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## THE BRANDING STRATEGY OF TANJUNGSARI BATOK TOURISM VILLAGE IN BLITAR CITY AS A TOURIST DESTINATION

**Bina Andari<sup>1\*</sup>, Hery Suprayitno<sup>2</sup>,**

<sup>1</sup>*Prodi Administrasi Bisnis, Fakultas Ilmu Sosial dan Politik, Universitas Islam Balitar, Blitar, Indonesia*

<sup>2</sup>*Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Balitar, Blitar, Indonesia*

\*Corresponding author: [prayitnoher99@gmail.com](mailto:prayitnoher99@gmail.com)

### ABSTRACT

*The purpose of this study is to determine the implementation of the city branding strategy in Tanjungsari Batok Tourism Village as a tourist destination or not. This research method uses descriptive qualitative analysis method, with a case study approach. Data collection techniques in this study in the form of observation, documentation and interviews. The results of this study are the implementation strategy of the Batok Market in Tanjungsari Kelurahan as City Branding by the Tanjungsari Kelurahan Government which has been going well. Starting from the application of (1) good image marketing through the Batok Market event that carries the traditional theme, (2) marketing of attractions / attractions through the Batok Market event that presents traditional children's games, (3) marketing of infrastructure through the website and reporting on line Kampung Batok activities, and (4) marketing of residents through the formation of Community Groups (Pokmas).*

**Keywords:** *Implementation; City Branding; Kampung Batok*

### 1. INTRODUCTION

Nowadays, inter-city business competition has increased every year, this is proof that business competition does not only occur in products or companies. Inter-city business competition always related marketing and branding of the region. A city that can create a strong brand by reflecting its identity will attract potential consumers, tourists, investors, or residents, so that the brand itself is a clear differentiator between one city and another and becomes the competitiveness of a city. The objectives of a city branding are to improve business investment relations, increase the competitive advantage of the tourism market, promote economic and social development in general, and encourage people to identify their places of residence. A city needs an identity in order to be able to distinguish one city from another city through a brand, where the brand is an identity in the form of a name, logo, sign, design, and all combinations.

The progress of a city can be seen from the indicators of the development of the management of a city, various strategies need to be tried and applied in terms of city management with the aim of increasing domestic and foreign tourist visits which lead to an increase in foreign exchange which has an impact on regional income, in terms of This ability in branding a city will greatly determine the increase in foreign exchange of a city.

Branding is not a way to manage a city, but branding is a tool to convey a positive

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image that aims to improve perceptions held by various stakeholders, where branding cannot change a city but can help improve overall competitiveness, this is explained by Cavia Fernandez et al. (2013). City branding is expected to form a positive image in the minds of tourists, because it will affect the way tourists behave, both before, during and after visiting a destination. A city must put forward a strong brand, so that it can form an image, this is reinforced by the statement Kavaratzis and Ashworth (2005) which states that forming a city branding can affect cognitive maps (mental maps) in other words how visitors arrange, recognize, and interpret a picture of a city in their minds.

City branding is one of the concepts of branding. Branding is defined as a concept created with the aim of developing a product. Whereas city branding is a city marketing strategy that aims to strengthen relationships and build a good image of the city with visitors (Kavaratzis, 2004; Zhou & Wang 2014). According to Cai (in Qu, Kim, & Im, 2011) another goal of city branding is to build a positive image of a place and to differentiate that place from other places and competitors. According to Ashworth (in Hazime 2011) a city needs to create an identity that attracts various parties in facing competition between cities in order to attract resources, investment or tourists. So, from the above opinion it can be concluded that a city branding strategy is needed to build a good image of a city and is used to differentiate the place from its competitors so that it can strengthen relations with investors or tourists.

In implementing city branding, a mature communication strategy is needed, because there must be synergy between the local government, the private sector and the community. The concept that will be emphasized in the selection of city branding is related to many things. For example, the name of the cultural potential of an area as well as the culture of the community or even other potentials. Choosing the right name in city branding will have an effect on tourists, one of which is easy to remember, another effect is that the information will reach the public correctly.

Tanjungsari is one of the villages in the District of Sukorejo in Blitar City in the province of East Java. Batok Village (*Kampung Batok*) in Tanjungsari is a handicraft industry which is engaged in the management of coconut shell into a handicraft that has a sale value. Through educational tours in the Batok village, coconut shell handicrafts are

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increasingly known both in the regions and outside the region. Through Batok Village, Tanjungsari wants to introduce this original Blitar coconut shell handicraft to the world.

City branding needs to be pursued through an appropriate communication strategy by the Blitar City Government, considering that Batok Village is the only shell craft center in Blitar, several stages of the right communication strategy and exploring potential will be points that can be explored in the City Branding strategy of Batok Village, Synergy between the local government, the private sector, cultural observers, and the community will be needed to achieve the formation of the right City Branding strategy. The effort is interesting to examine, whether the City Branding is done is maximum and produces results.

