

# A Dilemma of City Branding in Bangkalan District of Madura

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**Abstract**—City branding is becoming a popular word in Indonesia because the regions are racing to find "branding" for their city. City branding is considered to be a necessity that can support the welfare of the people in it. In Indonesia, there are some regions that are very confident in finding their city branding, but there are still many regions that are still uncertain, one of which is Bangkalan, Madura. In this research, the method used is qualitative with a case study approach, in-depth interviews, observation and analyzing documents in order to obtain holistic and in-depth information. The conclusion generated in this study is the uncertainty of the image of the city which is known to have the City Dzikir and Sholawat jargon as seen from the local government does not have a clear concept and does not have a strong commitment to City Branding to be built. The Bangkalan Regional Government has not seriously synergized with other stakeholders in designing and finding the right City Branding for Bangkalan.

**Keywords**—City Branding, Local Government Bangkalan, City of Dhikr and Sholawat

## I. INTRODUCTION

City Branding is currently considered something important and something that must be done in every city that wants to raise its level (1). So it's not surprising that currently, regions in Indonesia are rife in searching for and finding "brands" for their cities. There are several cities that have trusted to launch their brands, such as Jakarta with Enjoy Jakarta, Jogja with Never Ending Asia, Bandung with BDG, Surabaya with Sparkling Surabaya, Semarang The Beauty of Asia and Solo with The Spirit of Java, but there are some areas that still hesitant to determine City Branding that is right for the area, one of which is Bangkalan district. In fact, when compared to other regions in Indonesia, Bangkalan Regency is no less interesting. Bangkalan has good potential, ranging from culinary, religious tourism, non-religious tourism, souvenirs, investment, and batik. Likewise, geographical conditions and all aspects, as well as advanced infrastructure and infrastructure, are very supportive of the progress of the Bangkalan Regency. And another important opportunity for the progress of the Bangkalan Regency is the Suramadu Bridge where Bangkalan is the gateway to Madura. But all that has not been fully utilized by the Bangkalan local government to be passionate about formulating the right City Branding for the community and its environment.

Bangkalan Regency needs an image because Bangkalan Regency is one of the economic centers so that Bangkalan Regency must be able to make investors and business people

interested in doing business in the city moreover to invest their capital. In addition, the reason why Bangkalan city requires image and brand is that tourists are interested in visiting Bangkalan and spending money to spend interesting things in the form of non-service. The City Branding process is related to the formation of city identities that show differences and direct how a city is marketed. A city with a strong identity can become a city with a strong image. The search for identity is a step that must first be done in shaping an image of the city. Identity in shaping the image of the city does not come by itself but must be sought, determined, and managed, so that a brand for the city is as a marker of identity (2).

City branding can be said as a form of image communication that involves three aspects of communication, namely primary communication, secondary communication, and tertiary communication. Primary communication is all views of the city such as landscape strategy, infrastructure, bureaucracy and all behaviors or actions concerning the city. In its implementation, branding involves the interrelation of various parties to arrive at the image to be built by a city. Secondary communication is a formal, intensive communication that is commonly known in marketing practices such as advertising, public relations, graphic design and so on. Tertiary communication is related to word of mouth, which is strengthened by the media and competitors' communications, which cannot be controlled by marketers. The whole process of branding and two types of controlled communication aim to foster and strengthen positive tertiary communication, especially in city residents who are at the same time the most important target audience and marketer of the city (3).

Local Governments are demanded to be good communicators, more communicative if they want their regions to develop and transform towards modernization. And now the Regional Government should also intensively communicate the organization's vision, mission, and strategy to obtain common meaning with the public while changing public perceptions to support it. Local government is not enough just to pattern 'serve' but also demanded to be able to create value for the community where it is located (4). Aside from being a communicator of the Regional Government through its regional regulations it also functions to manage the image of a destination (5). So that it can be said that city branding generally focuses on image management, precisely what and how the image is formed and the aspects of communication that are carried out in the process of image management. City branding is also the task and collaboration of all stakeholders associated with the city. Responsibility for

the success of city branding lies in the entire internal public of the city, both the city government, the private sector, entrepreneurs, Interest Groups and the city community. In city branding, what is prioritized is to enable the entire city to be valuable and functional (6).

