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STRENGTHENING THE IDENTITY OF TOURISM DESTINATION IN BANDUNG CITY WITH CITY BRANDING

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ABSTRACT

This research is motivated by the many and varied opportunities and potential attractions of shopping in the city of Bandung. The city of Bandung has a strong positive image as a tourist destination for shopping, therefore Bandung programs do activities, create and strengthen the image of city tours through city branding. The purpose of this study is to analyze the strengthening of city branding Bandung as a shopping destination, as well as elements and attributes that become the prerequisite strengthening the identity of shopping tourism city of Bandung with city branding. In line with research problems and field realities, this research is a construction of tourism phenomenon from the perspective of government communication (bureaucratic communication). So paradigmatically this research will be constructivist and interpretive. Conclusions indicate that there are differences of views and insights in the branding process between the Office of Culture and Tourism (Government) with other stakeholders. At the level of primary communications, namely on the government side, branding Bandung as a tourist city should refer to the policy of branding Ministry of Tourism that is centralistic. This branding represents the character, potential and wealth of tourist attraction shopping in Bandung and its people. Communication strategy undertaken by Bandung Tourism Office covers operational strategy, persuasive and educative strategy, and cooperation strategy.

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INTRODUCTION

In order to attract foreign and domestic tourists to visit Indonesia, one of the government programs in achieving tourism targets is the creation of 10 (ten) priority tourist destinations or with the term "Creating 10 New Bali" scattered throughout Indonesia as shown below: Lake Toba, Tanjung Lesung, Tanjung Kelayang, Kepulauan Seribu, Borobudur, Lombok Mandalika, Wakatobi, Morotai, Bromo-Tengger-Semeru and Labuan Bajo. Furthermore, marketing tourism destinations, through the publication of the Decree of the Minister of Tourism No. KM.38 / UM.001 / MP / 2017 on Logo Branding 10 (ten) Tourism Destination Indonesia. The government established a branding logo of Bali tourism destinations, Bandung, Banyuwangi, Jakarta, Bunaken-Wakatobi-Raja Ampat, Yogyakarta-Solo-Semarang, Lombok, Makasar, Medan, Riau Islands.

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One branding program almost filled all print media and television and even social media about Indonesian tourism. More specifically the branding of tourism destinations. Wonderful Indonesia is a branding for international tourism destinations. Enchantment Indonesia is a branding for local or national tourism destinations (tourist archipelago). One example of a city branding case that is still looking for a form and model can be found in the city of Bandung. Bandung as a city that is labeled or branded as the European city of Paris Van Java in the past, which then launched Bandung Clean Green Flowering. In mid 2015, different conditions can be found in the city of Bandung, some awards obtained by the city of Bandung in the field of tourism such as the Indonesian MICE Award 2015, then December 2015 Bandung received recognition as a Creative-themed City of Design. Entering the year 2016, Bandung get Indonesia Tourism Award 2016 due to increased tourist visit to Bandung. Besides, there is the potential of shopping tourism in various places in the city of Bandung.

Bandung City Government has promoted the potential of tourism in various ways including through advertising, events, or programs held by the Government of Bandung. The program is expected to increase the number of tourists visiting the city of Bandung. This can be seen from table 1 below, where there is an increase every year tourists who visit the city of Bandung.

Table 2. Amount of Bandung Tourist on 2009-2015

Year	Local Tourist	Overseas Tourist
2009	2.641.063	100.730
2010	3.024.666	180.603
2011	3.882.010	194.062
2012	3.354.857	158.848
2013	3.726.447	170.982
2014	4.242.294	176.487
2015	5.877.162	183.932

Source: Department of Culture and Tourism Bandung Municipality and Central Statistics Agency Bandung (2016)

