City Branding vs. Cultural Branding:

Towards a Theoretical for Developing Bandung Identity

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Abstract

City branding is not just an image of the city but also an identity which shows the origin and character of the city. When branding is associated to marketing and advertisement of the city, image/identity shows sovereignty and pride of the city. The transformation of Indonesian government mechanism from centralization to decentralization has brought new sight of government leadership and management. Regional government like city, district, or province has almost full authority on conducting their own government. Bandung city as one of cities in Indonesia has showed its ability on conducting city branding. "Bandung Juara" as Bandung city branding could give positive impact on regional economic development through city advertisement. In the other side, the cultural identity of Bandung city does not arise along with those city branding. This study aims to identify the identity of Bandung through city branding compared with cultural branding. This research uses descriptive analysis method by analyzing synthesis literature from some previous researches and related information of Bandung city which collected and summarized to get conclusion about Bandung as branding city vs. culture branding. The finding shows that creativity and modernity are very dominant on Bandung city branding strategy. It gives positive impact on economic development, but in the other side it covers their original culture. Sundanese culture as original culture of Bandung city did not totally supported on city branding strategy. This problem could make Sundanese culture extinct because it will be leaft behind and replaced with modern- culture.

Keywords: Bandung, city branding, cultural branding, city image, creative city, Sundanese culture

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1. INTRODUCTION

Bandung is the third largest city in Indonesia based on its population after Jakarta and Surabaya. Bandung as one of the big cities in Indonesia has so much potential in contributing to its regional economic development and also to national identity. Compared with Jakarta which has 10.3 million popupation and Surabaya with 2.9 million population, Bandung city is in the rank of 3 with 2.5 million population in 2016 (Jakarta in figures 2017, Surabaya Municipality in figures 2017, & Bandung Municipality in figures 2017). Based on the population density, Bandung city is in the rank 2 after Jakarta. Thus, this study focuses on the Bandung city because it can represent one of the major cities in Indonesia, based on population, economic growth, and local potential of the region. . To gain its economic development, Bandung city has developing city commercialization by using branding strategy. Ridwal Kamil as mayor of Bandung has developed the tagline "Bandung Juara" thus creating a branding city in the Bandung city (Christin, & Fauzan, 2015). Bandung city has been announced as pilot project of creative city in the East Asian region since 2007 (Juanim & Rahmawati, 2015), and those city tagline gainning this. The side impact of Bandung city branding strategy is the lost of its original cultural identity and is replaced by modern associated matter. That is wellkown that Solo and Yogyakarta are associated with Javanese culture. Furthermore, is Bandung as the origin of Sundanese culture could keep holding the association with that culture?

The purpose of this study is to identify the identity of Bandung by compares the image and brand of other cities based on culture. In addition, this paper tries to offer a better understanding of the selection of city branding to improve the identity of the city, especially in Bandung. By comparing among those cities, it could be understood that the city branding associated with its cultural identity. This paper elaborates the history and branding process of Bandung and several cities in Indonesia related to its cultural origin through literature review.

2. LITERATURE REVIEW

2.1 City Branding and City Image

Based on its definition, city branding has several definitions but most of it has close meaning. According to Simon Anholt on Moilanen & Rainisto (2008),city branding is image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural, and government regulation. Based on Kavaratzis (2004:66-69),city branding in communication context from image of the city through three step of communication, they are primary, secondary, and tertiery. Meanwhile, according to Caldwell and Freire (2004)f…, branding terminology is relevant between marketing of goods and services branding with a destination branding. The last is related on how to measure the effectifity of city branding, Simon Anholt (2007) proposed City Branding Hexagon, which are