As expressed by Eshuis & Klijn (7) that there are several reasons why branding is needed in the current government process, namely: First, the Government needs to have an attraction for other groups, because the government process can no longer be managed by the government alone. In city governments, for example, investors play an important role in providing financial and knowledge resources. Citizens also have an important role, because they can agree or disagree with a plan and socialize it with their community; second, it is impossible for the Government to realize its top-down policy without the support of other parties. It requires stakeholders to motivate other groups to participate in the governance process. But on the other hand, the government faces a tendency for low public trust in public institutions. Loyalty and support require caring and consistent communication and touching emotional aspects; third, people like things that smell like popular culture, often they measure politicians or political events the same way they see the popular culture. Emotion and style are crucial. Another reason is that there is a trend to adopt a private sector strategy to the public sector. There is a tendency for managerial use in the public sector, for example using performance indicators and output controls. The use of branding also explains the fact of adopting private strategies for the public sector.

## II. METHOD

This research uses a case study approach, which is an approach that will produce stronger research evidence (8). Case studies are also one of the approaches in qualitative research where researchers explore time-bounded entities (either bounded cases) or multi cases in detail by involving in-depth data in the form of multi-source information (9).

This research is qualitative so that the sampling technique used is purposive sampling, where individuals who become informants in the study are selected because it meets certain criteria or objectives of the researcher for example consideration, mastery of information, based on theoretical concepts used, researchers' personal curiosity, empirical characteristics and others (10). Determination of sample size is determined on the basis of saturation theory (the point in data collection when new data no longer brings additional insight to research questions). So that the determination of the next informant is determined together with the development of a review and analysis of research results when data collection takes place (11).

Sources of data in this study consisted of informants (informants), places and events as well as documents/archives. The main data source of this research are individuals involved in the Bangkalan City branding process which consists of elements of the relevant local government as well as individuals from Bangkalan city stakeholder groups. Data collection techniques are done through in-depth interviews, observation, and document analysis.

Data analysis is one of the important steps in looking at research findings. In this study, an interactive analysis model was used. In this analysis, the model consists of data reduction, data display, and conclusion/verification. Data reduction is a form of analysis that selects, sharpens, focuses, discards, and organizes data in one way, where the final conclusions can be drawn and verified. Display data is a collection of information that is arranged wherein after that drawing conclusions and taking action is allowed to be done. Conclusions can be done repeatedly, not just once because conclusions require verification from others who experts in the field are under study, or conclusions drawn need to be verified again with other data (11).

## III. RESULT

“Should Bangkalan "brand" be created? Why?”, It is certain that many agree that the answer is the Bangkalan brand that is supposed to be created because a brand is an image, ideals, image and representation of Bangkalan's regional vision and mission to be realized, which covers all aspects of life. And to answer how necessary the Bangkalan city branding was created, this research will discuss how tourism potential in Bangkalan, and how the seriousness of the local government in creating Bangkalan city branding as a tourist destination.

### A. *Bangkalan Regency Tourism Potential*

- Nature Tourism, there is some nature tourism that is quite famous and even becomes the first destination when visiting Bangkalan or Madura, such as Jaddih Hill in Socah Village. Jaddih Hill became hits that made the prospective tourists curious because there were many Instagrammers who used interesting and exotic spots to take pictures, there were unique mining reliefs, green puddles that resembled small lakes, small caves, limestone stairs, and the limestone hill landscape itself. Another limestone hill that is no less interesting than Bukit Jaddih is the Bukit Kapur Arosbaya. Imagine the limestone hills that must have crossed the sun's heat. So the image that is in the minds of prospective tourists is Bangkalan or Madura is hot. But don't worry Bangkalan also has tourist attractions that are cold air, namely Bukit Geger in Geger Village, Geger District. From the city center of Bangkalan is about 30 km to the southeast. The location of this hill is very strategic and easy to find because its location is on the edge of the highway. In this place, there are also relics of antiquity, so that this place in addition to offering a cool nuance, Geger Hill can also attract tourists who are interested in history and archeology. In addition to the limestone hill, other natural attractions in Bangkalan is Sembilangan Beach, a famous beach in Madura. It is located 7 Km from the city center. There is a Siring Kemuning beach located on the northern route of Madura Island.
- Culinary Tour. To attract tourism, Bangkalan not only offers nature but also offers its cuisine, because culinary becomes its own charm for tourists. Bangkalan has many traditional dishes that can attract tourists to return to visit this city. In addition to the

