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Submission date: 10-Dec-2021 01:15PM (UTC+0700)

Submission ID: 1726337430

File name: atlantis_press_PR_Function_in_City_Branding.pdf (239.3K)

Word count: 3642

Character count: 20612

PR Function in City Branding (A Study on Banyuwangi Through Majestic Banyuwangi)

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ABSTRACT

PR industry is growing very rapidly in Indonesia. One of the functions of public relations is to create, develop, maintain, and improve the image of the organization and the company it represents. An area also needs a positive image to all the stake holders. A way to create image is by branding. Branding an area is called city branding. Banyuwangi was chosen as one of the 10 sub-brand tourist destinations formed by the Ministry of Tourism and Creative Economy under the master-brand Wonderful Indonesia. Banyuwangi's development in the tourism sector felt since 2015 and increased rapidly in 2016 after Majestic Banyuwangi created. Therefore, this study discussed about how PR function in Banyuwangi's city branding as a city of tourism through Majestic Banyuwangi. This study used city branding theory to form an image as in public relations. The research approach is a qualitative approach with a case study method. Collecting data through interviews, documentation, literature, and online searches. The results of the analysis show that public relations carry out the entire process of implementing city branding in order to achieve the expected image as a tourism city for Banyuwangi by highlighting the advantages of Banyuwangi in the Majestic Banyuwangi brand.

Keywords: public relations, city branding, Banyuwangi

1. INTRODUCTION

In all kind of industry, building an image is very important. Building a positive image will bring development to the organization or company in the long run. Forming a positive image is usually done by the public relations department in an organizational structure. In performing its function to make an image, one of the methods used is branding. Branding is not only for companies, products, or individuals, but also in an area. Branding for the region is called city branding.

In forming branding, there are many steps that must be done and a department is needed to execute a brand management. In addition, city branding will determine how the world perspective of the city, for example Las Vegas is famous for being called Sin City because it has many entertainment centers, shopping centers, casino resorts, etc. Based on the example above, the researcher wants to research Banyuwangi as a tourism city.

Banyuwangi in 2010 was not considered as a tourism city at all. In the past, Banyuwangi was only considered as a crossing for tourists who are going to Bali by land routes from Java Island. However, since 2015, there has been a significant increase in the number of tourist visits to Banyuwangi both domestic and foreign tourists. This development made Banyuwangi chosen by the Indonesian

¹Ministry of Tourism and Creative Economy as one of the ten sub-brands under the Wonderful Indonesia master-brand which was created to introduce Indonesia to the world.

In this study, researcher wants to examine how public relations carries out its function in forming city branding of Banyuwangi as a tourism city through Majestic Banyuwangi, as well as the city branding model formed for Banyuwangi whether it brings changes to the tourism sector in Banyuwangi.

1.1. Related Work

²1.1.1. City Branding and City Image on affecting Tourist Visiting Decisions to Banyuwangi

Written by Bidriatul Jannah, Zainul Arifin, Andriani Kusumawati from the Faculty of Administrative, Brawijaya University, Malang. This research shows that city branding has a big influence on city image. City branding and city image have effect on tourist decision to visit Banyuwangi but not significant [1].

1.1.2. Branding by Public Relations at Private Universities

Written by Y. Setyanto, P. T. Anggarina, A. Valentina as a lecturer from the Faculty of Communication, Faculty of Economics and Faculty of Art and Design at Tarumanagara University. This research shows that branding is necessary to strengthen reputation and build reputation by producing good output. It is done by accentuate academic and non-academic achievements and advantages compared to other campuses [2].

1.1.3. City Branding Sawahlunto as Cultured Mining City Through Sawahlunto International Songket Carnival (Sisca) 2016 Event

Written by Nurkhalila Fajrini, Iriana Bakti, and Evi Novianti from the Faculty of Communication, Padjadjaran University. This research shows that SISCa 2016 executant can represents Cultured Mining City Tourism through an event. Providing a tourism impact so that the Sawahlunto city branding indirectly is realized through SISCa 2016 [3].

1.2. Research Contribution

This research is expected to help the development of communication specifically in public relations, and especially in place branding and city branding, to study the theory of building place branding and city branding which can have a good impact as expected. This research is also expected to help tourism people to develop the tourism industry in various cities, and can make many regions start using city branding to develop their respective industry of excellence.