measured through: presence, potential, place, people, pulse, and prerequisite. The other thing which look like the same but it is totally different is the term of city image, it is define as image of the city created on people mind because of the characteristic of the city. City branding could change people perception of the city based on its differentiation with the another city (Christin & Fauzan, 2015). Other definitions according to Kavaratzin and Ashworth (2006), city branding is the way to positioning the city on the tight of global competition as response of of economic, politic, and social dynamic. In addition, based on Anholt (2010), in term of branding in general, which is a process of designing, planning, and communicating name and identity with purpose to develop and manage reputation. This definition has been modified from product branding which focus on product, this term has been adopted into branding the destination or location. Handito (in Sugiarsono, 2009) talked about the objective of city branding to introduce city/district deeper, improve image, attract international and domestic tourist, gainning more investment, and increase commerce. The implementation of city branding in Indonesia is developed through city tagline to show their identity (Chaerani, 2011).

City branding and city image is two different thing but look the same. Based on its definition, city branding is more active than city image. City branding is something to be created to give perception and reputation of the city. The other side, city image is more passive because it is naturally emerge from the characteristic of the city. Active here means that there is intervention from people to show the characteristic of location to the people. The word identity means "The characteristics determining who or what a person or thing is" based on Oxford dictionaries. In this matter, it could be said that identity has the same similarity with image, because it is mentioned characteristics on its definition.

2.2 Decentralization

Indonesia decentralization has arise trigerred by the collapse of President Soeharto's centralized government (Miller, 2013). Its authoritarian New Orde regime from 1966 has collapse in 1998. Since then, the era of decentralization was arise, regional autonomy was structured in 1999 legislation. This made cities and districts in Indonesia could manage their power and resources. Decentralization in Indonesia has an impact on city competition, then the rise on marketing the city is growing to gain more investment for regional development on each cities/districts.

2.3 Creative City and Cultural City

The creative city based on Landry (2012) is "seeks to inspire people to think, plan and act creativeliy in the city, as well as provide approaches and methods to generate ideas that turn urban innovations into reality". When creative city developed their city based on urban innovation, it would be different in city with cultural development. Ashworth (2000) explained that cultural heritage is a product to be sold on tourism industry. This is stated that a city with cultural background could gain their tourism industry based on cultural identity they had. Cultural heritage not always thing that can be seen, it can come from habit of the people or

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planning of the city. Kostof (1992:80-81) mention civic center which is spacial matter of the city where center of people activity held there, the activities like politic, spiritual, economic, defense, and tourism.

3.   METHODOLOGY

This research used descriptive qualitative method to get findings and in-depth understanding of the research conducted (Moleong, 2009). In this study, researchers develop concepts and collect facts but do not perform hypothesis testing. Sugiyono (2005) said that: "explorative research and often also in descriptive research does not need to formulate a hypothesis." This study focused on city branding vs. cultural branding of Bandung. Data sources of this study uses secondary data where the results of this study will be a proposition for further research. Secondary data were obtained through a synthesis of previous related literature review. Research agenda proposed in this study is based on the synthesis of the literature review previously. This data will then be presented in the form of descriptions to explain the results of an analysis of the findings in the study (Moleong, 2009).

Analysis through literature related to Bandung city on its city branding and from several cities in Indonesia is conducted for this paper. Understanding definition on city branding and city image as a tool to compare the different between Bandung city branding and the other city in Indonesia which has strong cultural identity. Characteristics of Bandung city is digged out to get its original city image then continued to the impact from city branding that has already implemented in Bandung city. Comparing Bandung city with the other cities in Indonesia that develop their city image through cultural resources is the last analysis of this paper. The result then is understanding the Bandung city branding in the perspective of cultural preservation.

4.   FINDING AND DISCUSSION

4.1 Finding

4.1.1 City Branding Through City Tagline

As mentioned before that the way to do city branding could be developed through city tagline. There are some cities has developed city tagline and face their successful on marketing their city to the world. But, there are also some cities that failed on branding their city through city tagline. Table 1 show several city tagline around the world.

