

The Existence of Province Branding to Communicate the Potency and Positioning of East Java Province, Indonesia

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Abstract

Referring to the various concepts, theories and researches, branding in a region is a necessity. The need to create differentiation to make strong positioning, to create a positive perception of the related province so that the public does not create their own perception of the province, to introduce all potency and to market the region to the target market as well as domestic and foreign tourists as well as investors, both from within and outside the country. All of the fulfillment of these needs will impact on reducing levels of poverty and unemployment since the opening of jobs due to the inclusion of investment and the number of tourist visits. This will increase the level of economic and social welfare of the province. However, East Java, a big province in Indonesia with economic growth each year is above the average growth of the national economy and has contributed greatly to the economic condition in Indonesia as well as efficiency and high productivity of the investment coming in, did not have exist province branding. Therefore, author will write how the existence of province branding in communicating the potency and positioning of East Java. Whether region can grow without exist branding and break the concept and the theory of branding over the years.

Keywords : *branding, province branding, East Java*

INTRODUCTION

East Java Province is one of the central activities of the Indonesian economy. East Java is the gateway to eastern Indonesia activity. That is, the East Java become the gateway to 91.13 million population activities in East Java and eastern Indonesia or 36.62% of the Indonesian population (source: National Statistics of East Java). For this reason, East Java has an important and strategic role. East Java build the same as building a trigger economic activity in eastern Indonesia.

East Java's economic growth in 2015 was recorded at 5.44% (source: National Statistics of East Java). This is above the national average conditions amounting to 4.88% (source: National Statistics). East Java's share of the national Gross Domestic Product rose from 14.60% or 1.540 trillion 69 billion in 2014, being 14.64% or 1,689 trillion 88 billion in 2015 (source: National Statistics of East Java).

Up to the third quarter 2016, East Java's economic growth 5.57% above the national economic growth is only 5.04%, with the GDP (Gross Domestic Product) in

East Java reached 1,382 trillion 92 billion. That is, the East Java accounted for 14.95% of the 9,245 trillion 40 billion National GDP (National Gross Domestic Product), an increase of 0.31% compared to 2015 (source: National Statistics of East Java). This indicates that the contribution of East Java on national economic condition continues to increase and must be taken into account.

Another factor demonstrating the economic dynamism of East Java is the trade performance indicators. In 2015, recorded total exports - imports amounted to 1,366 trillion rupiah to 377 billion trade surplus amounted to 27 trillion 558 billion rupiah. In the third quarter 2016, East Java has recorded a figure of 1,193 trillion 44 billion rupiah to total exports - imports by 56 trillion trade surplus of 87 billion (source: National Statistics East Java). The trade surplus is derived from the value of domestic trade from East Java to all provinces in Indonesia and supported by 26 Trade Representative Offices scattered throughout Indonesia, such as in South Kalimantan, East Kalimantan, South Sulawesi, East Nusa Tenggara, Gorontalo, West Kalimantan, Maluku, West Nusa Tenggara, Southeast Sulawesi, North Sulawesi, Central Sulawesi, Central Kalimantan, Riau, North Maluku, Riau, Jambi, Lampung, West Sumatra, South Sumatra, North Sumatra, Bengkulu, Bangka Belitung Islands, Papua, West Papua, Aceh and Bali (source: Bappeda of East Java Province).

Based on The Central Bureau of Statistics data in 2015, the value of ICOR or Incremental Capital Output Ratio East Java in 2014 was 4.91. That is, as an illustration, in East Java requires investment of 4.91 trillion rupiah to gain / profit of 1 trillion rupiah. This is far below Jakarta, which has a value of ICOR 8.25; West Java 5.48; Central Java 5.57; Yogyakarta 5.42 and Banten 5.67. For information, ICOR is a quantity that indicates the amount of additional capital (investment) which is required to raise / increase one unit of output. ICOR obtained by comparing the magnitude of the additional amount of capital with an additional output. Assessment of the ICOR is very interesting because ICOR can reflect the amount of capital productivity, which in turn involves the amount of economic growth can be achieved. ICOR can be defined as the amount of investment requirements needed to get one unit of output. For example, suppose the amount of investment in one year in country A is Rp 300 billion, while additional output obtained from the making of investments was USD 60 billion, the value of country A ICOR is equal to 5 (300 billion / 60 billion). This figure shows that to raise one unit of output required an investment of 5 units (source: www.bps.go.id). Thus

it can be said that the smaller the value of ICOR, the greater levels of productivity and efficiency of investments made. This means that with the same level of investment, the value of ICOR is low will generate economic growth rate is higher. As well as East Java. The low ICOR value of East Java indicates productivity and efficiency of investing in East Java is high.

