

# Evaluation Of the Implementation Of “Shining Batu” As City Branding in Batu City, East Java Province

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## Abstract

This study aims to determine the implementation evaluation of city branding in Batu City. As one of the tourist cities in East Java Province, Batu City has the potential to develop the tourism sector. Popular tourist attractions in Batu City include Museum Angkut, Jatim Park 1, Jatim Park 2, Jatim Park 3, Batu Night Spectacular (BNS), Selecta Recreation Park, Coban Rondo Waterfall, Eco Green Park, Batu Secret Zoo, Batu Flower Garden, and others. To be able to compete globally in the tourism sector, various cities make efforts to highlight their special characteristics by carrying out city branding. After launched the city branding in Batu City, this research needs to be done to identify and evaluate the “Shining Batu” as city branding in Batu City.

In this study, qualitative data analysis was used. The results of this study it is known that the evaluation of implementation “Shining Batu” as city branding is quite good. Based on the presence aspect, Batu City has become a destination for foreign tourists since the 19th century. From the potential aspect, Batu City has the potential of processed apple products that can already be exported. Based on the place aspect, Batu City needs to pay attention again in the field of cleanliness. From the pulse aspect, tourists can enjoy 3 leading sectors in Batu City, namely agriculture, tourism, and education. Batu City has a friendly community so that the people aspect of “Shining Batu” is good. From the prerequisite aspect, public facilities in Batu City are very complete.

**Keywords:** *Implementation, Evaluation, City Branding.*

## 1. Introduction

East Java is the largest of six provinces in Indonesia and the second largest population after West Java. East Java is famous for its motto: *Jer Basuki Mawa Beya* which means “success requires a sacrifice”. East Java has several cities with tourism potential, there are Surabaya, Malang, Kediri, Blitar, Pasuruan, Probolinggo, Madiun, Mojokerto and Batu City.

Batu City as a tourist city in East Java Province has tourism potential to be developed. Popular tourist attractions in Batu City include Museum Angkut, Jatim Park 1,2, and 3, Batu Night Spectacular (BNS), Selecta Recreation Park, Coban Rondo Waterfall, Eco Green Park, Batu Secret Zoo, Batu Flower Garden, and so on. To be able to compete globally in the tourism sector, various cities make efforts by carrying out City Branding to highlight their special characteristics. Indonesia has implemented city branding for the first time which was carried out by the Yogyakarta Special Region Government in 2001. Yogyakarta’s brand: The Never-Ending Asia was obtained through empirical research on respondents consisting of residents of Yogyakarta City, immigrant residents, and foreign tourists. However, the city branding of Yogyakarta did not succeed in making Yogyakarta become the leading economic region in Asia for trade, tourism, and investment in five years (Setiansah, 2006). After the launch of City Branding in Batu City, this research is needed to identify and evaluate the City Branding “Shining Batu” in Batu Tourist City.

This study uses a review of previous studies to find out the similarities and differences. First, a research entitled “City Branding Evaluation and Analysis Of Cultural Capabilities Of Isfahan City” by Nader Zali et al (2014). This study discusses the analysis and evaluation of the cultural capabilities of Isfahan City as a symbol of Iran-Islamic culture and civilization for City Branding. The second research is a study on “City Branding Strategy on the Evaluation of Tourism Destination Problems in Rural Areas” by Yusuf Risanto and Ida Yulianti (2016). This study discusses the city branding strategy and the obstacles faced by Pasuruan City. The third research is research with a focus on the evaluation of “Shining Batu” as a Tourism Brand in Batu City, East Java Province by Yasmin Syadza Firstiarin (2016). This study discusses the analysis of the strength of the “Shining Batu” brand based on tourist behavior according to brand equity factors. The fourth

research is about “City Branding Banyuwangi Regency” by Nur Hidayat (2014). This study discusses the city branding strategy by carrying out the planning and implementation stages in Banyuwangi Regency. The fifth research is on the analysis of city branding “Analysis of City Branding of Sukoharjo Regency as a City of Herbs: Perception Approach of Brand Box Model” by Sarijayanto (2019), using qualitative methods. This study discusses evaluating city branding and building city branding through strengthening people's perceptions of certain cities. The sixth research is “The Role of Batu City's City Branding Strategy in the Trend of Increasing International Tourist Visits” by Stephen Intyaswono et al (2016), using qualitative methods. This study discusses the implementation of the city branding strategy of Batu City which is applied by the Batu City Tourism Office.

