

Communication Planning Of Bandung City Branding As The City Of Tolerance

Ilona Annisa Ristiani, Susanne Dida, Yanti Setianti

ABSTRACT - Bandung is a city that consists of various tribes, cultures, and religions. The problem of interfaith tolerance becomes very sensitive among people. The evidence shows that there are many cases of religious conflicts that occurred in Indonesia. In responding to this issue, the local government of Bandung wants to show City Branding of Bandung as a City of Tolerance to various religious differences. The purpose of this study is to explore the communication planning efforts undertaken by the Government of Bandung in the development of City Branding of the City of Tolerance. The approach used is a qualitative approach with descriptive research method. The subject in this study is the Government of Bandung while the object of research is planning communication of Bandung city's branding. Data collection techniques are conducted through interviews, literature study, field observation, and documentation. The analysis technique is based on inductive analysis, and the data validity testing technique is done through data triangulation. The results of this study indicate that communication planning efforts undertaken by the Bandung City Government in the development of City Branding Bandung as a city of tolerance consist of only 8 out of 9 planning. The planning that has not been implemented is the evaluation stage. It is recommended for the Government of Bandung to conduct research on its people to obtain more in-depth and comprehensive data, and to evaluate the activities that have been done.

Keywords: *Communication Planning, City Branding, Bandung City, Tolerance, Government*

1. Introduction

The city of Bandung is one of the most popular cities in Indonesia. As the capital of West Java Province, Bandung has attracted many migrants not only from other regions in Indonesia but also from other countries. Even, many immigrants have settled and become the residents of Bandung. The diversity of cultures and religions has made the city of Bandung a heterogeneous city, which consists of various tribes, cultures, and religions. The indigenous tribe of Bandung is the Sundanese tribe with the majority of the population are Muslims, but many inhabitants also embrace other religions. From the population data of Bandung City as per December 2016, the number of populations by type of religions are as follows:

Table 1. Total Population by Religions

No	Religion	Total
1	Moslems	2,199,775
2	Christians	129,927
3	Catholics	53,695
4	Buddhists	11,991
5	Hindus	1,739
6	Confucians	166
7	Other beliefs	103
Total population		2,397,396

Source: Bandung Department of Population, 2017

Table 1 shows that there are six officially recognized religions in Indonesia living together in one city of Bandung, and the most significant number of followers is Islam with 2,199,775 and the lowest followers are Confucius with the number as much as 166, as well as other beliefs of 103 followers. This religious diversity is a tremendous potential owned by the city of Bandung. However, it is also possible to become a potential conflict that can divide the people of Bandung. Different societies allow for the emergence of different groups, both ethnically and religiously. A study conducted by the Centre of Strategic and International Studies (CSIS) in 2012 shows that the tolerance level among Indonesian people is low. Based on the survey, 59.5 percent of respondents did not mind to have neighbours with other religious people, and about 33.7 percent said otherwise.

Based on these data, the issue of tolerance between religious people becomes very sensitive among people in Bandung. At the end of December 2016, a similar conflict occurred in Bandung. There was a conflict between two mass organizations calling themselves the defenders of Ahlus Sunnah (PAS) and the Council of Islamic Da'wah (DDI), forcibly dismissing the religious activities of the Christian Congregation at the Revival Service (KKR) in Gedung Sasana Budaya Ganesha Bandung, which ended in a riot. All of them added to many problems that arise as a result of differences in identity in society. In responding to the issue, Bandung City Government has tried to remind people that Bandung is a city that has diversity in religions, and people must respect each other instead of spreading hatred. The government not only reminds the people of the community about tolerance but also wants to show all Indonesian people and even the

- *Ilona Annisa Ristiani, West Java Provincial Government, Indonesia*
- *Susanne Dida, Universitas Padjadjaran, Indonesia*
- *Yanti Setianti, Universitas Padjadjaran, Indonesia*

world that the brand of Bandung City as a Tolerant City in various religious differences.

