



ANALYSIS PLACE BRANDING AS A LOCAL CULTURE KAMPUNG NAGA WEST JAVA INDONESIA

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ABSTRACT

The purpose of this study is to describe the situation and condition of place branding local culture ethnic villages, determining factors of place branding that will be the basis for further strengthen an area icon, it will generate factors of place branding so that the area can determine which factors will be retained as a characteristic of the region, making attractive icons to be used as place branding is a ethnicvillage, which has been the ethnic village does not have a powerful icon to be used as selling points both for the local market and market global. For the respondents are either tourists, guide, organization committee, and chairman of the organization. To view these researchers will use AHP (Analytical Hierarchy Process).

Keywords: Place branding, Ethnic village.

Received: 1 January 2016/ **Revised:** 14 January 2016/ **Accepted:** 20 January 2016/ **Published:** 25 January 2016

1. INTRODUCTION

Indonesia has a rich culture that is very diverse, both in terms of customs, language, art, area, which is the selling point in this country. Likewise, within West Java, one of the provinces in Indonesia is very interesting in terms of culture. Western Java has a diverse culture that is no less interesting than the other provinces. West Java became one tourist destination both locally and overseas.

One of the uniqueness to the province of West Java is many ethnic villages in this province. Each traditional village still holds a very strong cultural value. It can be seen from customs, norms, cultural values are still applied to generation of each generation. They are not affected by globalization. As happened in Kampung Naga, although of some relevant, department wants to install electricity in the village, but they refused. The grounds prevent fires due to electric current, in fact; the main reason is they do not want modern technology into the area. The balance of nature and humans is heavily defended in this ethnic village.

As in the traditional village Cirendeu, they still retain the habit of eating cassava as a staple food derived ancestors. This cassava them if the air sorts of products. They also make constellation (rice cassava) for their daily needs. Each has distinctive custom homes each of which is very interesting to investigate. Where this research was to lift the place branding of an area. As with any product with the brand, a brand must have.

The advantage of an area has place branding is:

1. An area / city / country will have a brand that became an icon. So that the public perception when he heard the icon, will be directly linked to the region.
2. The place offers a unique branding, can be used as an attraction for people both locally and internationally,
3. When an area to apply a place branding, then the value of the area with other areas will be different.

2. LITERATURE REVIEW

Place branding is a very important area to be applied. With the place branding a region/city/country has its own uniqueness. This uniqueness can be taken from anything, both in terms of culture, language, behavior, food, and so on. Patterns are applied in an area have made the brand a distinctive local culture (Maheswari *et al.*, 2011). *A place branding is a perception that people have about a place, city, region or a country and a place's reputation among those people that the place embraces.*

With a county/city/country has the local culture for very competitive brands, did not rule out giving profit for the spot by bringing in more people who visit the area. Intrigued by the brand that made an icon somewhere. Bandung city known as the "Paris Van Java" because it is considered as a fashion warehouse is not inferior to the state paris, Yogyakarta with "Kota Gudeg" because of various kinds of warm snacks sold here, and much more.

Rausch (2008) *Place branding in its simplest form, and by logical extension of the outline of product branding above is a 'brand' developed for a place, be it a nation, are gionor a city. Such place branding is an important component of selling places, as in public relations and tourism marketing, but the diverse and complex nature of a place brand transcends the narrow confines of any single industry sector.*

Indonesia is rich with cultural diversity, ethnic, linguistic, natural resources it is possible to be a branding strategy an attractive place.

2.1. Dimensions of Place Branding

Rausch (2008) Dimensions of Place Branding consist of economy, society, policy, culture, ecology dan geography. Peel and Lloyd (2008) consist of social composition, patterns of movement, existing and potential images, built environment legacy, aesthetic interest, entrepreneurship, leisure strategies, manufacturing, hegemony, cultural shifts.

Table-1. Scale importance:

Scale Importance	Definition
1	Equally important than others
3	Moderate importance than others
5	Strong importance than others
7	Very strong importance than others
9	Extreme importance than others
2, 4, 6, 8	Value between two adjacent assessment
Reciprocal	If element i have one of the above numbers when compared with j, then j has the opposite value when compared with the element i

Sumber (Widjanarko, 2014)

3. METHODOLOGY

This study used qualitative methods, but because using Analytical Hierarchy Process(AHP), this study is semi-quantitative. AHP method is frequently used to assess the actions associated with a weight ratio of interest between factors as well as a comparison of several alternatives. This method can also be carried out in the decision (Widjanarko, 2014).