1.3. Paper Structure

The rest of the paper is organized as follows. Section 2 introduces the preliminaries used in this paper, which include theory and the framework used in this paper. Section 3 presents the research method and the data. Then, the findings and discussion in Section 4. Finally, Section 5 concludes the paper and presents direction for future research.

2. BACKGROUND

2.1. Communication

Deddy Mulyana [4] provides several definitions of communication in terms expressed by several opinions of experts, including:

- Carl.I.Hovland, "Communication is a process that allows a person (communicator) to convey stimuli (usually verbal symbols) to change the behavior of others (communicate)."

- Harold Laswell, "(a good way to describe communication is to answer the following questions) Who says what and with channel to whom with what effect? or who said what by what channel to whom with how influence."

Based on some of the definitions above, it can be summarized that communication is a process of conveying something from one person to another.

2.2. Public Relations and Image

According to Cutlip et al. [5], one functions of public relations is to identify various things related to opinions, perceptions and public responses to the institution or organization it represents or vice versa. From the explanation above, it is known that one form of public opinion, perception, and response is in the form of images. Frank Jefkins in Soemirat and Ardianto [6] defines an image in the context of public relations. Image is defined as an image or an impression that is proper. Proper impression is meant as a statement that is in accordance with reality. From the above definition, image is very important in public relations practice. Besides, the image must be made in accordance with the existing reality and facts. It is necessary to do branding to manage such an image.

2.3. Brand and City Branding

According to Kotler in the book Marketing Management, the definition of branding is the provision of names, terms, signs, symbols, designs, or a combination of all of them, which are made with the aim of identifying goods or services or groups of sellers and to differentiate from competing products or services. [7]. Branding is divided into five types; product branding, personal branding, corporate branding, geographic branding, cultural branding. This research uses the theory of city branding which is part of geographical branding.

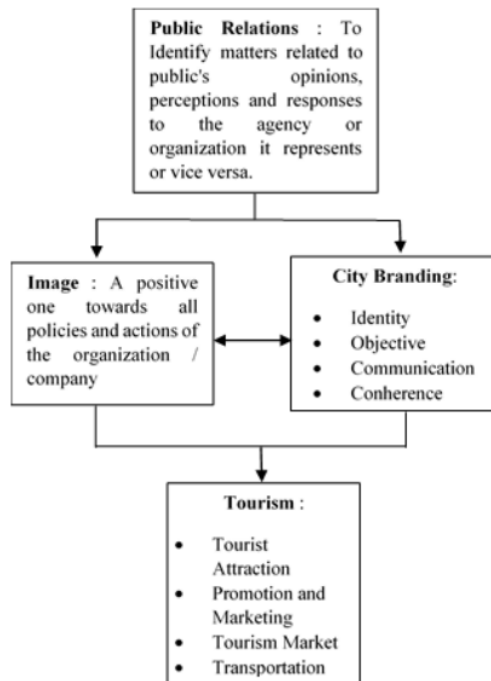
There are several discussions on city branding from various knowledge sectors. According to Anholt in Moilanen & Rainisto [8] city branding is the image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural and government regulations. According to Andrea Insch in Lestari, there are four steps in the process of implementing a city branding strategy [9]:

- Identity, the process of identifying the assets, attributes and identity of a city.
- Objective, to clearly define the reasons and main objectives for the formation of city branding
- Communication, the process of communication both online and offline with all parties with engagement to a city.
- Coherence, the process of applying to ensure all forms of city communication programs regarding messages in its city branding are aligned.

In tourism aspect, according to Hadinoto, there are several things that determine tourism development including; tourist attraction, promotion and marketing, tourism market, transportation, and public [10].

2.4. Framework

Figure 1 Framework



According to the framework above, showed relationship between public relations who carry out their duties to maintaining a positive image of the city in public's perspective by managing city branding to bring development to tourism.

3. METHODS

The discussion of city branding can be studied using both types of approaches, but in this study, researcher wants to put a subjective viewpoint and individual meaning of the object under study. Deddy Mulyana, [11] takes a simple definition from experts, stating that qualitative research is interpretive research (using interpretation) which involves many methods to analyse the research problem. Based on the definitions and reasons stated above, the researcher chose a qualitative research approach for this study. In addition, the purpose of using this qualitative approach is because researchers want to explore more broadly reality-based information through existing data and facts.

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The research method used in this research is case study method. In accordance with the definition of case study stated by Rahardjo [12], as a knowledge activity about a program at a certain level to obtain in-depth knowledge. The reason for choosing this method was because researcher discussed about Banyuwangi city branding program at the government organization level to gain knowledge about public relations functions.

