

ANALYSIS BRANDING BANDUNG CITY

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Abstract: *Place Branding can be defined as the planning and execution of the entire process of creating, maintaining and/or developing the perception of a city existence, potential customers and other stakeholders, aimed at influencing the attitude of spatially customers, which will benefit the development and growth of sustainable cities, and focus on the value of the city as a whole. Device to carry out urban management called city branding. The implementation of city branding strategy implemented by local governments and stakeholders as the principal designer of city development actors, using the positioning phrase, slogan, symbol, icon, exhibitions, and various other media widely known (high awareness). This research aims to develop criteria for the identity of Bandung city with unique characteristics that can be used as a branding Bandung, in particular regarding the slogan, logo and symbol corresponding perceptions and expectations of stakeholders, and the public so as to give an identity to a city that has a character. The method used in this study is descriptive and qualitative, in the form of Focus Group discussion (FGD) involving various stakeholder groups were divided into three groups, namely: community; businessmen; and visitors. Based on the potency and differentiation owned by the city of Bandung, positioning the ideal is "The Admired service city in Indonesia", while the slogan that matches the asset Cities and brand strength Bandung, recommended is the "Business and Leisure". By symbol depicts one that Angklung Sundanese arts community, business activities and appropriate mountain morphology the city of Bandung.*

Keywords: *City Branding, Slogan, Logo, Symbol.*

1. INTRODUCTION

Competition is growing among the cities resulted in increased use of marketing methods in its efforts to attract tourism, investment and population. Marketing the place has been practiced since the 19th century (Ward, 1998), once confined to a place for the promotion of the application of marketing as a whole. The intensification of competition between cities has resulted in the adoption marketing more tangible with their stakeholders, public planning, and treatment of marketing as a management philosophy of the place, not just an additional instrument (Ashworth and Voogd, 1994). It developed the concept of "Entrepreneurialisme" and the adoption of business methods to run the urban (Hubbard and Hall, 1998). According to Ashworth and

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Voogd (1994), an increased desire for the implementation and technical marketing philosophy both among practitioners and intellectuals preceded by the development of marketing of non-profit organizations, social marketing and marketing image.

As disclosed Kavartzis (2004), 'The beginning lies in the realization that all encounters with the city take place through perceptions and images'. Thus, the concept of growing on City Branding, especially coming from the emergence of corporate branding. 'Brand trust includes all the attributes and the physical and socio-psychology' (Simões and Dibb, 2001) and the goal is to influence the picture and perception. Set the image is related to the interaction between cities "external" and "internal" Graham (2002). All that is in the city of communicating his image.

Place branding is the management of place image through strategic innovation and coordinated economic, commercial, social, cultural, and government policy. Competitive identity (CI) is the term to describe the synthesis of brand management with public diplomacy and with trade, investments, tourism and export promotion. (Simon Anholt, 2007).

One aspect of the implementation of city branding slogan embodied in the city, where every town has its own tagline as a representation of the city's identity is concerned. Some cities that has had city slogan among Paris The City of Lights, Singapore with the slogan "Uniquely Singapore, Brisbane with the slogan Australia's New World City, Las Vegas with the slogan What Happens Here, Stays Here, and Hong Kong with the slogan Asia's World City.

Some cities in Indonesia have a city slogan, for example, the Ministry of Culture and Tourism in 2008 launched the branding of "Visit Indonesia" with a logo shaped silhouette bird Garuda. Some areas/cities in Indonesia also do branding, for example, Bali with "Santhi Santhi Santhi" who want to reinforce the image of peace of this island, Jakarta with "Enjoy Jakarta" and, and the newly launched in 2013, namely Batu city with branding "Shining Batu".

The reason the development of the research is to bridge the gap in understanding see the measures of country branding or city branding has been done, in general seems to be more severe for the purpose of tourism development, particularly attracting tourists. In essence, city branding is also able to bring in investment and increase trade flows in the city. On the other hand, most regions and cities/regencies in Indonesia is merely the promotion, has not lifted the unique corresponding identity of the area or the potential advantages of clear and emotional, do not mention the identity of the commercial viewpoint, meant to attract investment.

Referring to New Zealand directly reminiscent of fresh dairy products. In fact, the country is able to bring in foreign investment in the livestock and dairy industry. Thailand then can we consider as a country that is able to branding the country to attract investors through their program of Investment of Thailand.. The program is strongly supported by positioning confirms that Thailand is free from violence,

adequate infrastructure and skilled labor. Who is the target of the investment markets of Thailand? Japan is a key target in addition to Hong Kong, South Korea, and the United States. Produce, Honda, Toyota, Mitsubishi, Isuzu, Hino and Nissan open a car assembly plant in the State Thailand.

Hongkong with Asia's World City branding positioning as a country capable of forming a business center. Many international companies have offices in Hongkong. Hongkong selling potential of the region with excellence as a gateway to the Chinese State. Through the Hong Kong Special Administrative Region, they offered to investors with low tax, a very strategic position, world-class infrastructure, high law enforcement, good governance, most free trade in the world and international lifestyle.

This research aims to develop criteria for the identity of Bandung city with unique characteristics that can be used as a branding Bandung, in particular regarding the slogan, logo and symbol corresponding perception of the expectations of stakeholders, visitors and businesses/investor that provide identity as a city that has a character.

2. LITERATURE REVIEW

The theoretical part consists of five parts. First try to define Place Marketing by literature, Place Branding and eventually City Branding ;explains definition Image and Identity; understanding tagline. Both discuss the relevance of a strong brand, the third focuses on how the power of City Branding measured by Simon Anholt in Anholt-GMI City Brands Index (2006) and Jeremy Hildreth in Saffron City Brand barometer (2008).

Definition of Place Marketing, Brand identity and Brand Image

Definition of Place marketing change from time to time. In the early 1980s, the term Place marketing is defined as the promotion of all aspects of the city public welfare or more narrowly: advertising the city as a whole (van Gent, 1984 and Peelen, 1987 in Ashworth and Voogd, 1990: 10). Another notion is that the marketing of the city is an integral aspect of the management of the town or urban management (Nelissen, 1989 in Ashworth and Voogd, 1990: 10). Understanding the evolving next town defines marketing as awareness to attract private investment in the dream city plan (Pumain, 1989 in Ashworth and Voogd, 1990: 11) purpose is to maximize the social and economic function of the area concerned, in accordance with its intended purpose (Ashworth & Voogd 1994: 41). Place marketing studies in development can be categorized in three generations, ie: place promotion, place selling, place marketing (Kotler et al, 1999).