Analytical Hierarchy Process (AHP) is used in this study is Comparative Judgment where this principle is done by making judgments about the relative importance of two elements at a certain level to the upper level. The preparations of scale interests are:

- Elements which are more(important /preferred/possible/...etc.)
- How many times more(important /preferred/possible/.....Etc.) Scale importance

3.1. Sampling Techniques

The population in this study is the tourists who come both local and foreign tourists. Traditional village which is visited by many visitors who will be used in this study population. While the sample collection technique is an opportunistic sample in which the sample is chosen by chance to come to the traditional village.

3.2. Analysis of Place Branding

Here is the dimension of place branding and factors that measure:

3.3. Dimensions of Place Branding

3.3.1. Economy

The quality of products resulted by kampung naga

- Benefit and Price's products kampung naga (customer perceived value)
- Differentiation and uniqueness of the products resulted by kampung naga
- The product lifted traditional values and place names.

3.3.2. Society

- Still using local languages
- Maintain the values of local wisdom

3.3.3. Polity

- The role of conventional leaders
- Expectations of kampung naga

3.3.4. Culture

- Arts crafts depicting cultural values
- Maintain and defend the values, norms, and beliefs.

3.3.5. Ecology

- Products using natural materials (natural materials)
- The process of production does not damage the surrounding environment.

3.3.6. Geography

- The uniqueness of kampung naga
- Pride of kampung naga

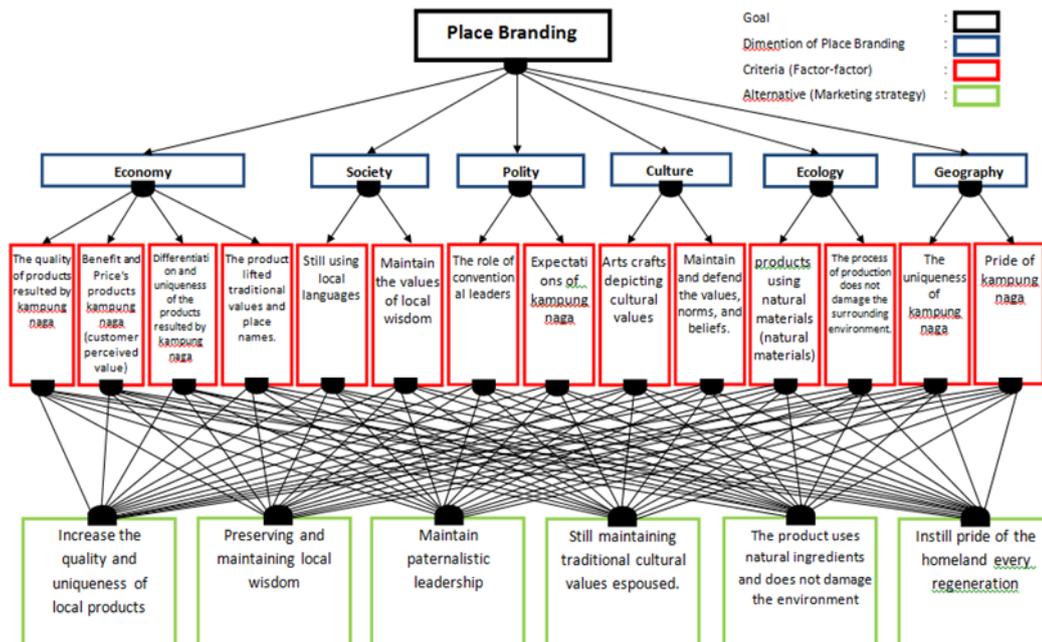


Figure-1. Dimensions Place Branding and Strategy

Source: Rausch (2008); (created by author)

Results of the comparison criteria in question are a comparison of the totality of the factors that determine the place branding derived six dimensions place branding like economy, society, polity, culture, ecology and geography.

