

Tourist Village Program for Modern Tourism: A Study on City Branding “Shining Batu” of Batu City

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Abstract—City branding is a strategy to position a city in society. “Shining Batu”, as one of popular city brandings in Indonesia of Batu City, seeks to realize the implementation of its branding value into the tourist village program which is a form of integration between attractions, accommodation, and supporting facilities based on leading commodities from each village to support modern tourism. Some considerations that the tourist villages should implement in order to integrate both traditional and modern sectors are analyzed as part of strategic investment by Batu City.

Keywords—city branding, implementation, branding value, tourism

I. INTRODUCTION

One of the strategies taken to promote tourism sector more favorable is to launch a city branding for the potential and prominent cities in the tourism sector [1]. In Indonesia, the some problems are imminent to several potential districts cities in regional autonomy currently such as how to increase the competitiveness so that the potentials of the cities can be maximally developed.

City branding is a must for every city that plans to raise its rank; therefore, if a city wants to promote its potentials, being visited by various parties, especially tourists, the city branding has to reflect what in the city[2]. Currently, several cities in Indonesia have now launched their respective city branding by raising the potentials of their regional superiority and reflected in the taglines, e.g. *Sparkling Surabaya* (Surabaya), *Never Ending Asia* (Jogjakarta), *The Beauty of Asia* (Semarang), and Solo with *The Spirit of Java*.

One of the prominent tourism cities in East Java, Batu City, has launch its city branding “*Shining Batu*” on May 20, 2013. The city branding policy is not mere logos or slogans, various changes and developments and a series of city attractions have been carried out by the city government as well as private sector[3]. Batu City seriously intends to create positive image, especially with the image of *Kota Wisata* (Tourist City) that is well known nationally and

internationally, as a tourism city with the spirit of competitiveness and interesting natural and cultural potentials.

In implementing the *Shining Batu*, several approaches to building more specific communication plans have been taken. One of them is the tourist village program, which is in line with national development plans, a program carried out by the city government as an alternative tourism product for community empowerment so that there is no gap between the development of modern tourism attractions and the original, traditional, and cultural environment[4]. The city branding seeks to realize the identity of the Batu City as a tourist city based on local community ecotourism.

Currently, Batu City has developed several tourist villages, where the natural potentials in each respective village become major factor in developing the villages as tourist villages, besides the agriculture and livestock sectors that have been commonly known[5]. The tourist villages rely heavily on the natural potentials they have and the activities in the area, such as the customs and cultures of the local community which are still very much inaugurated as a distinct tourist attraction[6]. The City Government of Batu strives to target foreign visitors through tourist villages that have their own attractions from the various potentials of the respective villages.

Regarding the tourist village program managed by many parties, this study is intended to investigate to what extent the *Shining Batu* tagline has been implemented into the tourist village program in Batu City.

II. METHOD

This study adopted a descriptive qualitative paradigm and emphasizes on the analysis of the strategies carried out by City Government of Batu to empower the local community through the city branding identity *Shining Batu* in the tourist village program in the area and the strategies how to manage the creativity of the tourist village program.

III. RESULTS AND DISCUSSION

A. Batu City development and growth as tourist city

The determination of the Bumiaji Sub-district as an agropolitan area development is based on the area of the Bumiaji Sub-district of 12,798.42 Ha (or estimated 64% of the total area of Batu City). In addition there are various sectors of development area including the plantation, agriculture, fisheries, and livestock which become the leading commodities of this area.



Figure 1. Tagline and Logo Shining Batu

Based on the results of Location Quotient analysis, one of the leading commodities in Bumiaji Sub-district is ornamental plants commodity, especially roses. In addition, dairy farms are also developed in Gunungsari village. The other advantages located in some villages like Punten, Bumiaji, Bulukerto and Tulungrejo villages are these area become the producers of apples, guavas, avocados and oranges. In addition, Giripurno and Sumberbrantas villages are well-known with their exotic vegetable commodities, Pandanrejo village for food crops and fisheries, and Sumbergondo village for the development of rabbit and avocado farms. The typical potentials of each village become the basis for the development of *agropolitan* area (Regional Planning Agency, 2010), a city concept that grows and develops due to the running of agribusiness systems and businesses[7].