Place promotion is a marketing approach with the use of the image of a place that is associated with the potential of the region. Place selling is a marketing approach in public sector planning of a city which includes the arts and local festivals, the culture of the local economy, the formation of the image focused on the attractions of the local culture. Place marketing is a group function that takes into account the development of urban residents, businesses, and visitors from outside as a method of matching demand and supply of local authorities (Meer, 1990).

According to Merrilees, Miller and Herington (2009) Place Branding is a way in which communities, cities, regions and countries to market their entities. City branding is a part of Place Branding apply it to a single city of an entire region or country. On the other hand, if the efforts of the city also include a tourist draw, then the City Branding can be assumed as part of Destination Branding. Destination Branding applies to the tourist market, and its main purpose is to attract visitors to a given destination. Therefore, City Branding can be considered a Place Branding and Destination Branding for an urban area.

In conclusion place Branding can be defined as the planning and execution of the entire process of creating, maintaining and/or developing the perception of a city existence, potential customers and other stakeholders, aimed at influencing the attitude of spatially customers, which will benefit the development and growth of sustainable cities, and focus on the value of the city as a whole.

Basically Place branding is part of a place marketing platform that is used to communicate and reinforce the strategy of economic development of a city, and therefore its adoption should consider the priorities and uniqueness / characteristics as well as the city's potential as a differentiator with other cities. (EDAC / ACDE, 2008). Basically the establishment of its own brand was built by two aspects, namely: brand identity and brand image.

Brand identity is active in image building activity that is the desire of an organization / Country / City. Brand identity form a relationship between the brand with customers with a positive value, consisting of function, emotions, benefits (Kapferer, 1992).

Brand identity is used to communicate what the branded city is about. A city's slogan and logo is the part of the core concept that is visible to consumers (Anholt, 2007, p. 5).

Ashworth and Kavaratzis (2005) claim that brand identity can be described as how the city stakeholders want the brand to be perceived. One reason for the importance of a unique brand identity in order to create a competitive edge is to be recognized by consumers as existing, meaning that consumers are aware of the city because they have a basic knowledge about that city somehow (i.e. they have heard or read about the city).

Brand image is the perception of a brand. The image of a brand is a reflection of reflection (though it may not be accurate) on the personality of your brand or product. This is what people believe about a brand based on the thoughts, feelings, expectations (ennett: 1995 AMA Dictionary of Marketing Terms: 28).

The tagline is one of the attributes in the identity system, in the form of one or more words that describe the essence, personality and brand positioning. (Rustan 2009, h.70).

Eric Swartz, an author and expert brand tagline (Rustan 2009) defines as the tagline: concise wording (usually no more than 7 words), placed accompany the logo and

contains a strong brand message addressed to a specific audience. Seniors use a tagline on a brand is not permanently or permanently. Often tagline replaced adjust market developments and lifestyle audience targets. Similar to identity attributes, creating a tagline is not easy. Although it looks simple, tagline must be effective because it helped build the brand image serves the public's mind. (Rustan 2009, h.70).

Each town has always had a slogan or a brand that has its own meaning from the city. Usually every town has a story. For example Paris is known romantic, Milan - style, New York - energy, Tokyo - modernity, Lagos - The level of corruption, Barcelona - Cultural, Rio - fun "in a nutshell, this is the brand: a word associated with the history and fate of places it has the power to support the city. In the era of globalization, every place becomes a competitor and opponent, in attracting consumers, tourists, businessmen, investment, capital and attention. Cities are economic levers and cultures in the nation, they become the center of the subject. But the branding of a city does not necessarily represent the reality of the actual identity, critical elements, especially those who see it from the outside. Some cities do not attract much investment many matches what they expected, even there are some cities that have a positive branding and promoting in the long term.

City Branding

City Branding is the process or attempting a brand of a city to facilitate the owner of the city in the city to introduce the target market (investors, tourist, talent, event) the city by using the phrase positioning, slogan, icon, exhibitions, and various other media. City branding is a way of positioning the city in the global competition in response to the dynamics of economic, political, and social (Kavaratzis and Ashworth, 2007).

As disclosed Kavaratzis (2004), 'The beginning lies in the realization that all encounters with the city take place through perceptions and images'. Thus, the concept of growing on City Branding, especially coming from the emergence of corporate branding. 'Brand trust includes all the attributes and the physical and socio-psychology' (Simões and Dibb, 2001) the goal is to influence the picture and perception (Kavaratzis 2004). Set the image is related to the interaction between cities "external" and "internal" Graham (2002). All that is in the city of communicating his image.

Parameter City Branding

In determining the strength of a City Branding, there is a wide variety to measure the effectiveness of city branding / ranking of cities; among the most popular used first is through the approach of Simon Anholt (2006) Citi Brand Index (CBI), which consists of 6 factors through means like what a city perceived and City Branding can be evaluated, the second was introduced by Hildreth (2012), which makes the Saffron European City Brand Barometer. The barometer measures the strength of a City Branding and measure how well a city to use branding to exploit their assets. Saffron find the most desirable attributes of the city and analyze each city based on its attributes.

Respondents were given two pieces in the form of multiple-choice questions. The attribute most desired by the respondents, sorted by weight, namely: Culture: consists of historical attractions, tourist attractions, restaurants and shopping places; Utilities and Facilities: with reference to the cheap prices, good weather, and easily accessible to pedestrians or by public transport.

Saffron Brand Consultants (2008) conducted a study on the strength of the brand of the city. In this study, they measured the strength of the brand assets of the city and town to correlate both and check whether strong asset strengthen the brand. They also see the use of the brand by the city based on a calculation of the strength of the brand as a percentage of the power assets. Creation of Saffron's European City Brand Barometer (2008) is a process which involves the application of various methods, including qualitative research and surveys. In addition, it is stated, that the professional experience and judgment also contributed to the final effect.

