



BRANDING STRATEGY THROUGH TAGLINE Pinarak Bojonegoro IN AN EFFORT TO REALIZE THE DEVELOPMENT OF A CREATIVE AND TOURISM-FRIENDLY CITY

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Abstract. The characteristics used in the tagline focus on tourism in Bojonegoro Regency which is a regional potential that can be a development effort towards a creative city through regional branding. To see how the regional characteristic branding efforts, descriptive qualitative analysis is the method used to describe how the strategies and efforts of the Bojonegoro Regency government referring to the Regional Medium-Term Development Plan (RPJMD) and Creative City is an urban environment that has the ability to facilitate people to have an idea of thought, planning, and action in utilizing opportunities that will later become a solution to a problem. Bojonegoro Regency in realizing the development of a creative city through branding or regional characteristics, namely the Long-Term Development Plan (RPJP) of Bojonegoro Regency so as to be able to provide results that branding efforts through the Pinarak Bojonegoro tagline are able to increase the number of tourist visits to enjoy various tourism destinations. There is still a need for collaboration from the government and the community to make development efforts in various innovations in the tourism sector so as to be able to provide a new face for the improvement of the city.

Keywords: *City Creative, Tourism, Tagline*

1. Introduction

Each district or city has its own characteristics and regional potentials. Therefore, the policies carried out by the government in building the quality of its region must involve local culture and noble values in the development of a city area, so that it is able to make excellence that can later become a characteristic or what is often called (*city branding*). *Creative cities* are a way or strategy in carrying out urban planning and handling city problems by managing the orientation of regional excellence and local

potential. According to the results of research by the Ministry of Tourism and Creative Economy (Kemenparekraf), it is explained that in 2023 Indonesia is one of the countries that has 5 creative cities out of 55 creative cities in the world. The introduction of a city identity can be achieved through the incessant city branding efforts carried out by a city. Branding that can be done through various introduction efforts, including by making slogans, taglines, song themes and others (Wibawanto & Nugrahani, 2019) [1].

The term *Pinarak Bojonegoro* slogan is one of the efforts to introduce the city through a *tagline*. The slogan refers to the tourism sector has become a Development Priority in Bojonegoro Regency, East Java Province. This is evidenced by tourism increase activities between 2018 and 2019. Namely from the number of destinations in 2018 as many as 50 locations, and in 2019 it increased to 76 places. The implementation of the *Pinarak Bojonegoro* tagline is one of the government's efforts to increase tourist visits to the tourism potential in Bojonegoro Regency. This can be seen from the increase in the number of tourist visits from 2018 to 2022. According to data research from the Bojonegoro Regency Culture and Tourism Office, there was a significant increase in the number of visitors in 2021 towards 2022 as many as 1,786,000 tourists during that year.

However, this is inversely proportional to 2018 to 2021 which actually caused ups and downs in the number of visitors due to the Covid-19 pandemic which made the mobility of the general public and even local residents of Bojonegoro to enjoy tourism destinations which caused a drastic decrease in the number of tourists, with the number of tourists decreasing to approximately 200,000 tourists per year. The government's effective steps after the decline in the number of tourists during the pandemic have made the revitalization or redevelopment of tourism areas a responsibility that of course still has to be carried out by the Bojonegoro Regency Government. The restructuring effort is contained in the 2018-2023 RPJMD in Article 5 paragraph 3 which explains that the strategy for developing and increasing tourism potential must involve the community. As well as developing tourism facilities and infrastructure that support the local culture of the tourism place. However, this is still not seen from the various tourism developments carried out. If the involvement of local regional culture can be carried out in collaboration with tourism potential, of course, the *tagline* that characterizes the development of a creative city can be carried out as an implementation to provide comfort and warmth for tourists in tourism.

Various regional potentials that should be able to become tourist attractions that can make Bojonegoro a tourism-based urban feature of various types of tourism. The classification of various types of tourism is classified into Natural, Artificial, Religious, Migas, Heritage, Educational, Agro-Tourism, and even Culinary Tourism. With a total of approximately 74 tourism attractions, tourist attractions must be able to be utilized by the Bojonegoro Regency government in carrying out development efforts so that it can be used as a regional *branding* effort based on the tagline "Pinarak Bojonegoro". The various preventive measures taken by the Bojonegoro Regency Government still do not seem to have made this tagline fully able to become a manifestation of creative city development. This is stated in the Regional Medium-Term Development Plan (RPJMP) which states that the problems and strategic issues that

are still faced by the Bojonegoro Regency government in tourism affairs are still not optimal in the promotion of tourism destinations and are not introduced to what meaning it means *Tagline* which is a characteristic of Bojonegoro Regency.

