



Gayo Lues Government Branding Strategy Through the 1000 Hafidz City Program

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Abstract. A city is required to participate in sales and branding activities to increase the city's value. As a result, it is expected to be able to position itself as well as the image of the city. Therefore, the Regional Head must think about and offer regional potential, including the Gayo Lues City Government. The City Government of Gayo Lues branded Gayo Lues as "The City of 1000 Hafidz." To convey the message of the City of 1000 Hafidz, the City Government of Gayo Lues designed a program, namely the 1000 Hafidz program. The objectives to be achieved are to identify and evaluate the branding strategies that the Gayo Lues City Government has tried through the 1000 hafidz City letter. This study uses a branding philosophy and uses a qualitative approach with research procedures for problem research. The philosophy and design in this research are communication as a symbolic method, marketing communication, advertising, and advertising as a means of marketing a brand. The product is a method of gathering information using researchers' thoughts, in-depth questions and answers, and library research. The results of the research prove that the branding technique tried by the City of Gayo Lues is compatible with the branding design. This can be seen from the fact that the City of Gayo Lues has tried to create a city of 1000 hafidz.

Keywords: branding · Gayo Lues · communication · city branding

1 Introduction

For Baker in Dinnie [1] cities and other large cities are currently competing to establish their identity. This is tried as an option for potential tourists, investors, businesses, students, professional activities, and many talented people as a destination. To become a destination city, an urban development plan is needed. Today's urban development has embraced the form of the economy which aims to increase the energy reach of the city and gain global attention. A city is required to participate in sales and branding activities to increase the city's view so that it can position the city in the global arena, one of which is the city of Gayo Lues.

Gayo Lues which was legalized through Law No. 4 of 2002 is located at the position of 03° 40' 26" - 04° 16' 55" North Latitude and 96° 43' 24" - 97° 55' 24" East Longitude, with an area of 5.789,67 km. But the last major match digitization estimates in 2011 was 5,549.91 km. Bukit Seribu Regency administratively has administrative boundaries,

namely in the east it is bordered by Aceh Tamiang Regency and Langkat Regency. In the west it is bordered by North Sumatra Province. While in the west, it is bordered by Southwest Aceh Regency, Nagan Raya Regency and South Aceh Regency. This district is also bordered by Central Aceh District, Aceh Tamiang District and East Aceh District, in the south it is bordered by Southeast Aceh, South Aceh District and Southwest Aceh District. The position of Gayo Lues Regency if examined in detail is a very important area for economic development in the upstream part of Aceh and it is important to support the economic development of East and West Aceh. In 2017, the mayor of the Regency, Gayo Lues, Mr. Haji Muhammad Amru was elected, who has a 1000 hafiz program per year. The program has now started running and had become a program that was quite oged, one of them by Ust Abdul Somad. The 1000 Hafiz program was intended to make Gayo Lues go to the city of a thousand Hafiz, Ust, known as UAS, gave a positive response.



Image Source: (aceh.kemenag.go.id/Inmas Aceh)

Giving birth to 1000 Hafiz as proclaimed by the Regent and Deputy Regent of Gayo Lues is not impossible. Everything can be realized as long as there is a will. "It is not impossible to give birth to many hafiz. Gayo Lues people have a boarding school in Bogor, send 1000 Gayo Lues people to learn to memorize the Qur'an. Then send our children back to Gayo Lues, these 1000 Hafiz who return will become teachers," said UAS while giving a lecture at the tabligh akbar event at Pancasila Square, Thursday (8/11/2018). This program is also expected by all Gayo residents to play a role in the success of the program by bringing their children to the madrasa, because their head will be forged to contain Al-Qur'an.

The program, after being launched to be implemented by the Ministry of Religion, Gayo Lues Regency, once sparked a controversy regarding the polemic of the cost of eating for the people who participated in the 1000 Hafiz program. The government was asked for further clarification on Tuesday 23 June 2020 and gave a response represented by Islamic Shari'ah for the provision of food during the 1000 hafidz quarantine activities. The partner acknowledged that the pesantren leadership requested cooperation for food procurement on the grounds that it would facilitate food distribution considering that most of the quarantine locations/places to be implemented were very far away. A letter of agreement from the related parties marks the cooperation; this is a differentiator with other cities in Indonesia, through the concept of *branding*.