City asset strength represents the strength of a brand the city as determined by the characteristics that look good or can be measured. It also shows the extent to which a city is meeting demand what is most sought after in the city, it indicates the potential of the brand. Assets include the provision of physical facilities available for people, as well as cultural factors, difficult and very important evaluation of economic prosperity and significance to the city. The poll was conducted on a group of 2000 respondents was English, was given two questions each, the first of the cultural factors and the second about the facilities, each with a set of multiple choice answers. They were asked to choose three of the answers to any questions and arrange them in accordance with the interests of the respondents. Results for the question 'culture' number one, 'When considering a holiday in the city, which of the following most important thing to you?' are as follows:

1. Recreation and historical attractions
2. Culinary and restaurant
3. The locals were friendly and *helpfull*
4. Shopping

Question 2, with a catalog for the facility 'If you're considering a vacation, city what may be most interesting to you?' Generate response as follows:

1. Low Cost
2. The weather was nice
3. Ease get around on foot or by public transport.

From different points of view about city branding, city branding hexagon can be used as a reference in the evaluation of city branding than other concepts that focus on implementing city branding. According to Anholt (there are six aspects of the measurement of the effectiveness of city branding consisting of presence, potential,

place, pulse, people, and a prerequisite. Porpescu and Cobos (2010: 271) describes the city branding hexagon provides measurement instruments innovative so as to enable the Government to know the perception the image of the city.

Steps to Build a Strong City Branding

A city must have special characteristics that can be described and identified. For example looked physical architecture of the city, culture, heritage, people's experience of these things, and people like what is left in the city.

The major steps in building a strong City Branding is as follows:

1. Mapping survey; included surveys perceptions and expectations about an area either from the regional community itself and outsiders who have links with the region.
2. Competitive Analysis; conduct an analysis of competitiveness, both at the macro and micro area itself.
3. Blueprint; preparation of a blueprint or grand design in a desirable area, a good logo, slogan, "nick names", "tagline", and so forth as well as branding and communications strategy.
4. Implementation; the implementation of the grand design in various forms of media, such as creating a media center, creation of events, and so forth.

Some examples of cities in the world that are considered to have a strong City Branding is Paris, New York, and San Francisco. Because the cities that have the qualifications to be possessed by a strong brand, which has a legacy of history, lifestyle, quality of place, culture, and diversity of attractive tourist attributes and can be marketed.

3. RESEARCH METHODS

This research through exploration descriptive approach and qualitative, sampling is done through brainstorming and expert judgment, in the form of Focus Group Discussion (FGD) involving various stakeholder groups that are closely related to the development of enterprises, associations, and community leaders, cultural, government agencies and institutions/ Universities, which are grouped into three sections: the population/community, tourists and businessmen/investors. Total sample of 45 respondents. Observations using a scope (time horizon) is cross section/one shoot, namely in 2016, by collecting secondary data, primary, interviews, observation and study of literature.

Type of interview used in this study was based on semi-structured, starting from the issues that city branding in particular regarding the slogan, symbol and logo of Bandung, which is characterized by local identity that is summarized in the interview, in the form of a questionnaire prepared in open-ended questions, which comprises of

5 parts. Respondents have the flexibility to tell the perception they have. Perception of respondents explored through association test, and complete the sentence storytelling.

Data analysis techniques in this design by using the technique of Miles and Huberman (Pawito 2007: 105). This technique explains the three stages of data reduction, data presentation collect important information associated with further problems classifying the data according to the topic of the problem. Data were collected and grouped systematically arranged so that they can see and examine the study data. Withdrawal or testing conclusion this on the stage perform appropriate data interpretation issues and research purposes. Based on the results of the analysis of these data, then made some design or logo design, symbol and tagline the city that has the character of local identity with a contemporary concept.

The research variables are based on two components: Asset Strength Brand Strength Bandung and Bandung, variable to analyze city branding refers to the findings of previous empirical undertaken commissions City Branding Bandung (2009); Anholt-C I (2005); and City Brand Barometer (Saffron Consultants 2012).

City Asset Strength

As the parameters of the power assets of the city are the cultural aspect; Utilities and Facilities/ Leisure

- (I) Culture: The scenery and historical attractions; gastronomic tours (culinary, eating houses and restaurants); shopping tour
- (II) Utilities and Facilities/Comfort: Low cost; nice weather; comfortable around by foot, bicycle or public transport.

City Brand Strength

The parameters for measuring brand of a city through some figures in the city, namely: an overview of the existence of a city (presentce), the location of a city (place), the advantages of a city (potential), the attractiveness of a city (pulse), the nature of the population or the community (people) and the basic conditions of quality of life (Prerequisites) Bandung, Anholt-CBI (2005).

4. DATA ANALYSIS

Based on the study of literature which has been described previously, to be able to identify the constituent elements of city branding Bandung (slogan, logo and symbol), an customer analysis and analysis of brand characteristics (self analysis). In understanding the brand characteristics of Bandung required a search for the historical development of the image; city branding efforts that have been made in Bandung (existing brand); internal characteristics Bandung by city brand barometer; and sociocultural values of the city (organizational values).

Search History of Bandung City Slogan

Historically, the city of Bandung image comes from physical factors, events and vision of the city that is to be achieved.

Brand Image Bandung- Based Physical Factors

Bandung is a city that expresses admiration for many people during the colonial era, some slogans ever given to Bandung for its physical beauty (Djoko Sudjarto, 2011), namely:

- ❖ Een Kleine Berg Dessa
- ❖ De Indische Tropische Stad
- ❖ Bandung Excelsior
- ❖ The Sleeping Beauty
- ❖ Indische Kolonial Stad
- ❖ Bandoeng de Stad op de Hoogvlakte
- ❖ Bandung Een Gezellige Stad
- ❖ Bandung de Europa in de Tropen
- ❖ Bandung de Bloem Indische Bergsteden
- ❖ Bandung het Parijs Van Java
- ❖ Bandung the Paradise in Exile
- ❖ Bandung de Tuin Van Allah
- ❖ Bandung is Het Paradijs der Aardsche Schoonen

From some of the slogans that once carried Bandung, just Parijs van Java that linger to this day. Brand Image Parijs van Java city of Bandung is the tagline for the period 1921-1940, namely the golden era of Bandung. At this time appeared Technische Hoogeschool (ITB) as a milestone in Higher Education in Indonesia, which could give a strong image, especially for planning Bandung at that time.

