

Strategy of Forming Banjarmasin City Branding as Clean and Comfortable (*Barasih wan Nyaman*) River City

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Abstract—Banjarmasin BAIMAN - Barasih wan nyaman (clean and comfortable) Is City Brand that initiated by Ibnu Sina as the mayor of Banjarmasin. To promote this city brand, the government of Banjarmasin city used a strategy. The aim of this study was to analyze strategy of Banjarmasin BAIMAN city Branding. This Study used the qualitative method, The data was collected by interview, documentation, and observation. The result was Implementation of city branding strategy through posted the picture and video of government activities that related with city branding with hashtag #banjarmasin_barasih_wan_nyaman in social media, publication in newspaper, created good Banjarmasin application for smartphone, organized Jukung Hias festival as special event then involved citizen and environmental care community in cleaning program such as Babarasih Program.

Keywords—city branding strategy; Banjarmasin BAIMAN

I. INTRODUCTION

Banjarmasin is one of the cities which is traversed by rivers, therefore Banjarmasin is known as the city of a thousand rivers. The river is the main potential of Banjarmasin city because the river has many functions. For the people of Banjarmasin City, the river is the main transportation route for large ships, *kelotok* (Traditional Motor Powered Boat) and *jukung* (Small Traditional Boat). The river is also a source of water for everyday life and source of livelihood because trading activities occur in the river or better known as floating markets. Based on data from the Department of Water Resources and Drainage, until 2017 there were 102 rivers in Banjarmasin City consist of 3 categories: large rivers (Barito River, Martapura River and Alalak River), 45 Medium Rivers (including the Andai River, Duyung River, Sungai Kuin, Awang River) and 54 Small Rivers (including the Guring river, Tatas River, Keramat River, Kuripan River and others).

Along with the times, many rivers in Banjarmasin City have been polluted by garbage and waste which has made the river dirty and shallow. In addition, the house construction on the banks of the river, made by the citizen, also causes a narrowing river, based on data from Department of Water Resources and Drainage (in Sari, 2017), 75% of Banjarmasin City area is covered by residential buildings, offices, trading buildings and services buildings that have an impact on decreasing the river's function. Furthermore, Banjarmasin city government is trying to reorganize the concept of Banjarmasin as a clean and comfortable river city, more than just for the people of Banjarmasin also for the long-term impact on increasing the number of tourists and opening up opportunities to increase the value of investment in the city Banjarmasin.

Since 2016, led by Ibnu Sina as Mayor of Banjarmasin, the city government has attempted to restore the function of the river (Revitalization of the river) then by restoring the function of the river as the main sector of development as a hallmark of Banjarmasin City, it is expected to form a city branding of the Banjarmasin City as BAIMAN river city which stands for Barasih wan nyaman (clean and comfortable).

The river as an icon of Banjarmasin city is used as the main material in forming a city brand. City Branding is an effort to create or strengthen the local identity of a region or place. City Branding of Banjarmasin BAIMAN based on the external audience is expected to increase the interest of tourists to visit Banjarmasin City and increase interest in investment. Regarding internal audiences, a clean and comfortable city can create a healthy environment for the people of Banjarmasin. In order to achieve the goals of this city brand is certainly needed various efforts from the Banjarmasin city government, this research focuses on the strategy used by the Banjarmasin city government in establishing Banjarmasin city Branding as a clean and comfortable river city, both for the citizens of Banjarmasin city and tourists or visitors of Banjarmasin City.

The city as a center of growth is now competing in high level to attract domestic and foreign tourists, investors, reliable human resources and also improve the quality of relationships with its citizens. A city that is capable of placing itself and attracting both external and internal parties will be able to spur its growth as an economic center and have a positive association

as a valuable asset to establish relationships with all city stakeholders. To achieve this goal, efforts are needed, one of which is by doing city branding.

II. LITERATURE REVIEW

City branding is a strategy of a country or city to make a strong positioning in mind of their target market, and so that the city is widely known (High awareness). In addition to getting a good perception like the positioning of a product or service, so that the country and city can be known widely throughout the world (Vier Antares Institute, 2014).

City branding is also known as a strategy of a country or region to make a strong positioning in the minds of their target market, like the positioning of a product or service, so that the country and region can be widely known throughout the world, Harahap (in Gustiawan, 2011).

