

# The Digital Marketing of Re-branding Bandung become a Smart City

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**Abstract**—Brandtouchpoints is any points of contact that describe the positioning. The positioning can be change in long term period. Unique Selling Point (USP) is the unique point of brand that forming differentiation with other brands. Bandung in the past known as a flowers city than now changed becomes a smart city. With the changed positioning, Bandung also should have been changes the brandtouchpoints. It adjusted with the new positioning. One brandtouchpoints that is made were a command canter, Wi-Fi in public area, and also the co-branding with other brands that have a similar positioning with Bandung as a smart city. The example co-branding that have been ever made is the co-branding with Pocari Sweat. This co-branding that represented digitalized marketing is creating Pocari Sweat Bandung West Java Marathon event. In this event, Pocari Sweat collaborate with Sweat Generation that represented the potential market of Pocari Sweat as sports tourism city. Pocari Sweat also create SweatGeneration Application on Google play and App Store. Smart people are the active generation who are achievers and care about health. The purpose of this study is to describe the brandtouchpoints of the new positioning and to crosscheck whether the selection of brandtouchpoints that used in Bandung with accordance public perception. This research uses descriptive qualitative method and using constructivist paradigm. Qualitative research method is a research method based on post-positivism philosophy. The result of this study is brand touchpoints that used have been equal with the customer perception but still need strengthened in publicity.

**Keywords**—unique selling point; positioning; re-bra

## I. INTRODUCTION

Positioning is description about we want to be known as something. In determining the positioning, we must know about what unique selling that we have, which different from other brands. This is important for brands that are easy to remember and can be top of mind. Branding is processes that create the customer perception through brandtouchpoints. Bandung is one of the favorite destinations in Indonesia. Bandung has many nicknames, there are the city of flowers, the city of Paris Van Java and the city of fashion. But now Bandung Re-positioning becomes Smart City. The city of Bandung as the top 3 of Indonesia 's Top Travel Destinations in 2017 after Bali and Yogyakarta, makes Bandung very focused on digital marketing in accordance with the new positioning of Bandung.

Bandung in the past known as a flowers city than now changed becomes a smart city. With the changed positioning, Bandung also should have been changes the brandtouchpoints. It adjusted with the new positioning. One brandtouchpoints that is made were a command canter, Wi-Fi in public area, and also the co-branding with other brands that have a similar positioning with Bandung as a smart city. The example co-branding that have been ever made is the co-branding with Pocari Sweat. This co-branding that represented digitalized marketing is creating Pocari Sweat Bandung West Java Marathon event. In this event, Pocari Sweat collaborate with the smart people or Sweat Generation (Pocari Sweat version) that represented the potential market of Pocari Sweat with the concept of Bandung sports tourism city. Pocari Sweat also create SweatGeneration Application on Google play and App Store. Smart people are the active generation who are achievers and care about health. By defining the brandtouchpints that accordance with the positioning, it expected that the customer perception can be equal with the positioning. In addition to the SweatGeneration application, the SOCA Bandung application is a digital-based promotional media that describe Bandung government as a smart city.

## II. MATERIALS AND METHOD

### A. Brand and Marketing Communication

Brand supported by marketing communications strategy become a strong brand. The complicated relationships between brand and marketing communications can be elaborated through a communication view that create brand content. The complexity of brand remains a message in the marketing communication process. Rossiter and Bellmin in Bungin, describe the brand touchpoints with marketing communication are as follows [1]:



Fig. 1. Brandtouchpoints [1].

As described above, marketing management is product that closely related to the brand and differentiation. Kertajaya in Bungin 2015 said that the most important element of marketing is brand, positioning and differentiation [1]. Hermawan proposed nine marketing elements to criticize Kotler's marketer concept, but according to him, the three elements are the most important in modern marketing. When described, the position of brand, positioning and differentiation are as follows:



Fig. 2. The Positioning of Brand, Source: Hermawan Kertajaya in Bungin, 2015 [1].

### B. Brand Communication

Brand communication is not defined by geographically society specific. It can be based on structured social relationships among brand. The key characteristic of the brand community is no barriers entry for communities to become new members of communications (Muniz and O'Guinn in Mix Marketing Magazine 10/ XI/19 October - November 2015). Individuals can be directly part of a community through purchasing a brand product without requiring authorization from other members of the community [2].

### C. Branding Rules

1) *Perception is a reality*: Branding is creating customer perception. What the mind thinks right is the truth, and you do not deny it. Perception is reality. Branding is not a fight to determine the better brand (although it helps). Branding is a battle to determine who can create better perceptions.

