

City Image: City Branding and City Identity Strategies

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ABSTRACT

The image of the city is interpreted by the city branding offered by the city. It is also highly related to the identity that is closely attached to a city. This study aims to explain the image of the Purwakarta City which is interpreted at the intersection of city branding and city identity emphasizes the strengthening of the tourism sector. This research method is descriptive qualitative by emphasizing the discussion of the dimensions of city branding, namely presence, potential, place, people, pulse, and prerequisite and city identity dimensions (physical, personality, culture, relationship, reflection and self-image) which forms a city image consisting of the five main elements, namely pathways, edge, district, nodes and landmarks. The result shows that these dimensions interpret the image of the city of Purwakarta as a City of Tourism.

Keywords: City Image, City Branding, City Identity, Tourism.

1. INTRODUCTION

Tourism provides an important economic contribution for a city. Nationally, tourism is one of the top five commodities that have contributed the highest foreign exchange to Indonesia since 2011 (Ministry of Tourism, 2016). Tourism as part of the creative economy is one of the four sectors that contribute to state revenue, so that every party involved tries to optimally change and build tourist destinations in Indonesia. The local government takes the role of synergizingly promoting tourism through Storynomics Tourism as a new strategy in increasing Indonesian tourist visits by prioritizing narrative, creative content, living culture and cultural strength as the key to promotion. (National Conference on Indonesian Tourism 2019)

Utilization of regional potentials such as natural, cultural and architectural potential through the management of the tourism sector is expected to have a positive impact, not only as a form of conservation (both natural, cultural and other aspects), but also as a source of community income from tourism activities. Because a creative city will not be formed if the community does not provide support (Tresna, Chan, & Alexandri, 2019). In order to support its success, Suradnya (2005) stated that it is important for a planner to integrate the demand and supply sides of tourism in a balanced manner into a tourism development plan.

Optimal tourism management efforts can be made through imagery as a form of marketing efforts called City Branding. This is in line with the statement (Indriani & Kuswoyo, 2017) that City Branding gives a brand to the city so that it is easily recognized and can shape the image of the city to market the region both at local and international levels. Furthermore, City Branding activities provide benefits including; marketing the city which in turn increases visits to the city, improves its image and increases the attractiveness of the city, the uniqueness and uniqueness of the city will attract local and foreign tourists, attract investors, to increase trading activity as a result of tourism activities.

The tourism branding that is built by a city becomes an identity for the city which plays an important role in building the image of a city in the tourism sector. This is because identity is an important element in building a brand. As explained by Rahmat and Salamah (2014: 85) that building a brand is building a city identity. In the end, what you want to achieve is that the city has a good image as expected by stakeholders. Furthermore, the tourism image of a city is expected to have a positive impact on the city, both from economic and non-economic aspects.

Strengthening the city's brand and identity by highlighting its tourism potential will encourage the city's image as a tourism city. The image of the city is deliberately built by stakeholders to create a unique city that can be recognized by many people both at home and abroad and can differentiate one city from another.

One of the cities that started to work together to form the image of a tourism city is Purwakarta Regency. Purwakarta Regency has more than 45 tourist attraction points that have very diverse characteristics and uniqueness. This potential can be used to advance Purwakarta in the tourism sector. The price of admission to some of these attractions is also free, so it attracts a large number of visitors from various cities. This is the main asset to build identity and brand strategy so as to produce a well-known image of the city.

2. LITERATURE REVIEW

2.1. City Branding

Branding is a concept designed to develop a product. Meanwhile, city branding is a city marketing strategy with the aim of strengthening relationships and building a good image of the city with visitors (Michalis Kavaratzis, 2004; Zhou & Wang, 2014). The city branding strategy can be considered as one of the strategic actions that must be managed by the government because it is to promote a place or country to the international level (Hazime, 2011). Anholt (2006) states that city branding is a government effort to create an identity for a place, region, then promote it to the public, both internal and external.