Gayo Lues does not want to be left behind with other cities such as the City of Solo “*The Spirit of Java*” and the City of Yogyakarta “*Yogyakarta Never Ending Asia*” which have succeeded in making their mark on the city as a result, can have a positive impact, especially the economic development of the city of Gayo Lues. Gayo Lues designed the *branding* “Gayo Lues City 1000 hafidz”. If viewed from a philosophical point of view, “hafidz”: is a memorizer of the Qur’an where humans are required to keep thinking about the hereafter where Gayo Lues is one of the cities in Aceh Province that is the Veranda of Mecca and describes the synergy of life. Gayo Lues City also has meaning as self-evident or branding of Gayo Lues City in fixing Gayo Lues City as a City of 1000 Hafidz. To convey the message of 1000 hafidz, the City Government of Gayo Lues designed and implemented the 1000 hafidz program which has been implemented for the last 3 years. The City Government of Gayo Lues also captured a good opportunity for the progress of the city by collaborating with several public and private schools at the junior and senior high school levels to develop this program, the implementation of this program is expected to be enjoyed and liked by the people in the city.

The concept of *branding* does function to sell or advertise a city but this is not enough to make logos, positioning or taglines alone, this must also be assisted by important sales communication. Therefore, the rulers of the Aceh Province, especially Gayo Lues, need to devise a strategy to communicate in the right way in selling their branding designs. Through the concept of Integrated Marketing Communication (Structured Sales Communication), a communication design can be carried out effectively to provide information to the target audience in order to gain a good reputation and the desired view of the presence of the City of Gayo Lues. For the next, it is hoped that it can be known nationally or in outline so that it can compete with other cities such as Malang, Jogja, Bandung and Bali.

2 Method

The research method used in this research is a problem research method because the research subject is an event that has a contemporary or recent character (innovation view). In this regard, the subject of this research is the City of Gayo Lues that labels its city as the City of 1000 Hafidz. For Stake [2] it is argued that the emphasis of problem research is on optimizing the description of the problem studied and not for obtaining abstractions, the problem can be complex or simple and the time to pursue it can be short or long, related to the time to concentrate. There is also a type of procedure for this research that is descriptive. Descriptive research is research that seeks to provide solutions to existing problems based on data. For Moleong [3], a qualitative descriptive approach is a research approach where the combined data is in the form of words, pictures and not values. The data can be obtained from the results of questions and answers, square memos, pictures, film tapes, individual elections, memos, or notes and other elections. Informants in qualitative research are those who understand the case very well or know many things about the case to be monitored. Not only that, honesty and quality and participation in the main cases can also be used as estimates, in other words, the key informant is honesty. Informants are an important key in qualitative research, because from him the data base will be extracted. Therefore, the determination of who will be used

as a data base requires carefulness. Research informants are people who are used to share data about the situation and background of the research and are people who really know the case to be monitored. The research subjects were the Head of the Syariat Service of Gayo Lues Regency, as well as the Head of the Tourism Office acting like the City Branding Inspection Team of Gayo Lues City. This research point is determined based on the research objectives. In this research research problem, there is no basic provision regarding the minimum number of contestants. Information collection is terminated if the researcher no longer creates the latest data [4].

The information collection method used in this research is an in-depth question and answer (depth *interview*). This question-and-answer method which is very widely used in qualitative research, especially in square research, interviews or in-depth questions and answers intends to take turns to dive into thoughts or thoughts about something that is the subject of research. Researchers carry out activities to collect and identify cases that are the subject of their study. Here is the interaction between the researcher and the person being supervised. The person being supervised also has the power to know the researcher with all his authenticity, to know what the purpose of the research is, to know the benefits of research. After the person being supervised trusts the researcher, it is possible that the information obtained by the researcher will continue to be complete. Questions and answers are weak in nature, layers of problems and layers of speech in each question can be replaced during question and answer, adjusted to the situation and wishes when the question and answer includes traditional social characteristics (religion, race, gender, age, level of learning, profession, and the like) informants experienced. Next, by carrying out direct monitoring or observation. After that, the selection method and bibliography research.