Brand Image Bandung Based Activities and Events

The development of the brand image of the city of Bandung based activities and events are as follows:

- The period 1850-1906 Pre World War II: Parijs van Java: Plantation, Military, Entertainment.
- Colonial Period 1906-1940 Modern City: Settlement, Green Zone, Government Center,
- Government Center (West Java Province); Sunda Cultural Centre, European architecture, Education, Entertainment City and the City of Arts.

- The period 1940-1940 War II-Post-World War II: Military City, the city of Bandung as a military base and the movement of the mass organizations.
- Post-Independence Period 1950-1996: Fitness industry; Modern city and International; City Town MICE; Large City agglomeration, uncontrolled development (80); City Tour (90).

Brand Image Bandung based Vision City

In subsequent development, Bandung many earned the nickname or slogan that is not a representation of the city, but is more likely to be influenced by the movement that emerged in the city of Bandung, and then evolved into a vision of the city that is to be achieved in the future and is generally a vision of the leader of the city at the time (Djoko Sudjarto , 2011). Here are some brand image based on the movement of Bandung particular vision.

- Intellectual Centrum Van Indie
- Staat kuding Centrum Van Indie
- Bandung Flower City.
- Bandung Berhiber (Clean, Green, Flowering).
- Bandung Dignity (Clean, Friendly, Obedient, Friendly).
- Bandung City Dignity Services.

Efforts City Branding in Bandung

Identity Bandung very diverse society to know the identity of the city of Bandung as Tourism City, the City of Flowers, City Fashion, City Cool, City Heritage, Creative City, City of Arts and Culture, City Factory Outlets, City Mode, City Jaipong, City Technology Education, there is one more slogan for the city of Bandung, the city of gastronomy.

Although Bandung already holds a lot of the city's identity as it has been perceived by the public, visitors and businesses on no one's identity that is considered representative of the overall characteristics of the city of Bandung.

After 2006, there was some research about city branding Bandung, both by the community and formally through the City Government of Bandung. The results of the research potential of our brand Bandung community that is supported by the British Council concluded that the city of Bandung is moving towards creative city. In 2007, the creative community in the world cemented Bandung as part of a pilot project of creative cities in East Asia. In 2008, the brand "*Bandung Emerging Creative City*" published by the official logo **.bdg**.

In 2008 the Government of Bandung through Bandung BAPEDA Branding Bandung city conduct studies, research results positioning Bandung Creative City is as dignified with the symbol "Bandung Fresh"; B-Fresh.

The study results Bandung Marketing Forum 2008 regarding Bandung city branding, positioning the "City Services Leading in Indonesia", with the slogan The Inspiring City. With the symbol and logo offered describes the fusion expression Kutilang bird and flower arrangements Patrakomala (kimerak).

5. DISCUSSION

Referring to the concept of City Brand Barometer is Strength Asset Bandung and Strength Brand Bandung, the next step is the identification of Bandung, which involves the collection of data and information on the community, visitors and businesses include profiles, analysis of the potential of Bandung, and ratings slogan Branding Bandung, Elaboration then saw linkage analysis results and its implications resulting slogans, symbols and logos Bandung.

Characteristics of respondents

Respondents in the study are grouped into three, namely residents, visitors and entrepreneurs / investors. The third group of respondents then be differentiated by category as follows:

- residents who were born and live in Bandung, residents were not born in Bandung, but the length of stay in Bandung (over 10 years), and the population was not born in Bandung is less than 10 years. This information is necessary to determine differences in perception are represented by certain characteristics.
- Visitors who regularly visit the city of Bandung (1 month or more than 4 times), visitors who frequently visit (4-8 times), visitors who visit one-time (1 year 1-3 times).
- businessman with small, medium and large.

Respondent Characteristics Community

Selection of respondents figures and representatives of various communities done by brain storming and expert judgment. The majority of respondents who selected the male (57%) because of male respondents are more open and objective is compared female respondents. Variations in age from age 25 to age 70 years and is dominated by the age group 20-35 years. This type of work is very diverse namely employees, members of LSM, civil servants (deputy government partners), artist/humanist, intellectual, media, local/national parliamentarians tourism organizers, event organizers, retailers.

The majority of respondents to the level of education a student, S1, S2 and S3. The majority of respondents were the original inhabitants of Bandung (born and lived in the city of Bandung) with a percentage of 60%, followed by migrants who recently domiciled in Bandung with a percentage of 30%, while the population of migrants

who have long been living in the city of Bandung with a percentage of just 10 % came from Bogor, Jakarta, Sumatra, Kalimantan, Central Java and East Java majority of respondents are upper middle class, although there are also a number of respondents in the category of middle. The status of the differences lead to differences in perception, the upper middle class are generally more concerned and critical of urban problems and seeks to provide solutions to Bandung, while the middle and lower class are generally not concerned with the existence of the facilities that support so long as there is ease of access to economic opportunities.

Characteristics of Respondents Visitors

The majority of respondents are male. The age range of the respondents ranged from 25 years-65 years, and is dominated by the age group 50-60 years. As many as 40% of tourists come from Jakarta and surrounding areas, 35% percent of South Kalimantan and the remaining 25% of the tourists come from Malaysia, East Java and South Sumatra. The majority of the employees of both civil servants and private-intensity often enough, the majority have motives visit on vacation with the family, visiting relatives, relatives and meetings. Average expenditure person one day to around Rp. 1,500,000 which includes accommodation, transportation, meals and other needs. An average of 3-5 days long visit with an average number of group 4, with a mode of personal transportation vehicles, and aircraft. A regular place to visit, especially is a meal of 40% and a shopping center. This indicates the potential of the tourism sector and its culinary other supporting elements of potential to be developed.

Characteristics of Respondents businessman

This type of business or businesses that do vary from employer tourism organizers, event organizers, retailers, and developers, hotel, construction, with the scale of micro-medium and large, on average, they have been in business in Bandung for 5-10 years. There is also a businessman engaged in the creative industries sector (culinary, music, movies, etc.). Then there are the investors who moved sector provision of basic services (transport and urban infrastructure, etc.). They complained of problems that slow infrastructure development, licensing is complicated, the cost of renting a very expensive place, street vendors are not managed. Traffic congestion problem that is extraordinary.

Respondents Perception Analysis

To explore the perceptions of the respondents used the instrument questionnaire opens with the method free association, by referring to the City Brand Barometer packed into six questions, namely overview of the city of Bandung, 4 the best thing that comes to mind you of Bandung, the impression on the city of Bandung, you want to say about Bandung and questions regarding the perception of the city of Bandung.