B. Theme Park Tourism

Besides optimizing the tourism sector in the field of agribusiness, some theme park tourism attractions have been developed in Batu City. These attractions are either managed by the city government or private investors. One of theme parks managed by the city government is Alun Alun Batu (city square), in which all the theme park attractions in this place can be enjoyed by all visitors for free of charge. Some other theme parks are managed by the private sector, namely Jawa Timur Park (East Java Park, *transl.*) complex, Batu Night Spectacular (BNS), and *Angkut* Museum (Transportation Museum, *transl.*).

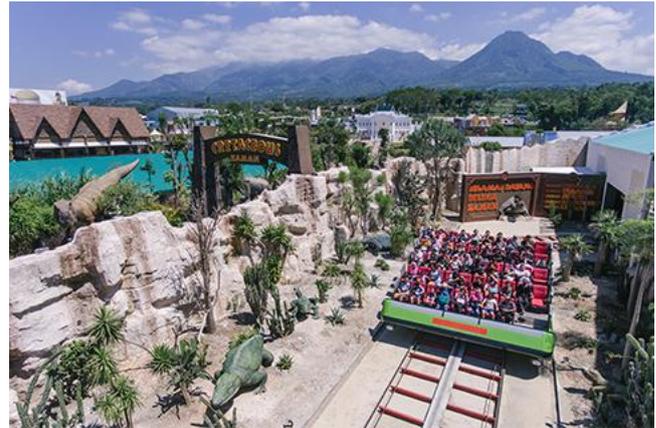


Figure 2. Jawa Timur Park 3

C. Tourist village program with leading commodity

The development of tourism sector in Batu City in the future is expected to properly apply the concept of sustainable tourism, meaning it should be environmentally friendly and based on community empowerment; the community plays significant role in managing the tourism assets in their village, not only as (tourism) objects but at the same time also becoming the actors of tourism development so it accommodates the values of conservation, community empowerment through appropriate economic and education development based on the needs of the community. The concept which is in line with the development of environmentally friendly tourism and community empowerment is the development of ecotourism[8].

The development of ecotourism in Batu City will bring very broad double effects, especially as part of strategies to maintain environmental conditions (ecological side) yet at the same time not to forget the improvement of the local economy (economic side)[9], while realizing the vision of Batu City to become a tourist center city.

Of the many villages to implement tourist village program, there are some villages that are projected to become the main locations for the development of the tourist village program, namely Gunungsari, Punten, Tulungrejo, Sumber Brantas, Bumiaji, and Bulukerto villages. Some of the commodities and advantages of the tourist village in Batu City as well as to support the modern tourism concept including the cultivation of local roses and Holland roses, traditional tourism markets, forest parks, jeep and trail adventures attractions, tracking tours, and fruit-picking activities as the agribusiness tourism.



Figure 3. Tourist Village Coban Talun

In terms of the potential arts that can be developed, there are some potentials activities like tambourine, pencak silat, shadow puppets, sanduk dance (typical Madurese traditional dance adapted and developed by local community in Batu), *kuda lumping* (a traditional Javanese dance depicting a group of horsemen), *campursari* (Indonesian refers to a crossover of several contemporary Indonesian music genres, mainly Javanese *Langgam* and *Dangdut*), and *Senterewe* traditional ceremonies which are still maintained and preserved by the local community in Batu City.

D. Implementation of branding value in tourist village

In the context of the implementation of branding, there are three things as the reference analysis of whether the tourist village program in Batu City has been already bringing contribution to the city tagline, *Shining Batu*. The elements for analysis are namely physical, relationship, and reflection aspects [10].