The concepts used to answer the problem formulation in this study are the concept of tourist attraction (Pitana and Gayatri, 2005), the concept of urban tourism (Law, 1996), the concept of a brand (Baker, 2007), the concept of city branding (Kavaratzis, 2004), the concept of hexagon city branding (Anholt, 2007) and the concept of evaluation (Hadi, et al, 2011)

## 2. Research Methods

Batu City is a city in East Java Province located 90 kilometers from southwest of Surabaya and 15 kilometers northwest of Malang certainly on the route that connects Malang - Kediri, and Malang - Jombang. Batu City is bordered by Mojokerto and Pasuruan Regencies in the north, and Malang Regency in the east, south, and west. Urban areas have an altitude of 700-2000 meters, an average altitude of 871 meters, and an average temperature of 11-19 celsius degrees. To visit Batu City, you can use land and air routes. The distance from Batu City to Malang Station is 18 kilometers and takes about 35 minutes. Meanwhile the distance from Batu City to Malang Abdurrahman Salih Airport is 25 kilometers and takes about 50 minutes.

The scope of the problem in this research is the identification and evaluation of the city branding application “Shining Batu” in Batu City. The aspects of the data are the criteria, the meaning, and the city branding logo of “Shining Batu”. Evaluation of the city branding implementation “Shining Batu” of Batu City, the data aspects are the city branding strategy “Shining Batu” and the effectiveness of the city branding “Shining Batu”.

The type of data in this study uses qualitative data (Sugiyono, 2013) and quantitative data (Sugiyono, 2013). The data source in this study is a secondary data source (Sugiyono, 2013), this is due to the limited conditions of the Covid-19 pandemic this research only use secondary data.

Data collection techniques used were observation and documentation (Sugiyono, 2013) to obtain information about the city branding “Shining Batu” from secondary data sources. This study used qualitative data analysis by Miles and Huberman (Sugiyono, 2014). Qualitative data analysis was carried out during data collection and a certain period after completion of data collection with three processes, namely data reduction, data display, and conclusions and verification.

## 3. Analysis Results

### 3.1 Overview of Batu City

Batu City is a city in East Java Province, Indonesia which was established in 2001 as part of Malang Regency. Prior to 2001, Batu City was part of the Sub-Unit of Development Region-1 (SSWP 1) of North Malang. Batu City is located 15 kilometers west of Malang City, on the Malang - Kediri and Malang - Jombang routes. Collected with Malang Regency and Malang City, Batu City is part of a unified region called Malang Raya. Batu City is geographically located at 7°44'-8°26' South Latitude and 122°17'-122°57' East Longitude, with an area of 202.30 square kilometers. This urban area is located between 680-1,200 meters above sea level and is flanked by 3 known mountains, namely Mount Panderman (2010 meters), Mount Arjuna (3,339 meters), and Mount Werilang (3,156 meters). The hilly terrain makes the average temperature in Batu 15-19 degrees Celsius. The boundaries of the Batu City area are as follows in the north side: Mojokerto Regency and Pasuruan Regency, in the west side: Malang Regency, in the south side: Malang Regency, and on the east side: Malang Regency.



Fig 1. Batu City Map

Source: Administration of Batu City, 2019

Many people in Batu City work as farmers. The main agricultural products of Batu City are fruits, flowers, and vegetables. The superior plantation products as the main commodity of Batu City are apples. There are 4 types of apples, namely manalagi, anna, rome beauty, and wangling. In addition, the economy of Batu City is supported by the tourism sector. The location of Batu City in the mountains and massive tourism development make Batu City's GDP growth dominantly supported by this sector. Batu City is known as an agropolitan city. Same with the Greater Malang area and its surroundings, Batu City produces a lot of vegetables and garlic. Batu City is also known as the city of artists. There are many painting studios and art galleries in Batu city.

Batu City has various tourism potentials such as natural beauty, historical buildings, and various tourist attractions; parks and landscapes, exhibitions, as well as malls and supermarkets. In attracting foreign tourist visits, Batu City held an international event, namely the Java Jazz On The Move in Shining Batu concert. This activity was held at the Brantas Stadium Parking Lot, enlivened by many international jazz musicians and domestic jazz musicians, namely Daniele Cappuccini, Marcelo Alluili, Israel Areta, Koko Harsoe, Nita Aartsen, Indro Hardjodikoro, Jalu Pratidina, M. Iqbal, Sandy Galingging, Klein Quartel, Michall Quartet, Trie Utami, and other performers. Tickets for the Java Jazz On The Move in Shining Batu Concert are free because the jazz concert was held by Batu City which aims to attract foreign tourists and introduce Batu City as an international tourist destination in Indonesia. The jazz concert was attended by thousands of domestic and foreign tourists.