Collecting data in this research is by using interview, documentation, literature, and online data. Interviews were conducted by having conversations with sources or informants using an instrument in the form of an interview question guide.

The criteria for selected informants are someone who have competent backgrounds to answer the problem formulations and objectives set in this study. In this case, researcher choose a staff of the Ministry of Tourism and Creative Economy of the Republic of Indonesia who carry out the PR function by creating and maintaining the Majestic Banyuwangi city branding for the purpose of international promotion.

The documents that will be used for documentation data collection technique use limited official documents provided by the Ministry of Tourism and Creative Economy. In addition, data collection was also carried out from literature and online.

After collecting data using these techniques, it is necessary to process the data with analysis. Data will be analysed using interactive data analysis techniques through three stages according to Sugiyono [13], including the data reduction stage, data presentation, and conclusion.

To avoid doubts about the subjectivity and truth in the process of implementing this qualitative research, the data validity technique was used which in this study used the technique of data validity and source triangulation.

4. FINDINGS AND DISCUSSIONS

4.1. Public Relations Function of the Ministry of Tourism and Creative Economy

As explained by Cultip et al. [5] about public relations function, one of them is to identify various things related to opinions, perceptions and responses of the public towards the institution or organization it represents or vice versa, this paper research on the function of public relations in the board that forms Banyuwangi city branding, the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

Based on the Regulation of the Minister of Tourism and Creative Economy No.1 of 2020 concerning the Organization and Work Procedure of the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Board, Article 76 states that the Public Relations Section organizes the functions of managing relations with the media, monitoring and media analysis, and dealing with community development. Meanwhile, the implementation of the public relations function in maintaining the image and forming branding is carried out by the Sub-directorate of

Strategic Communication and Partnership Strategy. This can be seen in article 406, point a. conveyed the implementation function, namely the preparation of technical policy formulation in the field of communication strategies and tourism marketing partnerships and creative economy as well as the implementation of the Indonesian image campaign [14].

Can be seen in practice that public relations function is carried out well by the Ministry of Tourism and Creative Economy, but the implementation is carried out by several different departments. Interviews in this study were conducted with the Sub-directorate of Strategic Communication and Partnership Strategy because this study discusses images.

4.2. Strategic Steps to Establish City Branding Majestic Banyuwangi

According to Andrea Insch, the strategic step in forming city branding consists of four stages. The four steps include identity, objective, communication, and coherence. Each stage is carried out in detail and according to facts.

In the identification stage, Kemenparekraf collected data about the advantages of Banyuwangi, starting from natural wonders, cultural wonders, sensory wonders, modern wonders, to adventurous wonders. Then it was concluded that Banyuwangi has all wonders except Modern Wonders. Banyuwangi has interesting natural attractions such as Kawaj Ijen, cultural tourism that is still very thick and strong, such as the Gandrung Dance, culinary tours ranging from Sego Tempong to Pecel Pitik, and adventure tours such as Plengkung Beach. Furthermore, the open, friendly, and honest character of the Banyuwangi community was also identified. Banyuwangi with the perception as the Sunrise of Java, the Triangle Diamonds, and its strategic location with Bali is an advantages for Banyuwangi. Meanwhile, there are also shortcomings found in the initial perception that Banyuwangi was often considered mystical and the other is that the road facilities physically still had to be repaired.

At the objective stage, the main objectives of the branding for Banyuwangi are determined simultaneously with the goals on the annual term. The main purpose of establishing a brand is to enhance and strengthen Banyuwangi's image as a tourism destination so that the tourism sector in Banyuwangi can be developed and expanded. The 2016 annual goal is to introduce Banyuwangi's new concept and identity as a sub-brand for the Wonderful Indonesia campaign. The 2017-2018 annual goal is to promote the absorption of the Banyuwangi city brand through brand activation to all Banyuwangi tourists. The 2019-2020 annual goal is to create and maintain loyalty for tourists who have or have recently visited Banyuwangi to make Banyuwangi its main tourist destination.

At the communication stage, foreign communications were intensified by participating in the 2015 China International Travel Market Exhibition which was held in Kunming, Yunnan Province, China. Moreover, from year to year different media, key messages, thematic campaigns, and

tactical campaigns are determined. For example, the media used ranges from digital media, print media, outdoor media, to mobile apps. Meanwhile, at the coherence stage, socialization was carried out in the form of seminars in the launch year, namely 2016 as well as joint media tapping between TV and program placement at the Banyuwangi JTV station.