City dynamics consists of investment, tourism, resources and social issues and creates a unique environment with the aim of differentiating the city from other cities (Alvarez, 2010; Michalis Kavaratzis, 2004). *Hexagon Branding* delivered by Anholt (2006) used to measure the effectiveness of city branding in six aspects of measuring the effectiveness of city branding consisting of: Presence (presence), Potential (potential), Place (place), People (people), Pulse (enthusiasm), and Prerequisite (prerequisite).

1. *Presence* (presence)

Presence related to the status and position of the city in the eyes of the international community and how far the city is known to the world's citizens.

2. *Place* (the place)

Place measure how the perception of the physical aspects of each city, whether the public feels comfortable when traveling around the city, how beautiful the city is structured, and how the weather is.

3. *Potential* (potential)

Potential evaluate the economic and educational opportunities offered to visitors, entrepreneurs, immigrants, such as whether it is easy to find work, is it a good place for business or has an attractive tourism object, or whether it is a good place to get a higher educational qualification.

4. *People* (person)

People assesses related to city residents who are able to be friendly and provide convenience in exchanging cultures, as well as language that provides a sense of security while there.

5. *Pulse* (spirit)

Pulse measures about the city that shows the nuances of the urban lifestyle as the most important part of the image of the city, and whether the public can easily find things of interest as visitors and residents of the city in the short and long term. (Luthfi & Widyaningrat, 2013)

6. *Prerequisite* (precondition)

Prerequisite describes the potential of the public on the basis of a city, in terms of comfort, availability of accommodation and other infrastructure access.

2.2. City Identity

According to Ashworth (Hazime, 2011) a city is very important to create an identity that attracts various parties to face competition between cities in order to attract resources, investment or tourists. According to Kapferer (2008) There are 6 aspects that make up a brand identity, namely physical elements, personality, culture, relationships, reflection, and self-image. This aspect is called the Prism of Brand Identity. The Prism of Brand Identity is a brand's way of identifying and transmitting the right image and personal way of communicating with its target audience. These aspects can be explained as follows:

- a. **Physical:** a collection of adjectives and external characteristics associated with the brand. It is the basic element of the brand, the element that evokes its physical aspect.
- b. **Personality:** brand character is a set of human characteristics associated with a brand.
- c. **Culture** is a value system and the basic principles that underlie brand behavior. A brand embraces a specific culture and can evoke a particular country of origin or technology.
- d. **Relationships** are the types of human relationships that are carried out by brands. Brands often provide opportunities for intangible exchanges between people, establishing explicit relationships between them.

- e. Reflection is the customer's ideal view. Brand reflects how the company's customers are identified by others.
- f. Self-image: the consumer's self-image that comes from the use of the brand, namely the image that customers have of themselves and which must find confirmation in the brand.

2.3. City Image

The image of the city is usually formed in the minds of the people because there are special characteristics that exist in the city (Jannah, et.al 2014). As stated by Kenneth Boulding (in Yananda, et.al 2014), the image of a place is a combination of the characteristics of a place that is in line with the human perspective. He then divided the image of the place based on four main things, namely:

1. Cognitive, which is related to what a person knows about a location or place
2. Affective, which is related to a person's feelings regarding a particular location or place
3. Evaluative, which is related to a person's evaluation of a location or place of residence
4. Behavioral, which is related to whether someone is considering immigrating / working / visiting / investing in a certain place)

Meanwhile, the image related to its literal meaning which shows the shape or appearance of a city was put forward by Kevin Lynch (1960) who proposes that the map showing this image consists of five elements, namely:

- (1) *Paths*: the route people take across the city;
- (2) *Edges*: boundaries and breaks of continuity;
- (3) *Districts*: a region characterized by general characteristics;
- (4) *Node*: strategic focal points for orientations such as squares and intersections; and
- (5) *Landmark*: a point of external orientation, usually an easily identifiable physical object in an urban landscape. Of these five elements, path is very important according to Lynch, because it regulates urban mobility.