2. Literature Review

City Branding is a topic of significant interest to both academics and policy makers. As cities compete globally to attract tourism, investment and talent [1]. Branding is the talk of the town. Corporations spend millions planning and implementing brand activities. Brand management is a process that tries to take control over everything a brand does and says, and the way in which it is perceived.[3] Branding [4] argues that some things can use branding for their purposes, such as physical goods; services; retailers and distributors: online products and services; people and organizations; sports, arts, and entertainment; a territory or geographic location; as well as ideas and causes. The city of Bandung branding can be added into the category of territory or geographical location. There are three goals in branding [5]: (1) as a way to get added value; (2) customers can directly know the quality of products, expected features and services that can be obtained; and (3) promises made by producers to consumers for the quality of the products they will produce. City branding generally focuses on image management, precisely what and how the image will be formed as well as aspects of communication that are performed in the process of image management [6]. Middleton adds that there are several steps or stages in communication planning. The model created by Middleton begins with research to obtain data and efforts to determine the needs of the audience (need assessment). The communication planning steps, according to Middleton, are as follows: (1) Baseline data collection and need assessment; (2) Formulation of objectives; (3) Analysis and segmentation of audiences; (4) Strategic planning and development analysis; (5) Selection of media; (6) Message design and development; (7) Management planning; (8) implementation of a communication program; and (9) Program evaluation [7]. The purpose of this study is to explore the communication planning efforts undertaken by the Government of Bandung in the development of City Branding of the City of Tolerance. Hopefully, this research can be a reference for other regions developing communication planning in shaping the identity of the city.

3. Research Method

This study uses a qualitative approach that aims to explain a particular phenomenon. [8] A descriptive research method was used to explain the phenomenon in depth through in-depth data collection. The subject in this study is the Government of Bandung as the executor of city branding activities, while the object of research was

planning communication of Bandung 's city branding. Data collection technique for this research has three stages: interview, literature study, and field observation. An interview is a data collecting technique conducted by the researcher to get information orally through question and answer, face to face with some informant that can give descriptions related to the research problem. A literature study was used to collect data by searching for data and information based on literature or references, both from books and documents, reports, journals, clippings, magazines, articles from various sources, including the Internet as well as relevant records relating to the object of research. Library study conducts as a reference for secondary data collection. Meanwhile, field observation is a data collection technique by doing a direct observation of the research object, Bandung City Government, and documenting it through photographs or drawings, as physical evidence of research implementation.

4. Result and Discussion

The results of the study illustrate the main findings of the study. The communication planning undertaken by Bandung City Government began with baseline data collection and need assessment. Middleton explains that the initial step in communication planning requires an accurate and adequate set of baseline data including information on problem identification and a review of what is needed to solve the problems at hand. Baseline data collection activities by the Government of Bandung was conducted by holding a focus group discussion with several stakeholders, such as the chief police department in Bandung, the head of Bandung Ministry of Religious Affairs, the representative of military officers, the representatives of religions, and religion and inter-religious communication forum in Bandung.[7] The forum discusses current issues related to the problems in Bandung that can trigger disputes among religious people, especially the factors causing the disputes that have occurred as a reference for learning and improvement in the future. Besides that, the discussion forum acknowledges the need for things that support religious activities, such as infrastructure, facilities, and infrastructure of worship, religious events that can be added to the development of Bandung city branding. The event ended with the initiation of a Memorandum of Understanding on Religious Harmony in Bandung.



Source: Public Relation Office, Bandung, 2017

Figure 1. The MoU Signing among Religion Representatives in Bandung

As explained by Kavaratzis, a series of interviews and discussions with selected parties have a significant role in the development of a city. This activity aims to identify their views on the unique elements of the city and to define the central values as the basis for the development of city branding and marketing program. The next step of planning is the formulation of program objectives. This stage should at least be able to answer questions such as: (1) why we need to do the activities/programs and what we want to achieve with these activities; (2) what kind of change desired; and (3) whether the objectives to be achieved are in accordance with the needs of the target.[7] Through the city branding, Bandung City Government communicates the potential and advantages items associated with the peaceful religious differences in the city to a broader community. Some of the goals in Bandung brand development are: (1) Firstly, by knowing the potency and excellence of the city, it is expected to grow pride and sense of belonging in every citizen of Bandung to its city. The citizens of Bandung are people who like to gather and form groups within the community itself. Therefore, the potential for dispute is very likely. If people feel proud of the diversity of religion in the city of Bandung, of course, mutual tolerance can be formed. (2) Secondly, the formation of the Bandung City brand is not separated from the desire of Bandung City Government to attract investors to invest in Bandung City as well as attract tourists both local and foreign tourists to visit the city of Bandung. The outsiders' view to the city of Bandung as a safe and comfortable city for different migrants will undoubtedly benefit the city of Bandung itself because, in the end, the city branding program in Bandung will also have an impact on economic development in the city of Bandung. The third step is the analysis and segmentation of the