The table above also shows that the city of Bandung became a powerful magnet capable of attracting foreign tourists visiting Bandung. The visits of foreign tourists mostly come from Asian countries especially from Malaysia, and Singapore. Tourists from Malaysia and Singapore recorded as the most visited city of Bandung followed by tourists from Thailand, Korea, United States, Australia, Europe, and China. In some studies found that the motive of some foreign tourists coming to Bandung is for shopping. (source: Bandung Central Bureau of Statistics 2016). Branding programs and policies are intensively encouraged in the city of Bandung, a challenge in making the promotion strategy of Bandung through branding Bandung as shopping destination, the potential owned by the region to be in vain if not balanced with an effective strategy. Strategies undertaken by the Local Government of Bandung through City Branding. Branding of the city is a strategy that is currently growing rapidly in various countries or cities to create a strong positioning in the minds of their target market, such as products or services According to marketing expert Hermawan Kartajaya (2005: 60), the current city branding is something that must be done every city that wants to elevate its degree. Bandung developed its tourist attraction, both existing and new attraction development. In RIPARDA 2015-2025, Bandung positioned itself as a tourist city and service oriented city, especially on shopping and culinary tour. Shopping malls and restaurants are two commercial activity regeneration boosters in the city center. Culture and recreation, in fact, to build a sense of attraction and an opportunity, but not necessarily regarded as the ultimate goal or even the direct source of income (Hannigan, 1998: 20).

Problem Formulation

The formulation of the problem, one of the tourist attraction in the city of Bandung shopping and tourist visits to the city of Bandung is quite a lot of shopping, but there are gaps in tourism policies and programs. Departure from the formulation of the problem above. Next questions that appear as follows:

- Why the city of Bandung to form city branding as shopping destination?
- How the branding process Bandung can be a tourist shopping destination?

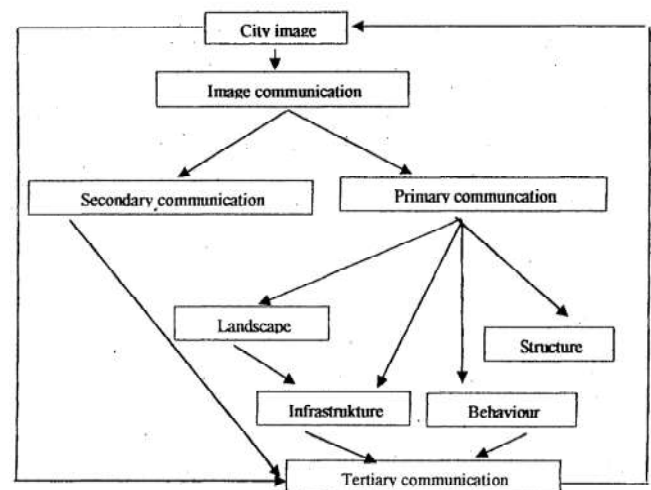
- How is Bandung's strategic communication in shopping city branding as a shopping destination? (Marhanani Tri Astuti, 2017)

Purpose

- To analyze the formation of city branding as shopping destination
- To analyze the branding process so that the city of Bandung became a tourist shopping destination
- To analyze strategic communication planning of Bandung City in forming city branding as shopping destination.

Literature Review

Branding is an effort to build a public image (image) of self, company or tourist destinations in accordance with the expectations themselves or the destination itself. The image is obtained through a good understanding of the public against the object being imaged. Therefore branding is done by providing information and adequate experience to the public about the object of branding. The value or usefulness of branding can be subjective or objective (Arnesen, 2007: 100). One of the difficulties in building the image of the city is to determine the target audience and stakeholder groups. The focus of the theoretical framework in Kavaratzis (2004: 60) is the townspeople. This is emphasized on the facts for all activities (whether economic, cultural, social, tourism, and other urban developmental areas) undertaken by urban dwellers and their primary goal is to improve the quality of life. This theory is described as follows;



Source: Kavaratzis (2004)

Figure 1. Brand Communication City

Initially lies in the reality of meeting the city with the perception and image of the location. City imagery needed to plan which is a consequence of city promotion (Vermeulen, 2002: 60). External and internal interactions are key points for city imagery. City efforts in shopping the image need to be done consistently, among others through the form of intervention and action in an area. Image is a type of communication that is divided into three parts of primary communication. Primary communication is the influence of a communicative relationship an action the city performs. This action can be seen in the first landscape strategy, relating to action areas of action and decisions appropriate for urban design, architecture, green zone, and public areas contained in

the city. Increasingly popular use of the value of art in general, on development projects, to create, encourage or provide a character specific to the type of infrastructure needed in a city. The theoretical framework includes two parts: firstly adding the city's ability to meet the needs of the target audience, by providing residents' road facilities, large monuments to airport visitors are adequate. Secondly for the availability and adequacy of various facilities such as cultural centers, meeting buildings and others. Secondary communication is the communication made by the government to make the policy referred by the stake holder. Government Communications are supported by budget policies that can assist the program. Examples of dissemination programs, indoor and outdoor advertising, public relations, graphic design, logo usage. This is necessary in tertiary communication