Batu City builds facilities and infrastructure to support easy access to tourist attractions, with an application called Shining Batu Mobile created by the Batu City Government. This application makes it easy for users to access information related to tourism in Batu City which can accessed anytime and anywhere using a smartphone. This application can be downloaded for free through the AppStore and play store. This application contains various kinds of information related to tourist destinations equipped with routes to tourist attractions, types of transportation that can be used and entrance tickets to a tourist attraction, besides that there is also information about hotels and inns located in Batu City.

Tourism promotion is not only carried out by the local government, the community also plays an active role in promoting Batu Tourism City. Community support is needed to create a culture and climate that is conducive to the advancement of tourism in Batu City. The Batu Tourism City Government has implemented city branding marketing activities, namely people marketing through the Tourism Awareness Group (Pokdarwis) movement. Pokdarwis is a tourism training program that aims to increase awareness about a tourist attraction and improve the quality of the tourist attraction. In addition, the training and tourism development program produce a tourism product in the form of a Tourism Village. Tourism Village has tourist attractions such as picking fruit directly from the tree, flower garden tours, outbound, flying fox, motocross, rock climbing, and others.

### 3.2 Identification of City Branding Implementation

The implementation of the city branding logo “Shining Batu” was founded in several tourist attractions such us in souvenirs for key chains and clothes. Also in public facilities such as trash cans, clothes for janitors, in corners of the city and on the side of the main road. The “Shining Batu: logo is also found on the social media of the Batu City tourism office and on the Batu City tourist attraction social media.



Fig 2. Shining Batu logo on Social Media  
Source: Instagram @disparta\_batu, 2019

The shining batu logo was used in every promotion at the Batu City Tourism Office, by displaying the logo in every print and online media. This is also the main focus of Batu City's tourism branding for potential tourists.

#### 1. Attributes

City Branding must be able to describe the character possessed by a city. City branding used must be in line with the character and potential that exists in Batu City, so that city branding can represent the potential of Batu City itself. “Shining Batu” has described the potential of Batu City which is developing its city as a tourist city, an agricultural city, and an education city. “Shining Batu” was launched on May 20, 2013, which means the charm of Batu City, as a city whose three potentials are more dominant than other cities. The quality of products and services in these three areas is top-notch. “Shining” indicating optimal quality and a bright future.

#### 2. Messages

The function of city branding is to convey a message or image of a city, the message conveyed must be easily remembered by potential tourists who received the information. Some messages in the form of images owned by Batu City are the image as a City of Tourism and has a beautiful tourism city image. Evidenced by the landscape of Batu City in a mountainous area and surrounded by beautiful scenery.

#### 3. Differentiation

Uniqueness is a very important part in city branding, it becomes a differentiator with city branding that has existed before. In 2007 under the leadership of the mayor of Batu, the development of Batu City was focused on tourism development because the agricultural sector in Batu City had become dominant in the development of Batu City. In promoting Batu City as a City of Tourism, branding is needed, because branding makes marketing and promotion of Batu City easier. So in 2007 “Kota Wisata Batu” was launched as the first brand of Batu City and carried out promotions at national and international levels.

The brand “Kota Wisata Batu” has succeeded in promoting Batu City as evidenced by the increasing number of tourist visits to Batu City. Furthermore, in 2013 a rebranding was carried out from the previous “Tourism City Batu” to “Shining Batu” in the hope of triggering foreign investors to invest in Batu City and increasing the foreign tourist market. The “Shining Batu” brand is a combination of the three leading sectors of Batu City such as tourism, agriculture, and education.

#### 4. Ambassadorship

A city branding has the aim to attracting people to visit and live in a city. Batu City has various tourist attractions that attract potential tourists to visit and even settle in Batu City, besides the cool climate Batu City provides a comfortable atmosphere so that tourists feel at home to linger in Batu City.



Fig 3. Logo of Shining Batu as City Branding

Source: [www.google.com](http://www.google.com), 2020

The meaning of the logo “Shining Batu” are:

1. Describes that Batu City is a comfortable, safe, peaceful, and prosperous area.
2. Batu City is an area that is economically rich in Gemah Ripah Loh Jinawi and has a high spirit of togetherness among the people.
3. Batu City has a harmonious interaction between the people and their government, and has a strong relationship between all stakeholders.
4. The curved lines that make up the logo are representations based on agriculture (green), tourism (red-orange), & education (blue).
5. The blue curved line describes the representation of human vertical interaction with God.
6. The red-orange line describes the horizontal interaction between human beings.
7. The green curved line describes the interaction between God's creatures (nature).
8. The third line is synergistic with each other to build a star which is a depiction that Batu City is a city of dreams.