## **2. RESEARCH METHOD**

This research was conducted in *Kampung Batok* Jl. Kali Glagah No.48, RT.02 / RW.09, Tanjungsari, Sukorejo District, Blitar City, East Java 66122, whereas Tanjungsari Village Government, a shell craftsman in Batok Village, the general public as the object of the research. This research uses descriptive qualitative analysis method, with a case study approach. The use of this approach aims to describe the results of research and findings of data in the field as it is without any pressure in certain conditions which the results emphasize more on meaning. Data collection techniques such as: observation, documentation and interviews. The subject of this research was the community in Tanjungsari Village. The research subject was made the main informant or the main data source (Creswell, 1994: 115). The informant in this research was Mr. Ismarofi as the first person who has idea to opening Batok Village Tourism and at the same time as one of the owner of UKM in Batok Village.

## **3. DISCUSSION AND RESULT**

Batok Village is located in Tanjungsari Village, Sukorejo District, Blitar City. Batok Village is an educational tour which is engaged in the utilization of coconut shells to be processed into a handicraft that has a sale value. The use of "*Kampung Batok*" as name itself through various considerations. In addition because it is indeed in the environment the majority of handicraft entrepreneurs but they also look for names that are unique and

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different from others. You could say "*Kampung Batok*" is the only one in Indonesia.

In the beginning of Kampong Batok as Tourism Village was only a household industry located at Jalan Kali Glagah No. 48 Kelurahan Tanjungsari, District Sukorejo. The business was initiated in 2009 with various aspects of consideration. One aspect of consideration is the ease of finding coconut shell raw materials and it is expected that the use of coconut shells is expected to reduce coconut shell waste. In addition there is no business in the field of batok handicrafts except in Blitar. If you see a very promising tourism potential, it is appropriate that Batok Village can be a favorite tourist destination choice for foreign tourists (Intyaswono, 2016).

### **City Branding Strategy of Batok Village as a tourist Destination**

Batok Market Activities is an event organized by Tanjungsari Batok Tourism Village which aims to introduce *Kampung Batok* tourism. Various handicrafts made from shell or coconut shell (batok), culinary, music, and traditional children's toy competitions are exhibited at the Batok Market event. The culinary sellers sell food using utensils derived from shells. The culinary which is sold on average is traditional food. Starting from ketan, jajanan pasar, gulali, and pecel. And there are also heavy foods such as soto and meatballs. For the Dolanan competition, children also use tools made from shells such as shell grits (*enggrang batok*).

Even more unique is buying and selling at Batok Market event does not use rupiah, but uses coins from shell (batok). The committee provides coins from shells for buying and selling transactions. Previously visitors had to exchange rupiah coins with shell coins to the committee before shopping at the Batok Market. The committee provides shell coins with exchange rates starting at Rp. 2,500; Rp. 5,000; Rp. 7,500; and Rp. 10,000 Visitors can spend shell coins at sellers in the Batok Market.

In addition to promoting coconut crafts, the event was held to move the economic wheels of Tanjungsari community, because the community could sell culinary at the event. Moreover, the Batok Market event was carried out independently by Tanjungsari residents.

The efforts in shaping a good image also require an implementation strategy of the Batok Market in Tanjungsari Village as City Branding by the Tanjungsari Village Government according to Kotler 2002: 245 (Christopher Hamzah, 2018):

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1. Image marketing
2. Attraction marketing
3. People marketing

### **Good Image Marketing through Batok Market Events Carry Traditional Themes**

Image marketing, in marketing the image of Batok Village as a natural tourist attraction with extraordinary potential, Tanjungsari government is organizing a tourism event that is useful as a marketing event to attract tourists to come to Batok Village which the function as one of the strengths of the local government and the community to attract tourists to visit (Pakarti, Kusumawati & 2017).

The sense interest of tourists to visit in increasing visits to an area can grow with promotional tools in the form of events (Andriani, 2018). Tourism event held by Batok Village is holding a Batok Market event. This event was held with the aim to introduce more about the existence of *Kampung Batok* tourism in Tanjungsari Village. The image formed by Tanjungsari community is maximizing the traditional elements of the past during the activity. And most culinary sellers use shell tools. For example cups, bowls, and spoons used are made of shells. The tools used were from *Kampung Batok*.

Image marketing carried out by the organizers is to do the best service for tourists who come to Batok Village. As well as presenting a series of Batok Market events in Tanjungsari Village as an effort to introduce Batok Village properly and optimally.