Analysis of Free Association

Analysis of Free Association used to dig up as many associations attached to the brand Bandung without being given instructions (cues) at all. Respondents were given the freedom to tell whatever association Bandung remember when the name is mentioned. Respondents were asked questions such as: If I mention the word 'Bandung', mentioned four best thing that comes to mind you this time. Then respondents are grouped based on similar characteristics and the characteristics of the respondent answers. Answers have been grouped then calculated the frequency of appearance and see mode. This process facilitates the analysis phase differences in the perception of each category of respondents.

Table 4.1
Results of Free Association Respondents

No	Investor	Community	Visitor
	Dislikes	atmospheric City	Culinary
	Culinary	Dislikes	Shopping City
	Business and Leisure	Culinary	Dislikes
	City of Knowledge	Trendy& Fashionable	City of Knowledge

Source: Results of data processing 2016

Differences in perceptions can be caused merely perceive visitors Bandung based impression gained during the period of visiting and resident interpret Bandung based on the impression and experience and expression of the city for living in the city of Bandung. If the frequency of occurrence of the overall perception of the respondents summed, then the majority respondents tend to remember things that are undesirable from the city of Bandung, the majority complained that the city of Bandung is very congested, and dirty. Although Bandung has become a leading tourist destinations, but there are some problems perceived disturbing for tourists, thereby reducing the satisfaction of the visit in the city of Bandung, including congestion, order motorists, hawkers, cleanliness, motorcycle gang, the robber and beggars.

This indicates that there are some facts that need to be addressed before promoting brand Bandung. Results showed positive associations strongest highly favored owned by the city of Bandung today is that Bandung has gastronomic tours which are numerous and varied, the city is very promising for doing business at the same time city tour (Business and Leisure), then a city of fashion still attached, an attractive city to study or have further knowledge city of city parks thematic charming, so that the term city is fun to hang out/konkow.

Completing analysis of the sentence

Analysis of sentence completion is one way to explore the depth perception of respondents that are intangible that contribute to branding the city of Bandung. Respondents are faced with a question that is not yet complete and asked to proceed

according to preference (Simamora, 2004). In this study, respondents are given incomplete sentences such as the following: What you want to say about the city of Bandung is

Community

The highest frequency of respondents said that the city of Bandung is a cool place to enjoy diverse culinary; then City trendy and fashionable; Bandung is very interesting; Shopping City; The next Bandung is a creative city. Congestion is everywhere, dense, hotter and pollution. PKL are still many around Bandung that need to be reorganized. Comfort city had begun with a number of thematic parks as a container activity and as a community gathering place to hang out. Nonetheless Bandung is a livable city with all its advantages and drawbacks.

Visitor

Bandung is a charming city, fun, unique, many historic buildings, beautiful with the many gardens as green open space and a comfortable place to hang out, many leading universities. Bandung city was jammed, chaotic. Many places that can be visited, many culinary venues, plenty of shopping from a cheap grade, to expensive. Bandung for me is a very impressive with all its privileges and traffic jams, the city I've always wanted to visit, people are very friendly, gentle, attentive, fashionable, stylish, and cool.

Businessman

Bandung has a lot of potential that can be developed for investment and business, fun, comfortable place to stay and romantic. But sometimes very uncomfortable with traffic jams, crowded, some very seedy place, irregular and often floods, but still made me feel at home. With the leadership of mayor today Ridwal Kamil has been a lot of changes to the revitalization of parks, government agencies in licensing issues already relatively faster and get on line while still impressed in the stage of trial and error and search forms, facilities and infrastructure supporting technology still relatively few, there are offices that do not have a phone, it is difficult to communicate, they should come and carry requirements that have to complete repetitive, sometimes officials are still clueless, how you want to be a smart city? Providing incentives and investment incentives are not effective yet attractive investment. Not optimal institutional quality investment services; Increased competitiveness through support infrastructure investments are still lacking.

Analysis impression of Bandung City

Analysis impression of Bandung used to understand things that are intangible but contributes to the creation of the branding Bandung, meant to emphasize the continuing analysis of the previous sentence. Bandung is generally left the impression deep enough

for the respondent despite the quality of life for the perceived decrease as congestion is getting worse day, the city disorganized, dirty, and many beggars, but respondents remain comfortable for living, traveling, and entrepreneurship in Bandung , The following comparison of respondents to the impression of the existence of Bandung.

Community

The quality of life or comfort factor is relatively better, but the perceived decline, although the facilities provided a better example to the number of open space for various activities. Bandung City is very crowded, congestion in nearly all roads in Bandung, so sometimes reluctant to travel if not forced, on culinary past is a very interesting recreation while enjoying the beauty of the city ... this time if the week end was very uncomfortable to leave the house because of a breakdown and had a waiting list if you want to eat at home eat well-known, as a way out of our more frequently asked delivered order or message passing gojek home or go food, more practical. For shopping during the long holiday is sometimes more convenient shopping via the Internet, the item is received at home. Nevertheless Bandung City still eligible for occupancy.

Visitor

Still very interesting to visit, cool, fun, developing very remarkable, there is always something new to travel and culinary variety, as well the fashionable, place to gain knowledge, and enjoy the beautiful gardens. But the most annoying thing is jammed everywhere already exactly Jakarta, street vendors are still disorganized, especially in the area of Cicadas, PKL closes the shops along the road A. Yani towards Cicaheum terminal. In the center of town has begun in order, the pedestrian area along the square, Merdeka street , Riau street, along Gd. Sate street , Dago street very comfortable rest cramped and not well, beggars are still a lot. Very slick northern Bandung, Bandung South, West and East Bandung is very cramped and cluttered. Bandung is not as romantic as before.

Businessman

Bandung is still relatively favorable for life and experiment in entrepreneurship and generating added value significantly, very impressive in terms of emotional and material, Bandung city beautiful and pulsating supported by people who are always creative rich new ideas, rich in traditional culture, however tend to be exploited so that street vendors and homeless people, beggars mingle City spoil the atmosphere. Congestion around Bandung, the infrastructure is not maintained, the street lighting is still lacking. The pattern of development is still chaotic, disorganized.