According to Yananda (2014) City branding is part of urban / city planning through various efforts to build differentiation and strengthen the identity of the city in order to be able to compete with other cities to attract tourists, investors, reliable human resources, industry, and improve the quality of relations between citizens with city. City branding is a new tool in regional development to improve competitiveness in facing global competition. According to Yananda and Salamah (2014), city branding does not have to wait for an area such as a city, district, and province become advanced economically. Economic bases is not an obstacle regions to utilize branding tools in developing its region because development which utilizes branding is based on the identity or character of the region or area.

A city needs an image because the city is the center of the economy, so the city must be able to make investors and businessmen interested in open their businesses in the city or even more make an investment. Besides that, the reason why the city needs an image or brand is so that tourists and foreigners are interested in visiting the city and spending their money to buy things which interest them. The process of city branding relates to the formation of a city identity that shows differences and directs how a city is marketed. A city with a strong identity is able to become a city with a strong image. Identity searching is a step that must be done first in order to form a city image. Identity in forming the image of the city must be sought, determined, and managed. Therefore a brand for the city is an identity marker.

In accordance with Handito (in Sugiartono, 2009) there are at least five goals of City Branding, namely:

- a) Introducing widely a city or an area.
- b) Improving regional image.
- c) Attracting foreigners and domestic tourists to visit the area.
- d) Attracting investors to invest.
- e) Increase transaction.

Some of the benefits are gained after an area conducted city branding: A positive image of a place obtained through spatial and non-spatial development. By implementing City Branding city planning and management have focused and integrated step toward production and the delivery of the right message to the internal and external stakeholders of the city (Vier Antares Institute, 2014)

III. METHOD

Research on City Branding Strategy Analysis of Banjarmasin City as a River City which is Barasih wan Nyaman (Baiman) used a qualitative approach. The data collection process was done by interview to collect information as many as possible from informants about the city branding strategy of Banjarmasin City as Baiman river city. The informants in this study were the Focus Group Team of Banjarmasin City Branding and the Banjarmasin City Citizens. Data/information collected in this study was analyzed using the analysis flow proposed by Miles and Huberman, which consists of data reduction, data presentation, and conclusion drawing/verification.

IV. FINDING AND DISCUSSION

BAIMAN is an abbreviation of the word Barasih wan Nyaman, in English, it can be interpreted as Clean and comfortable. This is in accordance with the vision and mission of the Banjarmasin city government, which to make Banjarmasin City an advanced city, suitable for habitation based on river development and as the gateway of Kalimantan economy. The river is an icon Banjarmasin city, it is because Banjarmasin City has an area that is traversed by the river until 2017 there were 102 rivers in Banjarmasin city which consists of 3 categories namely large rivers and 45 medium rivers 54 small rivers.

The existence of the river which became an icon of Banjarmasin city must be supported by a condition where the river is clean. A clean river can support the creation of a comfortable atmosphere for the people of Banjarmasin city itself. Realizing this, the Banjarmasin city government is trying to reorganize the concept of Banjarmasin as a clean and comfortable river city,

not just for the people of Banjarmasin, but also for tourists and investors. As stated by the FGD Banjarmasin City Brand team that:

“Brand harus punya pondasi yang kuat, jika sungai ingin dijadikan Ikon kota Banjarmasin, maka harus didukung dengan keadaan sungai yang bersih dan sesuai dengan Brand yang digaungkan”

City Branding is an effort to create or strengthen the local identity of a region or place. the external audience of City Branding of Banjarmasin BAIMAN is expected to increase tourists' interest in visiting Banjarmasin city and increase investor interest. In terms of internal audiences, a clean and comfortable city can create a healthy environment for the people of Banjarmasin.

Strategies in Building Banjarmasin City Branding as River City Forming a memorable City Brand is not easy, certain efforts are needed to realize this. The following results are the elaboration of researches which is related to the efforts made by the Banjarmasin city government in realizing Banjarmasin City Brand as a Clean and Comfortable River City.

