

City Branding As the Local Government Communication Strategy to Get Brand Positioning in Public: Case Study of the Establishment of Madiun Karismatik as City Branding of Madiun City

Bagus Wiyono¹, Andre Rahmanto², Prahastiwi Utari³

Post Graduate Student Of Communication Study Program, Faculty Of Social And Political Sciences, Universitas Sebelas Maret, Surakarta, Indonesia¹
Faculty Of Social And Political Sciences, Universitas Sebelas Maret, Surakarta, Indonesia^{2,3}

{inisekedarusaha@gmail.com}

Abstract. This article discusses the philosophy of the establishment of *Madiun Karismatik* tagline as city branding of Madiun City as well as strategy in communicating the tagline to the public. The method used is the interview and document analysis methods related to the establishment of branding of *Madiun Karismatik*. The research findings found that Madiun Karismatik tagline was considered to be able to represent the characteristics of Madiun City such as brave, confident and charismatic with all its potential areas. It is derived from historical and potential searches owned by Madiun City and consultation with experts to determine the word that can represent the typical characteristics of Madiun City. After that, it is socialized to the people of Madiun City to get input related to the selection of the tagline. The communication strategy, in general, is implemented through two strategies namely destination strategy and publication strategy. Destination strategy is performed by publishing this tagline through local attractions/events as well as in the packaging of local products of Madiun City. The publication strategy is performed through online publication with the optimization of online media owned by the Government of Madiun and offline publication through publication media such as magazine, banner, and billboard.

Keywords: City Branding, Madiun Karismatik, Communication Strategy

1. Introduction

Currently, local governments are required to apply the principles of marketing and public relations as a consequence of increasing competition among regions. The principle of marketing and public relations is also at once aimed at increasing the level of public confidence to local governments.

City branding is the concept of marketing and public relations applied to market a region. City branding has been applied in major cities overseas as well as domestically as a way to bring up regional identity and place a certain brand positioning from the area in order to compete with other regions. Providing a particular label/brand in a region aims to inculcate a certain perception about the area in the mind of a person or the general public [1].

Creating a brand/level of a region is to instill an association/perception in the public's mind visually, verbally, and the behavioral expression of a place which will be accepted by the general public [2]. So the main key is the perception of publics about a region so that by using a particular brand/label, a region can determine a specific brand positioning on the minds of publics.

Madiun City is one of the important cities that become the gateway of East Java province from the west. The effort of the government of Madiun City to launch the *Madiun Karismatik* as the city branding of this city in early 2018 is in order to find a certain brand positioning so that it can provide a domino effect for regional progress.

According to John Marston in [3], the practical and simple practice of communication campaigns is to use the RACE (Research, Action, Communication and Evaluation) model for designing and implementing successful public communications. In using this model, prior to conducting a communication campaign, a research must be done first to determine the exact material that will be campaigned publicly, including one of which is establishment of the tagline.

Previous research that is used as the reference is the research conducted by [4] showed that city branding in Solo was conducted through a number of activities that have been designed by the relevant agencies to revive Solo culture by utilizing marketing communication strategies such as advertising, sales promotion, public relations, personal selling and direct marketing. The other research conducted by [5] showed that Surakarta City, in applying city branding strategy, is less planned systematically, so that the city branding is only understood narrowly; namely only on the aspect of visualization.

Based on the above description of the research background and the previous research, this article tries to discuss the philosophy of the establishment of *Madiun Karismatik* as city branding of Madiun City and the communication strategy used by the government of Madiun City in calling for the campaign about the tagline to the public.

2. Method

The method used in writing this article is the interview and document analysis methods related to the establishment of branding of *Madiun Karismatik*. Interview method was conducted to government officials in the governmental environment of Madiun City who become the leading sector in establishing this city branding and campaign to the society. Document analysis was conducted on the planning document of Madiun City and guidance document of city branding identity system of Madiun City.

3. Literature review

3.1 Public Policy

Every decision produced by a government agency and provides broad implications for society is a product of public policy. The definition of public policy itself includes several key concepts by Young and Quinn [6]. The key concepts of public policy are as follows:

- It is an authoritative government action. Public policy is an action that is created and implemented by a government agency with legal, political and financial authority
- It is a reaction to the growing needs and problems in society

- It is a set of actions oriented to a particular purpose for the benefit of the people.
- It is a decision to do or not to do something.
- It is a justification or statement to the steps or plans that have been formulated, not for the intents or purposes that have not been formulated.