Analysis impression of Bandung has a correlation with the analysis complete the sentence. There are indications that the attractiveness of the city of Bandung was so strong that it left a deep impression. Although the city of Bandung has a number of

respondents perceived problems of the city are very disturbing, there is a tendency for residents, visitors and businesses to keep living, entrepreneurship and stay to visit the city of Bandung.

Potential Analysis Bandung City based asset strength and brand strength of Bandung

The analysis is used to exploit the potential of public perception, businessmen and visitors in planning the formation of the identity of the city is on the city's slogan, symbols and logos Bandung. Respondents entrepreneurs are given an open question: "Looking at the current state of what sector investment potential to be developed? The majority of respondents stated that the investment or entrepreneurship in the field of gastronomy/culinary as a potential dominant in the city, supported the development of the city tourism activities and infrastructure. Thus for the development of competitiveness Bandung gastronomic business can be a key competitiveness Bandung, needs to be studied further why businesses in the field of gastronomy are more dominant than the other business opportunities. One indication that enjoy eating outside the home is a lifestyle? However, this hypothesis still needs to be proven in future studies.

Visitor perceptions regarding the open question "Looking at the current state, what kind of tourist potential to be developed? The majority of respondents stated that visitors travel gastronomic / culinary city as a potential asset strength and brand strength Bandung, supported the development of nature tourism and cultural tourism. Respondents said that the competitiveness of the gastronomic products of Bandung not only diversity but also relatively affordable price is also packed with the cozy atmosphere of Bandung City, a beautiful and romantic and ease of access. Currently ate not merely satisfy hunger but is a lifestyle, it is also fun to hang out, while enjoying the culinary meeting.

Respondents resident is given an open question: Seeing the condition of Bandung today about what makes people want to live in Bandung? The majority of people said the strength of asset Bandung and brand strength of the city is the city of Bandung atmosphere, supported quality education facilities and accessibility. Need further study on development opportunities as the city atmosphere City asset strength and power of the City Brand.

Branding Slogan ratings Bandung city based asset strength and brand strength of Bandung city

Research stages. 2 is designing Branding Slogan Bandung. For branding slogan Bandung ratings are based on asset strength and brand strength Bandung city, respondents were given several options brand slogan / brand Bandung, then sorted according to their individual preferences. Results of respondents counted frequency of occurrence in every rank and category of respondents.

Table 4.2
Preferences slogan Bandung

No	Investor	Community	Visitor
	<i>Business & leisure City</i>	<i>Culinary City</i>	<i>Business & leisure City</i>
	<i>Fashion City</i>	<i>Business & leisure City</i>	<i>Culinary City</i>
	<i>Culinary City</i>	<i>City of Knowledge</i>	<i>Fashion City</i>
	<i>Meeting Place</i>	<i>Residential City</i>	<i>City of Knowledge</i>
	<i>City of Knowledge</i>	<i>Shopping City</i>	<i>Meeting Place</i>
	<i>HeritageCity</i>	<i>Culture City</i>	<i>Heritage City</i>
	<i>Night Life</i>	<i>Fashion City</i>	<i>Shopping City</i>
	<i>Shopping City</i>	<i>City of events</i>	<i>Night Life</i>
	<i>Residential City</i>	<i>Heritage City</i>	<i>Culture City</i>
	<i>City of events</i>	<i>Meeting Place</i>	<i>City of events</i>
	<i>Culture City</i>	<i>Night Life</i>	<i>Residential City</i>

Source: Sports Result Data

Having calculated the frequency of occurrence of each brand slogan Bandung based asset strength and brand strength of Bandung, the importance of the three major slogan preference Bandung, namely: Business & leisure City: 25 respondents; Culinary City: 10 respondents; and Fashion City: 5 respondents.

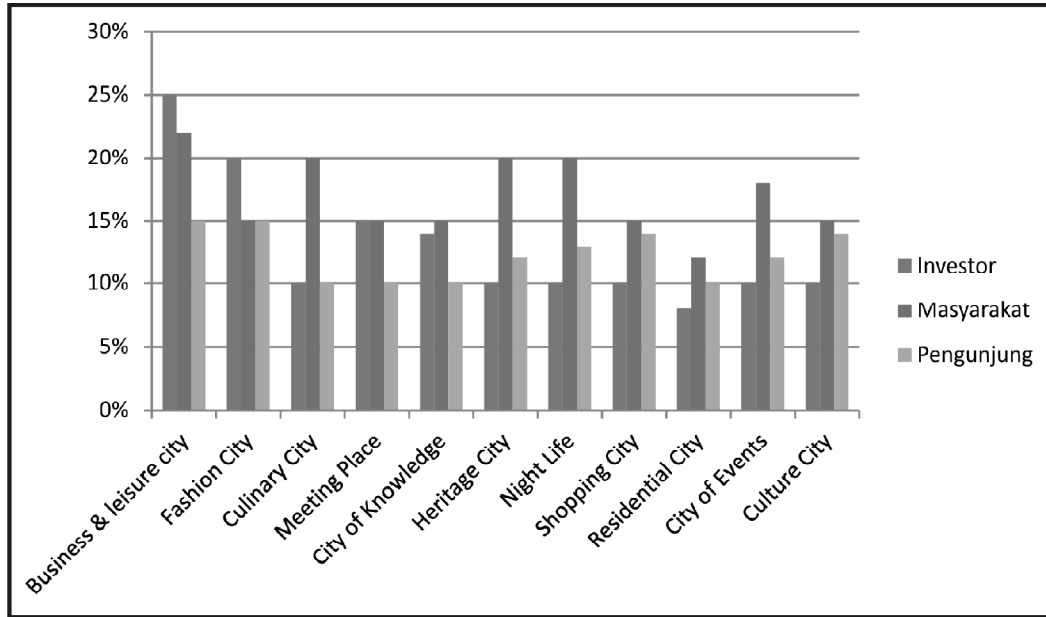


Chart 4.1. Brand Slogan preference Bandung

Source: Sports Result Data

The results of the analysis of brand preference slogan Bandung based asset strength and brand strength of Bandung, is a Business & leisure which is supported by the presence of gastronomic tours / culinary and Fashion.

Symbol

Symbols are images, words, or objects which can give meaning or hope for people who use the symbol. When respondents were asked about the symbols that can represent the power assets of the city of Bandung and brand strength of Bandung, with the slogan Business & leisure generally very diverse, but after being directed to the element of the culture of Sunda then FGD agree that one musical instrument Sundanese namely Angklung can represent all aspirations of the community, visitors and businessmen Bandung, given angklung had been set as The Representative List of the Intangible Cultural Heritage of Humanity in Nairobi, Kenya, on 16 November 2010.

