THE INFLUENCE OF DESTINATION BRANDING ON KOTA LAMA SEMARANG TO CITY IMAGE SEMARANG CITY

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Abstract—The image of Semarang City as a transit city is a result of its strategic location from economy, politics, culture, and security level. The Governments of Central Java Province and Semarang City have several programs to develop existing tourism potential. The development is aimed to make Semarang City able to compete with other cities as a City of Tourism Destination. One of the efforts is developing the historical tourism of Kota Lama Semarang. The purpose is to create a new image for Kota Lama that causes new city image for Semarang City as well as changing from a destination that is rarely visited by tourists turned into a tourist attraction in Semarang that is attractive after being revitalized by the Government. Based on existing considerations, researchers aimed to know the influence of destination branding of Kota Lama Semarang on the city image of the Semarang City. The research method used explanatory research with quantitative research. The theory used destination branding and city image. The study results conclusion that the destination branding of Kota Lama Semarang carried out by the Central Java Government and the Semarang City Government contribute to the city image of.

Keywords—Destination Branding, City Image, Tourism Destination

I. INTRODUCTION

Indonesia has a lot of tourism potentials, such as nature, cultural, and historical tourism, so Indonesia would continue to develop the tourism industry sector in order to get maximum benefit profits for the country(Sutanto & Shandy, 2016:2; Amalah, Hamid, & Hakim, 2016:159; Setiawan, 2015:1). One of the government’s step to develop the tourism industry sector is already stipulated in the Government Regulation of Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan on 2010 – 2025 stating that Indonesia would improve the quality of destinations to be able competitive both nationally or internationally(Amalia & Purwaningsih, 2016:871). In addition, coordination towards the government, tourism industry, and communities that relate to tourism development should be established as well as expressing their wants, needs, and motivating what they like and dislike at local, regional, national, or international level(Siahaan, 2008:7; Yuristiadi & Sari, 2017:32).

The development goals which were supported by the regulation would not be achieved without any good tourism marketing strategies (Wibawanto, 2015:42). A good marketing strategy that can maximize the city potential starts from natural source, historical and socio – cultural value. Historical potential of a city must also be maximized. As an example, several big cities in Indonesia have a long historical journey like Jakarta, Semarang, Surabaya, Bandung, and Makassar, for more than two hundred years (Kartika, Fajri, & Kharimah, 2017:36). Historical value in a city is unique and becomes the character of a city so that it could be called as heritage area. The uniqueness and character of heritage area are related with physical development history of a city(Kartika et al., 2017:37).

The physical development of Semarang City began when it was handed over to the Netherlands as the settlements and offices(Wibowo, 2013:26). In addition to its well-known heritage area, Semarang city is also become regional local transit because of economic, politic, and cultural factors in national level (Praniti, 2015:3). Based on Strategic Change Plan in 2016 – 2021 from Cultural and Tourism Office as The Regional Apparatus Organization (OPD), Semarang has a duty to develop its tourism potential that is owned and has not been explored through the vision that stated in Strategic Plan 2019 namely “Semarang City of Great Trade and Services Towards A More Prosperous Community”. The vision means that Semarang City becomes an environmentally friendly metropolitan city which will become a reliable and advanced city in trade and services through adequate infrastructure support in each region, in order to improve the welfare of the community with the support of political, security, social, economic, and economic development. culture (Praniti, 2015: 5).

The process of tourism development should involve all aspects, because tourism actors consist of local governments, communities and private parties that also have a role to support Semarang City as National or International Tourist Destinations (Praniti, 2015: 5). According to Indriyasari, the Head of the Semarang City Culture and Tourism Office as quoted in the Semarang.merdeka.com online news portal on July 31, 2019, the Government of Semarang City has targeted 7.2 Million Tourist Visits (https://semarang.merdeka.com).

Table 1 The number of tourists coming to the city of Semarang

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>4,376</td>
<td>5,024</td>
<td>5,769</td>
<td>6,483</td>
<td>7,233</td>
</tr>
<tr>
<td>FOREIGN</td>
<td>51,880</td>
<td>56,192</td>
<td>59,672</td>
<td>66,125</td>
<td>82,030</td>
</tr>
<tr>
<td>LOCAL</td>
<td>4,324</td>
<td>4,627</td>
<td>4,964</td>
<td>5,703</td>
<td>7,233</td>
</tr>
</tbody>
</table>