A brand image or city image is an image that is formed in the minds of the people because of the characteristics of the city. According to Kotler & Keller (2016). City image or brand image is a customer perception and trust that is reflected in the associations contained in the consumer's memory. Kotler in Yananda and Salamah (2014) divides the image of a place (place image) based on the situation, namely positive images, weak images, negative images, mixed images, contradictory images, and images with excessive attractiveness. In contrast to Kotler, Kenneth Boulding in Yananda and Salamah (2014) argues that the image of a place is a set of characteristics of a place that is inherent in the human perspective.

Regarding the image of a city from the perspective of city branding, nowadays it is very common for many cities to promote themselves through their potential. In general, city branding is basically based on three main attributes, namely image, uniqueness and authenticity. Almost every city has city branding in its quest to rebuild its image (Michalis Kavartzis, 2004). Branding in a marketing strategy is increasingly being used for marketing and promotion of cities such as a product.

Kotler also argues, that 'place is a product whose identity and value must be designed and marketed' as a product (Kotler & Gertner, 2002).

According to Ashworth, city or place branding aims, among other things, to find or create uniqueness, which becomes the difference between this city and other cities (Ashworth, 2009). City branding must pay attention to culture and history, economic growth and social development, infrastructure and architecture, landscapes and the environment, among others, can be combined into a salable identity that can be accepted by all (L. Zhang & Zhao, 2009). As a holistic approach, city branding serves as a promotional tool to create a unique image of a city. Thus, the image of a city can be considered as one of the most important keys of concern for both city identity and city branding.

3. RESEARCH METHODS

This study uses a survey method by considering the variable aspects of city branding, namely presence, potential, place, people, pulse, and prerequisite and city identity (physical, personality, culture, relationship, reflection and self image) which forms a city image consisting of The five main elements are pathways, edges, districts, nodes and landmarks. The location of the research taken is Purwakarta Regency which is conducting city branding programs as a tourist city. The results of the analysis are described descriptively from primary and secondary data including data from the variables previously described.

4. RESEARCH FINDINGS AND RESULTS

4.1. City Branding

1. Presence

Purwakarta branding with *tagline* "Special" has been echoed since 2009. Application *city branding* in Indonesia developed through *tagline* city to show their identity (Chaerani, 2011). Effort to build *presence* In line with the tagline, business actors have been initiated by the Purwakarta Regency government. This effort looks quite massive with the emergence of new tourist objects and tourist events that have never been done before. These new events and tourist objects were created by making branding as an international destination. For example, Taman Sri Baduga as the largest fountain park in Southeast Asia, Mount Parang as the second largest Cliff mountain in Asia, Purwakarta International Ethnic Festival (2016), World Village Conference (2016) International Martial Arts Festival (2016), World Cultural Carnival (2015), World Tolerance Conference (2017), 1st International Jatiluhur Jazz Festival (2019). The relevance of associative slogans tends to have a significant impact on tourists' attitudes towards slogans, attitudes towards a destination, and travel intentions (H. Zhang, Gursay, & Xu, 2016). In this case, the use of the term "international" in the destinations presented in Purwakarta is expected to encourage the enthusiasm of tourists to attend as well as introduce these destinations and events to foreign tourists.

2. Place

Just like most areas in Indonesia, Purwakarta has two non-extreme seasons that allow tourists to visit all year round. When viewed from the location side,

Purwakarta has the advantage because it is flanked by two major cities in Indonesia, namely Bandung and Jakarta, so that it is a cross path between the two.