In in-depth interviews carry out dredging in depth to a point that has been determined (based on the purpose and meaning of the question and answer) using open questions. The dredging attempts to identify their opinion is based on the respondent's perspective in looking at a case. This question-and-answer method was tried by an interviewer by interviewing one person *face to face* [5]. The method of analysing information in qualitative research is carried out in a sustainable manner, from the time before entering the field, reaching the square, while in the square and after ending in the field. This method has been started since formulating and explaining the problem, before going down to study until the preparation of research results. The information analysis method used in this research is the information analysis method proposed by Milles & Huberman. For Milles and Huberman [6], the method of information analysis consists of: Gathering information, reducing information, presenting information and drawing conclusions. The validity of qualitative research information must reveal fair evidence. Therefore, the validity of information in qualitative research is very important. Through the validity of information integrity, qualitative research can be successful. In this research, to obtain the validity of the information, triangulation is tried. There is also triangulation, which is a method of checking the validity of information that uses something other than that information for inspection purposes or as a differentiator to the information [7].

3 Literature Review

Marketing Communication

According to Firmansyah [8], sales communication (marketing communication) is a tool where the industry seeks to inform, invite and confirm customers directly or indirectly about the products and brands being sold. The word “marketing communication” has 2 main factors, namely communication: the way in which views and descriptions are communicated with people, or with organizations with people. Communication is a way of delivering notes that are the thoughts or data of the sender through a device on the acceptor so that they can master the meaning of the sender. On the other hand, sales: a collection of activities by which an industry or other entity transmits altered values of product, service and inspiration data between themselves and their clients. Marketing Communication or Sales Communication is representing a combination of all factors in the sale or marketing mix that provides the formation of an alteration by producing a purpose that is disseminated to the client or client Priansa [9].

Marketing or sales is a totality system of business applications that contains the concept of price determination, advertising and distribution of products or services to customers who have become clients or potential target customers [10]. In general, marketing is an activity that is tried to sell products or services according to the wishes of the people. In achieving this desire, various efforts were tried, such as determining the target market, determining the right price, and doing other advertisements, including branding.

Branding

Brand Bagi Keller [11] *Branding* has existed for centuries as a facility to be able to distinguish objects from one manufacturer to another. In fact, the brand comes from the word “Old Norse Brandr, which means “to burn,” as in the past, animal breeders marked their livestock by burning certain parts of the animal to identify their livestock. Branding is a term that is often used in the business world. Usually branding hooks on something that is the same as a contract or number. This means that you have created a vision, understanding of your line of business. This is the character of your efforts.

Branding is one of the sales strategies currently being used by many entrepreneurs to sell their products or services. Branding can be seen in some goods apparently through the brand. A brand is a term, feature, icon, concept or a mixture of these that is intended to identify a product or service from an industry, which distinguishes that product or service from other products, especially the products of its competitors [12]. Brand is a very important part of a product. Brands are a bonus number for good products in the form of objects or services.

In a world of sales that continues to grow rapidly over time, sales-related concepts also grow in a big way. Place brand has been widely used in various forms such as nation branding, city branding, and region branding for tourism purposes. Moreover, place branding already has a certain place in the realm of higher education research. In its progress, research on city branding began to emerge along with the passage of time. Continue to be many parties who are directly related to city programming, knowing the meaning of *city brand*. “*Interest in city branding may be seen as part of a wider recognition that places of all kinds can benefit from implementing coherent strategies*

with regard to managing their resources, reputation and image” [1]. The concept of a *city brand* is a multidisciplinary design that starts from obeying sales knowledge and city regulations. As a result, the application of city branding or place branding in general, is quite an environment. The meaning of City Branding for Keith Dinnie is an observation that discusses the view of a city for economic needs and is also a reference for policy-making to be carried out by the authorities and residents of the city or area. City Branding activities are tried to make a city regulation that matches the view that will be displayed.