Source: Semarang City Culture and Tourism Office

Table 1 shows that tourists visiting Semarang City have increased annually, and have reached the target expected by the government. Based on the Changes in the Strategic Plan for 2016 - 2021, the efforts to reach the target of tourists are certainly needed to increase the tourism potential in order to form the character of the city. The target that has been met makes the government increasingly want to continue to promote the City of Semarang, for example by offering unique and special destinations compared to other competitors. Uniqueness can be created by creating a special brand that can be remembered by consumers with the aim of not giving competitors the opportunity to be able to occupy a position in the minds of tourists (Knapp, 2001: 9 in Emrizal, 2016: 2). Some cities in Indonesia have used city branding as a strategy to promote tourism potential. The aim of the strategy is to improve the characteristics of an area through a unique tagline and differ from other cities to create an image of the city (Saputri, Fauzi, &
Irawan, 2018: 83). The image of Semarang City is still considered as a transit city that should be able to become a tourist destination nationally or internationally (Setya, 2016: 5).

The Government of Semarang City has not yet decided the city branding of Semarang because it requires a process to determine the characteristics of the Semarang City. Meanwhile, the Semarang City only has the tagline “Great Semarang” with the aim of motivating the public to remain in love and proud of Semarang (http://www.rmoljateng.com access on 16 September 2020). The pride of the community should be channeled through the preservation of wealth in the city of Semarang so that it is not only limited to being a transit city but the city of Semarang is also able to become a tourist destination competing with other cities (Setya, 2016: 5). Changes of city image from negative to positive can be changed through destination branding, for example by meeting the needs of tourism facilities (Kotler, 2009: 45 in Widjaja, 2018: 115). The destination according to Suryadana (2015: 51) is an area or region within an administrative region that has elements of attraction, tourism facilities, accessibility, community or tourists to complete tourism activities. The attractiveness of a destination is a major factor, but if it has potential but has not yet been developed, it can be said that the destination cannot be offered to tourists (Emrizal, 2016: 3–4). One of the tourist destinations of Semarang City that has the potential of a very valuable historical region because of colonial heritage is the Old City (Chadijah et al., 2015).

Kota Lama Semarang or "The Little Netherland" became a heritage area because of the cultural diversity of the people during the Dutch colonization of Indonesia and buildings that still stand firm today, including the building of the GPIB Immanuel Church (Blenduk Church), Tawang Station, Berok Bridge, Marabunta Building, "Praoe Layar" Cigarette Factory building and many more. Traders from the Netherlands, Chinese and other Europeans used this area to trade. Buildings in the Old City reached 274 units with a status of 157 units (housing or offices), 87 units of empty buildings (either still maintained or damaged or stalled), and 2 units were sold (Grand Design of the Old City in 2011 in Winanto, nd, 2018: 300). Semarang Mayor's Decree Number 646/50/1992 concerning Conservation of Ancient / Historic Buildings in the Municipality Area Region Level Semarang, which is a derivative of Law No. 5 of 1992 concerning Cultural Heritage Objects, then refined back into Law No. 11 of 2010 concerning Cultural Heritage (Noor & Bangun, 2018: 51).

Problems in Kota Lama Semarang are numerous, like poor environmental sanitation in some areas, clogged channels and coastal flooding or known as rob, unkempt buildings, alleyways and corridors that look gloomy, and issues that contribute to making an impression Kota Lama is increasingly empty of visitors, making the government consider revitalization (Adi, Hakim, Saputro, & Dihan, 2012; Noor & Bangun, 2018: 51). Specifically, Regional Rule Number 8 of 2003 concerning RTBL has provided specific provisions regarding the revitalization stage (Analysis, 2018: 99). Some buildings have been damaged due to the age of the building which has reached hundreds of years, besides the owner of the building does not take care of the assets owned, no maintenance of assets on a regular basis is another reason (Herdiningsih, 2017: 5). The omission of assets not only caused very severe damage in the Kota Lama, but also caused social problems such as encroachment and seizure of land and buildings by the homeless and street vendors. Cardboard houses began to be built semi-permanently on vacant land and buildings. Unclear activities in the road space create a negative impression that attracts the movement of road users at night. Unused buildings have a dark, sinister atmosphere, and tend to occur negative things such as crime, gambling, prostitution, and vandalism (Herdiningsih, 2017: 5–6; Analisis, 2018: 99–100). In 2015, 58 points of vandalism were found (Analysis, 2015 in Analisis, 2018: 100). Therefore, increasing the positive impression of space needs to get support from the community and government (Larasati, 2016 in Analysis, 2018: 100).