Tertiary communication is related to the layers of society in which they promote tourism shopping destination as city branding Bandung. The direct line from the primary communication to the city image shows that there are parts that can not be controlled. Overall the branding process of the city and there are two things that can be controlled to build the image of building communications goals to generate and strengthen tertiary communication is positive, especially in the case of city dwellers, where they are at the same time the target audience and promotion of the city. Modernization that occurred in Bandung started with the construction of BIP (Bandung Indah Plaza). BIP is the oldest shopping center in Bandung that was built in late 1980 and opened in 1989. Shopping mall is indicated as modernity because basically Shopping Mall is a form of modern shopping center with indoor characteristic, controlled temperature, full light, bandungtourism.com.2012). In addition, the development of shopping activities is also triggered by the development of one of the road function in Bandung is Jl. Cihampelas became "Jeans Streets" in 1989.

Cihampelas was a famous area at that time jeans sale center with affordable price. This area is an important role in the development of tourism in Bandung, which in turn Bandung into a shopping city. The development of shopping activities in Bandung tend to be uncontrolled and without a plan, especially in 2000. Currently, more than 25 shopping centers are built, either shoppings malls, shopping centers or supermarkets. Some of the 25 shopping centers are now a shopping destination in Bandung, for example: Paris Van Java Mall, Bandung Indah Plaza (BIP), Bandung Super Mall (BSM), Ciwalk, Braga City Walk, Istana Plaza, Dago Plaza, Bandung Electronic Center (BEC), which sells electronic equipment, Mall Jaya, Cikapundung Mall Lucky Square, BTC Fashion Mall, Kopo Plaza, etc. Currently large supermarkets are also growing, such as: Lottemart, Macro, Giant, Carrefour, etc. (bandungtourism.com.2012). Globalization has spawned a number of new concepts, ways of thinking and strategy in marketing, influenced by the rapid development of information technology. This condition puts marketers in an intersection between two interesting paradigms, the era of business industry and the era of business information. Branding is a process of designing, planning and communicating names and identities in this regard to build or manage reputation (Anholt, 2009: 80). Building a successful image is not easy. Image building involves four logical steps (Kotler, 2005: 70) that is to establish an appropriate image identity (build awareness of the deep and wide image), create a corresponding image meaning

(unique image association), evoke appropriate image response (positive reactions and acceptable) and establishing proper relationships with customers (strong and active Loyalty). Currently in a variety of information developed in the midst of urban communities. To understand urban marketing in the context of urban development Erik Braun (2008: 80) in his dissertation said to be driven by six fundamental change trends the behavior of urban development actors. First globalization and internationalization. Many see globalization as an economic phenomenon whereby there is accelerated growth in international markets so investment and capital mobility are crucial. This growth leads to changes in social life, culture, technology across borders and surveillance, it is also a phenomenon of globalization. According to Simon Anholt (2009: 40), there is a difference between city and state society in perceiving the City and Cities. City has always been the image. Famous and successful cities are usually always associated in the minds of people in a quality, promise, attribute or story. Simply put, the story of the image can have a big impact on people's decisions to visit, to buy products or services, to do business or to move to a city. Most of the public considerations are practical issues such as climate, pollution, transport and traffic, living expenses, fun and sports, law and implementation, and the culture or way of life of the local community. Therefore, to measure the image of the city, Simon Anholt (2009: 40) saw from six dimensions called City Brands Index there are six things that can be measured in hexagon city branding.

- The Presence (Presence / Existence) This point is in the City Brand Hexagon on the status and position of the city in the international world. How are people familiar with every city in the world.
- The Place (Place) This point is to explore perceptions about the physical aspects of each city. Is it fun or unpleasant in their imagination to open air and for a trip around the city and whether the climate is favored.
- The Pulse (Triggers) Considerations about urban lifestyles are an important part of every city in building its brand image In this section to find out how people view their lifestyle needs.
- The Prerequisites (main requirement) Meeting the basic needs of the community is an important part in building the image of the city The need for accommodation, and what they believe in general is a standard of public needs such as schools, hospitals, public transportation, sports facilities and others.
- The People (Society) Society is the "software" of a city Warmth and friendliness, or cold or suspicious attitude towards outsiders influence perceptions about the city In addition it affects the comfort of people to live or come to the city.
- The last point of the City Brand Hexagon to take into account the economic opportunities offered by the city that the people believe. This is related to the ease of getting a job and doing business and getting quality education.