### 3.3 Evaluation Of the Implementation Of City Branding

The effectiveness of City Branding can be measured using City Branding Hexagon which consists of several aspects, there are:

#### 1. Presence

This aspect is used to measure the city branding of a city based on the international status of a city. In the early 19th century, Batu City began to develop into a favorite tourist destination. The Dutch built a villa for a resting place in Batu City. Dutch heritage buildings become assets and become tourist attractions. The Dutch gave the nickname Batu City De Klein Switzerland or Little Switzerland on the island of Java because the Dutch were amazed by the beauty of Batu City.

One of famous tour in Batu City is Songgorti that has Songgoriti Temple and a statue of Ganesha which is a relic of the Singosari Kingdom as well as a resting place built since the Dutch era. So this makes Batu City a place to conduct historical research by archaeologists in ancient times. The existence of the Singosari Kingdom makes Batu City contribute to science, this makes the existence of Batu City even stronger as a center for historical knowledge and educational tourism, in accordance with the philosophy of the arch in the education at Shining Batu logo.

#### 2. Potential

This aspect is used to measure the city branding of a city based on economic and educational opportunities in a city. Batu City is located in a mountainous area so that the economy of Batu City is supported by the tourism sector and the agricultural sector. Rapid development in the tourism sector can support the GDP growth of Batu City. In the agricultural sector, Batu City is famous for being the largest apple-producing city in Indonesia, so it is not surprising that Batu City is dubbed as the City of Apples. Batu City is also known as an Agropolitan City because it is a city that grows because of the agribusiness system and is able to carry out activities in the development of the agricultural sector. This is evidenced by the fact that Batu City produces a lot of vegetables and garlic so that Batu City becomes an exporter of agricultural products in the form of fruits and vegetables.

Batu City conducts market cooperation with China. The delegation from China came directly to Batu City to see the potential of Batu City and increase cooperation in trade and the economy, especially in the agricultural sector, then signed a memorandum of understanding (MoU). Kota Batu has successfully marketed its products in the Chinese market, namely Brosem's products such as apple cider, processed apples, as well as fruit and potato chips. In addition to marketing food products and processed agricultural products, Kota Batu also markets batik and handicraft products. This makes Batu City have great opportunities in the economic field. Batu City has a cool atmosphere so that many investors build villas and hotels in the Batu City area, this is because many local and foreign tourists come to Batu City so that the villa and hotel business has good prospects.

#### 3. Place

This aspect is used to measure the city branding of a city based on people's perceptions of the physical aspects of each city in terms of climate, environmental cleanliness, and how the city layout. The discussion in this aspect is supported by previous research conducted by M. Kanzul Fikri (2016) entitled “The Effect of City Branding 'Shining Batu' on Tourist Visiting Decisions in Batu City, East Java.” This study aims to determine the effect of city branding on the decision to visit Batu City tourists. This type of research uses a quantitative approach which is used to examine a sample of 115 tourists. The sampling technique used was the non-probability sampling technique. Data analysis uses a measurement scale. The results showed that in terms of city weather this was the most felt by tourists, while the arrangement and cleanliness of the city were

felt by respondents to be lacking and needed to be improved so that the place indicator had an influence on tourist decisions in Batu City.

#### 4. Pulse

This aspect is used to measure the city branding of a city based on the perception that there are interesting things in a city, whether it's an activity or an event to pass the time so that it can attract tourist visits. Batu City has 3 leading sectors, there are agriculture, tourism, and education in accordance with the City Branding of Batu Tourism City. In the agricultural sector, Batu City has an apple plantation located in Sidomulyo Village. The village offers a large apple plantation that can be taken as souvenirs. The residents in this village have good hospitality so that tourists are comfortable visiting.

In the tourism sector, Batu City has many tourist attractions, including natural and artificial tourist attractions. Natural attractions in Batu City include Cuban Talun Waterfall and Paragliding. Meanwhile, artificial tours in Batu City include Jatim Park 1, Jatim Park 2, Jatim Park 3, Batu Night Spectacular, Eco Green Park, Museum Angkut, and Selecta.

In the education sector, Batu City has a famous tourist attraction, namely the Songgoriti Temple, a heritage from the Singahasari Kingdom, which is located in the valley of Mount Banyak, Songgokerto Village, Batu City. This place is usually used for research and increase knowledge by high school students in Batu City. In addition, Batu City also has artificial tours that can be used for educational facilities, namely the Batu Secret Zoo and the Animal Museum. In these tourist attractions, there are various kinds of animals and plants from all over the world so that they can provide new knowledge and experiences for visitors.