Focus Group Discussion (FGD)

Based on the results of public perception, visitors and businesses with the potential range of Bandung city reference brand barometer, can be formulated in a city slogan and logo that supports City Branding Bandung as follows:

- The slogans are:
 - *“Bandung Inspiring Beauty”; “Bandung Culture, Fashion, Hangout”; “Creative Bandung Inspiring”; “Ilove Bandung”; “Bandung Creative Soul”; “Konkow Bandung Ngarangkul Sarerea”; Business and Leisure.*
 - Logo offered describe Sundanese musical instruments namely, angklung.

It reinforce the determination of angklung as The Representative List of the Intangible Cultural Heritage of Humanity, in Nairobi, Kenya, November 16, 2010, “This proves how the cultural richness of Indonesia’s angklung deserve a world intangible cultural heritage,”

Angklung is an art that uses a clump of bamboo musical instrument from West Java. Bamboo species used are usually used Awi wulung (black bamboo) and awi temen (white bamboo). Each tone is generated from the sound of bamboo-shaped tube blade from small, medium to large, will form the rhythm of the song that’s fun.

The origin of the creation of angklung music can not be separated from the world view Sundanese agrarian society with the lifeblood of rice as a staple food, which gave birth to the myth of confidence in the Nyai Sri Pohaci as a symbol of the goddess of rice, the giver of life.

Various slogans town and many approaches are available and may be consulted, but it depends on the goals of visionary urban development in the future. Especially for marketing purposes Bandung leaning on liveability, visitability, and investability

can be proposed several city slogan associated with Vision RPJMD Bandung Year 2013-2018 ie realization of Bandung Excellence, Cozy, and Prosperity is a vision aligned with the Head of the Region and the Regional Vision namely the "Bandung Dignity". Criteria achievements Regional Vision for 2005-2025 as mandated by the Regional Regulation No. 08 Year 2008 on RPJPD Bandung for 2005-2025 are clearly reflected in the Bandung City Vision Excellence, comfortable and prosperous.

Using the criteria of assets of the city and the brand power of Bandung as a competitive advantage that has been described above, the slogan of Bandung, which has been "perceived" as the slogan of the city that reflects the characteristics or personality owned Bandung, which is able to represent all elements of society Cities Bandung most suitable are: "Business and Leisure City".

A town character can be seen from the effort to try to understand the image of the urban environment that can be done by knowing the mental map of the human observer. Analysts questioned the mental map of how to acquire, organize, store, and recall information about the location, spacing and arrangement of the physical environment (city).

The mental map has a basic concept called imageability or the ability to bring an impression. Imageability has a very close relationship with legibility, or ease to be understood / conceivable and can be organized into a coherent pattern. In order for a city can be easily understood image, so the city must have character, because the character of the city is required to provide comprehension about the identity of the city, in accordance with the existing potential. In this case, the character is the soul, the embodiment of character, both physical and non-physical, which gives the image and identity of the city as a whole not just for certain groups.

City branding activity is not only limited to making slogan or logo, but it is the spirit of the city itself. The spirit that animates all activities of the city, be it the soul of its citizens, the nature of bureaucracy, facilities and infrastructure. While the slogan, logo, interior design, architectural buildings, public spaces and elements of visual arrangement of other cities is a complement of the whole entire city. City branding is also demanding synergy of all elements forming the city, whether human, public facilities, infrastructure and transportation system. Without a good synergy, city branding efforts will be futile.

The function does not only include the city marketing communications in general but can also support the development strategy for culture and tourism, the center of industry and commerce, education, social welfare and much more. Impact accumulation of all of them will contribute to turning the economy of communities in the city.

City branding is very dependent on the attitude and behavior of city dwellers to the changes there. For example, Singapore can position itself as a city-state with no litter and a positive impact on other sectors of life. It happened because the habits of

the population to dispose of waste in place. They do so with consistency with strict law enforcement.

In conclusion, Place Branding can be defined as the planning and execution of the entire process of creating, maintaining and/or developing the perception of a city existence and potential customers and other stakeholders, aimed at influencing the attitude of spatially customers, which will benefit the development and the sustainability of the city, and focus on the image of the city as a whole.

In connection with the slogan, in fact Bandung already has some slogan that reflects the character of the city of Bandung in the future, but as changing demographics, geography, psychology and behavior of people in Bandung, slogans such changes.

Concept Design

Referring to the criteria approach philosophical meaning relevant/reflect the vision, mission, policies, assets of the city and the power of the city, the meaning of culture - the values, rituals, and symbols, as well as the aspirations of the public/society, businessmen/investors and visitors to the city who have been investigated, And based on the conclusions of the referral and FGD as explained previously, the meanings of the philosophical/symbolic /cultural and asset town and city brand strength (What to Say) in question is as follows:

Dimensions asset town and city brand strength

Culture, and comfort; picture of the existence of a city (presentce); location of a city (place); advantages of a city (potential); the attractiveness of a city (pulse); the nature of the population or the community (people); and the basic conditions of quality of life (Prerequisites) Bandung.

Keywords :

“Bandung Inspiring Beauty”; “Bandung Culture, Fashion, Hangout”; “Creative Bandung Inspiring”; “I love Bandung”; “Bandung Creative Soul”; “Konkow Bandung Ngarangkul Sarerea”; Business and Leisure; Bandung Culinary City.

1. *“Bandung Inspiring Beauty”; Creative Bandung Inspiring”; “Bandung Creative Soul; I love Bandung”;* Imaging that Bandung is beautiful, charming and has a variety of wealth and the potential to be enjoyed and it offered to the tourists, inspire the community, visitors and investor to try, use and follow the potential of the city of Bandung, such as business, art and culture, gastronomy, education and a variety of creative works of the city of Bandung, which is always loved.
2. *“Bandung Culture, Fashion, Hangout”; “Konkow Bandung Ngarangkul Sarerea”* imaged that Bandung city rich in art and culture like no other, since antiquity Bandung dubbed the city of fashion and until today Bandung is the fashion mecca

that spawned innumerable designs creative supported by creative industries , Today, the city of Bandung has a variety of thematic parks as green open space or konkow gathering place or hangout borrow terms that are popular today, a variety of community activities, tourists and businessmen to enjoy the city of Bandung.