Branding Strategy

Gelder [13] describes what a brand should achieve in terms of customer actions and attitudes. In carrying out his strategy, Gelder divides into brand positioning, brand identity, and brand personality. Brand positioning is a method for demonstrating the advantages of a brand and comparison with other competitors. In branding a city, it is necessary to explain what the target market thinks about the city and justify placing a very positive position in its perception compared to other competitors. Brand identity is a bundle of aspects to deliver the brand starting from the framework, brand principles, goals and intentions of the brand. Through brand identity, customers can perceive the product itself. The brand identity section includes nicknames, logos, colors, jingles, cover concepts, jargon, brand endorsers, and personalities. In branding the city, parts of the brand identity can be used to strengthen the brand of a city. On the other hand, brand personality is a method that aims to increase the attractiveness of the brand from the outside in the eyes of customers.

There are several advantages in implementing *city branding* [14], including:

- a. Make it easier to introduce and advance the city or region so that it can share profits for the manager of regional needs and also produce collaboration with external parties.
- b. Advancing the view of the city is with city branding which is lined with comprehensive applications, so that it will increase the energy to reach the city as the goal of demand managers.
- c. The right city branding application can attract managers of the city’s external needs including domestic and foreign tourists; this is because tourists see brands as differentiating from one another so they will choose a place with distinctive characteristics or characteristics that other cities do not have.
- d. Another goal of city branding is to attract the attention of investors to fund to improve the development of a good city from the economic, social or other sectors.
- e. Increase trade resulting in a business across the country that can increase trade.

4 Results and Discussion

Research result

The nickname ‘The Land of a Thousand Hafidz’ for the Gayo Highlands, Gayo Lues Regency is not a coincidence. But the first step for the leader of this country to return to repeat the past history of the triumph of Islam which started from the era of the Linge Gayo Islamic Kingdom, which gave birth to many Aulia and Ulama. The historical evidence of Islamic civilization still stands firmly, which indicates that Islam has existed in the Gayo Highlands since the time of the Prophet *sallallahu ‘Alaihi Wasallam*,

and according to historians, the Caliphs who came from the Arab country were the companions of their Prophet who were memorizing the Qur'an. The *branding* "Gayo Lues City 1000 Hafidz", was raised as the pride of the people of Gayo Lues City as the local government's vision for the community. The 1000 hafidz program is the vision and mission of the Regent and Deputy Regent for the 2017–2022 periods, although it must be admitted, the emergence of allegations of budget misappropriation and temporarily raising 3 suspects in the hafidz program in the 2019 fiscal year, reduced public confidence in the running of the government local city.

Branding aspires to look like trying to be accommodated. The vision of the City of Gayo Lues 2017–2022 is: Gayo Lues which is Islamic, Independent and Prosperous. The missions to achieve this vision carried out by the local government are: 1). Improve the application of Islamic law and Islamic Gayo Lues traditional values in all views of citizens' lives. 2). Increasing the quality of the energy base of people who are expert, independent and participative in development, 3). Increase the safety of the Gayo Lues residents through empowerment and economic equity by maximizing the exploitation of natural energy sources for a long time. 4). Realizing a responsive and accountable regime regulation through strengthening government institutions that are clean, simple and authoritative, and 5). Making the UUPA application and creating a pillar agreement of the Helsinki MOU in accordance with the atmosphere and regional capabilities.

In contrast to the *branding* of the Aceh province, "City of Veranda of Mecca" was raised as part of the tourism sales strategy. This branding was selected with the aim of being able to summarize what is aspired to in Aceh's branding. "The City of a Thousand Hafidz" sticks out because the residents of Gayo Lues City have a special traditional culture in managing the lives of their people which must be based on Islam so that the city also applies a qanun containing regulations that not necessarily in other cities.

