

City Branding Design of Bukittinggi City as The City Identity of "Historical City"

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ABSTRACT

Objective: This study aims to develop an effective city branding strategy for Bukittinggi City, focusing on the creation of a visual identity that encapsulates the city's historical significance and attractions. **Method:** The research employs the Glas Box method, as developed by Sarwono and Lubis, involving stages of observation, field interviews, literature review, concept design, and iterative evaluation to refine the branding output. The primary focus is on designing a tourism logo and a web design that visually represent Bukittinggi's unique cultural and historical landmarks. **Results:** The study produces a comprehensive city branding identity, with a tourism logo and web design that effectively communicate Bukittinggi's appeal to domestic tourists, particularly those from outside the city. **Novelty:** This research offers a novel approach to city branding by integrating local history into a visually compelling and functional identity, tailored for the tourism sector. The outcome is presented through a work exhibition titled "City Branding Design of Bukittinggi City as the Identity of the 'City of Historical'," highlighting its relevance and potential impact on tourism promotion.

INTRODUCTION

City identity in the current era of globalization is very important to distinguish one city from another [21]; [31]. City identity can be formed through various elements, such as history, culture, architecture, and local uniqueness [21]; [35]. City branding design is one effort to build a strong city identity and distinguish it from other cities [22]; [17].

Several studies have shown that city identity can be built through various elements, such as landmarks, paths, districts, edges, and nodes [12]; [4]; [20]. These elements can be utilized to create a unique and attractive city image for tourists and local residents [15]; [1]. In addition, city identity can also be built through local culture, such as culinary, arts, and traditions [26].

Effective city branding design can provide benefits to the city, such as increasing the city's attractiveness, increasing the number of tourist visits, and encouraging local economic growth [14]. However, in its implementation, there are several challenges that must be faced, such as coordination between stakeholders, financing, and community participation [27]; [33].

Therefore, designing a comprehensive and integrated city branding with elements that form a city's identity is very important to build a strong city image and differentiate it from other cities [34]; [10]. This can provide benefits to the city, both in terms of economy, social, and culture.

Bukittinggi City is one of the cities located in the central part of West Sumatra Province which has exotic and charming tourism potential. The topography of the city is hilly and valleys with beautiful natural panoramas and is accompanied by three mountains Marapi, Singgalang, and Tandikek as if they were supporting pillars to strengthen Bukittinggi City. This is what causes Bukittinggi City to also be called "Tri Arga City".

Bukittinggi City has historical relics including, Japanese Hole, Fort De Kock, Jam Gadang and others, which are supported by natural, cultural, and culinary attractions specific to this area. This proves Bukittinggi City as an old city, becoming the Capital of the Republic of Indonesia during the PDRI period from December 1948 to July 1949.

In addition, there are still other tours that support all the existing tourism potentials, namely culinary tourism with a typical or specific food menu that can only be found at the tourist attraction. With all the tourism potential, Bukittinggi City has made plans to strengthen and develop the regional economic sector as one of the development targets. Tourism as a source of growth by utilizing the potential of natural resources, history and sustainable culture or religion. The tourism sector as one of the sectors in the economy in Bukittinggi City is a sector that is expected to become a leading sector in the future.

City branding is a strategy of a city to create a strong positioning so that the city can be known more closely. Wood said that city branding communicates clearly what the city is like, what it has, why the city gets attention, so that anyone who visits, or even the city's residents, can briefly introduce the image of the city.

City branding has only emerged in Indonesia since the digital era and directly has a strong identity positioning so that it can be considered the forerunner of an attractive image (branding) as a strategy in regional development. The branding not only reflects the identity, culture, and lifestyle that develops in these cities but also reflects their history. Such as the cities of Jakarta, Yogyakarta, Bandung, Solo, Banyuwangi and Denpasar Bali.

The branding of Bukittinggi City currently only uses Word of Mouth Marketing (better known as promotion from oral information), while the media used are only social media such as Instagram, TikTok, the Bukittinggi City Government website, and print media such as brochures, leaflets, catalogs, and calendars. The strategy carried out by the Bukittinggi City government has not had a significant impact on the image of Bukittinggi City in the ears of the Indonesian people. Therefore, this image needs to be raised with a new face using a city branding strategy through the "City of Historical". This is done so that various aspects of the potential owned by Bukittinggi City can be remembered again and again in demand by local and international communities. Therefore, the creation of Bukittinggi City branding is important to solve the problems faced by this city, namely by introducing forgotten history.

RESEARCH METHOD

This type of research is descriptive qualitative research. This study aims to explore and describe aspects related to the design of city branding in Bukittinggi City, as well as to review relevant previous designs. In addition, observations were conducted to understand the atmosphere of Bukittinggi tourism from time to time, which is also a qualitative approach. This study can use observation techniques, interviews, or document analysis to obtain data on existing city branding and identify potential developments in the future.

The creation of a work requires a review of several previous design plans related to the design of city branding. This aims to maintain the originality of the design to be made. The following designs are reviewed in relation to the design of the city branding of Bukittinggi City "city of historical" as a study of the source of creation. Observations are made by observing both closely and from various comparative observations of the Bukittinggi tourism atmosphere felt in the past few years. Based on the city branding of Bukittinggi itself, it is felt that it has never been done optimally.

