Public Relations of Tangerang City Government to Realize the City Branding Through Tangerang Live Program

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Abstract—This qualitative case study aims to examine the public relations activities of Tangerang City Government to realize the city brand through Tangerang "LIVE" program. The research data were obtained through open interviews, non-participant observations, and internal documentation of Tangerang City Government. Data analysis used a coding concept consisting of open coding, axial coding, and selective coding. The results indicate that Tangerang City Government realized its city brand through such public relation activities as publications, events, news, community involvement, media identity, lobbying and negotiation, social responsibility. This is also as a public relations strategy by the Tangerang City Government in realizing the Tangerang City Brand.

Keywords: Public Relations, City Brand, Local Government, Tangerang LIVE Program

I. INTRODUCTION

Globalization requires regions to compete with each other to get recognition and attention from the world in terms of environment, social, economic, political and cultural aspects. In this case, each region is motivated to be more widely known by the public and be more attractive to investors and tourists by offering more values. Furthermore, the government as the highest authority in each region is motivated to bring values and attractiveness to all stakeholders through regional development programs. The regional development programs generate products which should be packaged and marketed to the wider community in order to increase the competitiveness of the region. Increasing competitiveness cannot be done only by implementing a government system that focuses on services and infrastructure. It also requires the right communication strategy to introduce the potential through marketing.

One of the marketing communication programs carried out is place branding. According to Asworth, through place branding, a place will look different from other places because of its uniqueness [1]. Place branding can be carried out as an effort to show the place identity and promote the potential of a place. One of the countries that has implemented place branding is Malaysia. In 1997, the Malaysian Government launched a campaign "Malaysia, Truly Asia" [1]. The Malaysian Government positioned the country as a representative of the cultural diversity that exists in Asian regions, which include the cultures of China, India, Malay and other ethnicities through food, language and culture.

Given that place branding cannot be separated from the existence of a brand. The brand of a city are increasingly considered an important asset for urban development and an effective tool for cities to differentiate themselves and improve their position [2]. So, to develop a strong brand, the government needs to identify a set of brand attributes clearly to be able to create positive perceptions in the community. Whatever attributes are chosen, the government needs to communicate the brand effectively, not only through Printed/traditional media, but also through digital media available [3].

Similar to place branding, city branding is part of city planning that is carried out through efforts to differentiate and strengthen city identity [1]. In this regard, an area must be determined to make the area different from other regions. The differences include professional government performance, public services that uphold the interests of the community, provision of adequate infrastructure for the needs of the community, stunning cultural diversity, and a conducive and dynamic business climate.

According to Rainisto, the government can strengthen the political and economic conditions of a city through city branding. In terms of political conditions, a city is expected to be able to do public diplomacy and strengthen the identity of its people. Meanwhile, in terms of economic conditions, a city is expected to attract investors to run a business and invest in the city. In addition, a city is also expected to attract tourists to visit and conduct economic transactions [1].

Due to the intercity competition in Indonesia to show the existence and superiority of each city not only in global intercity competition in Indonesia, city branding should be applied by cities in Indonesia. Every city needs to make orientation changes from local to global. This means that a city does not only guarantee the fulfillment of the needs of the local community, but it should compete with other cities in improving the regional economy for the welfare of the community.

The city of Jakarta, for example, for the first time launched the program "Enjoy Jakarta" on March 21, 2005 in the Main Leadership Meeting Room, City Hall. It was attended by the

Provincial Tourism Office of DKI Jakarta and the Governor of DKI at that time. With the slogan "Enjoy Jakarta", the local government wants to describe the comfort of native and immigrant people visiting Jakarta City with all public facilities provided by the local city government. As a dynamic capital city of Indonesia, Jakarta is a meeting place for people from all over the archipelago. With a total area of 650 square kilometers and a population of 12 million people, Jakarta is a center of government, business and industry that offers many interesting places, diverse cultures, exotic beaches and natural wonders, as well as friendly and unique people. Based on the official website of DKI Jakarta Provincial Government, the main reason for launching the program was to increase the number of foreign tourist arrivals by 2.2 million visitors, or double compared to 2004. DKI also Aims to increase the number of the number of domestic tourists visiting the city twice the number of visitors in 2004, which was 9.5 million people.

