

City Branding “KASIH” In Community Perception of Kupang City

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Abstract— City branding is the right way to differentiate each city in order to realize the competitiveness of the area. This study aims to determine the public's perception of the city brand, it becomes important to assess whether it is in accordance with the purpose of the formation of city branding. This quantitative study uses primary data and the people of Kupang city as research subjects. The questionnaire used by researchers to collect data on 500 samples using probability sampling. The data is then processed using the TOPSIS method to produce a ranking of the indicators in 'KASIH' which is the slogan of Kupang city consisting of, creation, secure, healthy, beautiful and harmony. The results showed that the harmonization of the first position with a value of 0.669, and in the second position is occupied by the beautiful indicator of 0.481, then the third place with a safe indicator with a value of 0.296. In addition, the work indicator is in the fourth position with a value of 0.252 and the fifth place is the healthy indicator with a value of 0.231. The results above are expected to contribute to supporting the establishment of the city branding of Kupang city and can have an important impact on the development of the tourism sector.

Keywords— City Branding, Community Perception

I. INTRODUCTION

City branding is a way to describe the various features that a city has, including culture, art and natural resources, thus forcing cities to maximize their attractiveness. Competition between these cities to make them a tourist destination [1] so that it is expected to attract more visitors, finance and also contribute to increasing economic, social and individual value [2]. In addition, it is not only seen as a way to manage a city, but city branding is also seen as a means as a way to convey a positive image that aims to increase the perception of various stakeholders so that it can help improve the competitiveness of the city as a whole. in order to identify the potential of the city brand as a major role in generating branding strategies [4].

In terms of City Branding, the City of Kupang has an ongoing motto of “Kupang City of KASIH” and is stated in the Kupang City Regional Medium-Term Development Plan (2017) “Kupang City of KASIH” embodied in the vision and mission of the City of Kupang. KASIH is an abbreviation which is divided into Works, Safe, Healthy, Beautiful and

Harmonious. Therefore, all regional development efforts in Kupang City revolve around “KASIH”. Basically city branding is an image management of a destination through strategic innovation, one of which is government regulation [5]. One way to build a brand that has been done by several cities in the country is buzzing jargon [6]. The advantage is that the city can be widely known accompanied by a good perception, has special goals, becomes a place of investment, tourist destination, place to live, and organizes activities; and is considered a prosperous and safe place [7].

The motto "Kupang kota KASIH" has been embedded in the minds of the people. This is because all regional development efforts in Kupang City revolve around “KASIH” which has become the motto displayed in the center and corner of Kupang City. Public perception of a city can be used as a reference to produce a city brand for a city [8]. The role of the community is very much needed as a supporting force for the city brand through its function to introduce the city where they live [9]. In line with that, people have high hopes for their city in order to provide welfare for the community [10] and can show the spirit and identity of the city [11].

Every city must strive to achieve awareness in global competition. For this reason, each city must have its own characteristics that distinguish it from other cities. This phenomenon triggers the emergence of city branding [12]. Jember Regency with the slogan "Jember: World Fashion Carnival City" has a unique concept that makes it different from other cities so that it has a big impact on tourism, economy and human resource development [13]. In line with that, the city of Solo has the motto "Solo, the spirit of Java" by elevating the cultural identity of batik as an advantage that attracts tourists and investors and increases the trade sector in the city of Solo. The same thing also happened in the city of Jakarta. As the capital city of the State of Jakarta, it carries "Enjoy Jakarta! “This slogan was born because of negative complaints about Jakarta being unsafe and comfortable [14].

Based on the background of the problem described above, the purpose of this research is to find out the perception of the people of Kupang City with the slogan "KASIH" used by the city government. Therefore, this research is considered important and is expected to provide recommendations to the city government in building the city branding of the Kupang city.

II. LITERATURE REVIEW

The direct impact of city branding is the formation of the image of a city and increased tourist visits so that the purpose of city branding to make a place can "talk" can be achieved [15] and is able to produce city marketing strategies in building a good city image in the eyes of visitors [16]. It is also used as a means to achieve competitive advantage in order to increase investment in tourism as an achievement of community development [17]. The success of a city can be linked to various tourist destinations, entertainment events and cultural festivals as well as investment promotion [18]. Therefore, the formation of city branding should also pay attention to culture and history, economic growth and social progress, infrastructure and the environment so that it can form an identity [20].