The revitalization of Kota Lama Semarang became an icon of tourism in the City of Semarang is a commitment to the realization of Hendrar Prihadi if elected as Mayor of Semarang in the period 2016–2021 (https://regional.kompas.com/ in access 15 December 2019). In addition, Governor the Central Java, Ganjar government provided infrastructure support for access to tourist destinations by utilizing old buildings to become cafes, restaurants, tourist attractions, hotels and art galleries involving the government, building owners, and private parties (www.nasional .tempo.co; www.bebas.kompas.id in access 15 December 2019). The results of revitalization carried out are road drainage, installation of andesite stone materials, lamps, and street furniture that have been completed in the process (www.kompas.com). Developments, especially in the field of tourism, have been carried out between repairing buildings, making free wifi areas, improving road infrastructure and transportation networks. New tourist attractions such as the UMKM Museum, the Dream Museum Zone, and the Old 3D Trick Art Museum. Some facilities such as bathrooms, rubbish bins, food stalls, and centers are still experiencing shortages (Grahadiwisara, Hidayat, & Nurcahyanto, 2014).

II. LITERATURE REVIEW

TOURISM COMMUNICATION

Modern tourism according to Bungin (2015 in Herdiningisih, 2017: 18) is tourism packaged into a business product, so that all aspects of tourism become business starting from destinations, transportation, creative economy, hospitality, art attractions, recreational vanes in tour packages that interesting, challenging, awesome, and impressive. In tourism, communication becomes important as in marketing, communicating accessibility, destination tourism communication, resources to tourism, and tourism stakeholders can form institutions (Bungin, 2015 in Herdiningisih, 2017: 18). A two-way collaborative approach and an interactive communication model adopted in tourism education with the aim of both parties having the same opportunity (Lopez, 2016 in Herdiningisih, 2017: 19).

DESTINATION BRANDING

Destination branding according to Goeldner et al in Liachenko (2005: 4) defines as a differentiator or identifier of a location which is made into a set of brand associations at a location by offering an impressive traveling experience and Kaplanidou (2003: 2) defines destination branding is a concept of forming an area through a combination of attributes of a region to create a unique identity and location characteristics that are different from its competitors (Lidya, Perbawasari, & Hafiar, 2017: 110). Destination branding has six forming elements, namely (Abdullah, Yanu, Fianto, & Hidayat, 2015), (1) People. People are providers of goods and services that serve consumers. There are three elements of people namely openness, friendliness, as well as security issues in the city (Anholt in Kavaratzis, 2010: 44). This element is important in tourism services because it affects the quality of tourism provided (Emrizal, 2016: 5); (2) Governance. Governance is a process of coordination, collaboration and collaboration that must be understood by stakeholders to ensure the effects of social development; (3) Export. Image or image that is formed from public perceptions of goods or services of a country, as well as being a benchmark for product demand from the public Export brands are seen to look for the level of desire of an individual to have a demand for an item until purchase and are satisfied with products from a country (Sugi & Putri, 2019: 64); (4) Investment / immigration. Social and economic conditions that
measure the level of public interest to settle and study in a country. The aspects are infrastructure in an area, cost of living, economy, environmental conditions, freedom, health services, security and risk, as well as the climate of a region to a country as a brand (Sugi & Putri, 2019: 65-66); (5) Culture & heritage. Measuring global perceptions of the country's heritage and culture. Culture and culture are divided into three, namely historical heritage (heritage), natural scenery (landscape), and art (arts). Heritage consists of physical, functional, and symbolic (Shashi Misiura, 2006: 131). Natural scenery as an added value or symbol given by a country, but also related to people's emotions. Art plays an important role in national identity such as literature, music, artifacts, culture (Sugi & Putri, 2019: 64-65); (6) Tourism. Measuring the level of public interest in visiting a country. Tourism occurs through a push and pull system that affects the level of community interest with the aim of identifying natural conditions or modern buildings that attract the attention of tourists (Gfk Custom Research North America, 2011 in Sugi & Putri, 2019: 65), to culinary (Sugi, 2017: 65).

CITY IMAGE
Brand image or city image is an image formed because of the characteristics of the city in the minds of the people. City image can also be interpreted as a brand image, brand image is a perception and customer trust that is reflected in the perception contained in the memory of consumers according to Kotler and Keller (2006: 268) in (Saputri et al., 2018: 85). Boulding in Yananda and Salamah (2014: 39) in (Saputri et al., 2018: 85) divides the image of a place based on four components, namely: a. Cognitive (what someone knows about a place). b. Affected (how someone feels about a certain place). c. Evaluative (how does someone evaluate a place or place living). d. Behavioral (whether someone is considering immigrating / working / investing in a particular place).

III. RESEARCH METHOD
Research Hypothesis
Ha: There is influence of elements of people, culture and heritage, and tourism that influence the formation of the Image of the City of Semarang.
Ho: There is no influence of elements of people, culture and heritage, and tourism that influence the formation of the Image of the City of Semarang.