Table 1. Purwakarta Regency Transportation Statistics, 2016–2018

Uraian	2016	2017	2018
Panjang Jalan (Km)			
Jalan Negara	42,910	42,910	42,910
Jalan Provinsi	59,350	59,350	59,350
Jalan Kabupaten	728,920	728,924	728,924
Kondisi Jalan (Km)			
Baik	491,868	494,467	494,667
Sedang	143,219	139,673	118,385
Rusak	61,812	72,854	97,657
Rusak Berat	32,025	21,930	18,215

Source: Central Bureau of Statistics of Purwakarta Regency, 2019

If seen from the data above, the road conditions in Purwakarta are dominated by good conditions and most of them are district roads. This condition supports the accessibility of tourists to reach available destination locations or events. However, until now there is no integrated transportation system. So that access will be easier if you use a private vehicle. In order to increase this access, the integration of transportation means must be a concern. Because if the ability of tourists to travel to their preferred destination is hampered by inefficiencies in the transportation system, it is likely that they will seek alternative destinations (Prideaux, 2000). Moreover, most of the tourist destinations in Purwakarta are located outside the city center that need them *effort* more to access it.

3. *Potential*

In general, the economic and educational opportunities offered to visitors do not really stand out when compared to the surrounding big cities. The local government is expected to play a role in identifying potential investment sources by looking at the situation of the city (Sukmadewi & Novel, 2019). In this case, the geographical conditions of Purwakarta, which are not too prominent in the agricultural and plantation sectors, encourage the government make it attractive from other sectors, namely tourism. From a lonely city that has been called a retirement city (Jon Crissandro & Nasionalita, 2020) then shifted to the image as a Tourism City after the emergence of a unique tourist attraction in Purwakarta.

Utilizing a complete topography that includes land, mountains and waters, tourist attractions in Purwakarta are considered complete. Starting from natural tourism, such as Mount Parang, Jatiluhur Reservoir, and Curug Cipancar; Religious tourism such as the Tajug Gede Mosque; Cultural Tourism, such as Kampung Tajur and Ancient Houses; Educational tours such as the Diorama Museum and Wayang Gallery; Tour events such as the Sri Baduga Fountain; Shopping tours such as ceramics and simping centers, to culinary tours, namely the typical Purwakarta Maranggi food, and Wiskul Market on Saturday nights. Destination branding is more than just an image building campaign: it also requires long-term commitment and

must work together with various stakeholders who are influential both in the creation process and in brand implementation (Mirna & Igor, 2016) So, the consistency of Purwakarta tourism development still has to be supported by whoever the government and economic actors are, so that the branding that has been created will remain and be remembered by the public. To be remembered, each place must also effectively define and communicate its features and competitiveness and the place must be able to position itself against the target market (Tresna et al., 2019). Purwakarta has made various efforts through events and the construction of tourist sites that are attractive to millennials and in the promotion process involving national media to expand the city's brand awareness.

4. People

Dominated by the known Sundanese *someah hade ka semah* (Hidayat inside Sujatmiko, 2014) which means friendly to guests, the character of the original Purwakarta people tends to be open to newcomers or tourists. When viewed from the effect on the image of the city, this is beneficial because in meeting the guest host, hospitality plays an important role (Korstanje, 2017) that the friendly attitude shown by the community facilitates cultural and language exchange (Sukmadewi & Novel, 2019). In addition, the friendliness of the local population provides a sense of security for tourists to explore, making it possible to reach more destinations.

5. Pulse

The lifestyle of the Purwakarta people can be said to have no special characteristics that stand out. However, the typical characteristics of the Sundanese tribe attached to the people of Purwakarta are local wisdom that is inherent in shaping the image of the city and is an integral element when tourists consume various destinations. Local wisdom is conceptualized as local policy (*local wisdom*), local knowledge (*local knowledge*), or local intelligence (*local genius*) (Suyatman, 2018). Local wisdom appears as a view of life, knowledge and strategies in living life and fulfillment of needs which are manifested in activities carried out by the local community (Fajarini, 2014) in this case, as an economic actor driving destinations.