3. ***Bandung Culinary City***, imaged that the business people of Bandung creativity in the field of gastronomy is extraordinary. His prowess is not just about superior menu, but places his culinary designed so that attract visitors. Want to eat on the fly while driving around looking at Bandung without leaving your seat? Or want to eat on the hill, while enjoying a romantic evening ambiance. If not, could eat in the middle field. Only Bandung there are places like this culinary. Given the certain circles, food is considered not merely aim to meet the needs of the essentials in humans. Meal and snack is a travel, as the phenomenon experienced in Bandung. Bandung has a very diverse gastronomic tours of traditional cuisine, both typical hawker cafe Bandung to cafe-exclusive standard. Culinary tours are generally packed in such a way by the managers to produce a different impression with foods that exist in other cities. And one of the other advantages offered by culinary in Bandung is a high palate with a relatively cheap price. Sundanese traditional food menu is one of the gastronomic tourism product with unique characteristics, have a cultural identity, as well as a symbol of the area.
4. ***Business and Leisure imaged*** that the city of Bandung is able to provide a conducive climate to invest in various areas of industry with a variety of potential wealth that can be developed, supported by a variety of city tours were amazing and different that can make anyone been able to enjoy the free time is very impressive, that is like no other.
5. ***Logo*** offered describes the tools of traditional music of West Java which angklung defined as The Representative List of the Intangible Cultural Heritage of Humanity in Nairobi, Kenya, on 16 November 2010.

Technical assessment

Bandung is considered capable of being a competent service provider in the country because it has a competitive advantage that comes from strength and strength of the brand asset town of Bandung. The slogan should be matched with all its potential Bandung, the city branding must be different externally and internally inspiring. Based on the potency and differentiation owned by the city of Bandung, the slogan that fits with the City assets and brand strength Bandung, recommended is the "Business and Leisure" .With symbol depicts one of the arts community is already global Sundanese angklung, business activities and sights that reflect the condition of the city that is surrounded by some of the mountain.

Meaning and Meaning of Logo in Philosophical and Visualization



Figure 4.2: Logo Bandung City

Source: Sports Result Data

In general configuration Branding Bandung City logo reflects the character of a city that has a very high cultural heritage, has a classy appeal of the typical charming all aspects of life, and dynamic.

- Symbol angklung musical instrument sounds very familiar to us. Angklung is a traditional musical instrument of Indonesia's cultural heritage, particularly the Sundanese culture, which has philosophical values valuable as a form of noble values Sundanese culture is unbelievably amazing friendly, creative, egalitarian, responsive to things that are new and dynamic. Those values are timeless that will continue to roll on from generation to generation.
- Under condition morphology Bandung area is a plateau that has a distinctive surrounded the mountains, so the Bandung nicknamed in the circle of mountains called Bandung basin area is no different from a giant bowl. In the middle, on the plains of the low, flowing Citarum River. The flow is unstoppable ever naturally, be a source of inspiration for the birth of folklore Sangkuriang.
- Overall the symbol consisting of three panels associated with the shape of the letter B representing Bandung, which reflects the Sundanese culture slogan is "Silih Asah, Silih Asuh dan Silih Asih".

Target Market Regional Identity

Targets Use of Regional Identity "Business and Leisure" Bandung is as follows:

a) Goal Internal: Goal Internal use Regional Identity "Business and Leisure" is as an integral tool to enhance the pride ethos together to promote the region's economy;

b) External Target (national and international): External target (national and international) using Identity Territory Business and Leisure is to build the image of the region of interest, stimulate economic growth and introduce the Business and Leisure as the potential areas for investment, trade and tourism.

6. CONCLUSION

City branding is a process that is inclusive and holistic. At the level of professional competence, city branding requires the combined expertise of at least two disciplines. The process of creating a city brand must be coordinated, both from the standpoint of marketing techniques and strategies from the perspective of the development of the city, including socioeconomic plans and spatial planning. A branding can be said to be successful if it is able to convey the core values of a city that is considered valid, distinctive, attractive, durable, and can be disseminated.

Limitations of the study

The main limitation of this study is the number of respondents is relatively small, as well as qualitative research, the respondents were used as informants in the study 45 people just to represent the various elements that are divided into three characteristics, namely the population, end and businessmen, however, data retrieval methods in-depth interviews (depth interview) enables researchers obtained information from some people is broad and deep.

Referring to the main limitations of the study above, the likely outcome of this study did not describe the condition of Bandung as a whole. As well as a portrait, would not be able to describe the whole reality that is in front of the portrait lens source. But because the photographs are the figures that are statistically selected at random to represent the city of Bandung, the results of this study can give a general overview of the variables force asset Urban and brand strength to be used as the basis for developing the brand image of the city of Bandung as a basic imaging " Kota Bandung as the leading services in Indonesia ", the slogan of the city" Business & Leisure ". To overcome the limitations of qualitative research is going on above, the researchers recommend further research in an attempt to confirm these findings quantitatively. In addition, a larger sample size can be used to obtain in-depth information about how the global audience feel the city of Bandung.

Then note the implementation of further study is sampling technique, the possibility of bias in the selection of the sample as it can be affected by the personal judgment of researchers. The use of non-probability sampling techniques has resulted in efforts to determine the variability can not be calculated using probability sampling theory. In addition, the study did not manage to get the perception of foreign investors and visitors who first visited the city of Bandung, and in the end the proportion of samples different from the original plan due to limited implementation in the field.

The primary data used in this study can not be used as the basis for decision-making concerning the characteristics of the population, but can be used as an indication of information on population characteristics. Nevertheless, researchers have sought to take samples based on characteristics that might arise. Qualitative analysis techniques are very dominant in this study, so it is possible the presence of subjectivity that is high enough in the results.

Recommendations for further research

Further study on the evaluation of brand identity Bandung should use quantitative analysis methods, for example using factor analysis, regression and others.

The effectiveness of City Branding can be evaluated in terms of brand power, as was done by Saffron Brand Consultants and Simon Anholt. However, if the municipal authority is to invest resources in building and maintaining a brand, should be obtained as to invest profits. It is important to know what the benefits of having a strong city brand and what drawbacks, which can be caused by a weak brand, it needs further study to determine the impact of a strong city branding on investment.

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