Research Method
This research uses explanatory method with a quantitative approach. The explanatory method starts with collecting data based on questionnaires with sampling techniques, analyzing data using linear regression analysis techniques with Likert measurement scale. The data source is taken from Kota Lama Semarang tourists selected through the Accidental Sampling technique. Accidental sampling is taking respondents as samples based on coincidence, i.e. anyone who accidentally meets a researcher can be used as a sample if tourists who are met are suitable as a data source (Sugiyono, 2004).

The data analysis technique used in this study was the path analysis technique. Path analysis is an extension of multiple linear regression analysis technique. Path analysis is the use of regression analysis to estimate direct and indirect relationships between variables that have been predetermined based on theory (Suyana, 2008: 132).

IV. RESULTS AND DISCUSSION
Based on multiple linear regression data analysis techniques, researchers tested the classic assumption test first through the normality test, multicircularity test, heteroscedasticity test, and autocorrelation test. Normality test was carried out by the Kolmogorov-Smirnov method with 399 respondents getting a value of 0.2. Based on these results is greater than 0.06, so the regression is distributed naturally. Multicircularity test seen from the Tolerance and VIF values. Tolerance values obtained by the variable People (X1), Culture and Heritage (X2), and Tourism (X3) are 0.82, 0.78, and 0.77 greater than 0.10. While the VIF value of the variable People (X1), Culture and Heritage (X2), and Tourism (X3) is 1.220, 1.281 and 1.295 less than 0.10. So it can be concluded that there is no multicirculation in the regression model. Heteroscedasticity test with Scatterplot graph test has the results of data point - spreads around the number 0, points not only collect above or below, and the spread of data points do not form a pattern. So, it can be concluded that there is no heteroscedasticity problem, so that an ideal and good regression model can be fulfilled. Finally, the autocorrelation test through the Run Test gets 0.06 and is greater than 0.05. It can be concluded that no autocorrelation symptoms occur, so that multiple linear regression analysis can be continued. Then, pass the F test and T test to see the effect of each variable. The F test was carried out simultaneously with all variables X1, X2, and X3 through the F test with the Durbin-Watson method. The results obtained are all variables have an effect of 38% on the Y variable, namely the image of Semarang City with a coefficient of determination (R Square) of 0.389. While the rest is influenced by other variables outside the regressions studied. T test is performed to see the effect of each variable X on the Y variable. The result is the value of t in each variable is 3.565, 8.855, and 5.456. Based on the t table with a significant value of 0.05 is 0.1257, so that each variable has a positive influence or effect on the Y variable. The biggest X variable that gives an influence on the Y variable is X2, Cultural and Heritage.

This statement is supported by a theory put forward by Kaplanidou (2003: 2) which states that destination branding is a combination of attributes of an area that is manifested in a concept that can convey a unique identity and characteristics of different locations from its competitors (Lidya, Perbawasari, & Hafiar, 2017: 110). This can be attributed to the results that the different and unique destinations of the Old City can be seen from the historical and cultural buildings that exist in the tourism destination of Kota Lama Semarang. The many interests of the public to visit it with the aim of wanting to increase knowledge about the history of old buildings in Kota Lama Semarang. These goals are defined as a way of communicating uniquely satisfying trips (Pike, 2009). The uniqueness provides a strong reason why tourists must choose certain destinations based on alternatives, because in comparing a tourist destination there must be values, philosophies, culture, and expectations of the community or stakeholders in branding destinations (Burhan, 2015). The magnitude of the influence of Culture & Heritage in influencing the image of the Kota Lama Semarang can be seen from the achievement of the Kota Lama destination as a City Heritage Area, and is currently in the process of being submitted to the National Ranking and subsequently proposed as a World Heritage to UNESCO. The scope of understanding of the Cultural Heritage Area can be listened to through the Law of the Republic of Indonesia No. 11 of 2010, which states a Cultural Heritage Area is: "a geographical space unit that has two or more Cultural
CONCLUSION

The conclusion of the study entitled "The Influence Of Destination Branding On Kota Lama Semarang To City Image Semarang City" is that the destination of the Kota Lama Semarang can affect the image of the Semarang City as a Tourist Destination City from the components of people, culture and heritage, and tourism. Tourists visiting Kota Lama Semarang enjoy old buildings because they have historical value of Dutch colonialism. In addition, music and culinary shown in the Old City are the main attraction when visiting the Old City. Renovations in the Old City attracts people from both inside and outside the city of Semarang to visit the city of Semarang because of the ease of access and affordable prices.

REFERENCES