activity audience. The analysis of the audience was done by creating polling through social media made by Public Relations Bandung. The goal is that the formation of a brand for Bandung city is not only in the form of top-down but also bottom-up, to absorb as plenty as possible, aspirations of the people of Bandung. However, the polls were not in line with what Kavaratzis (2009: 44) says, he explains that data should not be collected from top-down and bottom-up. The developer of the city brand must conduct research or study to urban residents using questionnaire instruments, where respondents filled in data about how the performance of a city is today and what the city attributes needed in the development of city branding. It can be an input for the Government of Bandung City to research the city level related to the expectations of the community with more depth and detail. The analysis of public perception towards Bandung was carried out by determining the target audience groups of this city branding program. The initial goal of this program is as a means to communicate the potential and superiority of Bandung City as a city that carries a high level of tolerance. Therefore, the target groups of this program were the people of Bandung, the investors, and tourists. The fourth step in communication planning is planning and strategy development. This stage is to decide a way to achieve what has been defined in the program objectives. Based on the analysis of social, operational, and internal environmental factors, strategies to achieve those objectives are established (Cangara, 2014: 106). At this stage, the Bandung City Government created a tagline on every promotion using has a tag of #Bandung Toleran In determining the tagline, some characteristics must be taken into account; firstly, it must be based on the need for a nickname that is easily remembered by many people, has a deep meaning, and can be a Bandung city's representation. The decision in using the tagline is also the result of a discussion involving several stakeholders and communication consultant. The tagline will then be listed on every promotional activity undertaken by the Government of Bandung through the Public Relations of Bandung and in some types of audio media. The next step is media planning. Vermeulen explains that in establishing the brand and marketing of a city, the image of the city needs to be managed and communicated well. According to the image of the city is communicated through three different types of communication, namely primary communication, secondary communication, and tertiary communication [9]. Brand journalism is a multidimensional, multifaceted way of creating a brand story. It means telling the many facets of the brand story [10]. In addition to it, the government also uses Internet media as the main focus in developing city branding #BandungToleran. The media include the official portal of Bandung City, Youtube, and

Twitter through the account of PR Bandung, Bandung Mayor account, as well as some related officials, Fanpage, and Facebook. The government issued a one-minute and 59 seconds video showing religious activities of Islam, Christianity, Catholicism, Hinduism, and Buddhism with their respective houses of worship. It was a popular video and discussed by the community. At the end of the message, there are some figures and people in the city of Bandung who hold the text #BandungToleran. The video was broadcasted not only via Youtube but also via social media, which was later forwarded by the people of Bandung through their social media accounts.



Source: The Bandung City Mayor's Instagram, Ridwan Kamil, 2017

Figure 2. The Tagline of #BandungToleran at the End of the Video

Cangara mentions that the internet media has advantages, such as its ability to penetrate across territories, space, and time. It is hoped that the image of #BandungToleran can be accessed widely and accepted by as many people as possible. Local government also expects the existence of tertiary communication, related to word of mouth to create public opinion toward tolerance. This public opinion is reinforced by the role of mass media to raise the topic of "BandungToleran" as a discussion material in the media, such as the Talkshow by one of the private stations that invited the Mayor of Bandung to discuss the #BandungToleran movement. The talk show was the program of Mata Najwa in Metro TV station that invited Ridwan Kamil as Mayor of Bandung to share his opinion about tolerance. Such activities become a communication medium that can build public opinion without spending money but can target the market quickly. Thus, tertiary communication cannot be controlled by city branding executors but can be utilized with the maximum achievable result. The sixth step is the design and development of messages. This stage is to arrange messages targeting every target audience in developing the branding of Bandung City, such as society, investors, and tourists. Persuasive messages communicated in this brand are expected to change the negative perceptions of intolerance that recently occurred in Indonesia through the image of Bandung that describes

the city of tolerance among religious people to attract tourists to visit and feel safe to live in the city of Bandung, and attract investors to do business and develop business in Bandung. The local government also made some short messages that are also spread on many social media, as shown in Figure 3.



Source: Public relation office, Bandung, 2017

Figure 3. A Short Message from the Local Government

The above short message shown in Figure 3 is to remind the citizens of religious harmony. The message uses a small duration so that the public can easily remember and the possibility to be redistributed is quite large. Another message that shows the tolerance of Bandung is shown through the message below in Figure 4.