Based on some of these problems, the author wants to find out whether Bojonegoro Regency has actually been able to develop its quantity and quality towards a creative city based on *Tagline* which leads to the tourism sector or does not have any influence on the development of regional potential based on characteristics in Bojonegoro Regency.

2. Method

Responding to these problems, the research conducted in writing this scientific article uses descriptive research using a qualitative approach. Qualitative descriptive research is a process in research and understanding based on how a social event and problems exist in humans (Ayu Ardhanariswari et al., 2020). According to (Bina et al., n.d.) Qualitative descriptive research aims to provide an overview and describe events or problems in a systematic, factual, and accurate manner in accordance with the facts or phenomena that have occurred. Of course, the selection of qualitative analysis research methods is a powerful way that can be used by researchers to get answers to problems that arise with a short, concise and clear description.

In this article, the author uses secondary sources in the form of documentation from the Regional Medium-Term Development Plan (RPJMD) and the Long-Term Development Plan (RPJP) of Bojonegoro Regency which is then carried out by a data analysis process using techniques *Thematic Analysis* or data analysis techniques used to analyze data with the aim of identifying patterns or to find them through data that has been collected by researchers (Braun & Clarke, 2006). The sources of the RPJMD and RPJP will be used to see how the strategic steps taken by the government in order to build the quality of development of Bojonegoro Regency in an effort to branding or introducing the characteristics of the city, especially to the tourism potential in Bojonegoro district.

3. Result and Discussion

The realization of a creative city based on local wisdom is a form of tangible manifestation of the energy owned by a region and its people, and shows the uniqueness, distinctiveness, and originality of the region or city (Dini et al). One form of implementing city branding is to launch a tagline to introduce the characteristics of the area. Bojonegoro Regency is one of the cities that has the tagline "Pinarak Bojonegoro" which is the embodiment to build branding from Bojonegoro Regency. The meaning of the word means that Bojonegoro welcomes guests who visit with a warm welcome

The introduction of the tagline in Bojonegoro district has an impact that can support the development of a creative city, because in the city of Bojonegoro there are a lot of

diverse cultures, tourism, and abundant natural resources. The state of the potential of Bojonegoro district will later provide the quality of development to achieve a creative city if the management carried out by the government can attract and support the ideas and talents that exist in the area.

Uniting ideas and sustaining talents in an area must be followed by the development of a creative community. If the union of an idea or idea can be united, it will provide a culture of creative inspiration for the community and the government that carries out the implementation of creative cities. The efforts of the Bojonegoro district government in an effort to build creative collaboration can be seen from the creative community assistance program carried out by the Creative Economy Agency (Bekraf). This mentoring program aims to strengthen the relationship between the creative community at the city and district levels. The potential of Bojonegoro district in the field of crafts such as batik, puppetry, and pottery can make collaborations that can later be used as a manifestation of a creative city, not only in some of these potential fields, Bojonegoro is also famous for its tourism sector. This situation must be able to be utilized by the Bojonegoro district government related to management in building the quality of creative cities in Bojonegoro district.

The development of the city of Bojonegoro towards a creative city needs to be measured in several aspects of development. According to (Landry et al., n.d.) The explanation of the Creative City Index in the measurement of creative cities is that it has ten indicators which include :

1. Political and public framework.
2. Distinctiveness and expression .
3. Openness and accessibility.
4. exploration and innovation.
5. Strategic leadership.
6. Talent & the learning landscape.
7. Communication & networking.
8. The place and placemaking (availability of space).
9. Liveability & well-being.
10. Professionalism & effectiveness.

The development of the city of Bojonegoro towards a creative city must require the role of the government in the efforts of the implementation system. Several planning efforts of the Bojonegoro Regency Government are contained in the Regional Medium-Term Development Plan (RPJMD) and the Bojonegoro Regency Long-Term Development Plan (RPJP). The two designs must be able to describe how the efforts and development plans of Bojonegoro district to realize the development of a Creative city. Via tagline *Pinarak Bojonegoro* The government should be able to build city branding by utilizing natural resources, especially in the tourism sector. The tourism sector is one of the tools in regional development efforts so that an area can be easily recognized. The current development of social media makes it easier to brand tourism in Bojonegoro district, The current social development must be able to have an impact

on the development of tourism in Bojonegoro district. Data from the RPD (regional development plan) states that in 2018-2022 the number of tourists who came to Bojonegoro regency was around 3,592,974 tourists