2) *Lucky way to pioner brand*: Being first is better than being better. This is important, though not a guarantee of success. Being the first gives you the opportunity to solidify your brand in the minds of customers before there are competitors.

3) *Create the new categorize*: If you are the first or second brand in the market, there is still hope for you to be the first to remember. You will need to promote aggressively, but your brand will grow as the category grows. You will be seen as a champion brand because of the promotions made.

4) *Focused*: When focused, brands will be strong. People remember with the one center idea message from the brand.

5) *Create the differentiation or sale with the cheaper price*: You cannot build a strong brand without differentiation. If the customer cannot differentiate your brand with your brand competitor's product, customer prefer to with the cheaper price.

6) *Public relations content to develop brand publicity*: Advertising is what you say about yourself, and tend to say the right thing. Therefore, advertising has very little credibility. PR is what media say about your brand. Because the media is a third party, their opinions will more trusting. Public Realtions have credibility that not owned by advertising, but we still need advertising to maintain the brand.

7) *Create the great name for your brand*: The business is already complicated without being the brand name that easy to forget. So work hard to make sure you have a unique and memorable brand name. After all, your brand is just a long term name. The great name that you have will be prompted by competitors.

8) *Consistent*: The consistency brandtouchpoints create the customer perception. To create brand awareness, the brand used expose with the consistency message.

9) *Create the competitive atmosphere*: To build a strong brand, you need to provide the existence and prove its appropriateness to remain.

10) *Find the right right time to create the second brand*: You need to become a top brand, yet to create the second brand [3].

### D. Online Distribution Channels

At the online operational level distribution channels carry a set of values and benefits that are realistic and consistent. For businesses that are market driven oriented, value marketing is cheap, effective, flexible and unique to convey to tourists, as follows:

1) *CRS*: All large modern businesses run a computerized reservation system to respond questions and to orders manage that maintain a tourist database website. They play a core role in the distribution process.

2) *GDS*: Nowday, airline currently has a computer-based global distribution system, especially to provide e-commerce access for individuals to sell existing tariffs and booking systems in the world. GDS can facilitate each producer, company and final payment for purchases, and transfer the rights to the buyer.

3) *GNE*: A various strategy independent networks affiliated with data center services that provide networks, data management, storage, operations and resource security of each company's operations.

4) *Infomediaries*: A global form of internet virtual business that collects, provides and sells up-to-date information for certain markets. As well as creating a convenient platform (website / cybermarket) where buyers and sellers can get information and do business. Infomediaries are a form of intermediary in cyberspace that operates at a fraction of the cost per transaction of traditional intermediaries.

5) *Disintermediation*: The process of using distribution network, for example for travel, is connected directly to meeting centers or internet.

6) *Website*: A internet site created by a business provide to manage information that motivated e-commerce facilities for touristm. Every website has an address that can be accessed directly by the search engine. High definition internet becomes a distribution channel.

7) *Internet*: Global communication networks are not directly accessed to organizations, still accessed by personal computers with modems (or through digital television to interact).

8) *Internet*: Global communication network that cannot be accessed by organizations, but can be accessed by personal computers with modems (or through digital television to use).

9) *Intranet*: security network that operates through the internet for users who are authorized. Used for internet and internal communication, for managing businesses, and for brand B2B transactions.

10) *E-commerce*: Electronic commerce and retail trade on the internet. the trade process need to find the best prices and other options. Consideration of using online channels through the internet as the main access to provide adequate space in the provision of [4]:

- The tourism and trade access is more convenient, either for direct purchases or for pre-order.
- Display and distribution of product information such as brochures and leaflets or multi-media Information can be accessed and downloaded via the internet (providing choices for tourists).
- Sales promotion and merchandising opportunities, special offers to produce more appropriate program responses.
- Purchase, advice and assistance, for example schedule planning, choice of suggestions, and help with product knowledge.
- Transfer of rights products through tickets and documents, or provisions of unique numbers that can change when uniform prices and travel documents occurred.
- Receive and trade proceeds to principal and additional services, such as insurance, advice on inoculation and passport assistance.
- Intelligence sources for producers, including building tourist databases

- Can be used as part of public relations advertisements and campaigns.
- A route to receive and shape the flaws of tourists, or direct them to other sources.

### III. RESEARCH PARADIGM

Research paradigm is a framework that explains how the researchers think about the facts of social life and the science or theory treatment. The research paradigm also explains how the researcher understands issue, as well as the criteria answer the problem. The research need clear idea besides the paradigm. Paradigm is the basis of research beliefs that conducted the researchers [5]. This research uses post positivist paradigm. The Post positivism previewed the probabilities issue.