In terms of physical aspect to the tourist villages, the logo of city tagline “*Shining Batu*” is installed on the welcoming banner in the tourist village areas. This installation of the city tagline logo can be interpreted that the tourist village’s commitment as part of the city branding [11]. In addition, the city identity is not only installed on the location of tourist village location, the identity is also included on the social media such as Instagram accounts of tourist village like apple fruit picking tourist activities “*Argo Rakyat*”. Besides the physical installation on the location and social media content, the city identity is also included in the packaging of processed products from the tourist village commodities. These efforts not only show the support to the concept of city branding of Batu City, but also build public awareness of the importance of branding in products manufactured and sold as part of developing tourism identity[12].

In the aspect of relationships, tourist villages in Batu City apply the concept of direct relationship between (tourism) managers and consumers (visitors). This can be indicated through activities offered to the visitors like on-site experience programs going to the field to become apple farmers. Likewise with some of the leading places in the dairy sector, livestock, and cultivation of plants and flowers, visitors are invited to experience real activities. The concept of direct experience for the visitors going down to the rice

fields, flower gardens is expected to provide different experience of having a good impression of the city. In addition, the relationship between tourist village and city identity is by inviting the visitors to experience non-formal education in the tourism area. The concept of *Shining Batu* includes the elements of agriculture and education, and it is also obviously implemented in tourism activities in respective tourist villages in this city. As in the location of apple picking activities, visitors are free to pick their own apples as desired. But at the gate, the clerks provide some information related to apple farming, types of apples that can be planted and can be picked, even explanation of techniques how to pick apples correctly.



Figure 4. Tourist Village "Petik Apel"



Figure 5. Tourist Village "Petik Apel"

In terms of reflection, the implementation of the tourist village is a form of perception expected by the public of the image of Batu City. This relates to the educational function that is owned by the tourist location[13]. For example, the tourist village for apple picking not only offers the experience of picking apples per se, but it is also interesting to learn more about apple plants and their cultivation in the area of Batu City.

In addition to reflecting an image that presents a family identity, the tourist village is also reflected as an educational location for children and family[14]. The analysis on the

reflection depicted by Batu City's "Shining Batu", the reflection offered by tourist village can indeed be asserted to support the city identity, namely tourism and education.

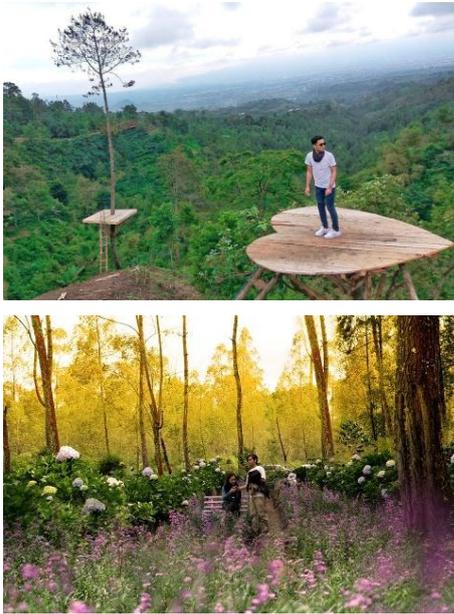


Figure 6. Tourist Village That Provides Beautiful Spot For Photography

In terms of cultural aspect which represents the symbol of the organization, or the location of the city brand, tourist villages offer the typical cultures in Batu City namely agricultural. The values of Batu City, reflected in the *Shining Batu* brand, include agriculture, education, and tourism are also reflected in the implementation of the tourist village management in the city. Thus, it can be suggested that the cultural identity implemented in the tourist villages represent the cultural images of city tagline of Batu City.

IV. CONCLUSION

As a city that positioned its identity as a tourist city, Batu City strives to realize the values of *Shining Batu* tagline into various excellent programs implemented in the tourist village program. In relation with the city tagline, tourist villages with leading commodities are integrated to add their values to support modern tourism and represent local wisdom to elevate the potentials of the region.

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