See all existing data, East Java is the right province to invest once the motor of national economic activity.

The research itself aims to determine how the existence of East Java province branding to communicate the potential possessed by the East Java province and strengthen the positioning of East Java. The study also once answered the formulation of the problem as follows: how the existence of East Java province branding since its launch in 2010? The method used in this research is in-depth interviews method. The interview is a conversation between the researcher (someone who hopes to get the information) and informers (someone who is assumed to have important information about an object of research) (Berger, 2000, p.111). In-depth interviews are a way of collecting data or information by means of direct face to face with the informant in order to obtain complete data and depth (Kriyantono 2006, p.98). Informants were selected from an institution does not have a leader / chair of the institution, but informants were chosen based on knowledge, insight and how deep it controls the information about the object of research. The research approach used is a qualitative approach. Meanwhile, the object of this research is the province branding of East Java and the subjects of the study are the internal stakeholders of East Java. The research object is itself a social situation research is to know what is going on inside. Meanwhile, the subject of research is the source of data / information that the information held according to research problem.

LITERATURE REVIEW

1. BRANDING

One way that can be used to demonstrate the benefits of a product or service is to build a brand. Branding history of civilization begins with the Vikings. The word brand is derived from the ancient Scandinavian language which means to burn (marked in a way stamped with a hot iron). This refers to the practice of marking animals by its

owner as a way to identify these animals. Meanwhile, branding in the context of consumer products originated in the 19th century through Gillette products and Quacker Oats. Classical theory of branding is built in the context of consumer products.

Brand seen as a complex entity. According to Aaker in his book *Managing Brand Equity* (1991), branding is "to identify the goods or services of either one seller or a group of sellers, and to differentiate Reviews those goods or services from Reviews those of competitors". Branding process involves activities that spans from the creation of the foundation for the organization, design, planning and communicating the name and identity in an attempt to build or manage the reputation of a brand. Baker and Cameron in the book *Tourism and Hospitality Research* (2008) say that the purpose of branding is to create an emotional connection with consumers through the development of a unique personality or image of your products and services. According to Keller (1998) "Consumers often do not buy products, they buy the image associated with the product. The strength of our brand and the value of the company is at the customer end". According to the American Marketing Association (AMA), the brand is a name, rules, symbol or design or a combination of them that can be used first to provide the identity of the goods or services from a group of sellers and differentiate them from competitors. According Zhivago (2007, p.280), the brand is not only a icon, slogan, or statement, but rather a promise to keep. Appointments are inserted in the brand is quality, customer satisfaction and good relations with customers. A brand is more than just products. The product is something produced in a factory. While the brand is something that is bought by a consumer (Seetharaman, et al, 2001). Brand is a product that can give an extra dimension that uniquely distinguishes it from the product - other products designed to satisfy the same needs (Keller in Tjiptono, 2005: 19). This difference could be rational and tangible (related to the performance of the products of the brand in question) as well as symbolic, emotional and intangible (relating to the representation of the brand). Brand describes the overall perception and feelings about the attributes and performance of the product, the brand name and its meaning.

The identity of a brand must also have the benefit of giving a certain perception that is expected to be positive. The power of branding is seen an effect on the success of building brand awareness and increase sales (Susanto & Wijanarko, 2004: 18). Each brand, whether personal or corporate, has a personality or character that makes it

different from the others. Each brand has its own unique character which has been created creatively by marketers and that is the reason for the consumer to choose the brand. Brand also in the form of symbolism and imagination created and implanted in the minds of consumers.

Today, the brand to be something very important for the attributes - another attribute in the competition, such as product, is usually relatively easy to be imitated by competitors. Therefore, the ability to compete on a visible product of the power of its brand. A brand is a set of association of a product or service. Established brand will have a prominent position in the competition when supported by strong associations. The Association does not only exist but also have a certain level of strength, bearing on the brand will be stronger if it is based on experience or sightings to communicate, it will also be stronger if the link is supported by network of links (Aaker, 1991, p. 160). According Durianto (2004, p.69), brand association is "any impression that comes to mind someone related to her memory about a brand. Impressions associated brand will increase with the increasing number of consumers to experience a brand or with the more frequent appearance of the brand in its communication strategy, plus more if the link is supported by a network of linkages else. "Brand association has an important role , because it can create a value for a company and its customers and can help the process of preparation of the information to distinguish one brand to another. This in turn will have an impact in the decision making purchases by customers.

