

UDC 332

ANALYSIS ON THE EFFECT OF CITY BRANDING TOWARDS TOURISM VISIT TO BANYUWANGI DISTRICT, INDONESIA

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ABSTRACT

This research was conducted based on these objectives: 1) Explaining tourism potential in Banyuwangi Regency, 2) Explaining the impact city branding implementation on tourist visits to Banyuwangi Regency, 3) Explaining the problems related to the implementation of city branding in Banyuwangi Regency. This descriptive research was conducted using a qualitative research approach in the Office of the Culture and Tourism Department of Banyuwangi. Research data were collected through interviews, documentation and observation. Several instruments were employed including interview guides, supporting devices, field notes and researcher. The focuses of the research included; 1. Explanation of tourism potential in Banyuwangi Regency, 2. Explanation of the impact of city branding implementation on tourist visits to Banyuwangi Regency, 3. Solutions to the problems that occurred related to the implementation of city branding in Banyuwangi Regency. The results of this research showed give kinds of tourism potentials in Banyuwangi District including nature-based tourism, cultural tourism, event tourism, artificial tourism, and culinary tourism. Furthermore, the implementation of City Branding has brought an increase in the number of tourist both domestic tourists and international tourists, awarding the District with UNWTO awards and the program has also increased the level of community income.

KEY WORDS

City branding, tourist visit, Banyuwangi District.

City branding is regarded a good strategy in strengthening the positioning of a nation or a region in a target market. Similar to the positioning of a product or service, the strategy is expected to make a nation or region become widely known throughout the world. City Branding is an effort to form certain image or impression in the mind of the target market. The implementation of city branding include offers several benefits: 1) Making certain region become well-known (high awareness), and bring positive perceptions in the society, 2) The strategy is considered suitable to obtain specific purposes, 3 The strategy is considered appropriate for investment purposes, tourist destinations, residential area, and to held various events, 4) To make a region perceived to have high prosperity and security (Murfianti in Sarjono, 2010).

The implementation of city branding by Banyuwangi District Government has been regarded successful in improving the quality of live of the people. The strong potentials of Banyuwangi District also made the city branding the main focus of the regional development of Banyuwangi Regency. Banyuwangi District is a district located in East Java Province, Indonesia. This research was conducted in this region as it is one of districts in Indonesia that has successfully applied the city branding concept.

The implementation of city branding in Banyuwangi District has awarded this district with The United Nations World Tourism Organization (UNWTO) in the "12th UNWTO Awards Forum" event in Madrid, Spain, Wednesday (20/01/2016) night local time. The district that is well-known as "The Sunrise of Java" managed to get "UNWTO Awards for Excellence and Innovation in Tourism" for the category of "Public Policy Innovation and Governance "(Kompas, 2016). In the last five years, the tourism sector in Banyuwangi has continued to grow.

The branding of the district as "The Sunrise Of Java" has brought significant effects for the district in the forms of 72 awards obtained since April 2011 to date. One of those awards,

namely the Marketeers of The Year for the best the Public Service of the Year, was obtained by three public service sectors, namely tourism, village development and health for East Java level (Surya, 2016). This research was conducted to identify major tourism potentials in Banyuwangi District and to identify the effects of city branding implemented there.

LITERATURE REVIEW

City Branding

According to Kavartzis, (in Diana 2004) seen from the context of communication and urban image, there are three steps of communication namely primary, secondary and tertiary communication. While seeing city branding from several points of view, city branding hexagon is most suitable form of city branding to be used as a reference in city branding evaluations compared to other concepts that rather focus on the implementation of city branding.

City branding hexagon was introduced by Simon Anholt which functions to measure the effectiveness of city branding concept applied in a city. According to Anholt, (in Diana 2007), (there are six aspects in measuring city branding effectiveness consisting of presence, potential, place, pulse, people, and prerequisite. Popescu and Cobos, (in Wandari 2010) mentioned that city branding hexagon provides innovative measurement instruments to facilitate the government in finding out about the perceived images of a city.

Tourist Visit

Some aspects are known to attract tourists to visit a tourism attraction as follows (Khasani, 2014):

1. Natural Amenities. Objects that naturally existing in nature. Example; climate, land pattern, natural scenery, flora and fauna, and others.
2. Man Made Supply. Human-made attractions such as historical objects, culture, and religion.
3. Way of Life. Traditional occasions, life habit, customs such as cremation funeral in Bali, Sekaten ceremony in Jogjakarta, etc.
4. Culture. Any cultural aspects typical to the people living in certain tourist areas.

METHODS OF RESEARCH

This descriptive research was conducted based on the qualitative research approach. This research took place in Banyuwangi Regency, which data were collected through interviews, documentation and observation. The focuses of this research are mentioned as follows.

1. Explanation on the tourism potentials in Banyuwangi Regency.
2. Explanation on the effects of city branding implementation toward the number of tourist visit to Banyuwangi Regency.
3. Problems that occur in the implementation of city branding in Banyuwangi Regency.