### **Attraction Marketing through a Shell Market Event that Presents Traditional Children (Dolanan)**

Attraction Marketing, Tanjungsari Village has a variety of craft centers, beautiful environment, hospitality of citizens. The Batok Market in Tanjungsari is focused on introducing *Kampung Batok*, which is the only center of handicraft production in Tanjungsari Village. Cultural attractions that are displayed include traditional children's games (*dolanan*) competitions. Traditional game is a folk game, the game grew and developed in the past, especially growing in the area of the local rural community (Allsabab, 2019). The holding of cultural attractions in the form of traditional children's *dolanan* competition because this traditional game can also foster character values in children, such

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as religious, nationalist, independent, mutual cooperation, integrity (Saputra & Ekawati, 2017).

The types of traditional games held at the event are shell barn (*enggrang batok*), bamboo barn (*enggrang bamboo*) and table jump (Kapanlagi.com). In addition to using bamboo, engrang can also be made using coconut shells. When playing shell stilts, children must walk on coconut shells which have a surface area of about 10 cm in diameter, so that balance is needed to play this game (Andrian & Ehan, 2017).

Beside traditional games at the event there are also many traditional food culinary. According to Marwanti in Utomo (2016) namely "Traditional food is a staple food that is a daily food either in the form of a snack, or a special dish that has been passed down and existed since the days of our ancestors". Furthermore, the most unique is the existence of buying and selling transactions using shell coins.

Seeing traditional games as a characteristic of a region that can attract the interest of outside communities to be interested can make a breakthrough of an area to make traditional game tourism so that the local economy can improve (Allsabab, 2019). Therefore the concept of local wisdom raised in each series of activities in Batok Village aims to show tourists that in Tanjungsari Village there are traditions and cultures which no less interesting than in other places.

### **Infrastructure Marketing through Website and Online Reporting the Activities of Batok Village**

Infrastructure marketing, Tanjungsari Village in carrying out the Batok Market also built infrastructure to support tourist attractions and easy access to information. The availability of various facilities makes tourists feel comfortable traveling in these places (Sari, 2009). In addition to infrastructure that is maximized as much as possible in all aspects such as access roads, facilities at tourist attractions, transportation etc., *Kampung Batok* also has a website (Interview with Mr. Ismarofi on February 20, 2020).

Website allows users to access everything about *Kampung Batok* through a smartphone. The website provides various kinds of information about Batok Tourism Kampong complete with pathways, types of transportation that can be driven, tariffs or

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entrance fees to tourist attractions, and all information in *Kampung Batok*. With this website the tourist attraction can be known by tourists so that it can increase the number of tourists (Sari, 2009). Provision of tourism supporting facilities is very influential on tourist satisfaction (Prawami & Suryasih, 2018).

#### **People Marketing through the Formation of Community Group (POKMAS).**

People marketing, a tourist city can not only rely on promotion. It will not be possible if only the local government is actively promoting these tourist attractions. Community participation and support is needed to create a culture and climate that is conducive to the advancement of tourism in the area (Intyaswono, Yulianto, & Mawardi, 2016). The role of entrepreneurs, accommodation, tour services, transportation rentals, souvenir merchants, souvenir merchants, hotels, all must synergize and work together in order to realize Tanjungsari especially Batok Village as an international tourist destination.

Tanjungsari Government has implemented one of the marketing activities of the City Branding of Tanjungsari, namely people marketing through the Community Group (POKMAS). Tanjungsari government formed a Community Group (POKMAS) which is a group of local communities aimed at developing the Batok Tourism Village and a tourism training program that aims to improve the tourist destinations in Tanjungsari and raise the standard of the Batok Village tourism destination. The tourism training and development program has resulted in new tourism destinations which are then referred to as Tourism Villages (Intyaswono, 2016). In addition, the government coordinated through Tanjungsari community of artisans to facilitate communication in the implementation of the Batok Market in Tanjungsari Village.

#### **4. CONCLUSION**

Through the explanation above, it can be concluded that the community of Tanjungsari Village together with the Government of Tanjungsari in an effort to improve competitiveness and travel visits undertake a city branding strategy in the Batok Tourism Village through the Batok Market event. The strategies adopted are as follows:

1. Image marketing, in marketing the image of Batok Village, Tanjungsari government held a Batok Market event which was useful as a marketing event to attract tourists to

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come to the Batok Village. The image formed by Tanjungsari government is by maximizing the traditional elements of the past while the activity is taking place.

2. Attraction marketing, cultural attractions displayed include traditional children's games (dolanan) competitions such as shell grills, traditional food culinary, and buying and selling transactions using shell coins.
3. Infrastructure marketing, Tanjungsari Village in carrying out the Batok Market also built infrastructure to support tourist attractions and easy to access information using website.
4. People marketing, Tanjungsari Village Government formed a Community Group (*Pokmas*) which is a group of local communities aim to develop the Batok Tourism Village and is a tourism training program that aims to improve tourist destinations in Tanjungsari and improve tourism destination standards of Batok Village. In addition, the government coordinated through Tanjungsari community of artisans to facilitate communication in the implementation of the Batok Market in Tanjungsari Village.

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