Conceptually, public policy contains four important elements that must be met: business, goal, means, and time [7]. Business in the policy means that the policy is a real effort undertaken by the government. The goal is an affirmation of the will to be achieved from the implementation of the policy. The means are the supporting factors needed to achieve the objectives. Then, time is the time limit in achieving the objectives and the use of facilities and activities/efforts.

The establishment of the tagline of *Madiun Karismatik* is a public policy. This is because it has a goal to be achieved, there is a means to be used to achieve these goals and there is a set time to conduct efforts to socialize the tagline to the public and the society.

3.2 Communication Strategy of Government Institutions

It is necessary for government institutions to be creative in communicating all public policies or all information to be conveyed to the public. A communication strategy describes a combination of plans, goals, practices, and means of an organization by sending messages about its mission, values, and achievements to the public [8] The preparation of a government communication strategy, as part of a public policy product, is an important concern that cannot be left behind in government public policy planning. Communication strategy has four stages [9], namely:

- Developing both short-term (as a communication effect) and long-term goals (as a measure of relationship).
- Planning a communication program to perfect the goal.
- Taking actions and communicating it (by implementing public programs, actions and communications that have been designed to achieve specific goals for each public in order to achieve the program objectives).
- Evaluate the program by conducting the assessment to the preparation, implementation and outcomes of the program.

3.3 City Branding

City Branding is defined as an effort or strategy of a city to create a strong brand positioning associated with the city. It is also associated with city planning that can be a strategy of a city to create a strong brand positioning in the target marketing, as well as brand positioning a product or service. Marketing is inseparable from competition and it also applies to a city. To gain trust as the best city in a particular aspect, it depends on how a city branding is created and delivered as the power of competition and relevance of the city. Thus, the city can be widely known either regionally or globally.

Implementing city branding is not an easy thing because it must be integrated across sectors so that the resulting city branding can represent the entire identity of the city. Generally, there are three characteristics in the stages of developing city branding, namely the substance of the image, consumer image and how the image can be consumed. These three characteristics need to be accommodated by planning in order to become a strong city image

[10]. Implementing city branding means exploring all potentials owned by the city which will then be marketed out of town. Potentials that can be explored for sale using city branding include investment opportunities, urban living conditions, economic development, tourism, culture, education and so on [11].

Kavaratzis in Primasari [4] explained that city branding is a means to achieve competitive advantage in order to increase investment from tourism, as well as the achievement of community development. It also aims to strengthen local identity and citizen identity with their city and activate all social circles in order to avoid ostracism and social unrest.

3.4 Madiun Karismatik

Madiun city chooses a charismatic city as a city branding to be conveyed to society/public. This brand originated from the premise that Madiun City is currently focused on developing the character of Human Resources. The big idea is the desire to regenerate Madiun as a brave, confident and charismatic city.

The determination of city branding of Madiun City will rely on a clear cultural, economic and historical side. From a cultural point of view, it is found that the Madiun people are brave, confident, and charismatic society. From an economic point of view, it is necessary to develop HR side (Human Resources) of Madiun City. The growth of human resources through the attitude, expertise, and character of Madiun people who are superior and confident will be implemented and focused on the work of tourism fields, which as the target of communication for the branding of the city. [12].

City branding tagline and logo of Madiun City, *Madiun Karismatik*, is shown in figure 1.



4. Discussions

4.1 Interview and Document Analysis Results

The interview results showed that the idea of creating the city branding of *Madiun Karismatik* has been made since July 2017, when the new SOTK (Organizational Structure of Working Organization) was formed which was formed by the Department of Culture, Tourism, Youth and Sports. The idea behind the emergence of the idea of city branding is the effort to boost the interest of tourists who visit Madiun City.

Based on the analysis of the guidance document of city branding identity system of Madiun City, many things as guidance for the implementation of the *Madiun Karismatik* tagline campaign itself can be found. This document is a handle and guide in internalizing and

operating charismatic tagline as city branding of Madiun City; ranging from brand identity to city branding strategy itself.

Currently, the strategy to campaign for city branding is carried out through web, radio, events and banners/billboards displayed in strategic places. Communication strategy is still considered as partial implementation because the priority of city branding is still not owned by all the Regional Staffs in the government of Madiun City.

4.2 The Philosophy of the Tagline of Madiun Karismatik

The philosophy of the charismatic tagline and logo is to re-awaken the spirit and glory of the Madiun society as the predecessors of the Madiun City such as Retno Dumilah, Sentot Prawirodirdjo and others have predicted.