Table 1. Cities tagline around the world

No.	City	City tagline	Sources
1.	Paris	The City of Lights	Chaerani, R.Y., 2011, Jannah, B., et.al., 2014
2.	New York	I love NY	Chaerani, R.Y., 2011
3.	Brisbane	Australia's New World City	Chaerani, RY., 2011
4.	Las Vegas	What Happens Here, Stays Here	Chaerani, RY., 2011
5.	Kuala Lumpur	City of the Future	Chaerani, RY., 2011
6.	Hongkong	Asia's World City	Chaerani, RY., 2011, Jannah, B., et.al., 2014
7.	Glasgow	Scotland with Style	Chaerani, RY., 2011
8.	Yogyakarta	Never Ending Asia	Chaerani, RY., 2011, Yuli, A., 2011, Jannah, B., et.al., 2014, Miller, M.A., 2016
9.	Semarang	The Beauty of Asia	Chaerani, R.Y., 2011, Yuli, A., 2011
10.	Semarang	Semarang, Pesona Asia	Miller, M.A., 2016
11.	Jakarta	Enjoy Jakarta	Chaerani, RY., 2011, Jannah, B., et.al., 2014, Miller, M.A., 2016
12.	Solo	The Spirit of Java	Chaerani, R.Y., 2011, Jannah, B., et.al., 2014, Miller, M.A., 2016
13.	Surabaya	Sparkling Surabaya	Yuli, A., 2011
14.	Korea	Korea Sparkling	Yuli, A., 2011
15.	Batu	Shining Batu	Jannah, B., et.al., 2014
16.	Banyuwangi	The Sunrise of Java	Jannah, B., et. al., 2014
17.	Bandung city	Bandung Juara	Christin, M. & Fauzan, S.F., 2015

Most of cities in the list of 17 set up their city tagline in English. Bandung and Semarang are the only cities that having city tagline in Bahasa.. Based on literature, Semarang seems has change its city tagline in period 2011 until 2016, where it is change from "The Beauty of Asia" into "Semarang, Pesona Asia", from the meanings, it is quite similar.

4.1.2 The Impact of City Branding

Some cities have great successes on their city branding, but it can not be denied that there also several cities that face failure in conducting city branding. There are a lot of benefits on conducting city branding, not only for economic development, but also for cultural and social impact for the people of the city. Table 2 shows how the impact of city branding for the city.

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Table 2. Impact of city branding

No.	City	Impact	Sources
1.	Glasgow	It has impact on the increasing of city income	Chaerani, R.Y., 2011
2.	Yogyakarta	- Failed to achieve the target on: as the leading economic region in Asia for trade, tourism, and investment in five years. - Trying to utilize the word "Asia" which has perception as me-too brand	Chaerani, R.Y., 2011, Yuli, A., 2011
3.	Semarang	- The tagline does not relevant with Semarang city condition - Trying to utilize the word "Asia" which has perception as me-too brand	Chaerani, R.Y., 2011, Yuli, A., 2011, Miller, M.A., 2016
4.	Solo	Succed on branding the city, got some appreciation on tourism sector	Chaerani, R.Y., 2011
5.	Surabaya	- Did not show the uniqueness of the city - The use of "Surabaya Sparkling"	Yuli, A., 2011
6.	Banyuwangi	Could emerging Banyuwangi city image to the tourist as their attraction to come to Banyuwangi	Jannah, B., et.al., 2014

Glasgow, Solo, and Banyuwangi are the city that success delivering city tagline to support their city branding for city marketing. Not only for economic development, regarding to this cases, city branding increase the proud of the city by some appreciation achieved. In the opposite, Yogyakarta, Semarang, and Surabaya did not succed on branding their city. Most of that failure is caused by inrelevant city tagline with their city image.

4.1.3 City Image as Potential Resources for City Branding

(1) Cultural identity as city image

Each city has their original culture, but how much it is known depend on people perception outside the city. Original culture could be a potential resources for city branding to build image of the city. Table 3 summarized potential resources of cities in Indonesia that could be used for city branding.