Post positivist characteristics are reductionist, logical, empirical, causally-oriented, and deterministic. This paradigm is seen as a series of logically connected steps and believes rather than a single reality. It supported by precise and thorough data collection analysis [6].

### IV. RESULT AND CONCLUSION

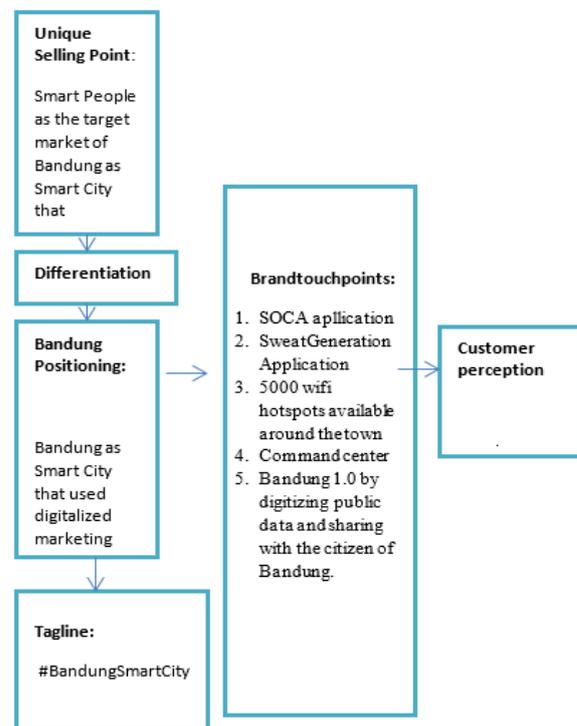


Fig. 3. Branding Process (researcher, 2018).

Unique Selling Point is the specialty of the brand compared with competitor. Bandung's Unique Selling determined by the target market. The Bandung's target markets are Smart People that embracing digital life and digital civilization. This Unique Selling points create the differentiation with the other city. This Unique Selling point describes Bandung's positioning as smart city that used digitalized marketing. Than the positioning describe with the #BandungSmartCity tagline.

Based on Bandung City Positioning, the brand touchpoints selected by Bandung city create application and facilitated that support digitalized marketing. The several brand touchpoints are SOCA Application, Sweat Generation Application, 5000 Wi-Fi hotspots available around the town, Command center, Bandung 1.0 by digitizing public data and sharing with the citizen of Bandung. Those brand touchpoints successes to create the equal perception to Bandung.

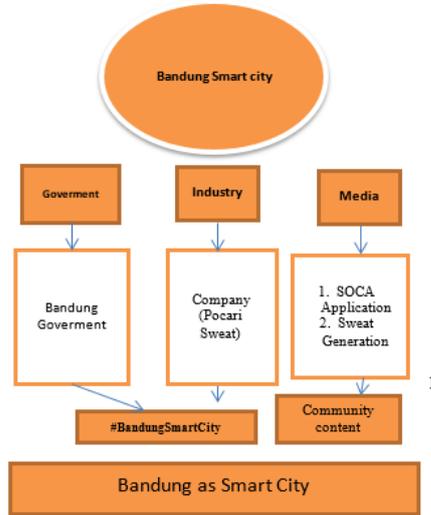


Fig. 4. Three aspect of city branding.

Bandung as Smart city supported by three aspect. There are Government, Industry and media. The Bandung Government and Pocari Sweat collaborate with #BandungSmartCity tagline in the Pocari Sweat Java Marathon Event. The other factor is Media that promoted the concept by SOCA and Sweat Generation. That application accessed by the community and become the publicity. This publicity support to create Bandung as Smart city.

The re-positioning Bandung as Smart City defines several indicators, namely Connecting, Monitoring and Controlling. These indicators show that Bandung supports infrastructure for the use of technology information. Whereas the positioning of Pocari Sweat is Born to Sweat defines a superior generation with a good level of new media usage. Pocari Sweat Bandung West Java Marathon event there tagline is "be a finisher, not just a tourist", which describes that event targeted the visitor came to Bandung not only as a traveler but as a runner. That tagline also accordance with "drive to action". The Bandung Smart city brand touchpoints describe the positioning that including Sweat Generation application which real-time information about the Course map and live tracking, social sharing, Hydration point and race result. Course map and live tracking. All content on the website and Pocari Sweat mobile application are in accordance with the concept of the smart city of Bandung. There are connecting, monitoring, and controlling. All runners can connect with other runners and find out information data updates from the mobile application when the activity takes place in real time. Pocari Sweat can also monitor and control the placement of hydration points (each runner gets pocari sweat for free) and placement of first aid and ambulances that can be accessed from a mobile application.

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