6. Prerequisite

Public perception of the city of Purwakarta, which is known as a retirement city due to its lack of hustle and bustle, has begun to shift into a tourist city. The perception that the local government will instill for the people of Purwakarta as a tourist city is supported by the opening of new tourist attractions and unique annual routine events to attract the attention of the surrounding community and tourists.

Several destinations and events held by the government have gone viral because of their uniqueness. for example, Sri Baduga Fountain, Sunday Night Culinary Tour, Cultural Festival Event, and others. These destinations and events are intended to encourage residents and visitors to have a unique tourism experience so that it will further strengthen the image of the city of Purwakarta. The unique characteristics of the city displayed create a sustainable city image (Rehan, 2014). Purwakarta strengthen its visual image to create a sustainable city image by integrating non-physical elements such as culture, economy, social and activities through the initiation of destination creation and tourist events. As a holistic approach, city branding serves as a promotional tool to create a unique image (Riza, Doratli, & Fasli, 2012)

4.2. City Identity

Identity is a difference that is clearly visible even at first glance so it is strong to create images in the minds of people who have never seen it before (Riza, Doratli, & Fasli, 2012). When viewed from a physical perspective, the perception of visitors who visited Purwakarta for the first time triggered Purwakarta as the Bali of West Java because of the placement of cultural ornaments such as statues, gates, and other symbols that are thick with cultural elements in certain locations.

The physical symbol of Purwakarta which is highlighted as the identity of the city, if it is related to the personality of the city itself, actually still has a peculiarity when compared to the physical symbol in Bali. In accordance with the personality of Purwakarta which is dominated by the Sundanese tribe, the physical ornament is also more thick with Sundanese customs and culture. Therefore, identity is always exclusive and cannot be reproduced. Each city has a unique identity, made up of negative or positive images and memories (Riza et al., 2012)

The decision to consider cultural aspects in physical ornamentation, event decisions and others in Purwakarta was made to create a relationship between the city and its residents and visitors. Urban branding must pay attention to how culture and history, economic growth and social development, infrastructure and architecture, landscapes and the environment, can be combined into a marketable identity that can be accepted by all (L. Zhang & Zhao, 2009). The ultimate goal is to have an intangible exchange between people and the physical ornamentation, exploration, experience, and vibe that the city imparts, so that an explicit relationship occurs between them. With unique destinations and events, Purwakarta has directed its identity to reach attractive relationships with tourists or local communities because similar experiences are not provided by other destinations.

Visitors basically have a reflection or an ideal view of the destinations they will visit. This also relates to the self-image they have which they must confirm its suitability with the destination visited. The use of the Purwakarta Istimewa tagline directs visitors to feel a reflection of a "special" experience when they consume the destination or event they are participating in.

4.3. City Image

When discussing city imagery from perspective *city branding*, it should be noted that *city branding* is based on three main attributes, viz *image*, uniqueness and authenticity. So almost every city considers a *city branding* on her agenda to rebuild her image (Mihalios Kavaratzis & Ashworth, 2007). In several aspects, the satisfaction of residents and visitors is greatly influenced by the image of a city or place, and is related to which monumental or iconic buildings have a major contribution (Riza et al., 2012). The explanation of the image of a place is based on four main things, namely:

1. Cognitive

Cognitive aspects related to what a person knows about a location or place that ultimately forms an image in the minds of customers, is much influenced by the decision of a city to shape its brand and identity in the minds of customers. The stronger the city identity is highlighted on each element or superior destination, the stronger the cognitive aspects will be. Sometimes even without the visitor realizing it.

In Purwakarta, in order to achieve the expected cognitive level, symbols showing the characteristics of the city are placed on leading destinations or events and busy lanes that allow more and more attention from visitors. For example, the uniform gate for each alley in Purwakarta to highlight the unique ethnic Sundanese side of the city identity. Another example is the placement of puppet-themed statues at busy lane intersection points which further encourage visitors to gain awareness about the cultural side that is trying to highlight. The implementation of various international scale events and destinations is also an effort to attract the cognitive aspects of visitors to be at the stage of awareness that Purwakarta is a tourist city that deserves to be visited.