Table 3. Potential branding image on several city in Indonesia

No.	City	Cultural image/identity	Sources
1.	Yogyakarta	- Yogyakarta has history since the creation of The Kingdom of Yogyakarta - Yogyakarta has city planning called as civic center which means center of citizen activity - There are some toponym to call the name of city zoning, such as : Pacinan for Chinese residential, Sayidan for Arab residential,	Adrisijanti, I., 2007, Yuli, A., 2011

No.	City	Cultural image/identity	Sources
		Gerjen for tailorman, Dagen for carpenter, Siliran for lamp-man, Gamelan for horse keeper, Mangkubumen for Mangkubumi Prince, Wijilan for Wijil Prince, Bugisan for Bugis soldier. - Kasultanan Ngayogyakarta still maintained with the uniqueness of Javanese culture	
2.	Solo	- Solo has already known as city of Batik, culture, art performance, carnaval, Bengawan, etc. - Some crafts also known from Solo like Keris, Raja Mala, etc. - Landmark identity like Panggung Sangga Buwana in Surakarta palace - Batik region (Laweyan Batik village and Kauman Batik village)	Murfianti, F., 2010
3.	Bandung	- The origion of Sunda people lived on the banks of the Cikapundung River and the large lake North of Bandung - Most of them farmed in the region's fertile hinterlands - Traditional culture like wayang golek puppet theater and many musical forms - Bandung city development by Siregar (1990) divided into three phases : The Traditional City (1810 – 1900), The Colonial City (1900 – 1945), and The Development City (1945 – 1990) - Bandung city citizen has spirit of association to achieve community purposes - Voluntary association become a type of social organization membership - Togetherness and discussion is in the blood of Bandung citizen - Angklung as musical instrument originated from Sunda or Bandung still preserve by Saung Angklung Udjo	Soemardi, A.R. & Radjawali, I., 2004, Achwan, R., 2013, Hani, U., et.al., 2012
4.	Cirebon	- Known as City of Shrimp and City of Wali - Also called as Grage (a vast empire) Caruban Nagari (marker mountain Ciremai)	Jaelani, A., 2016

All those cultural resources has already known by the public as the identity that become the image of the city. Those cultural identity known in natural way without much intervention by government or institution in charge on that city. That cultural heritage become a ready consumed product for tourism industry (Ashworth, et.al., 1994).

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(2)   How city branding strategy is developed

When city image related to city branding strategy on creating city tagline, city image could be used as platform and resource to build and support city tagline, but it is not a must. Table 4 describing how city tagline supported through city branding strategy.

Table 4. City branding strategy to support city tagline

No.	City	City branding strategy	Sources
1.	Solo	- Government program synergized with city branding strategy - Sustainable cultural event conducted by government (Solo Batik Carnival) - Establishing Tourism Promotion Board and Tourism Information Center - Railbus and double decker bus - Pioneering the city of Solo as centrum of Keris study and development - Cooperation with 6 districts around Solo to establish Great Solo tagline	Chaerani, R.Y., 2011, Murfianti, F., 2010
2.	Yogyakarta	- Arranging a vision : "the leading economic region in Asia for trade, tourism, and investment in five years" - With a mission : attracts, give satisfaction and maintain commerce, tourist, investor, developer and organization from all over the world to stay in Yogyakarta	Yuli, A., 2011
3.	Banyuwangi	- Developing their natural resources to increase tourism sector - Annual cultural event : Banyuwangi Ethno Carnival, Petik Laut ritual, and Kebo-keboan ritual	Jannah, B., et.al., 2014
4.	Jakarta	- Focuses on four key strands of marketing encompasing both local (culture and heritage) and the global (cuisine and shopping malls)	Miller, M.A., 2016
5.	Bandung	- Developing high technology industries - Built art galleries and also creative studio like multimedia, music, etc. - Bandung city government vision : "Greater Bandung 2020: Friendly and Smart" - City government positioned Bandung as a "Service City" - Support on creative based business and industry - Support young people on forming social peer-groups	Soemardi, AR., & Radjawali, I., 2004

4.2   Discussion

Some cities failed to brand their city, in this study are Yogyakarta, Semarang and Surabaya because of they creating their city taglines not relevant with their city images/identities. When this is happen, they should start to brand the city from the beginning, which they should make a new platform to build new city image to the public. The other cities that succed developing their city branding do not need much effort to promote their city to the public. They just need to gain it with several programs to support the wellknown city image.