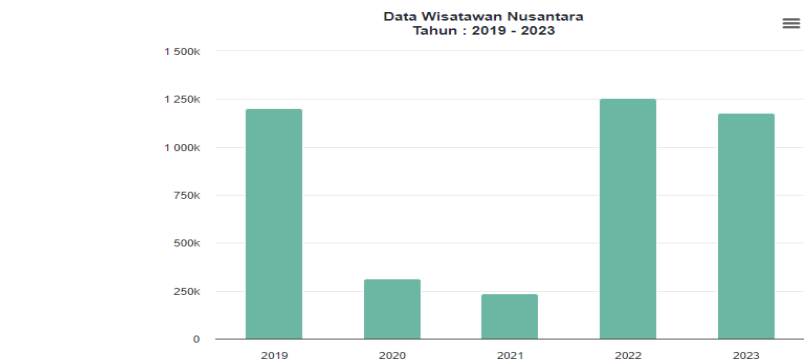
Efforts to develop Bojonegoro regency towards a creative city through the tourism sector still need to be developed in its development, because until now the development of the existing tourism sector in Bojonegoro regency has not had a good impact on tourists. The government's efforts to build the quality of tourism today are by involving investors in organizing events related to the development of tourist destinations in Bojonegoro district. The implementation of the government's strategy of efforts to build the city of Bojonegoro into a creative city must be an indicator in an effort to measure its success, several strategies used by the author to analyze how to implement the tagline in Bojonegoro district are using the explanation of measurement theory Creative Cities Index which was put forward by Charles Landry and Jonathan Hyams because the author considers that the theory is able to provide an overview in the indicators of the development of creativity in a region. The explanation of the implementation of the theory on the quality of creative city development in Bojonegoro district includes.

3.1 Political and Public Framework

The regulations of the Bojonegoro Regency Government in an effort to build the implementation of creative cities through the tourism sector have been contained in Bojonegoro Regency Regional Regulation Number 4 of 2020 Related to the Development of Tourism Destinations which includes community empowerment policies, the development of tourist attractions, infrastructure development, the development of integrated and sustainable tourism facilities, and access development (Final Changes to the 2018-2023 RPJMD, n.d.). The effectiveness of these regulations must certainly be able to change the paradigm of developing tourism quality which will later support the government's efforts in realizing Bojonegoro as a creative city. The implementation of these several points has begun to be carried out by the Bojonegoro regency government to continue to enforce regulations related to tourism destination development policies. Various ways in marketing, the completeness of infrastructure facilities in the tourism sector need to be an important concern for the government, because basically branding Froman inner-city tourism needs to be done because the ease of technological development today makes it easy to make efforts to recognize characteristics in an area, whether in the fields of tourism, culture, and the quality of resources that exist in an area.

3.2 Distinctiveness and Expression

The tagline Pinarak Bojonegoro is one of the characteristics that attracts tourists to visit or stop by to enjoy the beauty of Bojonegoro's tourism. BPS data states that "as many as 1,177,180 local tourists from the archipelago came and stopped in Bojonegoro Regency. This shows that the tagline *Pinarak Bojonegoro* is able to make a real attraction of comfort, supported by a form of tourism which of course has various types ranging from scenery, culture, to tourism in religious matters. Various tourism destinations in Bojonegoro district and to the attention of many people are the Thengul Dance. The dance is an indigenous dance culture of Bojonegoro regency which was once performed at the ceremony of the 74th Independence Day of the Republic of Indonesia, precisely at the Bogor Presidential Palace. The appearance of a regional culture can attract tourists from abroad to visit and even they learn how to develop other cultures that are the attraction of a region, especially those in Bojonegoro district. The implementation of the word Pinarak Bojonegoro which is the tagline brings evidence that people who come to visit feel comfortable as if they are at home. The following is a form of data on the number of Indonesian tourists who stop by Bojonegoro



Regency.

Figure.1 Tourist Data 2019-2023
Source : BPS Bojonegoro Tourism

The data shows that the number of visitors who came in 2020-2021 decreased because at that time the condition of the world was experiencing the covid-19 virus pandemic. At that time, the condition of various tourism in Bojonegoro district also experienced a management vacuum, so that some conditions of tourism objects were not maintained, causing a vacancy and a decrease in tourists visiting and touring.