A. Design and Involve the Community in the River Revitalization and Hygiene Program

In creating a clean environment and comfortable atmosphere, a cleaning program is a basis for realizing Banjarmasin City Brand as a Clean and Comfortable River City. The Banjarmasin city government designed and implemented the River Revitalization and Hygiene program. Whilst running these programs, the Banjarmasin city government in collaboration with the environmental care community, the Garbage Bank management, at the sub-district level. Furthermore, Banjarmasin City Government involves the local citizens because basically, the government program would not succeed without the active participation of the citizens. The description of the river revitalization program and environmental cleanliness which proclaimed and implemented by the Banjarmasin city government in creating the Banjarmasin Clean and Comfortable City, are as follows:

1) River revitalization program together with river care community (MELINGAI)

Melingai is a community that is formed based on the concern of various social communities in Banjarmasin. This community has a commitment to jointly implement social movements as a concrete action to conserve the river, with five basic objectives, namely:

- a) Organizing river revitalization movements to restore river functions and river conditions in Banjarmasin.
- b) Developing community participation through the formation of river stakeholder groups. It has a role as the one who maintains and take care of the rivers.
- c) Encouraging people to make new various revitalization innovations in their respective characteristics and environmental conditions
- d) Growing public awareness about the importance of river revitalization.
- e) Encouraging the community to preserve and develop local wisdom as a river-based society.

In order to achieve those goals, Banjarmasin City Government together with MELINGAI actively educate people in Banjarmasin by forming river stakeholders who are opinion leaders, their responsibility is to mobilize the people to maintain the river, besides that, MELINGAI actively campaigns and publishes persuasive messages on social media, educate about revitalization in schools and communities. MELINGAI has done a direct action which a ride along the river with the Mayor of Banjarmasin and organized competition to decrease the mud level in the river together with the citizens. These activities were expected to increase awareness of Banjarmasin citizens as river-based citizens who have an obligation to maintain the cleanliness and sustainability of the river.

2) Babarasih Program

Babarasih program or in Indonesian can be said as Cleaning Program implemented by the Department of Environment Banjarmasin City (Dinas Lingkungan Hidup). In organizing these activities at Banjarmasin City, Department of Environment Banjarmasin City worked together with environmental care communities such as Masyarakat Peduli Sungai (MELINGAI) Community, Forum Komunitas Hijau (FKH), and the management of Garbage Bank in all level.

Babarasih is a sustainable program which holds every Sunday in some selected areas by the Department of Environment Banjarmasin City. People loved to be involved in this activity, this sustainable program is expected to increase the citizen's awareness of the clean and comfortable environment. The following is the documentation of the researcher on babarasih the activities in South Banjarmasin district:



Figure 1. Babarasih Activities

From the documentation above, it can be seen a joint unit of the Department of Environment Banjarmasin City, Forum Komunitas Hijau (FKH) and the citizens cleaning the environment where they live.

B. Organizing Special Events

A Jukung Hias festival is an annual event organized by Banjarmasin city government. This Jukung Hias Festival is usually held at night on the Martapura River so that visitors can see it from the sightseeing tower in Banjarmasin.



Figure 2. A Jukung Hias festival published in Kalimantan Post September 25th, 2017 edition

This annual festival attracts many visitors from abroad and also domestic. “Kemilau Banjarmasin Bungas” or Sparkling Beauty of Banjarmasin was the theme of the Jukung Hias festival in 2017, estimated 20,000 visitors watched this event. The number of visitors can illustrate the high enthusiasm of local citizens and foreign tourists to watch this festival.

C. Publication on Social Media and Press Media

Nowadays social media is one of the most effective communication between stakeholders or region leaders and the citizens. Through social media, the citizens could give feedback directly to the government for example in Instagram account of Banjarmasin city Mayor @ibnusina and Instagram account managed by Department of public relation and protocol Banjarmasin city @humpro_baiman. These accounts actively post events and activities which have organized well by the government with hashtag #banjarmasin_barasih_wan_nyaman. Those activities are expected to represent the effort by the government to form the identity of Banjarmasin City as clean and comfortable river city. The example of posting on social media:



Figure 3. A picture published in Instagram account of Banjarmasin Mayor @ibnusina

Through this kind of post on Instagram, Banjarmasin City Mayor got a lot of responses such as like, supports and suggestions for the development of Banjarmasin City. For example:



Figure 4. The citizens like, comments, and support on Instagram account of Banjarmasin Mayor @ibnusina

Besides in social media, Focus Group Discussion Banjarmasin City Branding Team which consists of academician and expertise published their opinions in form of writing in Banjarmasin Post press media to increase the awareness of branding importance for a city such as a researcher documentation below:



Figure 5. News published in the local newspaper

D. Producing a mobile application named “Good Banjarmasin”

Good Banjarmasin application was launched in Banjarmasin 491st anniversary on February 2018. Good Banjarmasin in an application which contains information about Banjarmasin city, for example, government information, city map, tourism destinations, culinary destinations, and shopping center. On the header part of the application, it is shown application logo and Banjarmasin tagline as the most beautiful river city.