4.3 Communication Strategy on Madiun Karismatik Tagline

Broadly speaking, there are two communication strategies undertaken by the government of Madiun City to conduct this branding city tagline campaign, namely: destination and publication strategies.

Destination strategy can be defined as destination activities in creating, communicating, delivering and exchanging any offerings that have values and benefits to customers and remain accountable to society at large. This destination strategy is implemented through the display of *Madiun Karismatik* tagline in public areas, events and packaging on typical products of Madiun.

The second communication strategy is the publication strategy. The publication is implemented in two ways: online publications and offline publications.

5. Conclusion

Based on the analysis that has been conducted by the researcher above, it can be concluded that the establishment of *Madiun Karismatik* tagline as city branding of Madiun City aimed philosophically to re-awaken the spirit and glory of Madiun people who are bold, confident and charismatic with all the potential of their area. The strategy for the city branding campaign is performed through 2 strategies, namely destination strategy and publication strategy.

Nevertheless, the implementation of the city branding campaign has not been implemented comprehensively by all stakeholders in Madiun City. The reasons for the city branding campaign that are not optimal are as follows:

- City branding has not been included as a priority development of Madiun City where it has not been included in the planning document of the Long and Medium Term Plan of Development Area (RPJMD) of Madiun City.
- Currently, there are only two institutions that focus on implementing this city branding campaign. Meanwhile, other regional staffs still have not given priority in implementing this city branding campaign.
- All stakeholders of Madiun City, such as vertical institutions and private institutions, have not been involved in the socialization process and city branding campaigns, so the campaign process has not been performed by all stakeholders of Madiun City optimally.

- The people of Madiun City have not been involved in the implementation of the city branding campaign, so the *Madiun Karismatik* tagline has not been internalized to the entire society of Madiun City.

References

- [1] M. Ochkovskaya, "Bucharest as a City Brand: How to attract Russian Tourist," *Manag. Mark.*, vol. 14, no. 1, 2016.
- [2] H. E. Sevin, "Understanding cities through city brands: City branding as a social and semantic network," *Cities*, vol. 38, pp. 47–56, Jun. 2014.
- [3] J. E. Kopfman and R. A. McSwain, *The Practice of Government Public Relations*. Boca Raton: CRC Press Taylor & Francis Group, 2012.
- [4] I. Primasari, W. Muktiyo, and D. Kusumawati, "City Branding Solo Sebagai Kota Wisata Budaya Jawa (Studi Deskriptif Kualitatif tentang City branding Solo sebagai kota wisata budaya Jawa oleh Dinas Kebudayaan dan Pariwisata kota Solo)," *J. Komun. Massa*, vol. 7, no. 1, 2014.
- [5] P. B. Laksana, Riyanto, and A. Said, "Strategi Pemasaran Pariwisata Kota Surakarta Melalui City Branding (Studi pada Dinas Pariwisata & Kebudayaan Kota Surakarta)," *J. Adm. Publik*, vol. 3, no. 1, pp. 73–9, 2015.
- [6] E. Suharto, *Analisis Kebijakan Publik: Panduan praktis mengkaji masalah dan kebijakan social*. Bandung: CV Alfabeta, 2010.
- [7] A. S. Alam and F. Ali, *Studi Kebijakan Pemerintah*. Bandung: PT Refika Aditama, 2012.
- [8] J. M. Radtke and S. J. Patterson, *Strategic Communications for Non Profit Organization: Seven steps to creating a succesfull plan*. New Jersey: John Wiley & Sons, Inc, 2009.
- [9] S. M. Cutlip, A. H. Center, and G. M. Broom, *Effective Public Relations*. Jakarta: Kencana Prenada Media Group, 2006.
- [10] A. Maulidi, "Pengertian City Branding untuk membentuk identitas kota Kanal Pengetahuan: Informasi dan Pengetahuan Sekitar Kita," *Kanal*, 2015. [Online]. Available: <https://www.kanal.web.id/pengertian-city-branding-untuk-membentuk-identitas-kota>.
- [11] A. Pompe, "City Brand in the eyes of values Advances in Business-Related," *Sci. Res. J.*, vol. 8, no. 1, 2017.
- [12] Diskominfo Kota Madiun, "Pedoman Sistem Identitas City Branding," *Diskominfo Kota Madiun*, 2017. [Online]. Available: <https://madiunkota.go.id/wp-content/uploads/2018/01/Madiun-Karismatik.pdf>.