3.3 Openness and Accessibility

The development of Bojonegoro district to become a creative city related to accessibility indicators or easy access to reach tourism has currently been carried out very well by the Bojonegoro district government, the realization of this development can

be seen by the quality of accessibility development that is getting better. Until now, the construction of roads on the entire Bojonegoro axis has been built with excellent quality, making it easier for tourists to visit and stop by to enjoy the atmosphere of

Bojonegoro regency. Some tourism places that are located in areas far from the center of the city that used to not be easily reachable, for this very long time have undergone significant change. One of the tourism that is a typical tourism of Bojonegoro regency is the Pakal reservoir. The tour is one of the tourism icons that attracts tourists to visit to enjoy the state and comfort of the Pakal reservoir. The distance between the center of Bojonegoro and the Pakal reservoir is approximately 31 KM, with the ease of access, it will provide its own satisfaction that will be felt by tourists because the reservoir tourist attraction itself is in the middle of a teak forest that is still beautiful and with cool air so that people who visit from outside Bojonegoro district will feel a different experience with the state of the teak tree forest that surrounds the journey to the destination Pakal Reservoir Tourism.

3.4 Exploration and Innovation

The role of the government's efforts in the concept of innovation development related to the quality of tourism in Bojonegoro district to date has provided many tourist attractions, because with an innovation in the field of tourism it can attract visitors to enjoy a uniqueness or characteristic. According to (RPJMD), Bojonegoro Regency is recorded to have 74 tourism ranging from educational tourism, agro-tourism, culinary, to natural tourism. All forms of regional tourism in Bojonegoro regency give an idea that tourism development innovations have been carried out by the Bojonegoro regency government in terms of building new tourism places or actually building infrastructure which currently continues to give the impression of novelty by trying to adapt to the times.

Until now the development of innovations from the tourism sector in Bojonegoro district has not done much innovation to develop the quality of tourism resources. The forum formed by the government to discuss the quality of tourism development seems to have not found a bright spot that makes the quality of tourism in Bojonegoro district superior, development in an innovation must start from the suitability in the pattern of community life and the development of people's life patterns. There are many forms of Bojonegoro tourism that can actually be an icon or what distinguishes it from tourism destinations with other regions, in response

to this, the Bojonegoro regency government must be willing and able to develop innovations, especially in the field of tourism design and structuring. With the current development, the quality of design does greatly affect the number of tourists who visit, because the arrival of tourists in addition to enjoying the tourism atmosphere presented, they also need to capture moments of beauty and then share beauty through social media. The development of technology with the speed of information exchange makes social media one of the tools that can be used to do branding in an area.

3.5 Strategic Leadership

The quality of the leader in influencing or the leader's rhetoric is the key in making efforts towards development and change, because basically a leader is an example and example for the subordinates who are being led. This is in line with the leadership quality that exists in Bojonegoro district, namely a Regent. The regent's leadership period in 2018- 2023 led by Dr. Hj Anna Muawanah seems to be starting to show bright results related to efforts to brand the city of Bojonegoro into a creative city. The reason is that the ease of access to transportation makes a new gap for the development of tourism which is located in an area far from the center of Bojonegoro.

The construction of cast roads with a total of 667.77 Km provides ease of travel and comfortable access provides comfort for tourists to visit. The location of Bojonegoro Regency which is located between the border axis road between East Java and Central Java provinces makes Bojonegoro easy to reach by tourists from other districts that are close to the Bojonegoro Regency area.

The ease of building road access certainly makes the connection between tourism one and another more affordable. Efforts to implement city branding through the tagline Pinarak Bojonegoro will be implemented according to the situation, namely inviting guests to stop by and provide dishes of the beauty of natural tourism in Bojonegoro regency.

3.6 Talent & The Learning Landscape

The state of the region that makes the development of Bojonegoro tourism easier is the condition of the Bojonegoro regency area. With the condition that is still beautiful with the teak forest that is still intact, the air comfort provided makes visitors feel comfortable and of course feel at home for a long time to stop by the tourism object in one area that is still overgrown with teak forests.

The uniqueness of the region that makes the region attractive is one of the characteristics of a tourism. With the state of the region with the geographical conditions of the people who have culture and traditions become a very crowded attraction, the cultural situation is the same, but the performances presented are different from one region to another. Therefore, the Bojonegoro regency area is able to make its own area to have its own uniqueness, whether in the natural state of the teak forest area to the traditional oil and gas area. Because in one area in Bojonegoro regency, namely the Wonocolo village area, Bojonegoro Council District, which is still an attraction because in digging for oil resources, the tools used are still using traditional tools in the form of taxis. Therefore, the uniqueness in an area makes many tourists come to see how the working system, or the shape of the traditional oil mining tools.