2. Affective

The second element related to the image of the city is the affective side, which is related to a person's feelings regarding his experience of a certain location or place. These experiences accompany the psychological processing of one's thoughts and feelings under the influence of the environment (Carlson, 1995). In this case, the tourist experience is shaped through the process of internalizing interactions at a destination, which then creates responses (Moon & Han, 2019) When viewed from the context of branding and the identity of Purwakarta that is trying to highlight, its influence on the affective side is the experiential side that visitors from other destinations have never felt because of the uniqueness of these destinations, for example, the Maranggi culinary experience typical of Purwakarta. Although many destinations provide similar menus, the experience of enjoying maranggi satay directly in Purwakarta provides a distinct experience for visitors or the experience of watching a world cultural festival that has never been held in other locations in West Java. Also, for example, the Sri Baduga fountain event, the largest in Southeast Asia.

Many event events are certainly an attraction for visitors. But similar events are not routine due to limited natural conditions such as insufficient water discharge. However, this actually adds to the uniqueness of the event. Because the tourist experience of visitors is judged as their overall encounter at a destination, and the results are a subjective response to the tourist experience (Moon & Han, 2019) at these destinations which are often influenced by the quantity of visits to a destination.

3. Evaluative

The third element is evaluative which is related to a person's evaluation of a location or place of residence. In this case, it relates to Purwakarta as a visited tourist destination. When visitors feel their experience is greater than the expectations they felt before, it means that the evaluation results show a positive value that allows repeat visits. But it will be the opposite if the expectations they felt before were lower than the real experiences they felt. Emotional responses such as feelings of relaxation and excitement are also generated under the influence of a person's interaction goals or expectations in relation to the process of visiting a particular destination (Ali, Amin, & Ryu, 2016)

However, the evaluation process and expectations between one visitor and another visitor cannot be clearly measured. So that the indicators cannot be generalized. However, price is a benchmark that is usually taken into account by almost all visitors. So when viewed from this category, the destination in Purwakarta

will provide its own satisfaction in the visitor evaluation process. Because most tourist destinations are cheap, many of them are even free. Tourists also think that their experiences are more meaningful and satisfying when they are involved in the travel process (Xu & Chan, 2010) So in fact when the quality of the experience is satisfying, tourists prefer the value of the experience to what they pay

4. Behavioral

The fourth element, which is related to the image of a city, is whether someone is considering immigrating/working/visiting/investing in a certain place. This element is still related and influenced by the process of evaluating a person on his visit to a destination. When the initial visit is satisfactory, then the tone of even subsequent visits can be constant.

When viewed from the city description, the decision to migrate to Purwakarta is usually influenced by several conditions. The first is the job location decision. Purwakarta has an industrial area which has nearly 50 multinational companies. So that it provides considerable employment and investment opportunities. Apart from these reasons, there are reasons for migration that are influenced by natural conditions that are still beautiful. This reason mainly occurs when the migration chooses a location in the highlands of Purwakarta, namely Wanayasa District, which is known to have relatively lower temperatures. Meanwhile, if viewed from the reason for visiting is because Purwakarta has more than 45 tourist attraction points that have very diverse characteristics and uniqueness, coupled with several unique national and international scale events.

5. CONCLUSION

The brand strategy developed by the city of Purwakarta considers the collaboration of business actors and the government to echo the tagline "Special Purwakarta". Purwakarta's branding is also strengthened by the presence of various presentations of unique events and destinations on an international scale. The branding strategy is then strengthened by the city's identity which is highlighted through physical ornaments based on culture in several locations and destinations with busy routes. The overall collaboration then forms a positive brand image in the eyes of visitors.

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