4.3. Banyuwangi's City Branding as a City of Tourism

According to Anholt in Moilanen & Rainisto [8] city branding is the image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural and government regulations. In city branding, the positioning of the brand is the spirit of "amazingly majestic" that differentiates Banyuwangi from other destinations both in Indonesia and globally.

The values in the city brand Majestic Banyuwangi are every locals in Banyuwangi who behaves with values that reflect a charming personality, wise attitude, and an unyielding character that is represented by perseverance.

The visual brand driver for Banyuwangi is a destination that brings stunning greatness as its central idea, Banyuwangi can be associated with specific things. As music, Banyuwangi is like a lullaby of the gamelan. As an animal, the white tiger, which is rich in magical nuances, is the right representation of this destination.

Figure 2. Majestic Banyuwangi Logo



From all the stages that have been carried out and by looking at the advantages of Banyuwangi, the Majestic Banyuwangi logo and brand was formed. In the logo there is a green mountain element which means creativity, friendly to nature, and harmony, blue sea waves which mean universality, peace and constancy, the sun depicts Banyuwangi as Sunrise of Java with orange colour which means innovation, spirit of renewal, and openness, blue fire as the uniqueness of Banyuwangi natural tourism, which is Ijen Crater with purple colour which means imagination, faith, and inner and outer unity, as well as the distinctive style of the Gandrung dance as a representative of Banyuwangi culture which is distinctive and strong with magenta color which means balance, common sense, and practical nature. Overall, the mix of elements makes for a colourful and cheerful impression, and imaginatively gives off a welcoming and friendly feel.

The choice of the word majestic which in Indonesian is Agung means that Banyuwangi has great natural beauty and enchanting culture.

4.4. Banyuwangi Tourism Development after The Majestic Banyuwangi

Overall, it can be seen that Banyuwangi has experienced significant development after the formation of the city brand Majestic Banyuwangi. In terms of tourist visits in 2016, the year the Majestic Banyuwangi was formed, there was an increase in domestic tourist visits by around 240% and foreign tourist visits by around 170% [15].

In terms of infrastructure development, after 2016 there have been many developments in tourism infrastructure and tourist attractions, such as the construction of a green concept airport, construction of a cruise ship dock on Boom Beach, construction of the Bangsring Floating House, and the construction of the Grand Watudodol.

In developing tourism as well, the community is involved through Pokdarwis (Kelompok Sadar Wisata / Tourism Awareness Group) as the big goal of advancing Banyuwangi tourism.

4.5. PR function in City Branding Banyuwangi as a Tourism City through the Majestic Banyuwangi

The PR function in branding Banyuwangi as a tourism city has been carried out from the preparation stage to form the Majestic Banyuwangi brand by highlighting all the advantages that Banyuwangi has. PR has also communicated to the media and the public both domestically and internationally. This means that PR has carried out its function in communicating to foster good relations with the public and all stakeholders.

In addition, the goal of city branding is well achieved until 2019 in terms of tourism development. With the increasing number of tourism visits, the development and development of tourism infrastructure and infrastructure, as well as the development of human resources, it can be seen that public relations also performs its function in supporting the achievement of goals, namely the public's perception of Banyuwangi as a tourism city.

5. CONCLUSIONS

In the Majestic Banyuwangi city branding management process, the function of public relations in building an image as an opinion and perception in society is held by the Subdirector of Communication and Partnership Strategy. The public relations function carried out by the Subdirector of Communication Strategy in the formation and management process of Majestic Banyuwangi city branding is to take strategic steps in carrying out an image campaign for Indonesia in the eyes of the world, socializing and promoting Majestic Banyuwangi under Wonderful Indonesia to the world through various means such as events and media and he identifies the advantages and characteristics and perspectives of Banyuwangi to form the right brand for Banyuwangi. Furthermore, in carrying out city branding Banyuwangi as a tourism city, public relations

also functions to help organizations achieve organizational goals with the development of Banyuwangi as a tourism city which is also realized and continues.

ACKNOWLEDGMENT

The researcher would like to express his gratitude through gratitude to Faculty of Communication Tarumanagara University, the supervisor Mr. Yugih Setyanto, researcher's family, the interviewees, friends, and everyone who has supported this research so that this research can be completed properly.

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