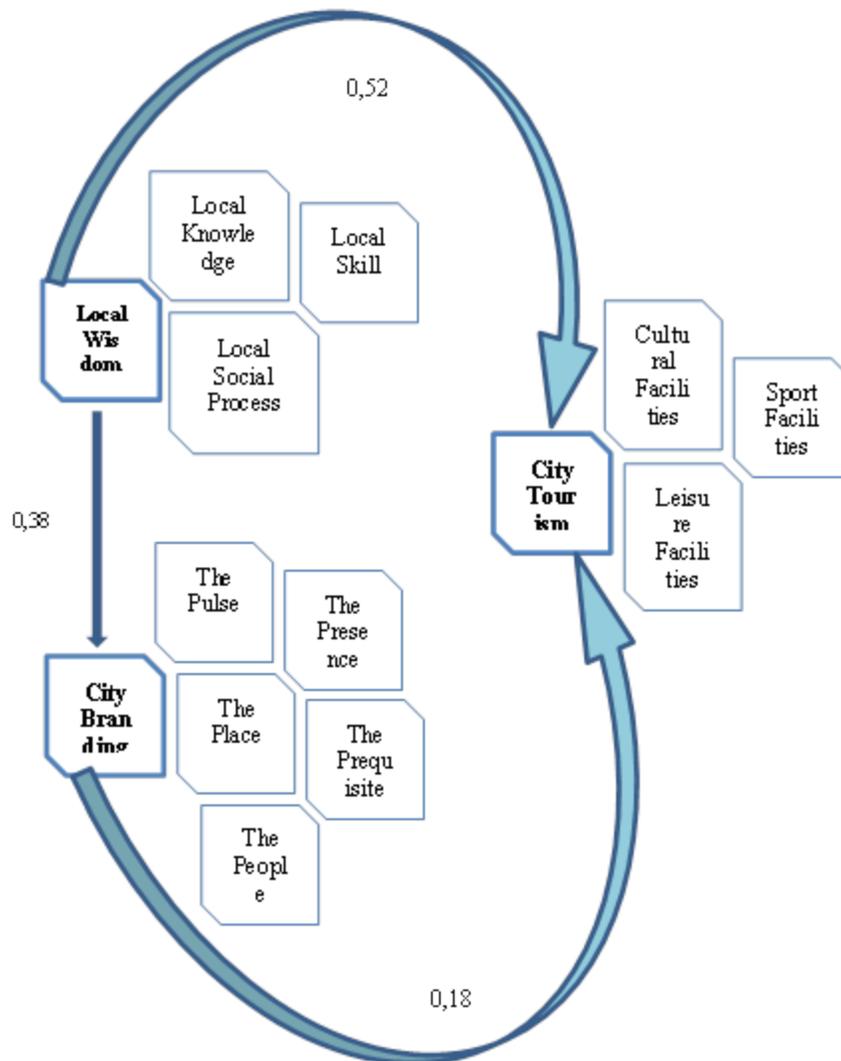
Figure 2. *Influence between variables*

As we can see, what is happening in Indonesia, especially in Bali, Jakarta, Surabaya, that city branding does not make a major contribution to city tourism, even if we look more closely it can be said that the progress of tourism is really moving because of the natural emergence of diverse cultural heritage, custom, ethnicity, natural resources, marine, culinary or in other words as a whole is a local wisdom that is owned. Whether this is called luck or sadness of a city full of resources.

It is expected that the emergence of the results of this research can provide a positive response to the government and the private sector to plan ahead so that they are able to pay more attention to the potentials of each city, because there are so many benefits to be had.

IV. CONCLUSIONS

There is still much to be improved, especially from the government sector, because local wisdom, city branding and tourism in the city must be formed in a futures plan, made in a phased budget, carried out simultaneously, so that the private sector is much interested in getting involved and the community is " aware "automatically.

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