2. PROVINCE BRANDING

In the study - previous research, often examines city branding or urban branding. But in this study, the researchers used the term province branding is branding is applied to a province consisting of many regions and cities. To the researchers sought to define the branding province based on information from various sources. In addition, due to the lack of research and theory uses the term province branding and in order to facilitate an understanding of the province branding which incidentally is also the application of branding in an area / region (as well as city branding), the researchers borrowed concepts and theories about existing city branding.

As stated by Rangkuti (2008), each brand will compete to become dominant and give a sustainable advantage. Competition is also valid between cities, as well as in the

context of the province. Globalization also influence each city to compete with other cities (Pfefferkorn 2005). Tayebi (2006, p.5) also revealed that every town struggling to gain awareness in the global competition, "The cities are today in a struggle to reach awareness in an international competition". To achieve the goals in the competition between the provinces, each province must first be easily identified by having a characteristic and differentiator with other provinces. "Places have long felt a need to differentiate themselves from each other, to assert reviews their individuality in pursuit of various economic, political or socio-psychological objectives' (Kavaratzis & Ashworth, 2005, p.506). Therefore, each province needs a character or identity of its own to be able to look ahead and different from other provinces.

Province branding itself is a strategy undertaken by a province to create a strong positioning in their target market, like the positioning of products or services, so that the province can be widely recognized. By taking the concept of city branding, province branding is the development of a marketing place. During this time, province branding interpreted only through visual attribute or a mere slogan. As example is the branding slogan of several regions / cities in Indonesia such as Surabaya: Sparkling Surabaya, Bandung: Everlasting Beauty, Yogyakarta: Never Ending Asia, Enjoy Jakarta, Solo: the Spirit of Java, Semarang: Variety of Culture and others. Reza Adhiatma, Brand Development Director Community & Heritage Specialist in the article *Do We Understand About City Branding?* says:

"Unfortunately so many misconceptions circulating that branding is just a matter of creating a logo and tagline or implementation of communication strategies. In fact, more than that, deeper, more emotional, in the context of the city is the brand development strategy process to create a shared vision of long-term relevance to the city. In the end it will help influence and shape perceptions that can stimulate tourist visits or investments. City branding should be an anchor for the purposes of development of society, politics and economy of the city. "

Building a strong province branding will help influence and shape a positive perception of the area which could stimulate domestic and foreign tourists visit the country and the influx of investment.

Decentralization, globalization and the free market as it is today, competition was getting tougher. Likewise competition between one region and another, between one provincial competition with other provinces and also competition between one country and another. Between provinces have to scramble market share, both domestic and foreign tourists and investors to be able to invest in the region. Therefore, a province needs a strong brand. The provincial government should build such a strong brand for the region. Brand is built in accordance with its potential and positioning of the area. Build province branding can not be the task of one or two parties. All stakeholders should be involved, whether it is the provincial government, businesses, the media, educational institutions, artists and culture, tourism actors, religious leaders, community leaders and others. Involving all stakeholders will provide a perspective that is more diverse and mapping of the entire potential of the province so that would make the formulation of the concept, strategy and implementation of province branding becomes easier.

Province branding needed for the extraordinary potential of a region or province can be communicated well and massively to the public as well as the target market as well as investors from domestic and abroad, domestic and foreign tourists and others. Many benefits can be gained when a province has a strong province branding. Among the awareness, image, reputation, and a positive public perception towards the province. Awareness, image, reputation, and positive public perception which can encourage a healthy investment climate and boost the increase in tourist visits. The tourism sector itself has been the spearhead for a region to attract investors into the area. When a healthy investment climate and passionate tourism sector, will certainly impact on improving the welfare and improvement of quality of life in the province concerned.

Moreover, as does personal branding (Vandehey, 2006, p. 14), the absence of official province branding and communicated in an integrated way will make the public can create their own perceptions about the province. This perception can be different from one another and not necessarily in accordance with what is expected by the stakeholders of the province. The concept of perception itself is used as the primary assessment of research on branding associated with the creation of an image to generate a positive perception in the public. According Asrori (2009: 214), which is defined as the perception is:

"The process of the individual in interpreting, organizing and giving meaning to the stimulus coming from the environment in which individuals live which is the result of the learning and experience".