#### 5. People

This aspect is used to find out the city branding of the city based on the friendliness of local residents, communities, and safety for tourists. Batu City has a Tourism Information Center to provide information about tourist attractions. This is a service that provides a sense of satisfaction and security to all tourists who come to Batu City. In addition, the friendliness of small traders, good tourist village services, and friendly public transport drivers make tourists comfortable in Batu City.

Generally, tourists who travel to Batu City feel happy. This is because tourists are treated well, by getting the hospitality and kindness of the people of Batu City, makes tourists blend with the community. Even tourists can do farming and learn about agriculture in the village, tourists are free to ask farmers if there is something they don't understand. The farmers are friendly and patiently explained to tourists about agriculture. After learning about agriculture, tourists are given gifts of the plants they have planted with the farmers. If the plant is not possible to be brought home by tourists, then the plant will be cared for by farmers in the village. Tourists can return to visit the village at any time to see the growth of these plants. This allows tourists to come back to Batu City.

#### 6. Prerequisite

This aspect is to measure the city branding of a city by measuring how the quality of a city is by seeing whether the city is satisfactory and has public facilities such as hospitals, transportation, schools, and sports facilities. In terms of education, Batu City has fifteen elementary schools and nine junior high schools, namely Ahmad Yani Middle School, Al-Izzah Junior High School, Arjuno Junior High School, As-Salam Middle School, Darush Sholikin Middle School, Diponegoro Middle School, Immanuel Junior High School, State Junior High School 5, Satu Atap Junior High School. Nine senior high schools are SM Islam, LB Eka Mandiri High School, Muhammadiyah 3 High School, PGRI High School, Hasyim Asyari High School, Immanuel High School, State High School 1, State High School 2, Yos Sudarso High School. And ten Vocational High Schools namely 17 Augustus Vocational High School, Brawijaya Vocational High School, EDITH Vocational School, Islamic Vocational School, Maarif Vocational School, Muhammadiyah Vocational School 1, State Vocational School 1, State Vocational High School 2, State Vocational High School 3, and Putikecwara Vocational School.

In terms of health facilities, Batu City has 2 hospitals there are Hasta Brata Hospital and Baptist Hospital, and 1 public health center there is Beji Health Center. In terms of places of worship, Batu City has a large mosque there are Al Ikhlas Mosque, An-Nur Mosque, At-Taqwa Mosque, Nurul Huda Mosque. 2 churches, there are Illohim Church and the Pentecostal Church. 2 Viharas there is Vihara Dwi Dharma and Vihara NSI. 1 pagoda there are Kwan Imtong Pagoda. 2 Monastery there are Santa Maria Monastery and SD/Holy Spirit Monastery.

In terms of public transportation, Batu City has transportation facilities within the city that reach all parts of Batu city, consisting of tourist taxis, public transportation, tricycles, and wagons to visit tourist villages. Public transportation has three lanes, namely BSB Line B (Pasar Besar - Alun Alun - City Government Office - TMP - Alun Alun - Jl. KH Agus Salim), BSB Line A (Pasar Besar - Jl. JH Agus Salim - Alun Alun - TMP - Songgoriti - City Government Office - Jl. Brantas - Jl. Diponegoro - Jl. Imam Bonjol), and Jalan Batu - Karang Ploso (Pasar Besar - Jl. KH Agus Salim - Jl. Sudiro - Jl. A Yani - BCA).

In addition, in terms of lodging and hotels, Batu City has more than 55 hotels, some of which are Kartika Jaya Hotel, Kusuma Agrotourism Resort & Convention Hotel, Hotel Royal Orchids Garden. Lodging and hotels in Batu Tourism City will continue to increase every year because this sector is experiencing new development.

#### 4. Conclusions

Based on the explanation above, it can be concluded that the evaluation of the implementation of the city branding “Shining Batu” is quite good. Based on the presence aspect, Batu City has become a destination for foreign tourists since the 19th century. From the potential aspect, Batu City has the potential of processed apple products that can already be exported. Based on the place aspect, Batu City needs to pay attention in the field of cleanliness. From the pulse aspect, tourists can enjoy 3 leading sectors in Batu City there are agriculture, tourism, and education. Batu City has a friendly community so that the people aspect of “Shining Batu” is good. From the prerequisite aspect, public facilities in Batu City are very complete.

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