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THE CONCEPT OF CITY BRANDING: "THE CITY BRANDHEXAGON" APPROACH WITH EXPERIENTIAL PROVIDERS AS A TOOL FOR THE CITY IDENTITY

AldilaIntaniar Widyaningrat
Faculty of Economics and Business, University of Jember

Abstract
This article is an application of the city branding concept proposed by Simon Anholt with a city branding measurement model called The City Brand Hexagon. The city branding concept is truly needed by a city to form a positive and memorable identity for both tourists and investors. Several studies on the implementation of city branding in big cities In Europe such as:(London, Paris, Berlin, Rome, and Madrid) have been carried out and have resulted in different city branding in each city which depending on the city needs to gain a competitive advantage . In addition, several city branding studies are also applied in Indonesia, with different results as well, it happens because there must be a harmony between the government, the local community, business people, tourists and investors so that the city branding concept can successfully create a positive city image.

Introduction
At this time the atmosphere of business competition does not only occur on products or companies, but also competition between cities increases every year and has become a concern of scientists. The competition between cities, is always related to the marketing and branding of the region. A city which can create a strong brand with a reflection of its identity will attract potential consumers, tourists, investors, or residents, so that the brand itself is a differentiator which clearly spearheads the competitiveness of a city. A city's branding aims to improve business investment relations, to increase the competitive advantage of the tourism market, to promote economic and social development in general, and to encourage people to identify their place of residence. Cities need an identity that distinguishes one city from another through a brand where the brand is an identity in the form of name, logo, sign, design, and all combinations. Cavia Fernandez et al. (2013) explains that branding is not seen as a way to manage a city, but it is seen as a tool to convey a positive image which aims to improve perceptions held by various stakeholders, where branding cannot change a city but it can help to improve overall competitiveness. The city branding is expected to form a positive image in the minds of tourists, because it will affect the way tourists behave before, during and after visiting a destination. A city must present a strong brand, so that it can form an image, this is reinforced by Kavaratzis and Ashworth (2005) who suggest that forming city branding can affect mental maps in other words how visitors perceive a city in their minds.

City branding is seen as a strategic instrument which promotes the competitive advantage of a city that has become a practical widespread to promote the history of the city, the quality of a place, natural and cultural resources, opportunities and social appeal, lifestyle for business opportunities, and the power in capital formation in the dynamic market. The city branding is interesting to study and serve as a benchmark for whether or not a city is known because city branding has an important role in forming a city brand so that it is better known by the public, and attracts tourists and investors (Gaggiotti, Low Kim Cheng, & Yunak, 2008; Clarizza et al., 2009; Zhang & Zhao, 2009; Yuli, 2011; Hazime, 2011; Lily Purwianti, 2014; Fernandez, 2014; Hidayat, 2014; Wibawanto, 2015; Lestari, 2016). City brand is a form of marketing to promote a positive image of a tourist destination in order to influence tourists' decisions to visit (Blain et al 2005; Roostika 2012). The purpose of giving a city brand is to increase competitiveness and provide a more specific image which is able to distinguish the city from other cities (Hall, 2002 in Huh 2006; Roostika 2012).

The role of the local community also shows that they are indeed an important dimension for brand formation in a place and therefore important to consider in branding a city (Freire 2008; Braun, Kavaratzis, &Zenker, 2010).

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The research in the UK shows that many local people are used in the purpose of forming a brand someplace. The local people are used as a signal to evaluate the brand someplace and as a differentiating factor. According to Braun (in Braun, Kavaratzis, &Zenker, 2010) there are four roles of local residents in the city branding process, namely, the first resident is as the target group, the second resident is as an integrated part of the brand place, where they are an integrated part of the brand someplace. The third resident is as ambassadors for brand places, where residents indirectly participate to help spreading the information about the city by mouth to mouth information so that the government will be greatly helped with the condition. The fourth, resident is as citizens, where the implementation of a brand in a place requires a balance between city brands with support from the local community (Braun, 2009; Braun, Kavaratzis, & Zenker, 2010). So that if certain residents or groups leave the city, the process of developing a brand of a city will not run well.

The fierce competition between one city to another city motivates the city government to utilize marketing methods for city promotion. In the context of the creation of a city identity to be known to the wider community, the related parties, such as; the local government, investors, and local entrepreneurs must be able to work together to communicate their area or city appropriately. Kavaratzis (2004) states that the city branding from the perspective of communication is an image of a city can be achieved through three stages of communication; primary, secondary and tertiary. Schmitt (1999) formulated an experiential marketing theory, how marketers can deliver or communicate branding of a product precisely by providing an experience which will leave a positive impression in the minds of consumers. In the theory of experiential marketing there is a holistic communication tool called experiential providers who are able to reach consumers broadly by communicating brands and products both online and offline. Furthermore, Schmitt's theory is supported by Kerry Smith and Dan Hanover (2016) which states that companies which are able to optimize experiential providers (EXPROS) can accelerate the image of a product, both intangible and tangible so that consumers become happy and committed buyer in the future. According to Schmitt (1999) there are several aspects of experiential providers (EXPROS), including communications, visual or verbal identity, product presence, co-branding, environments, websites and electronic media, and people. The use of experiential providers on imaging an area or city can increase tourists and visitors to accelerate the information that will be provided to the wider community. Experiential providers also help a city to clarify the source of city formation which is used as the city identity or city branding to tourists and investors.