Each cities have their own cultural image/identity, because it come from human habits or activities. Those cultural image emerging image of the city which then known by people. In the case of four cities mentioned on Table 3, Yogyakarta has failed to develop its city branding. Solo and Banyuwangi developing city branding strategy based on their cultural platforms. For the case of Jakarta, its city tagline has no relevancy with original culture of Jakarta, but on their branding strategy still maintaining their culture.

In Bandung city branding case, "Bandung Juara" tagline has no relevancy to it origin culture, especially for Sundanese culture. Table 3 show some of Bandung city cultural image, but on Table 4 there are no strategy on supporting the activity related to cultural image. Dominant factors on Bandung city branding strategy is on creativity and modernity through smart city. It is shown from appreciation embedded to Bandung city as one of Creative City in Asia Pacific (Achwan, 2013). As Smart City, Bandung been implemented information technology on running public service process. Bandung Command Centre is one of technology for smart city, it is integrating all of cctv in Bandung to surveillance the city (Christin & Fauzan, 2015). The Bandung major has also shortcut and simplify the bureaucracy through social media like facebook, twitter, and instagram (Munandar & Suherman, 2016). Before Bandung has "Bandung Juara" as city tagline, it has several calling previously. Known as "Parijs van Java" in Dutch colonial, and also "The Flower City" due to its prevalent gardens and tree (Yuwo, et.al., 2013).

5.   CONCLUSION

City image is the characteristic of the city naturally emerge without any intervention from government, while city branding is something to be created to give perception and reputation of the city. From several literature related to city branding, summarized that there are 17 cities which has developed city tagline, and most of it is using English as city tagline language. Three cities (Glasgow, Solo, and Banyuwangi) gainning positive impact on city tagline, and the other cities (Yogyakarta, Semarang, and Surabaya) failed on conducting city tagline for benefit in positive impact. The finding show that a reason on why they failed on it is because of they creating its city tagline not relevant with its city image/identity. Relevancy between city image and city branding is very crucial in this matter,

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because it will be influenced the city branding strategy. For cities that do not have a city tagline that is relevant to the city image, it requires more effort to promote their tagline to the public, because they do not start from the city image that has been known before. Bandung city tagline has no relevancy with cultural image of the city, but it still gainning a positive impact on their economic development. This is indicated by the achievements as one of the Creative Cities in the Asia Pacific. Dominancy of creativity and modernity on Bandung city branding strategy gives positive impact on economic development, but the original culture of Bandung city is covered with it. Sundanese culture as origin culture of Bandung city did not totally supported on city branding strategy. This problem could make Sundanese culture gradually lost in the future because it will be left behind and replaced with modernity.

One of the most important aspects of establishing a city's identity in the marketing and advertising process is city branding. In this article, Bandung identity is shown through city branding compared with culture branding. This will help the government to better prepare and improve the city branding opportunities as a tourism destination, in order to increase local economic potency. This article offers synthesis literature on city branding taking into account their specifications. Understanding this research will help city government to focus on choosing the right branding and then focus on developing the right strategy. The limitations of this study only view the history and process of Bandung city branding and some cities in Indonesia associated with its cultural origin through literature review. The recommendation for future research is to explore further through empirical studies, one of which is to analyze the effects of this review study in other cities in Indonesia, so that we can see how the characteristics of each city are different. Another suggestion for further research is finding models and strategies that demonstrate better performance for city branding.

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