

## Urban Legend Storytelling Bandung Tour on The Bus (Urban Legend Case Study in Bandung through a spooky story on the bus)

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**Abstract - Bandung is one of the world's tourist cities that have been determined on 25 September 2013 in Beijing by UNESCO. To meet one of the index to become a world tourist city, in it there are aspects of city tour. Therefore, the city of Bandung to create a new innovation that is city tour bus called Bandung Tour on Bus or commonly called Bus Bandros. In the journey around the city is used a historical story about the establishment of the city of Bandung as a means to introduce the city and disseminate information development of urban development. To uncover the problem, this study uses a qualitative research type that serves to get a general understanding, the overall management of bus performance. Bandros in building city branding Bandung.**

**Keywords - City Branding, City Tour Bus, Communication Strategy through storytelling.**

### I. Introduction

Bandung city has at least two international city identity, namely Gedung Sate and Braga Area. This area has been known to foreign tourists since the Dutch East Indies and is one of the elements that make the city of Bandung gets the nickname Paris van Java. Over time, the city of Bandung continues to grow for the better and the government also has a big enough to make the city is more superior than others.

The city of Bandung has been designed as a world tourist city by UNESCO on September 25, 2013 in Beijing. To meet one of the index to become a world tourist city, in it there are aspects of city tour. Therefore, the city government of Bandung to create a new innovation that is city tour bus called Bandung Tour on Bus or commonly called Bus Bandros.

In addition to the city of Bandung, there are other cities in Indonesia that has a unique public vehicle and a characteristic. Namely public vehicles in Solo, Jakarta, Semarang and Malang. The five cities in Indonesia include the city of Bandung, has a new public transport that is a level bus for the domestic and foreign tourists who are guided by a tour guide. But each bus level has its own characteristics ranging from naming it.

Bandros for Bandung, Werkudara for Solo, Mpok Siti for Jakarta, Semarjawi for Semarang and Macyto for Malang. Bandros bus has a legal umbrella of Bandung city government. The red Bandros bus is managed by the Tourism Promotion Board of Bandung City as the working partner of the government of Bandung. Through this bandros bus, tourists can get around the city to see the uniqueness that exists, guided by bus bandros tour guide. The interesting thing in this research is how storytelling is delivered to create positive image of Bandung city.

## II. Methodology

This research uses constructivism paradigm. The constructivist approach looks subjective, because it assumes that humans are different from things. Humans are considered free and active in behaving and interpreting social reality. (Kriyantono, 2012: 55). In this study aims to explain the phenomenon with deep depth through the collection of data as deep as it is. Through the Case Study Research Approach. Case study method is a research method that uses various data sources (as much as possible data) that can be used to research, describe and explain comprehensively the various aspects of individuals, groups, programs, organizations or events systematically. (Kriyantono, 2006: 65).

There are three types of activities in data analysis techniques according to Miles and Huberman called interactive models, including:

1. Reduction. Reduction is not something separate from the analysis. Data reduction is a form of analysis that sharpens, selects, focuses, discards, organizes data in a way in which the final conclusions can be drawn. Data reduction occurs continuously until the final report. Even before data are actually collected, anticipatory data reduction occurs as determined by the researcher (often without full awareness). As data collection takes place, there are subsequent sections of data reduction (making summaries, creating themes, creating clusters, creating separations, writing memos).
2. Data model (data display) / we define the model as a compiled set of information that allows the description of conclusions and action taking. The most common form of the qualitative data model so far is the narrative text
3. Withdrawal / verification of results. From the beginning of the data, qualitative researchers start from what exists, records of order, patterns, explanations, possible configurations, cause-and-effect paths and

propositions. (Miles and Huberman in Ardianto, 2010: 233)

## III. Results and Discussion

The positive images in the story are not just about the beautiful things, but the unique and even creepy things. Stories are the most effective way to connect with an audience. This is because it concerns the type and theme of the story that the audience likes. Interesting themes can help attract audience emotions (Christin, 2017: 34). As Christin pointed out, if we associate the story with a city brand, it should be able to clearly communicate what the city is like, what it has, and why it is worthy of attention, so anyone who visits the city, or residents of the city can, can briefly describe the image of the city.

Brief presentation in the form of the city story (urban legend) Bandung city: The story of the house on Jl Bahureksa No.15 Bandung is famous by the ambulance car obsolete that always parked in the home page. The story of haunted house bahureksa ambulance has a lot to know people because the car it cannot move to another place. Each time it is moved, the ambulance usually returns to the home parking lot. such is the story that Dede delivered when Bandros bus passes around Jl. Bahureksa. "At the beginning the Dutch family who lived in the house died on the journey and the ambulance took them home, but the ambulance did not go from the parking lot, it was certain but could not," said Dede. In fact, the story of this Bahureksa ambulance house could be pictured to the big screen entitled "Ghost Ambulance" in 2008. but now, the ambulance has been sold and moved to Parung, Bogor.

Story Statue Pastor Taman Maluku Park which became one among several lungs of Bandung this store the mystical story of a Pastor Verbraak during the Dutch era.



Figure 1. Statue of Pastor H.C Verbraak at Taman Maluku  
source: Tribun.com

The statue shown in figure 1 is located in the park of Maluku Jl Ambon. It is not less famous with the house bahureksa ambulance. "It is said that there is a priest who is and is being buried just below the location of the statue now. At night, this pastor always glanced to the right and to the left," explained Bandros bus driver, Dede Sarifudin. Many versions of this mythical story. From the truth of the story, the Father's statue remains one of the mystical destinations for information to Bandung.