already popular satay and Soto Madura, there are still many Bangkalan culinary favorites of tourists. The popular culinary is Topak Ladhe Bangkalan, this food is served with thick coconut milk sauce and also with delicious and tasty taste. Usually, Topak Ladhe is served with rice cake or rhombus that has been cut. *Tajin Sobin Bangkalan*, this culinary one is almost similar to porridge, the difference is that this porridge is served with a variety of delicious and dominantly sweet flavors. *Nasi Serpang Bangkalan*, cooked rice with a blend of spices so that the taste is unique and served with a variety of side dishes, such as sea fish to meat. The specialty of this Serpang Rice is that it is served by adding crackers and rujak seasoning. *Kaldu Kokot* is a soup made from green beans cooked with herbs and served with chopped pebbles. This staple broth is due to the fact that in serving it, the staple broth was given a spice paste and ulek beans. *Bebek Sinjay*, this culinary has become the target of culinary lovers, especially duck lovers. Before opening a branch, many customers from Surabaya were willing to cross to Madura just to taste this one. *Bebek Sinjay* is enjoyed with fluffier warm rice and its young mango sauce. And culinary that is no less unique than even the most unique culinary in Bangkalan is *Soto Mata Sapi*. It can be considered culinary this one is extreme culinary because this soup uses the eyes of a whole cow that is still clad in bones. This beef eye soup is made with a secret spice and served with Soto sauce and also sliced beef. Even though it looks weird and terrible, but good taste makes many people like it. Culinary in Bangkalan can be enjoyed in traditional markets and in restaurants.

- Religious Tourism, if you see Bangkalan jargon as the City of Dhikr and Sholawat, it is not surprising that in Bangkalan has religious tourism. There are several religious tours that can be visited, such as the tomb of Shaykhona Kholil. He is a very important person in the development of Islamic religion in Indonesia in the past, this tomb is never empty of visitors. In addition to the tomb of Shaykhona Kholil which is visited by many tourists from Madura and from outside Madura, that is *Makam Aer Mata Arosbaya*. This tomb is a tomb complex of kings who used to be heads of government long before Indonesia was born as a unitary state. The location of this religious tourism object is located in the north of Bangkalan Regency, located about 30 Km from the city center, you can get to this place. This place is a historic site that is a pity to miss. This place holds many facts of Islamic history and relics of ancient Islam, and this place there are also architectural buildings with Buddha and Hindu-style motifs in the past. There is another tomb that is always crowded, especially in the month of Ramadan, the Tomb of Sultan R. Abdul Kadirun, this tomb is located on Jl. Sultan Abdul Kadirun precisely behind the Great Mosque of Bangkalan. The peak of the visit is in the month of Ramadhan, this place will be crowded by pilgrims who want to memorize the Qur'an reading in this tomb, even until nightfall.

- Historical Tourism, Bangkalan has several historical relics that can be used as tourist destinations including the Lighthouse which is located not far from the Siring Kemuning beach there is a Lighthouse where the location is in Sembilangan as well. This lighthouse was built in 1879 which is a Dutch colonial legacy, built by the leader of the Dutch invaders for this area named Z.M William III. And to see the complete history of Bangkalan, Bangkalan has the Cakraningrat Museum located on Jl. Soekarno Hatta No. 40 Bangkalan in the Keraton Complex which is located one row along with the Bangkalan District Government Office.
- Handicraft Tourism, Bangkalan has several unique handicrafts that can be used as tourist destinations, one of which is *Kerajinan Batik*. Madura Batik is very popular. Batik craft center itself is a cultural tourism destination that is often used by tourists. The batik center in Bangkalan Regency is located in Tanjung Bumi Sub-district precisely in Paseseh Village with the name Telaga Biru batik craft center. Tanjung Bumi has become a tourist village where artisans and batik traders have gathered since decades ago. Motifs of Tanjung Bumi coastal batik are famous for the use of sharp colors like red, this is different from the type of inland written batik which has motifs and colors that are calm and simple. The village of Paseseh Tanjung Bumi, located on the coast, represents the soul of the art of coastal batik craftsmen who are open and brave with the outside world. Paseseh Village is around 45 km from the city center of Bangkalan. About 6 km from Siring Kemuning Beach.