3.7 Communication & Networking

A network or the existence of a collaboration system or *Public Relations* (PR) owned by the Bojonegoro regency government in terms of efforts to improve *city branding* through *Tagline*. It has not been seen from the communication between the Bojonegoro

government and governments from other regions. Communication efforts that already exist with the community for now are related to increasing the community's human resources in a tourism place. The hospitality provided by people in one area that has a tourism area must always be supported by the village government in one tourism object, because with the attitude of hospitality given, visitors will also be comfortable and happy because they greet people they don't know. The attitude in acceptance and friendliness if it can be done, then the quality and quantity of the tagline *Pinarak Bojonegoro* will be realized appropriately and according to the meaning of the word *pinarak*.

Collaborate with *stakeholders* which is able to support the development of Bojonegoro in terms of tourism has also begun to be developed by the Bojonegoro district government. This is in accordance with the tourism marketing strategy in accordance with (Perpu III-28) which explains that the government focuses on market promotion to implement the tagline "Pinarak Bojonegoro" as branding to introduce the tourism potential in Bojonegoro district. This is certainly in line with the collaboration to introduce the tourism promotion, the use of social media with the Culture and Tourism Office (Disbudpar) and the Communication and Information Office (Diskominfo) of Bojonegoro district must be able to make branding efforts to expand the tourism promotion network. In accordance with the mandate contained in the Bojonegoro Regency Regional Regulation that, the government hopes that branding carried out by several related stakeholders can be carried out so that the implementation of the tagline "Pinarak Bojonegoro" can be felt by all the general public. The locus of the promotion placement is that the government must be able to promote tourism through brochures, magazines, newspapers, to television and radio programs, both local and national. The existence of some of these collaborations must certainly provide encouragement for local media to be able to provide support to help the government's role in efforts to encourage the quality of promotions related to tourism through the mass media. The reason is that in Bojonegoro regency itself there are several radio stations and there is one national television station that should be able to support the role of the government in developing the city of Bojonegoro in terms of tourism.

3.8 The place and placemaking (availability of space)

Providing space for places to collaborate and innovate related to tourism development is currently owned by Bojonegoro district, but it seems that some of these places of discussion and communication have not been fully carried out to build and promote the tourism branding of Bojonegoro city, because it is still focused on several other things that may be more urgent to be done immediately. Development in an area certainly requires collaboration between the community and the government. In this case, some of the places that have been built by the government to provide a forum for aspirations for the community are EJSC (*East Java Super Corridor*) Bakorwil of Bojonegoro Regency, and BCH (*Bojonegoro Creative Hub*) which is actually able to be used for branding efforts in the city of Bojonegoro. Both of these spaces can be used by all levels of society in Bojonegoro regency to learn to develop their talents and interests and the place is provided with facilities that are free or free. Not only the availability of space in making innovative efforts to recognize characteristics, the arrangement in the space to regulate tourism places also needs to be considered by the Bojonegoro district government. The reason is that this still makes several shortcomings in the arrangement and management of tourism natural resources.

The lack of alternative roads to reach far-flung tourism destinations and the lack of regulations that regulate the existence of spatial planning information make the government have difficulties in innovating the implementation of new characteristics. The increase in the availability of quality infrastructure currently has a percentage of 90% in 2023. This figure is certainly not a number that must be satisfied by the government in the success of spatial planning, but the lack of a few percent of the figure to reach the 100% consensus must be able to be achieved by the government by looking at the conditions in a geographical situation in Bojonegoro district.

The sustainability of development in providing this space is in line with one of the visions and missions of the Bojonegoro district government, namely increasing quality infrastructure and compliance with spatial planning. Likewise, it is in line with the mission of Bojonegoro regency in strategy point 7, namely realizing equitable and environmentally friendly infrastructure development by emphasizing the arrangement of aspirational, social, and cultural space of tourism.