Community involvement in the formation of city branding is to support tourism development, regional image, economic improvement and increase tourist visiting intentions [21]. The support and commitment of the local community greatly affects the effectiveness and efficiency of a city brand [22]. In addition, quality of life is another issue that influences community and investment decisions [23]. The complexity of a city determines the nature of city branding as multidimensional with respect to the various key stakeholders involved [24] and must remain active over time [25]. There are four roles of the community in the process of forming a city brand, first, citizens as the target group. Second, the resident as an integrated part of a place brand. Third, citizens act as brand ambassadors of the place, where residents indirectly participate in helping to spread information about their city, and fourth, the application of a brand in a place requires a balance between the city's brand and local community support [26].

Prioritizing a local perspective that involves the community, is very important in developing and conveying a brand [27]. In the context of city branding, internal stakeholders are those who live in the city [28]. The formation of city branding is also inseparable from community participation, among others, by involving the community in tourism development, improving the economy, improving regional image and attracting tourists to visit [29]. If the community is involved in the process of establishing a city brand, then they will also be responsible for making it happen [30].

City Branding can shape public perceptions that will emerge with communication on the brand accompanied by real evidence [31]. The city brand "Harmoni Kediri, the City of Services" in public services is considered successful. The public perceives differences that are getting better so that the brand is not just a tagline, but has been proven by concrete evidence through innovation in public services. Different things were experienced by the DI Yogyakarta government, where the slogan "Jogja New Harmony" which was designed turned out to have a negative response from the public and various kinds of criticism. The criticism came mainly because the community was not involved in the process of preparing the city rebranding which was considered not to represent

Jogja. Many cities have developed the concept of branding but have become ineffective and inefficient because they do not get enough positive perceptions from the public.

III. RESEARCH METHOD

This research focuses on the quantitative approach. The source of data used in this study is primary data with the research subject being the people of the city of Kupang which is one of the stakeholders in the formation of city branding with a sample of 500 people using probability sampling. Respondents were selected randomly with various backgrounds. Furthermore, data collection was carried out by distributing questionnaires. The data that has been collected is then processed using Topsis. This method was chosen to produce a ranking of the indicators in 'KASIH' on people's perceptions of city branding. In addition to using questionnaires and field surveys, data collection was also carried out through literature. The results of the questionnaire were then analyzed using the TOPSIS method. The KASIH slogan can be detailed in:

- a. His indicator works include se'i, ikat weaving, corn bosc, sasando.
- b. Safe indicators include a low crime rate, disaster free
- c. Healthy indicators include the cleanliness of public spaces, the cleanliness of settlements and the availability of clean water.
- d. The beautiful indicators include street lighting, city parks that are neatly and well-maintained, as well as artificial facilities/facilities.
- e. Harmonious indicators include tolerance between religious communities, ethnic groups and community groups.

Technique For Others Reference By Similarity To Ideal Solution (TOPSIS)

TOPSIS in this study is used to produce a ranking of "KASIH" indicators in society. The TOPSIS principle is that the chosen alternative must have the closest distance from the positive ideal solution and the farthest from the negative ideal solution. The stages in TOPSIS are (Perdana & Widodo, 2013):

- a. Create a normalized decision matrix.
- b. Create a weighted normalized decision matrix.
- c. Determine the positive ideal solution matrix & negative ideal solution matrix.
- d. Determine the distance between the value of each alternative with the positive ideal solution matrix and the negative ideal solution matrix.

Stages in the TOPSIS Method:

- a. Determine criteria and characteristics. The criteria that will be used as a reference in making decisions, namely C_i and the nature of each criterion.
- b. Determine the compatibility rating. The suitability rating of each alternative on each criterion.

- c. Create a normalized decision matrix. TOPSIS requires a performance rating of each alternative Ai on each of the normalized Ci criteria, namely:

$$r_{ij} = \frac{x_{ij}}{\sqrt{\sum_{i=1}^m x_{ij}^2}} \tag{1}$$

- d. Multiplying the weight with the value of each attribute. This multiplication to form the Y matrix can be determined based on the normalized weight ranking (yij) as follows

$$y_{ij} = W_i r_{ij} \tag{2}$$

- e. Determine the positive ideal solution matrix and the negative ideal solution matrix
- f. Determine the distance between the values of each alternative and the positive and negative ideal solution matrices. The distance between alternative Ai and the positive ideal solution is formulated as

$$D_i^+ = \sqrt{\sum_{j=1}^n (y_i^+ - y_{ij})^2}; \tag{3}$$

The distance between alternative Ai and the negative ideal solution is formulated as:

$$D_i^- = \sqrt{\sum_{j=1}^n (y_{ij} - y_i^-)^2}; \tag{4}$$

- g. Determine the preference value for each alternative. The preference value for each alternative (Vi) is given as:

$$V_i = \frac{D_i^-}{D_i^- + D_i^+}; \tag{5}$$

IV. RESULTS AND DISCUSSION

In The result of the TOPSIS method in this study is a ranking of indicators based on the distance di+ and di- as shown in table 1 about the slogan KASIH. The results show that the harmonious indicator is a top priority in strengthening branding with a value of 0.669 followed by a beautiful indicator in second place with a value of 0.481. The safe indicator occupies the third place with a value of 0.296. In addition, the work indicator is in the fourth position with a value of 0.252 and the fifth place is the healthy indicator with a value of 0.231.