Perceptions can also be defined as a process through which one to select, organize and interpret informations in order to establish the meaning of a particular brand. That meaning is usually called image or impression. Each individual may have different perceptions despite getting the same message, in the same situation as well. This occurs because each individual has different needs, values, expectations and preferences that emerged towards the object stimuli.

In addition, other losses that can be obtained when a province does not have province branding is the potential of the province will not be communicated to the community or target market optimally. Target market in this case is domestic and foreign tourists as well as investors, both domestic and abroad. The absence of a strong province branding will also create a lack of harmony branding campaign by all stakeholders. The stakeholders that will run on their own without reference to clear and official. This will make the purpose of strengthening the positioning of a province will not be maximized.

Through a strong province branding, many benefits can be achieved, ranging from the investment climate passionate and characterized by increasing the amount of investment both in quality and quantity, increasing the number of domestic tourists, nationally and internationally, increasing welfare and economic growth in the macro and micro have a positive trend and of course increasing public trust in leaders of the province. Moreover, strong province branding will also give psychological impact as civic pride and community appreciation to the province. Strong province branding can also create awareness, reputation, and positive perception of the province.

RESULT AND DISCUSSION

EXISTENCE OF EAST JAVA PROVINCE BRANDING

Seeing so dynamic growth in East Java in various sectors, various achievements and so much potential to be developed and promoted, a strong and integrated province

branding is a necessity. Based on research in the site search <http://kominfo.jatimprov.go.id>, at the date of December 16, 2009, at 03:28:32 pm, writing that:

"East Java Provincial Government continues to hold several national and international events such as Majapahit Travel Fair (MTF), Majapahit Adventure Offroad (MAO), and the MURI record-breaking 100 boats Travel Rafting in Bosamba Probolinggo, East Java, but until now have not had a branding. In fact, branding is very important as imaging media. "Therefore, I have a target time of Majapahit Travel Fair held in May 2010, East Java had to have a tourism branding," said Executive Director of East Java Government Culture and Tourism Service, Drs Djoni Irianto MMT in Surabaya on Wednesday (16/12). According to him, branding can be a very strategic media campaign. Because when you hear the branding of a tourist attraction for tourism, then the consumer or the people who know the icon, will co-owns and cares for its development. Exemplified, Jakarta has 'Enjoy Jakarta', Surabaya city labeled with 'Sparkling Surabaya, Riau with 'Indonesia Richest Treasure for Investment', Jogja create identity 'Jogja: Never Ending Asia'. Unfortunately East Java until now have not had. "

Thereafter, on 16 February 2011 at the site <http://bappeda.jatimprov.go.id>, Writing that East Java has a branding slogan "Forget the Rest, Come to the Best". It is a branding slogan of East Java which was officially launched by East Java Governor, Soekarwo, at the opening of Majapahit Travel Fair (MTF) in Surabaya, on May 19, 2010. The slogan attached to the momentum of the launching of Visit East Java 2011.

On the day of Monday, February 22, 2010, at 3:20 pm, at the site <http://www.surabayapagi.com> returned preached about the branding of East Java province, Forget the Rest Come to the Best:

"The provincial government is getting serious manage potential of tourism in East Java. One is to make a breakthrough promotion of large - scale sell all of mainstay attractions. This promotion has been strengthened through branding Forget The Rest Comes to The Best and the Visit East Java, 2011.

Executive Director of East Java Government Culture and Tourism Service, Djoni Irianto East Java, said the promotional program will be conducted by the East Java provincial government and East Java Government Culture and Tourism Service as a leading sector. As a supporter of the success of this program is the government of regions / cities in East Java. Because this program execution should be carried out in synergy. Including synchronization and integrated between the provincial program with regions / cities. "The object of tourist attraction existing in the region / city and not in the provinces. Therefore, the regions / cities should prepare everything. As tourism destinations, services, infrastructure, and other support." said Djoni, yesterday.

If regions and cities together in doing this program, it is done next is to promote the province in total and vigorous. "The regions / cities prepare its tourism appeal, East Java province that will do the promotion. If this is already synchronized, Visit East Java 2011 program will be a success and not just perfunctory ". he said"

In addition to the news above, researcher looked no more news about the branding of East Java province in online media / internet. Between the years 2011 to 2017, there was no significant information about the branding of East Java province. Do province branding of East Java remains Forget The Rest, Come to The Best or is there a rebranding undertaken, such as adjusting to changing circumstances, conditions and image or brand image that want to highlighted from East Java province. East Java Province branding itself as only owned by an institution or a particular field (in this case is culture and tourism sectors in East Java). Whereas a branding slogan is not just a matter of tourism, but also as positioning and branding framing an area that is expected to raise the reputation of the area.