Tangerang City is in Banten Province. The city has a strategic location, located between the capital city of DKI Jakarta, Tangerang Regency, and South Tangerang City. It is one of the drivers of the government to show the city's potential through city branding. The characteristics of the city, having the Soekarno-Hatta International Airport and many toll roads, make the city the frontline of Banten Province. Being adjacent to DKI Jakarta also encourages Tangerang City Government to optimize the potential of the city to attract visitors. The government expects that people who come to Tangerang City can invest in Tangerang City.

Table 1. Economic Growth Rate of Tangerang City, Banten Province and National, Year 2011-2015

Tahun	LPE (%)		
	Kota Tangerang	Provinsi Banten	Nasional
2011	7.39	7.03	6.16
2012	7.07	6.83	6.16
2013	6.73	7.13	5.74
2014	6.17	5.47	5.21
2015	5.88	5.60	5.80

Source: Central Bureau of Statistics, Tangerang City, 2015 (Study of Tangerang City Economic Growth Analysis, Regional Development Agency, 2015.

Based on the economic growth rate, the City of Tangerang, under the leadership of Mayor H. Arief R. Wismansyah and Deputy Mayor H. Sachrudin, launched a city branding strategy with the LIVE Tangerang slogan which is expected to increase the economic rate of Tangerang City. The Tangerang LIVE slogan does not replace the previous Tangerang City slogan, namely Tangerang Berakhlakul Karimah which was proclaimed by the Tangerang City Government during the leadership of Mayor H. Wahidin Halim. The Tangerang LIVE slogan was launched to help people understand the grand design of the mayor currently serving without changing the existing image. According to Kotler and Gertner, the change of image should not be done by removing the existing image, but by adding a stronger and more positive impression of the image [1].

LIVE is an abbreviation of Liveable, Investable, Visitable, and e-City (digital city). The LIVE Tangerang slogan has become part of the dynamics of people's lives and the dynamic development of Tangerang City. Not only does the slogan make the city of Tangerang passionate towards a modern, independent, culture, and religious city, the government stated that the LIVE slogan can be realized in the form of a program that is able to prosper its people, resulting in praises from many parties and winning national awards.

Tangerang LIVE is realized through public service programs and accelerated development that support the creation of Tangerang City as a livable city. Tangerang City Government Implement equitable development in 13 sub-districts covering 104 villages with 981 neighborhood units and 4,900 neighborhood units.

In the development process, the community plays an important role in achieving the goals for the welfare of the community. This is based on the principle of democracy, which states that all forms of development decisions are from the people, by the people and for the people. The government must uphold the principles of democracy by providing knowledge and understanding to the community regarding the development plan to be carried out.

To that end, Tangerang City Government continuously communicates Tangerang LIVE to all levels of society through community programs planned by the government. This is done so that the community knows, supports, and actively participates in creating a livable city of Tangerang, worthy of investment, worth a visit, and a digital city. The Tangerang City Government also invited the public to be directly involved in the development process as a form of positive response from the community to the government program launched. City Branding is one of the strategies of an area such as a country or city to have a strong position and to be widely known. City Branding can be defined as a characteristic or identity in the form of symbols, logos, and brands that are attached to a region or city [4].

According to Kavaratsiz, there are three types of communication in city branding namely [5] :

A. Primary communication. Communication is described through actions or steps taken by the city. Primary communication is divided into four parts, namely regional strategy, infrastructure, organizational structure, and city personality [6]. The first is a regional strategy that focuses on urban design, architecture, green space, and art space. The regional strategy is carried out by providing attractive designs for every element in the area which creates the area character so that it is easily recognized and remembered by people. The second is the development of infrastructures to meet the needs of the community. The infrastructure development includes adequate public transportation to improve the accessibility for people to reach their cities, and also cultural facilities and tourism facilities. Infrastructure development is then developed to provide a character that is different from the infrastructure of other cities. The third is the organizational structure that refers to the effectiveness and improvement of the structure of the city administration influencing the city planning process in terms of branding. In this case, each component of the organizational structure is expected to be able to actively involve the community in decision making and supporting the city planning process. The fourth is the

personality of the city which refers to the vision of the city leader in determining the city strategy, especially the strategy in providing public services provided by the city to the community and other stakeholders.