Figure 6. Good Banjarmasin Application for Android

This application provides six header menus, Banjarmasin, Government, landmark, culinary, Maps, and events. By downloading Good Banjarmasin application, this application is expected to help people and tourists who will or want to visit Banjarmasin city.



Figure 7. one of Good Banjarmasin Application display

On-screen capture of good Banjarmasin application above, it can be seen an explanation or information about Banjarmasin City as a river city. The explanation is supported with Martapura River as one of the biggest rivers in South Kalimantan. This application is provided with English feature which could help the foreign tourists to access the information.

City Branding was invented with the purpose to create a unique identity which differentiates one city from another. In Indonesia, there are many cities which have rivers, but Banjarmasin City government tries to form specific characteristic of Banjarmasin city as a clean and comfortable river city for living and visiting.

It is not easy to achieve the goal of city branding because city branding has to have compatibility between government and experience felt by the person who stayed or visited that city (Wang, et al., 2012). Efforts and strategies are needed to create that compatibility, one of Banjarmasin city government efforts is revitalizing the river which restoring river function as transportation and trade route. Shallow and dirty rivers are caused by the people bad habit, throwing the garbage into the river. Those rivers are cleaned and dredged by Melingai programs, such as ride along the river and lifting mud competition by the citizens. Furthermore, Melingai actively campaigns and publishes persuasive messages in social media, educate the students in schools and the citizens. Those activities are expected to grow Banjarmasin citizens awareness as river-based citizens which have obligation to take care cleanliness and sustainability of the rivers.

In accordance with Handito (in Sugiartono, 2009) at least there are five purposes of city branding, such as:

1) Introducing a city or area widely, by forming Banjarmasin city branding as a river city and introduce it in various media especially in social media so that influencing the position of Banjarmasin city which has specific characteristics as clean, comfortable, good for living and visiting river city

2) Improving City Image, for a long time Banjarmasin was known as a thousand rivers city yet along with the development of the city a lot of the rivers were closed or plugged by the building, became dirty and shallow so that the rivers lost its function as main transportation and trade route. Since 2015, Banjarmasin city government is trying to restore the function of the rivers by revitalizing the rivers, building embankments on big rivers so Banjarmasin city, once again, becomes a thousand rivers city as expected by the jargon.

3) Attracting foreign and domestic tourists to visit the city. by organizing the Cultural Festival, organizing pretense floating market on embankments Martapura River, offering a ride along the river could attract tourists to visit Banjarmasin City

4) Attracting investors interest to invest. It is expected that clean, good for living and visiting, having a specific character as a river city could attract the interest of investors to invest their money in Banjarmasin.

5) Increasing transaction. Floating market on Martapura river embankments, one of the rivers revitalizing program organized by Banjarmasin Government, attracts the tourists purchasing interest, especially on the weekend.

According to Linton (2011), the citizens play an important role in creating city branding, citizens active participation in some activities which was initiated by Banjarmasin City government such as Babarasih activity and rivers revitalization. Those activities have several impacts, for example, a clean and comfortable environment for the citizens — city branding through Online Media (Florek in Linton, 2011). Online Media becomes an essential component in branding activities. A website could be a media to deliver information related to city branding building and attracts internet users to visit the city. However, the development of new media use encouraged Banjarmasin city government to use media besides website for city branding activities such as using social media Instagram with #banjarmasin_barasih_wan_nyaman hashtag. On the other hand, Good Banjarmasin application could be used as media in building Banjarmasin city branding. This application could facilitate Banjarmasin citizens even tourists to find information related to Banjarmasin city map, culinary destinations, and tourism destinations in Banjarmasin city.

V. CONCLUSION

Banjarmasin city government strategy to build Banjarmasin city branding as clean and comfortable river city consists of designing and involving citizens in rivers revitalization program, cleaning program, organizing the Jukung Hias festival, press media, and online media publication, producing Good Banjarmasin application. Banjarmasin city government involved the citizens to implement building Banjarmasin city branding as clean and comfortable river city so that the citizens could participate actively. By doing that, the main goal of city branding could be more easy to be achieved.

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