Implementing a strategy city brand takes between five and ten years. Therefore, it is up to all parties, whether economists, businessmen, non-governmental organizations, tourism ambassadors, cultural institutions, schools and colleges, the media, as well as the committee for special events but specifically for elected politicians, understanding that will be implemented in several periods of legislative change and relationships among stakeholders in shaping the image of the

city. Successful image of the city when each stakeholders are partnering. This partnership is the first step in implementing this city image strategy. The partnership is built on a balance that can create an image of working within the city with increased investment and provide a positive perception of the city as well as the city can communicate with the target market. Tourism is also an important part of the goal of building the image of the city. According to the World Tourism Organization (WTO) in the 1990s tourist travels averaged 4.3% annually and in the 2000s increased to 7.4%. In addition, travel and tourism encourage both directly and indirectly make 11.7% of GDP (Gross Domestic Product) globally and close to 200 million jobs. By 2020 international tourists are expected to reach 1.6 billion, with gross revenues in excess of US \$ 2 trillion. This is great news for every city where travelers make work in hotels, restaurants, consultants, transportation, training, and help businesses nearby (Winfield, 2005: 40).

Furthermore Shopping Tourism, tourism can be classified according to the main purpose, one of "shopping" from the perspective of demand that visitors travel with the purpose of shopping (UNWTO'Global Report on Shopping Tourism 2013). Currently the country that develops shopping tour, France, America, Spain, Italy, Turkey, German, Russia, Malaysia, China and Singapore. The benefits of shopping travel development are as global / global traded services, this sector provides employment and for many developing countries is one of the main sources of income foreign exchange, creating jobs and opportunities for developing development (UNWTO: 2013). Today many tourists do shopping activities which is their main goal, or one of their motivations to travel. Destinations shopping area is a tourist destination that can be known as a shopping tour.

Next Shopping Destination Criteria as follows

- Shopping attraction: product: unique, innovative and creative, (30%).
- Accessibility: information (nameplate and directions, promotion)Connectivity: ease of location, each location has room for movement, clean and cool (30%).
- Infrastructure, public facilities, tourism facilities, including: services: security in destination, friendly service, orderly atmosphere, conventional and electronic transaction process, quality assurance. Tourism facilities: clean toilets, seating, dining facilities, clean drinking, there are ATM, money changers (20%).
- Empowerment: quality of community life, there are local traders and migrant traders (10%).
- Role of the Government (regulation) of local regulations on shopping tourism, allocation in shopping places for local products, tax relief (10%)

(Source: Ministry of Tourism, 2015)

Information

Strategy determination of Bandung as a shopping destination as City Branding Bandung.

- Situation Analysis Strategy (SSA) includes Policy, Vision, Mission.

- Formulation Strategy (SF) includes Marketing Communication Program Bandung Tourism Office of City Branding. Logo, Tagline, as well as determination of Bandung's tourism destination as a shopping destination and city branding communication program based on strategy formulation.
- Implementation Strategy (SI) includes a campaign program.
- Evaluation and Monitoring Strategy (SE & M) includes Monitoring and Evaluation of Campaign Program

Then the primary communication comes from the government, in this case the government of Bandung, which is then run by the Regional Planning Board and Tourism Department. Primary communication is continued with the secondary communication, namely through the design of communication programs, namely the effort to make the design of the implementation of communication activities, in this case is city branding Bandung, ranging from planning, organizing, implementation in the field to monitoring and evaluation (monev) communication activities based on Formulation Strategy (SF). The preparation of the communication program is implemented in order to campaign, socialize, or promote the product, ie city brand to a specific target audience or to the wider community based on Strategy Implementation (SI). In order for everything to go well and achieve the desired goals then compiled communication planning, what kind of product, who the target audience, what purpose, what strategy, what message, what channel, and who komunikatornya.