Gayo Lues City Brand Positioning

The determination of the brand positioning of Gayo Lues City is based on the uniqueness (characteristics) and the advantages offered as a result, Gayo Lues City's positioning is formed as the city that gave birth to 1000 (one thousand) hafidz. There are several parts to communicating the brand positioning, namely to be creative, simplicity, own, dominate and protect, and use their language. The four parts are very appropriate in communicating brand positioning, but are weak in the part of being creative. Regional authorities are using very formal and limited methods of communicating brand positioning. As we know that brand, positioning is a way to demonstrate the advantages of a brand and the comparison of other competitors. Gayo Lues City if analysed using *brand positioning elements*. The city of 1000 hafidz is considered more embedded in the minds of the people so that it can raise various questions. One other consideration is because Gayo Lues City has not been claimed by other regions. The city of 1000 hafidz was born from the meaning it contains, namely beauty that is philosophically required so that it is expected to be able to facilitate the people of Gayo Lues City to become more beautiful.

In branding a city, it takes an understanding of what the target market thinks about the city and ensures to place the most positive positioning in its perception compared to other competitors. Where the determination of the *brand* positioning, the local government also looks at the mention of the name of the city of Gayo Lues, which is known as the 1000 hills as shown below.



Picture 1. The logo of city of Gayo Lues

The logo also creates hope that the City of Gayo Lues will become a city capable of creating 1000 hafidz because the slogan creates a 1000 hafidz slogan for the city of Gayo Lues.

Gayo Lues City Personality Brand

Brand personality is a method that aims to increase the attractiveness of the brand from the outside in the eyes of customers. Brands are given character that can be received by means of communication, experience and from the people who tell the brand itself. What the City of Gayo Lues does has a lot of natural beauty, the green one according to the name created is the land of 1000 hills. One of the activities that the City of Gayo Lues does in promoting the 1000 hafidz program is to provide free quarantine to hafidz participants. In order for the community to start looking at this program, every year holding a Musabaqah Tilawatil Qur'an (MTQ) is held a selection from the Village, District and Regency levels, not even just holding events but also much more than that is providing regular supervision and training from the government Gayo Lues district. Some state schools are also collaborating with the program in order to achieve the local government's goal of creating 1000 cities Hafidz.

Quarantine activities for 1000 hafiz are intended to motivate other hafiz candidates, besides that the prospective hafiz are accustomed to staying and make it easier to carry out their memorization (hafiz) for the next, especially as long as they are tried during quarantine it will link the supervision of the Gayo Lues Regency Government with regular. in order to achieve the vision and ideals of the Regent or Wabup to quickly produce



Picture 2. Quarantine 1000 hafidz

1000 hafiz and hafizah in the district Through quarantine of 1000 hafiz. Moreover, for the 1000 hafiz who were quarantined, they were students who were boarding in madrasas around the Gayo Lues district.

Gayo Lues City *Brand Identity*

Brand identity is a bundle of aspects to deliver the brand starting from the framework, brand principles, goals and intentions of the brand. Through brand identity, customers can perceive the product itself. The brand identity section includes nicknames, logos, colours, jingles, package concepts, jargon, brand endorsers, and personalities. In branding the city, parts of the brand identity can be used to strengthen the brand of a city. The brand identity part that emerges from Gayo Lues City is a jargon. Selected by the jargon 'City of 1000 hafidz' to enter into the contents of the head of the target audience, the inspiration for the city of 1000 hafidz comes from the nickname of the city as a crooked country of 1000. Until now the 1000 hafidz City logo is waiting for the results of the decision and approval from the Aceh Provincial Government. A very significant part of the proof of self-branding is the jargon and logo. Self-evidence will not be solid if the logo cannot appear as a reinforcer for the brand. So, the Gayo Lues City Lord should pay attention to the 1000 Hafidz City logo so that it can be published to the residents and the logo can stick in the minds of Gayo residents Lues.

5 Discussion

Brand Planning

The 1000 hafidz city design begins by analysing the city of Gayo Lues. The analysis is attempted by collecting information, starting with recognizing the entire condition of the City through an analysis of the advantages, weaknesses, dangers and opportunities so as to strengthen the brand of the City of 1000 hafidz. The formulation of the 1000 hafidz City branding design departs from the vision of the Mayor of Gayo Lues, Ayah Haji Amru and his assistant, Said Sani. Assisted by the Bureau of Islamic Law and the Ministry of Religion of the Aceh Region by conceptualizing the City of 1000 Hafidz which brought together several parties.