B. Secondary communication. Communication is described through marketing practices. Marketing communication is done intentionally and planned as a basis for promoting the city through advertising, logo use, and public relations. City marketing practices must be in accordance with what the city displays, offers and markets [1].

C. Tertiary communications. Communication refers to word of mouth carried out by the city community. Word of mouth is increasingly strengthened by the presence of media that disseminates information quickly so that the exchange of messages or dissemination of information carried out cannot be controlled.

Public relations consist of 7 roles [7] :

A. Publications

Publications relates to publications and publicity carried out by a person of public relations. In terms of publication, public relations have a function of disseminating information about a company or organization that needs to be known by the public through various communication media. Meanwhile, in terms of publicity, public relations produce publicity to obtain positive responses from the public.

B. Event

Events held by public relations have specific objectives, such as informing, inviting, and influencing people's perceptions of something delivered. Events are held by specifying certain objects, times and places by adjusting the purpose of the event.

C. News

The news produced by public relations has various forms, such as press release, news letter, bulletin, and advertorial. News writing refers to the technical writing of 5W+1H (Who, What, Where, When, Why, dan How) with the systematic writing of the inverted pyramid where the important points in the news are located in the middle of the news bar.

D. Community involvement

Another function of a public relations person is to establish and manage good relations with certain community groups. This can be done by holding social contacts regularly to create good relations between companies or organizations with community representatives through public relations.

E. Identity media

Given that the media is one of the partners of a public relations practitioner, fostering good relations with the media is important in order to gain media publicity. In this case, the media needs public relations as a source of information and news, while public relations requires media as a means of disseminating information and forming public opinions.

F. Lobbying and negotiating

A public relations person is expected to have lobbying and negotiating skills to get support from various stakeholders regarding ideas and plans that have been made for the sake of the interests of the company or organization. Lobbying and negotiation with influential groups can lead to favorable competitive situations (win-win solution).

G. Social responsibility

Social responsibility is a very important aspect of public relations. This is because public relations do not only consider the interests of a company or organization that it represents, but it must foster concern for the community. This effort is done to gain sympathy and empathy from the community.

Based on the background, this research examines the public relations activities of the Tangerang City Government in realizing City Branding through the Tangerang LIVE program. Based on the research questions, the purpose of this study was to find out the public relations activities of the Tangerang City government in realizing City Branding through the Tangerang LIVE program.

II. METHODS

This study provides an in-depth understanding of the city brand communication of the Tangerang City government in realizing Tangerang Live. Therefore, this research uses qualitative method, where researchers explore and understand the meaning of each individual or group of people related to a problem or phenomenon under study [8]. The research design used is a case study. Case study design is a design that explores real life, collects data in detail and in depth by involving several sources of information, as well as reporting research results descriptively [9]. Case study research provides a deep understanding of the object under study. Therefore, one data source is not enough. To develop a deep understanding of the object under study, researchers collected various forms of qualitative data through interviews and observations [9].

In the data collection process, open interviews were conducted with several informants so that understandings of the views, attitudes, feelings, and behavior of individuals or groups of people were obtained [10]. In addition, researchers also made direct observations on the media used by the Tangerang City Government in communicating Tangerang LIVE. After that, the researcher gave a detailed description of the results of the theme analysis that had been carried out until the reporting stage of the research results.

The data analysis technique used in this study consists of open coding, axial coding, and selective coding [9]. Furthermore, for data validity, researchers used source triangulation by conducting an interview with the Mayor of Tangerang, H. Arief R. Wismansyah. The triangulation is a technique for checking the validity of the data by using something outside the data that has been obtained from the study as a comparison [10]. That way, researchers can compare the results of the research with the formulation and planning that had been made by the regional head.