Preparation of tertiary communication involves the Office of Communications and Information of Bandung and communications consultant (PR and advertising). The purpose of this communication campaign has both short and long-term planning, bottom-up, audience oriented orientation and aims to achieve ultimate purpose. For tertiary communication, this involves a word of mouth communication campaign, aiming for city branding from Bandung as a shopping destination through person-to-person interpersonal communication. Tertiary communication also involves public opinion in the formation of opinions regarding city branding Bandung. Further monitoring and evaluation of campaign programs (campaigns) that have been implemented based on Monitoring Evaluation Strategy (SE & M). The city of Bandung has the potential as a city of education, city services, and city tours. However, related to the writing of this dissertation, the potential to be explored more deeply is the city of Bandung as a tourist destination, be it a natural tourist destination or shopping destination. Tourism is one important factor in the development of the economy in the city of Bandung. The city of Bandung as one of the tourist destination, which has several types of tourism are nature tourism, historical tourism, cultural tourism, special interest tourism, culinary tourism, religious tourism, shopping tour. this is an attraction of foreign and domestic tourists to make a visit to the city of Bandung.

Shopping destination. Bandung city is cool and comfortable plus a wealth of cultural arts and creativity Bandung community in the field of fashion to make this city get the nickname Shopping Paradise. Bandung is famous for its Factory Outlet pioneer, making this city rich with various distinctive Factory names. If you want to shop in this city to find goods that have a famous brand just come to the distro-distros that lately have started mushrooming.

Types of Shopping Place on Bandung : Factory Outlet, 99; Distro, 135; Trade Centre, 29; Department Store, 16; Culinary, 709

(Source: Department of SME (Small Micro Enterprises) Bandung, 2015)

A culinary destination. Various food stall, restaurants, and cafes scattered throughout the city of Bandung offers a variety of local culinary menu typical of Bandung to the International menu. In addition to the famous Restaurant / Café, street vendors also offer a lot of foods that have high taste.

Number of Food stall, Restaurants and Cafe in Bandung

- Restaurant 232
- Food stall: 184.
- Cafe: 44.
- Quantity: 460

Efforts made by the City of Bandung Tourism Office in forming City Branding through the stages as follows:

To know the position of strengths and weaknesses as well as opportunities and challenges of shopping tourism in Bandung required SWOT analysis as follows: Furthermore, the strategy of WT (Weak & Thread), among others, Bandung City has a competitor with the establishment of other destinations as the main tourism market contribution of East Java example. Therefore, the strengthening of shopping destinations as city branding Bandung required by the Government and the people of Bandung. Although branding Bandung agreed as BDG + A and Stunning Bandung, but there is contestation among the parties who have interests over the brand Bandung. The entrepreneurs in several outlets in Riau Road Area, Bandung International Plaza (BIP), Cihampelas, Paris van Java, Cibaduyut, and Pasar Baru, for example, are not so familiar with the branding of Bandung initiated by the local government.

In the end, building a branding strategy that involves the urban community in it can not be the task of an organization. All stakeholders need to be involved either City Government, Business Actors, Media, Local University, Culture and Heritage Institution, tourism actors, community leaders and others. The involvement of all stakeholders will ensure a diverse perspective and mapping of all city issues so as to make the implementation of the branding process a bit lighter. Bandung Communication Strategy In Shopping City Branding As A Shopping Destination. Being a challenge for the city of Bandung to be able to show itself to the outside world. How to make the brand built to get a place in the hearts of people, both people of Bandung and other local communities. In addition, how to maintain brand consistency with the policies and products produced by the city of Bandung is a tough task not only for the government of Bandung, but also the community. The efforts to develop a brand is not limited to carrying out various events, but more than that. Because branding is closely related to image and product positioning in the minds of people as consumers, then the brand that made it necessary to have value. Branding is a long process. Of course it takes maturity in the planning until the brand has its own position in the minds of consumers. Communication strategy used by Bandung City Government more specifically refers to marketing communication strategy.

This can be seen from the background of brand drafting activities is to market the region in improving the competitiveness of tourism. In realizing the promotion of the area then the Government of Bandung to form a brand. The introduction of this brand belongs to one level of brand awareness. To achieve the brand awareness required effective and consistent marketing communications. Bandung City Government makes various programs associated with the brand is to introduce the brand to the audience. Each communication program that runs has its own purpose. Although these programs have the same primary goal of introducing a brand or growing awareness of the brand as well as building the image of Bandung.