Branding Strategy

The 1000 hafidz city of program strategy begins with ensuring a yearly phasing strategy, strengthening under the law, technical implementation of 1000 hafidz cities, events, and announcement strategies. The programs and activities of the city of 1000 hafidz are concretely tested through year phasing in which the activities of one another are mutually supportive for development. Beginning in 2017 is the planning and programming stage; year 2018 designation; 2018 Gayo Lues City 1000 hafidz. The City of Gayo Lues ruler thinks that there needs to be stability in the City of Gayo Lues as the city branding of Gayo Lues City, so that the City of 1000 Hafidz must be given the legal status equivalent to Regional Regulations (Perda) in this case from the Aceh authorities. The strategy, especially in branding activities for the City of Gayo Lues, is the exploitation of tools to create public opinion. This matter was also tried by the City Lord of Gayo Lues in the city branding activity of the city of a Million Flowers. It was said that the Public Relations of the Ruler bought a column in every day of news messages to publish and create public opinion about the city of 1000 hafidz (Aceh's serambi mecca newspaper).

Another thing that is tried to inform the City of 1000 Hafidz to the public via a website that can be accessed anywhere and anytime. This website contains data needed by the public in terms of data around the City of 1000 hafidz that can be accessed by residents, especially for residents of Gayo Lues.

Brand Development

Gayo Lues City when analyzed uses the brand positioning section. The city of 1000 hafidz is estimated to stick more in the minds of residents so that it can cause various problems. One other estimate is that Gayo Lues City has not been claimed by other regions. The city of 1000 hafidz was born from the meaning it has, which is beauty whose philosophical provisions are finally expected to be able to provide the citizens of Gayo Lues City to be better.

The brand identity part that emerges from Gayo Lues City is a jargon. Selected by the jargon 'City of 1000 hafidz' to enter into the contents of the head of the target audience, the inspiration for the city of 1000 hafidz comes from the nickname of the city as a crooked country of 1000. Until now the 1000 hafidz City logo is waiting for the results of the decision and approval from the Aceh Provincial Government. A very significant part of the proof of self-branding is the jargon and logo. Self-evidence will not be solid if the logo cannot appear as a reinforcer for the brand. Therefore, the Gayo Lues City Lord should pay attention to the 1000 Hafidz City logo so that it can be published to the residents and the logo can stick to the heads of Gayo Lues residents.

The last part is brand personality that aims to increase the energy to reach brands from outside the Gayo Lues area. The city of 1000 hafidz has its own reach in the eyes of the public depending on its physical situation. The city of a thousand hafidz is packaged in the 1000 hafidz program where the city government of Gayo Lues collaborates with several junior high and high school levels to also establish hafid madrasas and obtain certificates so that the public and residents have a positive impression of the program.

6 Conclusion

Based on research objectives and reviews that have been tried, they are as follows:

1. The way of programming the 1000 hafidz City branding begins by analysing the city of Gayo Lues in terms of strengths, weaknesses, obstacles and opportunities of the city. The framework behind the city of a thousand (1000) hafidz is firmly found in philosophical numbers. The formulation of the Gayo Lues City branding design departs from the vision of the Mayor of Gayo Lues and then connects various parties and sections of the community.
2. The branding strategy tried by the City of Gayo Lues to create a City of 1000 Hafidz is through a year phasing strategy where the activities of one another are mutually supportive. Another strategy is to strengthen the law because the Gayo Lues City Government thinks to protect stability so that the Gayo Lues City branding must be given a legal status equivalent to a Regional Regulation (Perda). The strategy, especially in branding activities, is the exploitation of tools to create public opinion.
3. Brand development is tried by applying several methods in the marketing mix, namely events and announcements. On the other hand, announcements are made

using the position of news messaging tools and online tools. The image of the city of a thousand hafidz can be shown to residents by placing more emphasis on visual views by exploiting space displays. Creating a city of a thousand hafidz is not free from branding strategies related to brand-making elements, namely brand positioning, brand identity and brand personality. The brand identity of Kota Seribu Hafidz (1000) appears in the slogan, but not in the logo. Logos and jargons as brand identities must continue to strengthen to generate perceptions in the minds of citizens.

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