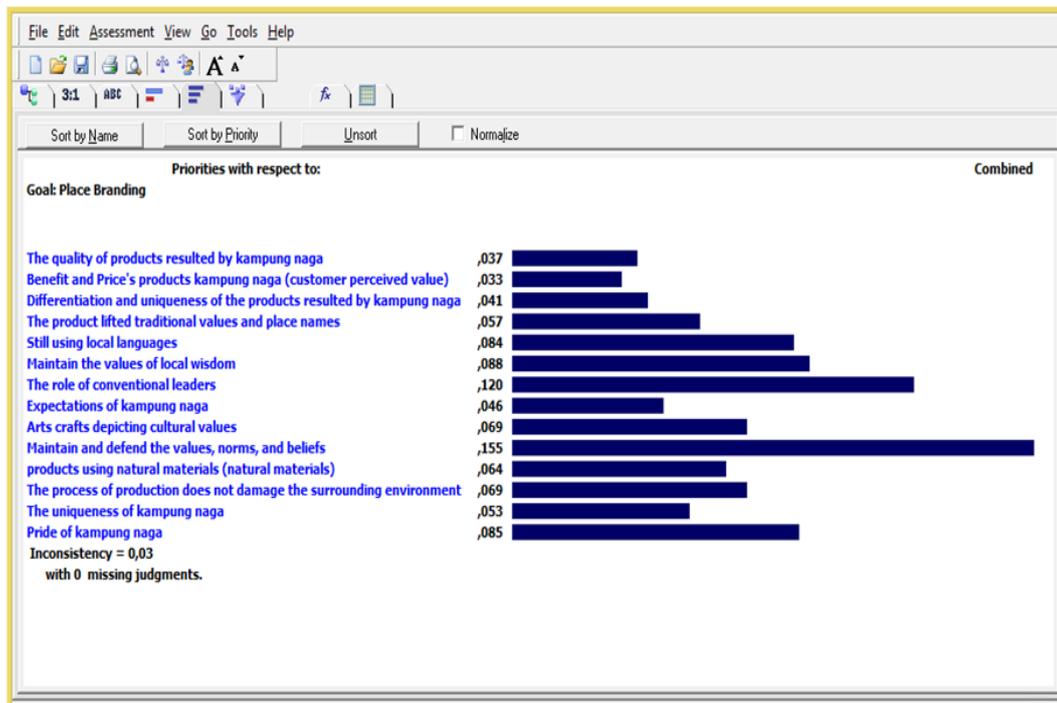


Figure-2. The Result of Combination of Criteria

Source: Created by author

Thus obtained derivative factors that determine the quality of the products by kampung naga, benefits and price of products (customer perceived value), differentiation and uniqueness of products, traditional values product, still using local languages, keeping the values of local wisdom, role of traditional leaders, expectations community,

handmade describe cultural values, preserve and defend the values, norms, and trust, the products using material natural (natural material), the production process does not harm the surrounding environment, unique in location and the pride of the people of kampung naga. Below is a description of the results of a combination of calculation using Analytical Hierarchy Process conducted against four people who are very related to Kampung Naga:

The picture describes the results of a calculation using a combination of AHP application expert choice, will be seen how much priority given by all respondents in assessing which factors are considered important to place branding Kampung Naga. The picture shows the inconsistency of 0.03 means that the overall response of the respondents can be said to be consistent or acceptable due to the model AHP pairwise comparison matrices can be accepted if the value of the ratio of inconsistencies $< 0,1$ if not, then the assessment has been made may be carried out at random and need to be revised.

Then further assessment shows that the first important priority is to maintain and defend values, norms, and beliefs with 0.155 weight rating. Means that respondents are more concerned with these factors in place branding Kampung Naga. Then the second priority order in this research is the role of traditional leaders / traditional leaders with a weight rating of 0.120, means that these factors be one of the most important compared with other factors. The third order of priority is to maintain the values of local wisdom with weight ratings of 0.88. And so on the order of priority until the last namely Kampung Naga benefits and price

4. ALTERNATIVES

Alternatives in this study are solutions based on factors that have been mentioned in the criteria. These alternatives are to improve the quality and uniqueness of regional product, preserve and maintain knowledge, the paternalistic leadership, retaining the traditional cultural values espoused, products using natural ingredients and do not ruin the neighborhood. Instilling pride in our homeland every regeneration. Here is a picture:

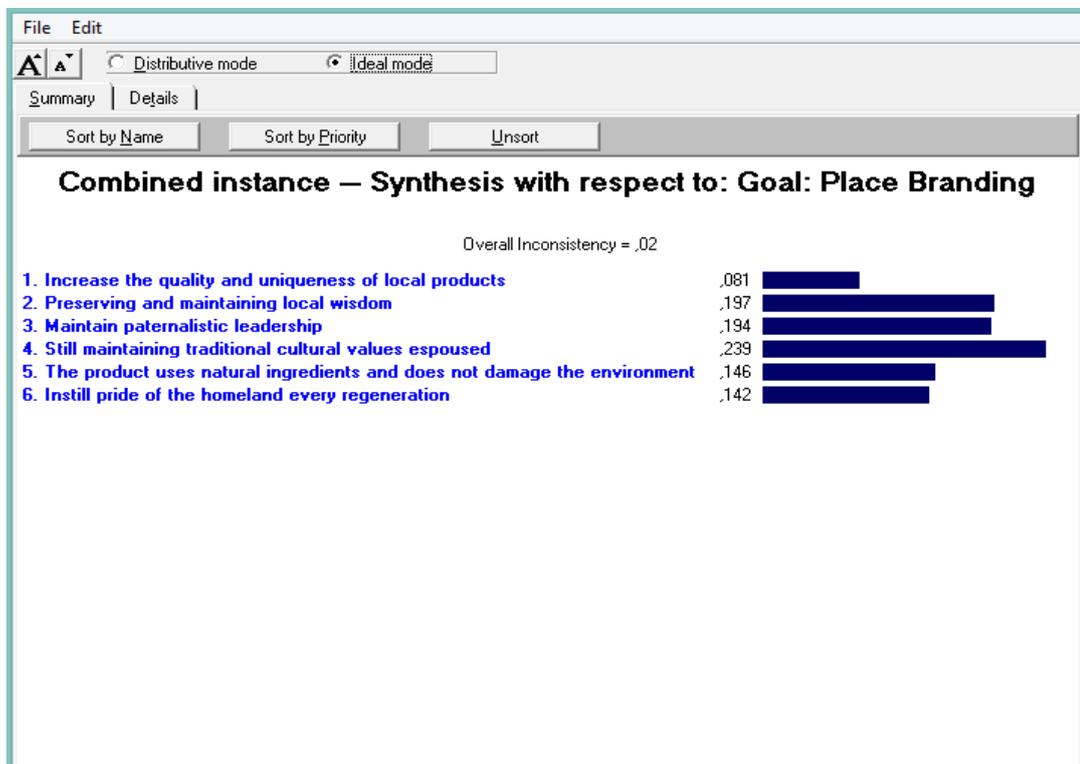


Figure-3. The Result of Combination of Alternatif)

Source: created by author

The picture shows the overall inconsistency of 0.02 means acceptable because it is less than 0.1. Then the highest priority interest contained in the alternative retaining traditional cultural values espoused by the weight value 0.239, which means that must be done first is maintaining traditional cultural values espoused Kampung Naga. The second is that there are alternatives to preserve and maintain local knowledge with weight value 0.197. Thirdly there is an alternative defend paternalistic leadership with weight value of 0.194. And so on until the most recent order is the uniqueness and quality of local increases with the weight value of 0.081.

5. CONCLUSION

Implementation of place branding is done by the local government of Tasikmalaya considered good enough because kampung Naga is still a tourist attraction that characterizes the historic village during the past. Criteria place branding in keeping and maintaining the values, norms, and beliefs Kampung Naga is good. It is seen from the respondents wanted to defend it. Then the role of traditional leaders / figures opinions of respondents also excellent so were the criteria while maintaining the values of local wisdom good results.

Based on respondents to an alternative place branding is highest on the alternative retaining values' culture embraced this happens because people still maintain values culture espoused Kampung Naga

6. RECOMMENDATION

Based on the above conclusions, as a suggestion to increase tourism visits through on place branding Tasikmalaya district local governments, especially the Department of Tourism and culture needs to give attention to components that function to provide satisfaction for tourist visitors through increased attractiveness of tourist destinations and provide a variety of necessary facilities.

Funding : This study received no specific financial support.

Competing Interests: The authors declare that they have no competing interests.

Contributors/Acknowledgement: All authors contributed equally to the conception and design of the study.

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