III. RESULTS

Tangerang LIVE Program is an acronym consisting of four words, namely Liveable, Investable, Visitable, and E-City. Tangerang LIVE is the dream of Tangerang City to become a livable city for its people, a city that is worth investing for entrepreneurs (Investable), a city worth visiting for tourists (Visitable), and a technology-based smart city (E-

City). Based on the results of the study, the Tangerang City government realized the City Brand through the Tangerang LIVE program which was carried out through Public Relations activities consisting of publications, event, news, community involvement, identity media, lobbying and negotiating, dan social responsibility. The results of the research are as follows:

A. Publications

In terms of publication, the Tangerang City Public Relations Department has a function to disseminate all information related to activities of the regional heads (mayor, deputy mayor, and regional secretary). Meanwhile the Office of Communication and Information has a function to disseminate all information related to the Tangerang City Government more generally. Even so, both of them have a mission to disseminate information about the Tangerang LIVE concept which is the framework for the development of Tangerang City. It is the direction of urban development, so that all working tools within the scope of the Tangerang City Government, especially the PR sector, are always active in socializing every development program through various digital devices or activities in each unit so that the community is expected to be more active in participating in the development program (Tangerang City Public Relations 2015 Annual Report, by the Mayor of Tangerang).

All activities which are part of the Public Relations, such as making releases, advertorials, speeches from regional heads, work reports, information agent development, press tours, to socialization products such as banners carry the mission of socializing the Tangerang LIVE concept to the community, both through words or just displa of the Tangerang LIVE logo.

Through various kinds of communication media, Public Relations and the Office of Communication and Information disseminate information related to Tangerang LIVE. The information submitted is in the form of socialization of the implementation of the program and the results of the achievement of the implementation of the program. One of the media used by the Kominfo Service is outdoor media such as a big banner. On the big banner, the government delivered a message about the Tangerang LIVE concept with the four constituent elements, namely liveable, investable, visittable, and e-city through graphics showing the sub program supporting the LIVE LIVE concept. The Tangerang government through the Office of Communication and Information uses graphics and tutorials in conveying information about the Tangerang LIVE concept through digital media and social media. The information that will be communicated is made in graphical forms or tutorials with a short, clear, and comprehensive flow so that it is more visually appealing and easily understood by the public, such as the Tangerang TV YouTube channel managed by the Ministry of Communication and Information regarding ISUP licensing techniques online on the Tangerang application LIVE packaged in a tutorial form.

In the tutorial, the government delivered a message about the procedures and stages for obtaining SIUP online. That way, the public can easily understand the message delivered. In this case, the message conveyed by the government is related to the City of Tangerang as a digital city.

B. Event

In terms of event, the Public Relations Section of the Tangerang City Government has organized an event in order to communicate the LIVE Tangerang concept so that it can be better known by the public. Event activities that have been made by the Public Relations of the Tangerang City Government include journalism competitions and the Tangerang City film competition festival. The media used to communicate the Tangerang LIVE concept include photographs and films that are included in the competition. The message in the photos and films also shows the City of Tangerang as a livable city, worthy of investment, worth a visit, and a digital city with all the infrastructure and public services provided by the government. The activities illustrate the condition of Tangerang City as an investment-worthy city that is able to develop industrial potential. They also describe the city of Tangerang as a city worth visiting with cultural diversity and events.

C. News

The strategy that can be done for communicating the concept of Tangerang LIVE to the community reporting in the form of releases, advertorials and social media. The release made directly by the Public Relations Section is the result of coverage of the activities of the regional head which includes the mayor, deputy mayor, and regional secretary. After the coverage took place, PR will re-convey the messages that the regional head has delivered in the form of releases. So, the message contained in the release is purely based on event. For advertorials, Public Relations specifically delivered messages related to Tangerang LIVE into a deeper discussion and focused on certain themes. For example, Public Relations explained Tangerang LIVE in more detail by discussing the implementation and achievement of development programs.

D. Community Involvement

In establishing and managing good relations with certain community groups, the Public Relations Department and the Office of Communication and Information Technology routinely conduct information agency development or the Community Information Group. In this activity, the government with representatives of the community exchanged ideas in order to realize the city of Tangerang which is increasingly advanced and prosperous. In addition, the government also hopes that every representative from the community can spread the Tangerang LIVE concept to its members and society.