RESULTS AND DISCUSSION

The results of interviews conducted to some informants, (Head of Tourism Office), Tourists, Tour and Travel Agents The researcher are presented as follows: a) The tourism potentials of Banyuwangi District can be grouped into: 1) Nature Tourism. This tourism activity emphasizes more on nature as its main tourist attraction, with less human intervention. Nature tourism attractions in Banyuwangi District include: Banyuwangi Tree Angle Icon (Ijen Crater, Sukamade Beach, Sadengan Alas Purwo Meadow), Plengkung Beach, Santen Island, Red Island, Green Bay, and Lider Waterfall. Nature tourism which is most often visited by tourists and is a mainstay of Banyuwangi District is the Tree Angle Icon. 2) Cultural Tourism. This tourist attraction focuses more on the destinations that present noble values of Banyuwangi community inherited from ancient generation. The noble cultural

items are in the forms of artifacts (traditional houses), dances, and customs that are typical to the place. The cultural tourism of Banyuwangi District includes: *Osing* Tribe and Indigenous, a tribe that originally comes from Banyuwangi Regency. Residence (traditional house) used by *Osing* Tribe, which is located in *Osing Kemiren Village*, *Glagah Banyuwangi District*. Another cultural object that attracts visitors is *Gandrung* Dance which is a typical dance of Banyuwangi Regency.

The cultural products of Banyuwangi are usually presented in the forms of cultural festivals held by the local community such as *Seblang Adat*, *Adat Mepe Kasur*, *Adat Betik Laut*, and *Adat Kebo-Keboan*. Banyuwangi also offers some tourism events including: *Gandrung Sewu Event*, Banyuwangi Ethno Carnival, Chinese New Year Festival which in 2019 would be held on February 19, 2019, Mata Fair which would be held by the State of Malaysia in 2019, and a culinary festival. Of all these cultural festivals, the most interesting one is the *Gandrung* Dance, which dance cannot be found in other regions but Banyuwangi. This dance was the mainstay cultural tour and event tourism named as *GANDRUIING SEWU FESTIVAL*, involving more than 1000 dancers. This festival is usually held every October. 3) Artificial tourism, this destination involves more human intervention. Artificial tourism in Banyuwangi District includes: *Bajulmati Reservoir* located in *Bajulmati Village*, *Wongsorejo District*, Banyuwangi, *Sidodadi Glenmore Reservoir* located in *Glenmore Kalirejo Plantation*. In addition, *Umbul Bening* in *Sumbergondo Banyuwangi* and *Mirah Fantasia* which is located on *Jl. Karimun Jawa*, *Lateng*, Banyuwangi are also attractive. Basically, water reservoirs were not mainly built as tourist destination as they function as agricultural and plantation irrigation. However, with proper management, reservoirs can become attractive tourist destinations. Culinary tourism in Banyuwangi District includes: *Rujak Soto*, *Sego Cawuk*, and *Nasi Tempong*. *Rujak Soto* is a combination of *Rujak* (made from vegetables) and *soto* as the sauce. *Sego Cawuk* is made from rice with grated coconut sauce, shredded young corn, and *pindang* fish sauce. This food is usually eaten for breakfast (morning). *Sego Tempong* is made from boiled vegetables poured with peanut sauce. It tastes very spicy and perfect for any time. b) The effects of City Branding for Banyuwangi Regency. The obvious effect of city branding in Banyuwangi District is the increase in the number of tourists visiting Banyuwangi District which leads to increase in community income through culinary sales, souvenirs from Banyuwangi District and from several events or festivals held. Another positive effect of this branding is also the increase in the awareness of Banyuwangi District Government to build better tourism facilities such as hotels, homestays and tour and travel agents, road and transportation infrastructure. c) Handling the problems regarding City Branding implementation in Banyuwangi Regency. Problems related to the implementation of city branding in Banyuwangi District might affect the number of tourist visit to Banyuwangi Regency. A number of internal and external problems in the implementation of city branding in Banyuwangi District had been tackled by the Banyuwangi District Government through intensive communication with all elements of the local community. The communication engaged all community and their views and ideas.

The Government of Banyuwangi District has made some efforts to introduce its region through second branding namely "Majestic Banyuwangi". This strategy is meant to attract more tourists to visit the place. Some other strategies undertaken by the Banyuwangi District Government, particularly the Culture and Tourism Office had been carried out including inviting city delegations to participate in various international events and exhibitions, through which Banyuwangi Regency was being introduced to the international community.

In addition to the existing tourist destinations, unique culinary products of Banyuwangi District are also special. Typical cuisines from Banyuwangi are affordable, unique in taste and served with quite a large portion. Several food are typical to Banyuwangi District namely *Sego Cawok* with banana leaves rice wrapping, *Sego Tempong* and *Rujak Soto*. The district also offers its typical cakes (*Kue*) such as *Kue Ladrang Sabrang*, *Kue Patola (Precet)*, *Kue Untir-untir* and so on.

CONCLUSION

It can be concluded from the results of this research that the tourism potentials of Banyuwangi District include natural tourism, event tourism, cultural tourism, artificial tourism and culinary tourism. Those tourism potentials have made Banyuwangi District well-known for its distinctive characteristics. The development of tourism potentials has been supported by the Government of Banyuwangi Regency. The implementation of city branding in Banyuwangi District has contributed to the increase in the number of tourists visiting Banyuwangi District which led to increase in community welfare through various economic activities done in tourist destinations, culinary sales, souvenir sales and from various events or festivals held. The city branding has also increase the awareness of the Banyuwangi District Government to build tourism facilities such as hotel facilities, homestays and tour and travel agents, infrastructure and transportation. Problems that occurred related to the implementation of city branding, including internal and external problems could be tackled by the Banyuwangi District Government through intensive and effective communication with all elements of the local community.

Several suggestions have been proposed regarding the results of this research. The Government of Banyuwangi District is suggested to intensify the efforts made to introduce the region to wider community through city branding. Some tourism potentials and achievements made by the District should be highlighted in these efforts in order to cover up some old negative views about Banyuwangi Regency. Future researchers are encouraged to investigate some non-optimal aspects in the branding of Banyuwangi Regency, especially the ones related to the District administration. Therefore, various efforts made to introduce and develop Banyuwangi District can be improved by the next government.

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