The next story about two favorite schools in the city of Bandung is inseparable from the mystical story of ghost Nancy who became his guard until now. Like the story of the bahureksa ambulance house and the statue of the Maluku priest, the story of the Dutch noni is not necessarily true because there are many versions of the story about the story.

Last is the story of Potato House as shown in figure 2. Potato House? It is not a potato house, but a house whose building looks outdated and unkempt. This can be seen from the conditions in some parts of the vine resistant wall, the window is fragile, and the whole page of dried leaves. The house is located on Jl Aceh is famous mystical because many myths that say this house will produce a stinging smell of potatoes as people pass through. There used to be a mother who accidentally dropped her baby into a pot that was being used for cooking potatoes.



Figure 2. Potatoe House  
source: Personal documents

### Storytelling Technique

The narrator can be a narrator on a narrative urban legend acting as a narrator who has no relevance to the story. The narrator is an outsider, and he becomes the narrator of a story. This is similar to a storyteller, where a storyteller tells a story that is equally unrelated to his life. The author acts as a storyteller, which tells a story with audiences.

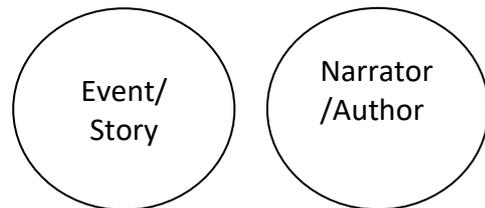


Figure 3. Narrator Non-Dramatic

Figure 3 illustrates that in a non-dramatic narrative, the author is outside of the story. This is different from the dramatic narrative. In this type of narrative, the author is part of the story told. The author can take two forms of narrative, either a narrator or a narrator positioned on another character in the narrative. First, the author becomes a narrator. In this type of narration, the author becomes the narrator of his own life story.

In this story the narrator acts not dramatically, but sometimes some narrators get involved in the story as if they have experienced the horror story that is being told, the most important thing of this is that the story completes and gives the city spirit. City branding is not a new management practice in city administration. Regional or

location marketing practices have long been implemented to sell destinations (tourist), industrial zones, and companies.

Place marketing is important because economic globalization has made cities a strategic capital. City Branding is part of urban / urban planning through various efforts to build differentiation and strengthen the identity of the city in order to compete with other cities to attract tourists, investors, reliable human resources, industry, and improve the quality of relations between citizens and the city. (Yananda & Salamah, 2014: 34)

The results of various discussions above, can be stated that the city branding is an effort made a regional agency to attract the attention of the public to want to visit a city. City branding is done to build a good image in the eyes of the public through the tourism of a city, city icons, the typical food-like or historical story of the city that can be an added value for a city in marketing its area.

In addition, the attitude and hospitality of the behavior of narrators in bus bandros can affect the comfort level of tourists taken from a journal Management of Sharia Business University of Balikpapan entitled "The Strategy of Surakarta City Government In Performing City Branding as Cultural City" (Suratmi & Santosa, 2013: 6-7) In making a city branding, there are several criteria that must be met, including:

- a. Attributes: Do they express a brand's character, affinity, style, and personality? (depicting a character, charm, style and personality of the city)
- b. Message: Do they tell a story in a clever, fun and memorable way? (describes a story in a clever, fun, and easy or always remembered).
- c. Differentiation: Are they unique and original? (unique and different from other cities).
- d. Ambassadorship: Do they inspire you to visit there, live there, or learn more. (Inspire people to come and want to live in the city).

A city that has a criteria ambassadorship describes a good city so it is very interesting for everyone to want to come and live in the city. A good city should have the following things:

1. Offer attractive employment. Have an exciting job opportunity for professionals and job seekers.
2. Not be unduly expensive in relation to wages. The cost of living should be in accordance with wage and salary standards.
3. Provide good and affordable housing. Providing good and affordable housing.
4. Have reasonable public transport. Have public transportation and adequate facilities.
5. Have good schools and recreational / cultural attractions. Has good schools and colleges as well as places of recreation and cultural attractions.
6. Have a reasonable climate. Have a pleasant climate.

In marketing an area by building city branding like making a product marketing plan. Regions should map changes that occur in the target market environment, regional competitors and changes occurring within the region itself. Cities compete globally to attract tourism, investment, and talent and for other purposes. The concept of brand strategy concept is increasingly adopted from the commercial world and applied in pursuit of urban development, regeneration, and quality of life (Dinnie, 20011: 3).

#### IV. Conclusion

Bus bandros always operate in cibeunying park everyday except Friday. Bus bandros operates from 09:00 to 16:00 Bandros bus officers such as driver and tour guide have their own uniforms on duty. For example Mr. Dada as a driver using a red shirt from Telkomsel and a blue headband. While Mrs. Silvi as tour guide who also served as a storyteller from the Indonesian Tourism Association (HPI) using HPI uniforms.

Every day the tour guide shifts according to the agreed schedule. Tour guide guides during the city tour, which explains about the historical education of Bandung. Based on the results of these observations, it can be concluded that. Bandung Tourism Promotion Board is choosing storytelling with the theme of legend urband is: the reason for the accident because of the route traversed, and urband legend and usually we never get bored with the horror story because hearing something mystical and we have never seen directly is endless. In Indonesia ghost stories have been countless because in all corners of Indonesia there is a story of each.

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