TABLE 1. TOPSIS Assessment Final Results

	di+	di-	di+ + di-	di-/di+ + di-	Rank
K	0,044857	0,015155	0,060012	0,252529956	4
A	0,050938	0,021439	0,0723764	0,296212322	3
S	0,054734	0,01649	0,0712239	0,23152046	5

I	0,034985	0,032528	0,0675139	0,481804063	2
H	0,026532	0,053805	0,0803366	0,669745756	1

Based on the above research, the emergence of harmonization as the main choice shows that the multi-ethnic community of Kupang and consists of various ethnicities, religions, and races can live. proves that the element of harmony can be a strength in building the image of the city of Kupang [34]. In the second position, beautiful indicators are also considered important because they become an image as a tourist destination. The city of Kupang is starting to improve with the presence of various city parks that can be accessed by the public and become a tourist attraction that is considered significant to promote the desired brand image of a place [35]. In the third position there is a safe indicator. Efforts to ensure the safety of tourists and visitors are part of the wishes of the community. This is important because it affects the decision making of tourists in choosing a tourist destination. The city of Kupang is a place that is considered safe to be a tourist destination [36]. While the works that appear as the fourth preference, this shows public awareness of cultural preservation in order to support the development and preserve culture. So that cultural heritage is the most basic feature to differentiate itself from competitors in city branding.[37] For this reason, the City of Kupang can take advantage of this momentum to improve its brand image. The last indicator is healthy in fifth place. The low public awareness of environmental cleanliness from the character of the community who still throws garbage everywhere. The lack of a sense of belonging makes the city of Kupang one of the dirtiest cities in Indonesia [38] so this can be seen as a weakness in creating the city's image.

The explanation below relates to the sub-indicator of KASIH. Table 2 shows 4 sub-indicators of Creation. Slogan with ranking based on the values di-/di+ + di- as follows, Se'i the first position with a value of 1 then tenun ikat with a value of 0.900 is in the second position, followed by Sasando in third place with a value of 0.34 and the fourth order is jagung boso with 0.

Table 2. Final Results of the TOPSIS Assessment of Creation.Sub-Indicators

	di+	di-	di+ + di-	di-/di+ + di-	Rank
K1	0	0,014118	0,0141179	1	1
K2	0,014118	0	0,0141179	0	4
K3	0,00141	0,012708	0,0141179	0,900145941	2
K4	0,009227	0,004891	0,0141179	0,346416775	3

Se'i and jagung boso are special foods that are considered unique so that they can create a different image from other cities or regions in Indonesia. Se'i is a food product that has its own characteristics that are considered by the community as a superior product [34]. A branding must have a distinctive identity in order to be distinguished.[39]. It also shows a strong correlation between the food image of a place and the intention to visit the place. [40]. In addition, food and cuisine also play an important role in the goal of establishing a city brand [41]. Recent studies show the growing trend of gastronomic tourism [42]. Similar to food products, woven

fabrics and sasando musical instruments are also works that have cultural and commercial values which are hereditary cultural heritages that reflect regional identity. It can be underlined that culture is one of the factors that support city branding [43]. In addition, culture is a rich and multidimensional concept that contains norms, social traditions, languages, architecture, crafts, arts, music, gastronomy, etc.[44]. So that cultural heritage becomes the most basic characteristic to distinguish itself from competitors in city branding.[37]. For this reason, the City of Kupang can take advantage of this momentum to improve its brand image.

The sub-indicator of the Safety and Secure slogan in table 3 shows that the largest value is disaster-free with a value of 1 being in the first place, then in second place is the low crime rate with a value of 0

Table 3. Final Results of TOPSIS Assessment for Safety and Secure Sub-Indicators

	di+	di-	di+ + di-	di-/di+ + di-	Rank
A1	0,011505	0	0,0115047	0	2
A2	0	0,011505	0,0115047	1	1

The city of Kupang is generally perceived as a Safety and Secure for local people and tourists. The elements of disaster-free and low crime rates as well as safety and security are largely related to the crime-free environment that surrounds all aspects of city life. Compared to other cities in Eastern Indonesia, Kupang ranks fairly well in terms of crime rates [36], indicating that the city is generally safe compared to similar destinations. Furthermore, studies highlighting the importance of safety and security influencing travel decisions are found in [45], [46], and [47].