The theory of city branding

The city branding concept itself was first expressed by Simon Anholt in his book entitled "Brand New Justice" in 2003. According to Simon, city branding is an idea of how to apply an identity which is usually used for a product, becoming a place branding desired by the relevant stakeholders and become more value in the view of a consumer. This is different from city marketing where a city is formed according to the willingness and needs of consumers (*following the consumer desires*). Therefore, the existence of city branding not only benefits people who come to visit the city, but also has a positive impact on the people who live in the city. The positive impacts can be felt in all sectors, from public services, health to the economy.

Kavaratzis (2004, 66-69) states that, seeing the city branding in the context of communication from the image of a city through three stages of communication; primary, secondary, and tertiary. According to Cardwell and Freire, 2004 in Knape and Lundell (2011) The term branding has been a prime relevance as a strategy tool in marketing and branding, the term brand has major relevance as a marketing strategy tool, and it is not different from the brand of goods and services. Some of these explanations, regarding the notion of city branding, it can be concluded that the city branding is an effort to give brands to cities to be easily recognized and can form a city image to market the area both locally and internationally.

Branding is a process where the effort is made to influence how people interpret and build their own feelings about a brand (Chandler & Owen, 2002; Kavaratzis& Ashworth, 2007). The city branding according to Padison (in Hidayat, 2014) is as a competitive means to achieve excellence in order to increase investment and tourism, to develop communities, to strengthen local identity and to identify communities with their cities and mobilize all social activities to avoid division.

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There are four steps in the city branding strategy process according to Andrea Insch (in Lestari, 2016):
1. Identity, the process of identifying assets, attributes and identity of a city.
2. Objective, clearly defines the main reasons for city branding
3. Communication, the communication process both online and offline with all parties with an interest in a city.
4. Coherence, an implementation process which ensures all forms of communication programs from a city are integrated, consistent and convey the same message.

In addition to the four steps outlined previously, there are two ways to do city branding according to Sun (in Zhou & Wang 2014), namely by building a brand image of the entire city that integrates political, economic and cultural factors. Another way is to build tourism services as a step to promote tourism exclusively.

The city brand hexagon by simon anholt

The cityis very different from a country, where usually a city is very difficult to find its identity so that it is recognized by the wider community. In general, some cities do not have strong political, economical or cultural aspects to form an image of the city to be more famous, even though the city is the capital of a district or province. The community is still difficult to distinguish which is a program made by the government which help the city is well known, or because the city has its own uniqueness because of its characteristic demographics, geography or because of local culture (Anholt, 2007: 59).

Simon Anholt (2007, 59-61) created Hexagon Branding to measure the effectiveness of city branding, in which there are six aspects in measuring city branding effectiveness consisting of: 1. Presence 2.Potential 3.Place4.People 5.Pulse (spirit) 6.Prerequisite.

Sumber : Simon Anholt "Competitive Identity :
The New Brand Management for Nations, Cities, and Regions", 2007:60

1. Presence
Presence explained the status and position of the city in the eyes of the international community and how far the city was known to the citizens of the world. Anholt surveyed 30 cities and identified specific characteristics of the city and explored important contributions at the world level in terms of culture, science or the running of government over the past 30 years.

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2. Place

Place measures how perceptions about the physical aspects of each city wether the public feel comfortable or not when traveling around the city, how beautiful the city is structured, and how the weather is.

3. Potential

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

4. People

People assess whether the population of the city is friendly and provides convenience in exchanging cultures, as well as language as well as whether it creates a sense of security when there are in.

5. Pulse (enthusiasm/spirit)

Pulse analyzes whether the city shows the nuances of an urban lifestyle as the most important part of the city's image, and whether the public can easily find the interesting things as visitors as well as residents of the city for both the short and long term.

6. Prerequisite

Prerequisite explained the public's potential towards the basis of a city, whether it would be like living there, whether the city provided a good accommodation, as well as an easy access to fulfill needs such as infrastructure and others.