Even if Forget the Rest, Come to the Best indeed remain the province of East Java branding, the branding province less well communicated and socialized with the community, target market and stakeholders. This is evident from researcher interviews with several stakeholders who is the subject of this study, among other things, there are those who do not know what the province branding of East Java, no one tried to mention province branding of East Java but are not sure of their answers and others ever heard of East Java province branding "Forget the Rest, Come to the Best" but do

not know too much about what the branding province existence. Some say that in 2010 East Java province branding ever had, but now no longer relevant to the condition of East Java province which is now so necessary rebranding East Java. From interviews well known that there is an institution which is planning to build the branding of East Java province. However, as happened in 2010, province branding will be made only covers the field of culture and tourism so it does not represent the positioning of East Java province as a whole. Researchers also found some other findings as several institutions in the East Java province does not know what the branding of East Java. The leaders of the institutions have a different notion of what the branding of East Java province. For example, the head of the institution A constantly buzzed about East Java province a safe and comfortable province, while the leader of the institution B states that the branding of East Java province is a province-based industry SMEs. In addition, there is suspicion that was supposed to make and implement the branding of East Java province is a particular institution. Someone mentioned that supposedly makes branding of East Java province is Bappeda (Regional Development Planning Agency) and there is mention also that supposedly makes branding of East Java province is the East Java Government Culture and Tourism Service. In fact, should a province branding created and implemented by all stakeholders so that the result is more massive, there is a sense of belonging as well as being a strong province branding and run in an integrated way.

But apart from that, nearly all research subjects agreed rebuilt province branding (rebranding) in East Java to communicate the potential possessed by the East Java province at the same time strengthen the positioning of East Java and a differentiator East Java province from other areas in Indonesia and abroad. This is in line with what was said by Magnadi & Indriani (2011, p.281) that many regions in Indonesia sought various ways to show regional differentiation compared to the other areas. Pfefferkorn (2005) states that the city branding talk about how an area has a special identity that is not shared by other regions. Has a different character so it can be identified easily. The existence of province branding also expected to be increasingly able to market East Java province to the target market, both domestic and foreign and domestic investors and abroad. It is interesting because a province is positioned as a product. Yeoman et al (2004, p.118) states that "In this, the city - the place must be seen as the product consumed".

CONCLUSIONS AND RECOMMENDATIONS

In 2010, East Java province have ever had *province branding Forget the Rest, Come to the Best*). Through province branding is expected to domestic tourists and foreign countries know that East Java is the best tourist destination in Indonesia even in the world that are worth visiting. Unfortunately, it only covers culture and tourism sectors. In fact, a province branding not only cover one or two sectors, but it can provide a snapshot of a whole province. Province branding is the identity of a province as a whole, not just the identity of an institution, for example. A province branding should also be able to show positioning, strengths, uniqueness, character, personality and differences in a province with other provinces, both at domestic and abroad. Through a province branding, people can immediately get an overview of the province and create a psychological attachment between the province by the community or target market.

In addition, during the process of building a province branding *Forget the Rest, Come to the Best*, it only involves one of the stakeholders, in this case the East Java Government Culture and Tourism Service. In fact, building a province branding should be done by all stakeholders, both internal and external stakeholders. Internal stakeholders who could be involved include: the leader of the East Java province (in this case are the Governor and Vice Governor of East Java), East Java Government Culture and Tourism Service, East Java Investment Board, East Java Regional Development Planning Board (Bappeda), Public Relations and Protocol Bureau of East Java province, Communications and Information Technology Board, representatives of religious leaders and public figures, representatives of mass media, representatives of business people, artists and cultural representatives and other stakeholders that it is necessary to express their aspirations. While external stakeholders who could be involved include community representatives outside of the citizens of East Java, the candidate / target tourists, both domestic and foreign countries as well as potential investors interested to invest in East Java. Getting input from external stakeholders to be important in order to know how perception and their assessment of East Java as well as what their expectations for this one province.

The implementation of province branding itself will be a shared responsibility of all stakeholders, including applying it in each program of work of each institution.

Another thing that is equally important is to disseminate and communicate the province branding that has been created by using the strategy of IMC (Integrated Marketing Communication). Application of the IMC is important to do so as the implementation of the province branding becomes massive and well-planned so as to create a strong province branding and bring benefits to the province of East Java.

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