Interviews were conducted with the Tourism, Youth and Sports Office of Bukittinggi City with the aim of obtaining systematic data on the objects studied. Interviews to obtain original data and find out the conditions at the surveyed location in detail. Quoting from various sources of books, journals and articles on discussions regarding the historical records of Bukittinggi City, about the identity of Bukittinggi City and data on the needs of Bukittinggi City as well as all literature regarding city branding and the Visual Communication Design media used.

RESULTS AND DISCUSSION

City branding is an effort to build a city's image through a brand designed based on existing potential. City branding carried out on Bukittinggi City here is for the purpose of the sustainability of the city's tourism and city investment. The direction of thoughts towards the target audience is developed through the identity of Bukittinggi City which has long been known to be full of history. It is still just a knowledge for tourists. So through the Bukittinggi logo "City Of Historical" as the city's identity that strengthens the website and website design as a strong tourism promotion media and departs from the iconic symbols in the city branding process, a consistent Bukittinggi City identity is built. The form of problem solving for the obstacles that have so far reduced visitors is the provision of a complete Bukittinggi City Tourism web design as a fast and targeted information center for tourists.

The exhibition of Bukittinggi City branding works was carried out as an effort to promote the opening of the city branding process for Bukittinggi City. Supporting media for identity in the form of banners, posters, photography of tourist icon, video drones, billboards, pennants, car stickers and various visual merchandise as a strengthening effect of the brand built by the city. Then it was applied in various official media of the city government to traders in Bukittinggi City. The impact caused by the Bukittinggi City

city branding process on the city's desired achievement of increasing tourist arrivals and increasing the number of investors investing in Bukittinggi City.

City branding is a strategic approach to positioning and promoting a city's unique identity, attributes, and offerings to attract various stakeholders such as residents, tourists, investors, and businesses [30]; [19]; [13]. The primary goal of city branding is to enhance the city's reputation, visibility, and competitiveness in a globalized world [19]; [13].

One key aspect of effective city branding is the incorporation of regional culture and local characteristics [30]; [19] [13]. By leveraging the city's unique history, traditions, and natural or built environment, city branding can create a distinctive and memorable brand image that resonates with target audiences [30]. This can be achieved through the design of visual brand elements, such as logos, slogans, and mascots, that embody the city's essence.

The design of city branding should also consider the active participation and engagement of local communities [16]; [5]. By involving residents in the branding process, city authorities can foster a sense of pride and ownership, which is crucial for the long-term success of the city brand [16]; [5]. Additionally, integrating the perspectives of various stakeholders, including tourists, investors, and businesses, can help ensure that the city brand effectively addresses their needs and expectations [19]; [32].

Effective city branding also requires a strategic and holistic approach that goes beyond just visual identity and promotional campaigns [32]; [5]; [25]. It should be closely aligned with the city's overall development plans, urban planning, and infrastructure [28]; [25]. This integration of city branding with broader urban development strategies can enhance the city's attractiveness, livability, and sustainability [28].

Furthermore, city branding should be an ongoing and adaptive process that responds to changing market conditions, technological advancements, and evolving stakeholder preferences [6]. This may involve the development of a flexible brand architecture that allows for the creation of sub-brands and targeted campaigns to address the diverse needs of different target audiences [6].

Bukittinggi City has great potential to be developed as a historical city. This is supported by various references that show that city branding based on cultural and historical heritage can be an effective strategy in building city identity [29]; "Leveraging Brand Equity by Applying Brand Communication and Forming City Branding Based on Unique Selling Proposition [2].

First, the city of Bukittinggi has many historical sites that can be utilized to build city branding. Some important sites in Bukittinggi include Jam Gadang, Fort de Kock, Lobang Jepang, and Bung Hatta's Birthplace [23]. These sites can be used as icons and main attractions of the city of Bukittinggi as a historical city [11].

Second, Bukittinggi city branding as a historical city must be supported by the involvement of various stakeholders, including local governments, local communities, and tourism industry players [24]; [3]. Local governments can lead the city branding design process by involving the community and other stakeholders [7]. This is important

to ensure that the city branding that is built can be accepted and supported by all components of society [8].

Third, Bukittinggi city branding as a historical city must be supported by effective communication and marketing strategies. This can be done through the use of digital media, such as social media, to promote historical sites and attract tourists [9]; [18]. In addition, cooperation with the tourism industry is also important to promote Bukittinggi as an attractive historical tourism destination.

Overall, the design of Bukittinggi City's city branding as a historical city requires a comprehensive approach and involves various stakeholders. By utilizing the potential of the historical sites it has, and supported by effective communication and marketing strategies, Bukittinggi can build a strong and attractive city identity for tourists.

CONCLUSION

Fundamental finding : This study demonstrates that effective city branding, through the strategic use of a distinct visual identity and digital platforms, can significantly enhance a city's image and appeal. Bukittinggi City's branding, centered around the "City of Historical" logo and an informative tourism website, successfully promotes its historical heritage, attracting both tourists and investors. **Implication :** The findings suggest that city branding, when supported by comprehensive digital media and visual communications, can play a crucial role in sustainable tourism development and economic growth. **Limitation :** The study primarily focuses on visual identity and digital presence, without addressing the broader social or cultural impacts of city branding. Additionally, the long-term effectiveness of the branding strategy remains to be fully assessed. **Future research :** Future studies should explore the broader social and cultural implications of city branding, investigate the longitudinal impact on tourism and investment, and evaluate how such branding initiatives influence local community engagement and identity formation over time.

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