The concept of experiential providers

Experiential providers are tools and means which derived from the concepts of experiential marketing theory (Schmitt, 1999). The creation of an experience for the customer is very important, so it leaves a lasting impression on the customer's mind and heart. One way to make an impression for customers is to use experiential providers as a holistic promotion tool. Experiential providers commonly called EXPROS are holistic promotion tools because they cover everything which can provide experience and impressions for customers starting decision making to the habit of always using a product (loyalty). Aspects in experiential providers are:

a. Communications, namely advertising, public relations, annual reports, brochures, newsletters and magalogs.
b. Visual or verbal identity, namely brand name, logo, signage, vehicle as transportation.
c. Product presence, namely product design, packaging point of sale displays.
d. Co-branding, namely event marketing, sponsorships, alliances and partnerships, licenses, advertisements on TV or cinema.
e. Environments, namely retail and public spaces, trade booths, corporate buildings, interior physical buildings.
f. Websites and electronic media, namely corporate sites, product and service sites, automed emails, online advertising.
g. People, namely salespeople, customer service representatives, technical support or repair providers, word of mouth, urban society.

The determination of city branding using experiential providers

The research on city branding is mostly done both in foreign cities and in Indonesia. The research conducted by Mar Gomez et al. (2018) entitled "City branding in European capitals: An analysis from the visitor perspective" states that the purpose of the research is to analyze the application of city branding theory in five major cities in Europe, such as; London, Paris, Berlin, Rome, and Madrid. Gomez uses a measured city branding model which is associated with the attitude variable towards the brand, brand image, and brand equity using PLS (partial least square) analysis. The results of the study state that based on the City Branding Index (CBI) which is a measurement model, there are gaps from the five capitals on the European continent in aspects which make up

city branding. It can happen because each city uses different tools and ways to build a competitive advantage of a city even though it uses the same measurement dimension.

Zaeri Febrianur (2016) conducted a study entitled "The Impact of City Branding Enjoy Jakarta and Your Singapore toward the Development of Mice" stating that city branding requires a strong commitment to stakeholders, in this case not only the government through related bodies, but also with the public. A successful branding can turn a city into a primary goal for people to work, live and visit. Zaeri's research shows that Singapore is trying to realize Your Singapore as well as possible with careful and well-documented preparation. Part of Singapore's country branding is how to make someone no longer feel competitive in Singapore even though it was their first time visiting Singapore. A different thing happened to the Enjoy Jakarta brand, where although this branding still exists today, there is no synergy between stakeholders and the public or business people. The changes which occur are only in the field of facilities and infrastructure where the facilities are indeed more complete, but the target community or target market is not up to date on the changes.

Ari Bawanti (2016) in the title "City Branding Analysis in Jayapura Regency Tourism Destination Development" states that the correct implementation of city branding will form a positive image of the city, so there will be no difference in tourist behavior patterns during and after visiting the city. Ari stated that the implementation of city branding in Jayapura succeeded in making tourists both domestic and foreign tourists always interested in returning to visit, because Jayapura's diverse nature tourism and its unique culture of society. In line with the research conducted by Dyas Larasati et al (2016) with the title "Tourism Potential in the Establishment of City Branding in Pekanbaru City" stated that city branding is the right strategy to introduce a city to the wider community. Larasati et al. Showed that Pekanbaru's strategy refers to the city's Branding framework as a gateway to Malay culture, and strikes strategies among stakeholders to create good cooperation. Branding also involves local residents, entrepreneurs and business people in developing and delivering brands. In addition, it is necessary to establish a public space that represents the branding of Pekanbaru City as a gateway to Malay culture such as the establishment of open parks for cultural activities.

Experiential providers (EXROS) themselves have meaning as all tools and means of promotion to introduce products to consumers (Schmitt, 1999). Some strong aspects of exprossuch as people, is the one of them through the spreading of WOM, internet, and social media, making the relationship between spiritual marketing and city branding stronger because with increasingly advanced technology, the development of promotional media can strengthen the influence of spiritual marketing on city branding. Basci (2015) suggests that promotional tools and facilities combined with a marketing mix are a new era in spiritual marketing holistically. Lin et al. (2012) suggested that experiential providers can be a strong moderation and a link to form a place branding. Furthermore, aspects of experiential providers can strengthen cities to form identities derived from the history of the city, with the existence of experiential providers to accelerate the process of the city to be widely known by the public.

Conclusion

Based on the previous explanation, it can be concluded that the city branding concept with reference to The City Brand Hexagon created by Simon Anholt (2003), is the right strategy so that the city has an identity and it is better known by the wider community. The approach of the city brand hexagon with the help of experiential providers can accelerate the communication process to the wider community in conveying the city's potential or superiority. However, the application of the city branding concept and experiential providers must be considered because it is related to several important parties in forming the identity of a city. City branding is not only the duty of the government, but also the business people, local residents, community leaders, and migrants are interrelated to create a positive image of the city. It will attract domestic and foreign tourists to visit, moreover, it will not form a negative pattern of visiting behavior, and attract investors to come and develop the city's potential.

Limitations

This article only contains a collection of city branding concept applications in several cities in theory review and empirical studies from several previous studies. The author expects the development of the city branding

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concept both in terms of data analysis methods and the development of variables can shape and influence city branding in a city. The next research can use quantitative-based research which can be obtained from the distribution of questionnaires to several respondents as research samples.

Acknowledgements

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