The Public Relations Section organizes information agency guidance every year. Information agency coaching is done with different themes and concepts based on the target audience who will follow the guidance of the information agency. Based on the 2015 Tangerang City Public Relation report, the information agent coaching was held in 2015. This event is one of key activities in the public relations program, especially in delivering the Tangerang LIVE program to the community and youths as one of the strategic target audiences. Conducted in the celebration of the 22nd anniversary of Tangerang City, this activity embraced several communities

in the city of Tangerang to participate in community gathering and color run activities.

In this occasion, the Tangerang City Government explained the Tangerang LIVE concept which included 20 sub-programs supporting the creation of Tangerang City as a livable city, worthy of investment, worth a visit, and a digital city. The government hopes that the community and youths in the city of Tangerang can help the government socialize the Tangerang LIVE concept to all members of the society. In addition, the formation of the Community Information Group was also done by the Ministry of Communication and Information in charge of disseminating information related to the Tangerang LIVE concept. Community Information Group development is one of the national programs launched by the Ministry of Communication and Information to provide information services to people in each region.

The Community Information Group of Tangerang City coordination meeting was organized by the Ministry of Communication and Information and was attended by more than 24 communities located in Tangerang City and registered as a Community Information Group under the management of the Tangerang City Government Communication and Information Agency. With various backgrounds socially, culturally, and technologically, it is hoped that the Community Information Group can help the government in disseminating information about the City of Tangerang, especially Tangerang LIVE to the whole community. The activity was broadcasted by the Ministry of Communication and Information through the Tangerang account, which showed that the purpose of the KIM coordination meeting was to provide knowledge and understanding of Community Information Group directly on the Tangerang LIVE concept so that it could help the Tangerang City Government disseminate information to the people of Tangerang City.

E. Identity Media

The Tangerang City Government held a media gathering in order to build synergy between the Tangerang City government and the media for the successful dissemination of communication messages related to Tangerang LIVE. Regular media gatherings are held annually with journalists, both local, regional and national, partnering with the Tangerang City Government. Based on the 2015 Tangerang City Public Relations report, 85 journalists participated in a media gathering held by the Public Relations Section at the Cianjur Center for Health Training on 11-12 December.

F. Lobbying and Negotiation

The government through the Public Relations Section, the Office of Communication and Information, and even the regional heads socialized the Tangerang LIVE concept directly to the community through dialogues conducted routinely in sub-districts of Kota Tangerang. Through the direct dialogues between the government and the community, the government can find out the community's needs for the city so that adjustments to the government program can be made. In addition, the government can also directly appeal to the public to always support and play an active role in every

program launched by the government in order to realize Tangerang LIVE.

In regular meetings between the government and the community, the government had the opportunity to deliver the Tangerang City Government's development program directly to the community. In this case, the government expects community participation in every development activity. The government also delivered a message in the form of an invitation to support every development program in order to realize Tangerang LIVE.

G. Social Responsibility

Basically, the Tangerang LIVE concept is delivered through the implementation of programs within the scope of the Regional Government Work Unit that supports the realization of the City of Tangerang as a livable city, worthy of investment, worth a visit, and a digital city. In each program, the government includes LIVE message elements underlying the implementation of the program.

Some programs that are implemented as an activity to communicate the Tangerang LIVE concept include the "Healthy Tangerang Program" as a form of livable city, Eco-Industry Program as a form of investment-worthy city, urban recreation program and cultural arts as a form of the city worth visiting, and Tangerang E- City as a form of digital city.

IV. CONCLUSIONS

Based on the discussions, it can be concluded that the Tangerang City Government Public Relations activities introduced Tangerang LIVE program to the public through various media owned and managed by the Tangerang City Government, starting with the introduction of the program implemented, the persons implementing the program, the benefits which the community can obtain from the program, and the contribution which the community can make to the program. In relation to the existing concept, the Tangerang City Government utilizes the role of public relations through public relations communication activities in realizing City Brand through the Tangerang LIVE program. This is in line with the roles of public relations which include publications, event, news, community involvement, identity media, lobbying and negotiating, dan social responsibility [7]. The Public Relations of the Tangerang City Government have successfully realized the city branding through tangerang live program.

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