#### B. City Branding and Bangkalan District Government Regulation

Does Bangkalan have tourism potential? This question has been answered above, that Bangkalan has a variety of potential tourism. But is the Regional Government serious and has a strong commitment to establishing Bangkalan City branding as a tourist destination? So the answer is no or not, because the Bangkalan district government feels difficulties in managing its tourism, and has not yet played an optimal role. Local governments find it difficult because many tourist sites do not belong to the government but many are privately owned, so when they want to intervene it will be constrained. And this is no regulation that regulates so that the local government cannot grant the land because the land is not owned by the government. Supposedly with the constraints and difficulties felt by the local government to make regulations about it, so that tourism development can be done to the maximum.

The results of interviews with key informants from the Regional Development Planning Agency (BAPPEDA) of Bangkalan Regency obtained data that the sentence Bangkalan City of Dhikr and Sholawat is not a City Branding of Bangkalan Regency, but it is a moto or a slogan, the reason is that if it has become a city branding it must already exist in local regulation. And if "Bangkalan City of Dhikr and Sholawat" is a city branding then that sentence will certainly be everywhere, in all corners of Bangkalan, but until now the sentence has only been in one place, namely at

the entrance of Bangkalan City. "Bangkalan City of Dhikr and Sholawat" is clearly not a city branding of the city of Bangkalan, because it is only an agreement of the scholars. The scholars gathered and discussed and decided (interview with informants from the Non-Governmental Organization). This shows that the scholars in Bangkalan still have a role and strength. BAPPEDA of the Bangkalan Regency has tried to build and formulate City Branding for Bangkalan Regency in 2010. The result of the formulation is City Branding for Bangkalan Regency is *Be Part of The Future*. This formulation has documented in the form of the City Branding Master Plan Portfolio in Bangkalan Regency and in the form of an academic paper. But the city branding that will be built and even then has not been in the Bangkalan Regency Regional Regulation. Whereas in the portfolio it is clearly written "why was the Bangkalan brand created?" And there was also clearly answered that a new brand from Bangkalan that would change a life pattern from Bangkalan that evolved moved towards modern Bangkalan, while still maintaining the character traits of positive individuals, which will change Bangkalan's image to change to a new image, which is a better area. For this reason, BAPPEDA in collaboration with the November 10 Institute of Technology (ITS) is running a Branding project.

The purpose of this branding project is first; to give Bangkalan a brand identity that does not yet have the concept of branding before, as a support for the achievement of the Bangkalan Regency goals in industrial investment, second; to show and communicate various potentials of Bangkalan Regency which are the development priorities and goals of Bangkalan Regency, third; changing a negative image of the Bangkalan community in a positive direction where the image is already embedded in the minds of residents outside the island of Madura, fourth; as a medium that will help attract investment from outside the area to Bangkalan.

Before setting city branding, of course, first set the vision. The vision of Bangkalan Regency as outlined in the portfolio of the preparation of the Bangkalan city branding plan in Bangkalan Regency is "The realization of the religious and prosperous and democratic living arrangements of the Bangkalan people in 2013 supported by economic progress based on the strength of the industry, trade, and services. However, this vision is only a dream, because after the portfolio is finished there is no action to realize all that is listed in the portfolio. Instead of achieving the vision in 2013, the 2011 work agenda planned in the portfolio was not realized. The action carried out only put the Bangkalan brand logo in the Bangkalan square. The absence of sufficient socialization made the public unaware that the words "Bangkalan" using the second A and three letters that were forgotten like the Suramadu bridge and underneath the words "be part of the future" were brand logos and city brands of Bangkalan district. The public knows and remembers "Bangkalan City of Dhikr and Sholawat" rather than

"Bangkalan be part of the Future", even though both of them have not been contained in local regulations. Why is that because the Bangkalan local government has not communicated the brand to all of its stakeholders.

#### IV. CONCLUSION

The Regional Government of Bangkalan Regency has not been serious and does not yet have a strong commitment to establishing Bangkalan district city branding as a tourist destination, this is indicated by the absence of the formulation and launch of city branding made by local regulations and any matters relating to tourism that do not have regulations.

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