3.9 Liveability & Well-Being

The realization of welfare in the community in an effort to build a creative city must certainly be carried out by the entire government, because this is one of the index points that shows that a district or city is capable of implementing creative city development. In an effort to develop a creative city, Bojonegoro Regency has a mission, namely, Realizing improvements in terms of welfare based on the people's economy and creative economy in an effort to increase per capita income in a superior manner to the people of Bojonegoro Regency. This is in accordance with the branding tagline *Pinarak Bojonegoro*. As in the field of tourism, of course, the government is able to provide programs related to business development, namely related to communities

and cooperatives in all villages, but it seems that the program has not been fully able to run in villages or regions that do not have the potential for tourism natural resources. The provision of business incentives for small businesses and village funds for drivers of economic stimulus in a tourism area that is able to be a driving force in providing regional characteristics, especially in the culinary field in a place or region. Like one of them, namely the Pacal Reservoir tourism which is located in Temayang sub-district, Bojonegoro Regency, has a distinctive feature, namely the existence of culinary stalls that have been crowded by the public, because the stall provides a menu of sambal rice with typical fish side dishes from the Pacal reservoir, namely such as wader fish, tilapia, mujaer, etc. Such things should be highlighted by the mass media of Bojonegoro district so that it can increase the number of tourists who come, by instilling a paradigm that not only can enjoy natural tourism, but distinctive culinary enjoyment can be one of the efforts to improve the welfare of the people around the tourism management place. If efforts can be made to add characteristics to tourism, then Bojonegoro's ideals as a creative city will soon be realized.

3.10 Professionalism & Effectiveness

The development in the current period carried out by the Bojonegoro Regency government is to continue the development in the previous period by laying the foundations of development to build regional competitiveness as the country's food and energy barn through increasing economic growth based on oil and gas and integrated agribusiness, creating superior health and education services, improving the quality of life, quality of education and quality of health for the entire community. strengthening the management of regional facilities and infrastructure, preserving the environment that ensures the availability of sustainable resources for development, and improving the professionalism of public services and government administration towards the fulfillment of the implementation of Service Standards

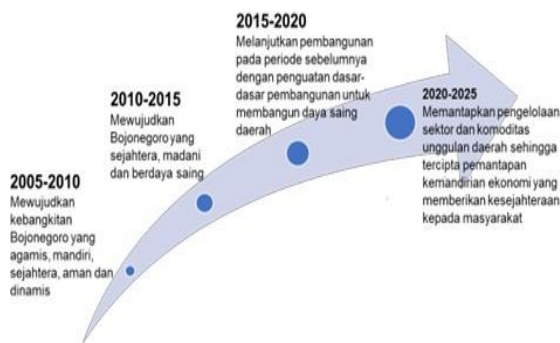


Figure.2 Development Stages and Policy Directions of RPJPD for 2005-2025.
Source : RPJPD Bojonegoro Regency 2005-2025.

Based on this data, the level of effectiveness and professionalism of the government in

an effort to develop Bojonegoro district must certainly be a reference in development efforts. The quality of the government's level of professionalism must continue to be improved to realize the quality of services to support the development of creative cities

If the services provided are in accordance with the needs of the community, then the form of reciprocity from the community will provide a sense of satisfaction and comfort as well. Of course, this is in line with the efforts that must be made by the Bojonegoro regency government in the request to build the characteristics of Bojonegoro regency, especially in the field of tourism to realize Bojonegoro into a creative city in accordance with the tagline, namely *Pinarak Bojonegoro*

Conclusion

The efforts of Bojonegoro Regency in developing a creative city through the *Pinarak Bojonegoro* tagline specifically still require government efforts to support the development of natural resource development, especially in the tourism sector. The tourism wealth in Bojonegoro district should be able to be tried by the government to improve the quality of development. Innovation in a tourism place must continue to be built so that tourism in Bojonegoro Regency can become a characteristic and differentiate from tourism in other regions. The development of innovation to make a region characteristic certainly needs support from the government and the community. The ability to do regional branding must be followed by the quality of human resources in an area. The government must be able to provide socialization to people in areas that have natural tourism resources, so that later the implementation of regional affairs in terms of tourism can be in accordance with the tagline of *Pinarak Bojonegoro* owned by Bojonegoro district.

The availability of the government's ability to build a creative community still needs to be improved, the availability of space that provides convenience must be sought by the government to make improvements in the scope of the creative community, if a creative community has been formed, then there will be many ideas or ideas that will later become the government's consideration to make the development of the city of Bojonegoro into a creative city can be achieved. Sustainable development to reach easy access in several tourist attractions needs to be an important concern for the government, the current damage to access roads must be able to be handled by the government, therefore a cooperation between the government and the community or in this case the managers, must be able to always provide reports on how the development of tourism quality is currently an indicator in the development of creative cities. If an innovation or novelty is applied to tourism development, then tourists will come and be interested in seeing the beauty of innovations that are being talked about a lot among the community.

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