In conducting communication strategy, the government of Bandung City uses publicity and personal selling. Publicity undertaken by the government of Bandung as a brand implementation of Bandung City is the development of brand park where there is a building in the form of a logo of Bandung City in the square of Bandung City. In line with the city branding, Kartajaya (2005) argued that the local government now needs to metamorphose into a customer-oriented regional government and be equally responsible to all stakeholders. In terms of management and development of regional economies through tourism for example, then local governments also need to shift from a bureaucratic approach to a strategic entrepreneurial approach. This approach demands three basic elements in regional planning, namely the determination of the vision and long-term goals of the region, the effort to build an entrepreneurial culture on local human resources as well as the formulation of a solid regional strategy. This regional strategy called Kartajaya with Strategic Place Triangle includes the determination of Positioning, the development of differentiation and the effort to build the brand (brand) area. In an effort to implement the brand in detail can be seen in the picture branding strategy that connects between strategy and tactical as well as between consumers and products. This strategy includes Positioning (P), in terms of nature (strategy) and focus (consumer) Differentiation (D) nature (tactical) and focus (product) and Branding (B) include the nature (value / reputation) and focus (perception / image). Branding is part of a promotion that branding consists of awareness, interest and advertising including desire and selling is action.

Research methods

Research using perspective interpretive theory aims to understand social life, how humans interpret the natural and learn the meaning of social action, not only external or human behavior research, but also the actions that include the subjectivity of the human itself. The interpretive approach is called qualitative research (Neuman, 2003: 78). Qualitative research is essentially about observing people in their environment, interacting with them, trying to understand their language and perceptions of the world around them. The reason for choosing the method is in accordance with the research which is still relatively new and want to express the meaning of urban marketing communication activity process which has identity for development of a city. Qualitative research is inductive and tries to find and find a theory based on data or information gathered and open to new discoveries. Data collection techniques / information. The information in this study is determined through purposive technique, this technique is often referred to as judgmental sampling. In

determining the sources of researchers to explore their special knowledge related to the subject or research objectives. In some cases the purposive technique selects the informant based on the investigation groups or individuals and ensures that the resource persons are determined appropriately for the research. Research obtains data / information by doing. (1) In-depth interviews are interviews with people who have knowledge about the history and culture of Bandung aims to know the historical and cultural background which later developed into the identity of Bandung until now, so that the Bandung Region imaged as a shopping city. (2) Direct observation to Bandung to find out how the identity affects the social life of Bandung society and its influence in the development of the city of Bandung. (3) Secondary data obtained from the official website of Bandung Regional Government, Official Website of Bandung Regional Tourism Office, economic growth report from Bank Indonesia, Bandung Regional Statistics Agency report, history books and culture Bandung, magazine marketing and Tourism magazine.

Data Processing and Analysis Techniques

Analysis and data processing is done qualitatively by grouping or categorizing the data accordingly and presented descriptively. Qualitative data analysis is an ongoing effort. Then the process of data analysis begins by reviewing all available data, ie interviews, direct observation, pictures or photographs and others. Subsequently, data reduction involves; separating unimportant data with important data, identifying significant patterns and building a framework for communicating the essentials of emerging data (Patton, 2002: 107). This paper will provide an overview of cultural identity and education which then imaged Bandung and the strategy to build the image used and the results of the strategy. As previously described data collected through informants (informants), namely those who most know about the development of Bandung. Depth of information will be obtained through direct interviews with the help of a guide interview and the depth will be used the technique "probing". Data collected and analyzed based on the following concepts:

(1) Historical and cultural relationship with the identity of the city of Bandung. (2) Uniqueness owned by the city of Bandung. (3) The role of government and society in the process of establishing cultural identity owned by the city of Bandung. (4) Communication process inherited from generation to generation. (5) The role of communication practitioners and communication technology developments in image builder Bandung. (6) Strategy and image development programs of Bandung. (7) The ability of Bandung as a city that has a shopping identity in the face of globalization era

Result of Study

Bandung As a City Shopping Destination. Bandung is famous as a shopping and culinary destination. Cihampelas Shopping Area, Cibaduyut Shopping Area, Dago Shopping Area, Riau Shopping Area, Cihampelas Shopping Area. The number of these shopping areas support the development of tourism sector in the city of Bandung. According to the UN-WTO: 2014 spending is part of human activities, which includes its behavior, the use or utilization of available resources, and generating interaction with other human groups, with the economic, and environmental elements encountered. Bandung is known as a fashion barometer in Indonesia. It also proves

that fashion is one of the sectors developed by the city of Bandung.