The Healthy sub-indicator shown in table 4 has the largest value of di-/di+ + di- is the availability of clean water which is in the first position with a value of 1, while the second position is the cleanliness of public spaces with a value of 0.293 and the third position is the cleanliness of settlements with a value of 0.

Table 4. Final Results of TOPSIS Assessment for Healthy Sub-Indicators

	di+	di-	di+ + di-	di-/di+ + di-	Rank
S1	0,027354	0,011378	0,0387323	0,293768168	2
S2	0,037406	0	0,0374059	0	3
S3	0	0,037406	0,0374059	1	1

The difficulty of clean water is a classic problem in Kupang City. In the dry season, clean water becomes expensive because in addition to paying the PDAM, the community also buys tank water so that the need to be able to access clean water is the most desired by the community. Kupang.[48]. Meanwhile, the cleanliness of public spaces and settlements is a weak point in the formation of the image of Kupang City [34]. This is in line with the results released by the Ministry of Environment and Forestry that Kupang City is ranked in the top five dirtiest cities in Indonesia [38].,This has a

negative impact on the image of the city of Kupang in the eyes of tourists [34].

The results for the Indah Beautiful/Picturesque sub-indicator shown in table 5 can be seen that the value of di-/di+ + di- for street lighting ranks first with a value of 0.786 while the second position is a neat, clean and well-maintained city park with a value of 0.286 and in third position are artificial facilities and facilities with a value of 0.025.

Table 5. Final Result of TOPSIS Assessment Beautiful/Picturesque Sub-Indicator

	di+	di-	di+ + di-	di-/di+ + di-	Rank
I1	0,008437	0,031156	0,0395935	0,786901457	1
I2	0,025423	0,010201	0,0356238	0,286353787	2
I3	0,03207	0,000838	0,0329077	0,025471636	3

The Kupang City Government has recently prioritized improving the aesthetics of the modern city, especially in terms of street lighting by adding street and environmental lighting installation points as well as developing various playgrounds and facilities and facilities made by tourist and culinary parks. This shows that these developments have significantly increased the beauty aspect of the destination which has recently been recognized as an important element in the formation of a city brand, especially in meeting the needs of millennial tourists in terms of sharing beautiful images on social media [49], [50]. In addition, certain cities are known for their beautiful man-made attractions [51].

In the harmony sub-indicator shown in table 6, the largest di-/di+ + di- value is inter-religious tolerance with a value of 0.642 which ranks first, while tolerance between community groups with a value of 0.511 is in second position, and inter-ethnic tolerance is in the second position. third place with a value of 0.474.

Table 6. Final Results of TOPSIS Assessment for Harmony Sub-Indicators

	di+	di-	di+ + di-	di-/di+ + di-	Rank
H1	0,027318	0,04915	0,0764684	0,642755316	1
H2	0,046832	0,042235	0,0890669	0,474189687	3
H3	0,042312	0,04428	0,0865915	0,51136486	2

The element of harmony related to the dynamics of the daily life of the people of Kupang city, tolerance between religious communities, community groups and tolerance between ethnic groups is a form of harmony that has existed for a long time and is a collaboration of the whole community. This kind of caring and mutual respect has an impact on harmony and eliminates conflict [34] Conflict can affect security, which consequently affects the number of tourist visits [51] and the image of the destination [52]. The city of Kupang was chosen as one of the 9 most tolerant cities in Indonesia which was awarded the Tolerant Index Award [53].

V. CONCLUSION

The results of the analysis show that the indicator of harmony is the main choice of the community because they build this indicator which is the biggest strength in the image of the city of Kupang, the elements in this indicator are tolerance between religious communities, between community groups and tolerance between ethnic groups. Meanwhile, in the second place, there is a beautiful indicator that is the community's choice because it is related to street lighting, neat, clean and well-maintained city parks and artificial facilities that support aspects of the beauty of the city. In the third place, there are indicators of safety which include elements of being free from disasters and low crime rates. Security guarantees are important for tourists to visit a place. The next indicator that occupies the fourth position is works with elements of se'i meat, ikat weaving, sasando, and corn which are superior typical products that are easily found throughout the city of Kupang. The last indicator chosen by the community is a healthy indicator with the availability of clean air, cleanliness of public spaces and cleanliness of settlements.

The results of this study are expected to contribute to the formation of the city branding of the city of Kupang in accordance with the public perception which is considered important because they are one of the elements that make up the city. The active role of the community will support the success of the government in this case is the government of the city of Kupang.

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