Source: Public relations office, Bandung, 2017

Figure 4. A Short Message from Local Government on Worship

The seventh step is management planning. At this stage, is the conducting of the selection of communicators who tries to convey the message to the intended audience, either individual or teams of communicators. According to Cangara (2014: 133), three conditions need to be met by a communicator, namely the level of trust of others to himself (credibility), attractiveness, and power. In Bandung city branding, Ridwan Kamil as Mayor of Bandung directly involved actively in delivering messages in social media. Ridwan Kamil is known as a person who has high credibility and attractiveness as seen from the number of followers on his Instagram account, which reached 6.3 million followers. The number of followers exceeds the population of Bandung City itself, which amounts to 2.3 million people. If viewed in terms of power, Ridwan Kamil is powerful as a person who has the highest position in the city of Bandung.



Source: Instagram, Ridwan Kamil, 2017

Figure 5 A Message delivered by Kamil on his Instagram

The selection was done unintentionally by the local government, but it is an initiation made by the Bandung City's Mayor himself. Unlike the characters on the video, the election of more figures was based on ordinary citizens reflecting the expectations of today's citizens. Community figures on the video did not meet requirements in terms of credibility, but the community figures have the attraction and power as they have emerged from the community. Thus, it is expected to represent what is felt by society and which should be felt by society at that time, so tourists and investors can see it as a reflection of citizens of Bandung today. The eighth step is the implementation of the program. The local government of Bandung undertook the stage by implementing brand strategy in various sectors so that

the brand is formed not only as a tagline. The formation of tagline and logo in branding is not the only strategy in the development of a city brand. The development of a city brand focuses on the perception and image of audiences towards a city and puts it on the activities and design of urban development.



Source: Public relations office, Bandung, 2017

Figure 6. A Mayor's Visits during Christmas Eve at GKI Van de Venter

The third step is to form a religious tolerance task force, which aims to maintain freedom in running religious beliefs and worship. Based on the interview results with Ridwan Kamil, as Mayor of Bandung, the purpose of the establishment of the task force is as an extra protector for the community in practicing their beliefs in Bandung and also to assist the police. The taskforce can also serve to create early action if undesired things occurred in the community. It is hoped that this task force of tolerance would be able to make people practicing peaceful worship. The fourth step is the inclusion of tagline #BandungToleran on media campaigns in outdoor media, Internet media, and mass media. The fifth step is to improve the infrastructures of the place of worship. Based on data obtained from Bandung Public Relations Office, there are about 4,000 mosques, 164 churches, 14 temples, and 23 monasteries whose numbers are in line with the number of religion followers of in Bandung. The last stage is the evaluation of the program. Cangara (2014: 174) argued that evaluation is a method of study and assessment to evaluate the success of communication activities that have been done. The aim is enhancing or

improving success from the previous program. Evaluation is carried out in order to measure the extent of the success of a communication program. So far, there has been no evaluation of various activities carried out against a series of Bandung city branding development as a tolerant city. The government considers that this program is in early-stage for evaluation to take place and is still in the implementation stage of the program.

5. Conclusion

Based on the results and discussion, it can be concluded that the communication planning undertaken by the Government of Bandung in the development of City Branding Bandung as a city of tolerance was eight of nine planning, consisting of Baseline data collection and need assessment are performed through an FGD with stakeholders signing the Memorandum of Understanding on Religious Harmony in Bandung at the end of the event. (2) The formulation of program objectives consists of understanding the potential and advantages of Bandung, the desire to attract investors and attract tourists. (3) The analysis and segmentation of the audience were done by way of polling through social media, with the people of Bandung, the investors, and tourists became the target group. (4) Analysis of planning and strategy development is done by creating a tagline on each campaign with the nickname #BandungToleran. (5) Media planning is more focused on secondary communication with the use of campaign slogan #BandungToleran on some billboards in Bandung, and the utilization of internet media. Other media through tertiary communication include the favorable opinion of the community and the role of mass media to raise the topic #BandungToleran. (6) The development of a persuasive message delivered via #BandungToleran video emphasizes the brotherhood among religious people. In addition, some short messages were also made and disseminated in other social media. (7) Management planning through the selection of communicators in the delivery of messages was initiated by the Mayor of Bandung itself, while the selection of figures on the video #BandungToleran is from citizens of Bandung. (8) The implementation of the program consists of the inclusion of religious agenda as an annual activity of Bandung, Bandung Mayor's visit on the holy days of non-muslim, forming a religious tolerance taskforce, tagline insertion #BandungToleran on promotional media, and improving facilities and infrastructure of worship places.

6. Limitations and Study Forward

The study may have limitations such as the lack of in-depth analysis about toleran, the opportunities to expand the Quantitative research.

Acknowledgments

Part of the planning stage which has not been implemented is program evaluation. As a recommendation, the local government needs to conduct a research at the city level as a stage of audience analysis and the need to implement the evaluation to further analyze the series of activities that have been done.

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