Primary Communication

Primary communication is carried out by Bandung Culture and Tourism Department, Bandung Tourism Official, and supported by Bandung Creative City Forum (BCCF), tourism industry and academia. In promoting branding Bandung, Bandung Tourism Office uses social media twitter to share information to all levels of society. In the end, building a branding strategy that involves the urban community in it can not be the task of an organization. All stakeholders need to be involved either City Government, Business Actors, Media, Local University, Culture and Heritage Institution, tourism actors, community leaders and others. The involvement of all stakeholders will ensure a diverse perspective and mapping of all city issues so as to make the implementation of the branding process a bit lighter. City branding demands a rigorous combination of philosophy and implementation, the top down approach imposed in building a city branding strategy will almost certainly fail.

Secondary Communication

Activities of Culture and Tourism Office of Bandung in marketing Branding Bandung. According to Fiky Satari Chairman of BCCF, branding made after responding branding made by Bandung City Government. Created results of collaboration and discussion of the Creative Community (45 Creative Communities), community leaders and various elements including the government. From the marketing aspect of Bandung with the motto "Stunning Bandung" made for marketing in harmony with "Wonderful Indonesia" and Enchantment Indonesia. as the main concept of national tourism marketing. Later, wherever "Wonderful Indonesia" appears, "Stunning Bandung" will also be promoted.

Tertiary Communication

Public response to branding Bandung city as shopping destination. through media response to branding city branding. Although branding Bandung agreed as BDG + A and Stunning Bandung, but there is contestation among the parties who have interests over the brand Bandung. The entrepreneurs in several outlets in Riau Road Area, BIP, Cihampelas, Paris van Java, Cibaduyut, and Pasar Baru, for example, they are not so familiar with Bandung branding that was triggered by local government, Stunning Bandung.

Implementation of Strategic Communication

A number of steps done by the Government of Bandung to form Shopping Destination.

Primary Communication. The landscape strategy is concerned with appropriate action and decision action actions for urban design, architecture, green zone, and public areas in the city. A number of steps done by the Government of Bandung to form shopping tourist destinations. Among others is the addition of shopping facilities at the location Cihampelas with the name of Cihampelas Terrace in the form of pedestrian bridge that serves as a shelter of street vendors so that it can be used for visitors for shopping. Further improving Infrastructure include

the addition of parking spaces for visitors at tourist sites shopping.

Secondary Communication. Practical marketing activities such as indoor and outdoor advertising, public relations, graphic design, logo usage. A number of steps taken by the Government of Bandung to form shopping destinations, among others, by creating a website www.bandung.go.id.

Local Governments carry out the following activities:

- Education to the public that is the awareness tourism socialization in the form of action *Sapta Pesona* (secure, orderly, clean, fresh, beautiful, courteous), among others, invite the community to participate clean the tourist spots.
- Promotion among others the Government includes the tourism industry in tourism exhibitions at home and abroad.
- Make a calendar of Government events accommodate events undertaken by the community in the annual calendar of event.
- Monitoring and evaluation of programs implemented by the Government of Bandung.
- Tertiary Communication
- Engage community and media to communicate shopping destination as city branding Bandung

Conclusion

City branding Bandung put the position of Bandung as a shopping destination. The development of brand Bandung City as shopping destination refers to efforts to strengthen and coordination between stake holders as the main force of Bandung as a shopping destination in Bandung city branding program. City branding can be seen as a communication policy, because it is done by the government and is concerned with public affairs. Communication strategy used by Bandung City Government more specifically refers to marketing communication strategy. Communication branding city involves three aspects of communication namely primary communication, secondary communication and tertiary communication. The primary communication of city branding in Bandung involves the Office of Culture and Tourism of Bandung, Bandung Tourism Official, and supported by Bandung Creative City Forum (BCCF), academic, researcher, tourism industry.

Secondary communication is related to the efforts and policies taken by the Office of Culture and Tourism of Bandung in marketing city branding. The tertiary communication consists of community response to branding Bandung as shopping destination, media responses on branding of Bandung

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