

THE SLOGAN "HEBAT PONOROGO" AS IDENTITY AND CITY BRANDING IN PONOROGO TOURISM PROMOTION

by Adi Santoso, Alip Sugianto, Nur Sayidatul Muntiah

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PREFACE

Proceedings of 4th International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology 2022 (ISBTEC22)

It is my pleasure to welcome you to the 4th International Conference on Interdisciplinary, Social Science, Business and Economics, Education and Technology 2022 (ISBTEC22). ISBTEC22 aims to provide a platform for connecting academic scholars and industry practitioners world-wide to share the research findings from various disciplines and create a space for intellectual discussion, exploration and reflection of key issues that are shaping the world today. This is a great opportunity for delegates to expand knowledge, plan and implement innovative strategies, overcome barriers and move forward with the initiatives that benefit the community. There will be huge opportunities for networking, informed dialogues and collaborations.

Your participation in this conference and submission of research papers is greatly appreciated and on behalf of the Organizing Committee, I wish you all the safety and health and together we must strive to get over with the Covid-19 pandemic challenge as soon as possible. Our research works must endure despite these challenges to continue contributing to the body of knowledge from new research ideas, methods and problem resolutions.

Thank you.

Dr. Safaie Mangir
Conference Chairman



ABSTRACT

The objective of this conference is to provide a platform for scholars, intellectuals and professionals from various academic and industrial disciplines to share the research findings from various disciplines and create a space for intellectual discussion, exploration and reflection of key issues that are shaping the world today. The conference welcomes all authors from related fields of research to submit and/or present the research papers. All accepted papers will be published in the conference proceeding book with ISBN number. More importantly, the accepted papers will also be published in refereed journals indexed by Malaysia Citation & Infometrics Centre.

The conference has attracted a number of participations and accepted research papers from various research disciplines for publication in proceeding book and journals. All submitted papers were reviewed by the review committee and the corresponding acceptance notifications were emailed to the authors upon acceptance approval by the review committee. Subsequently all accepted papers will be published in conference proceeding book which is targeted to complete by end of August 2022. All accepted papers correspondingly, will be published in September 2022 Issue of the refereed journals. The proceeding (with ISBN) will be provided in PDF format while the journal is online and the related online URL links will be provided via email upon successful journal publication of the papers.

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THE SLOGAN "*HEBAT PONOROGO*" AS IDENTITY AND CITY BRANDING IN *PONOROGO* TOURISM PROMOTION

Adi Santoso^{1*}, Alip Sugianto² and Nur Sayidatul Muntiah³

^{1 2 3} Ponorogo Muhammadiyah University, Jawa Timur, INDONESIA

*Corresponding author: adisantoso@umpo.ac.id

Abstract: *Slogan language is an interesting part of advertising. The government of Ponorogo has the slogan "Ponorogo Hebat" which is the identity and city branding as an effort to promote the city of Ponorogo, one of which is through tourism. Therefore, it is necessary to know how the city branding strategy is carried out by the Ponorogo government. This study uses a qualitative descriptive approach. This research took place in Ponorogo Regency, precisely at the location that became the object of branding. Data analysis using triangulation. The results of this study can be concluded that the implementation of the city branding "Ponorogo Hebat" is very appropriate based on the analysis of place, objectives, popularity and goals in developing tourism aspects such as branding on Hos Cokroaminoto street, Bendo Dam, and the mural festival. The city branding becomes an identity because it is a monument that has a long enough duration and has a significant impact on tourism development in Ponorogo.*

Keywords: Language, City Branding, Tourism, Ponorogo.

1. Introduction

Slogan language is a medium or tool to tell something to the public that is part of an advertisement. The language used is usually short, clear, concise, interesting and makes an impression on the community. According to KBB1, slogans are words or short sentences that are interesting and striking and easy to remember to tell or advertise something. Slogan language is also often used to convey certain goals such as to build public awareness of something, provide certain information, as an appeal, motivate to influence others, so the use of this slogan has a close relationship with public information.

The government of the regents of Ponorogo for the 2020-2024 period, Sugiri Sncoko and Lisdyarita have an interesting slogan, "*Ponorogo Hebat*". The slogan consists of two words, namely "Ponorogo" and "*Hebat*". The first word shows the name of the area or district of Ponorogo, the second word great is an acronym for harmonious, beautiful, energetic, trustworthy and pious. The acronym as stated in the government's vision is a series of Harmonious words in realizing the Ponorogo community to live a safe, comfortable, peaceful, harmonious, harmonious and harmonious life. *Elok* realizes that Ponorogo is beautiful, beautiful, and elegant so that it becomes a comfortable and fun place to work and create and is able to invite tourists from outside Ponorogo. *Bergas* is to create a superior, healthy, intelligent, and agile Ponorogo community to support global development. *Amanah* is a representation of the government serving the community wholeheartedly and managing the APBD really for the welfare of the people. *Piety* is the hope of the people of Ponorogo who believe and fear God Almighty.

The slogan "*Ponorogo Hebat*" has become an identity and *city branding* in every government activity in various fields such as agriculture, health education, and government, including in the field of tourism. Mission in the field of Tourism by improving the quality of infrastructure in tourism objects, building new tourist objects in the form of places and events, increasing international class cultural and tourism events, building a tourism industry based on community economy, building a cultural center complex, consisting of a core building in the form of a monument, museums, plazas, theaters, and art markets, as well as creating attractive and wide-reaching tourism promotion programs.

The vision and mission of "*Ponorogo Hebat*" is part of the *city branding* and identity of tourism development in Ponorogo. *City branding* is a marketing strategy carried out by a city, especially in the economic field. City branding owned by a city also has a role to influence a tourist to visit a destination or city that has been *branded*. Lailatus, and Nurita, 2018). City branding is usually based on three main attributes, namely image, uniqueness and authenticity. Branding, mainly developed from marketing strategies, is increasingly being used for city marketing and promotion, similar to products (Muge Riza, 2012). Kotler even argues that place is a product whose identity and value must be designed and even marketed as a product (Kotler, 1999).



Photo 1: "Ponorogo Hebat" Branding

One of the goals of city branding is to find or create uniqueness that makes the city has a city characteristic that can be distinguished from other regions (Ashworth, 2009), thus city branding must pay attention to how culture and history, economic growth, social development, infrastructure and architecture, landscape and environment. This city branding also forms an identity that distinguishes what is real and visible at first glance and is strong in creating an impression in the minds of people even who have never seen it. Therefore, identity is always exclusive and cannot be produced and each region has a unique identity consisting of the image of the city, regional advantages, history, geography and so on (Wicaksono, 2019). Ponorogo as an

area in East Java has many advantages in the field of tourism, be it natural tourism, culture, historical tourism, religious tourism, culinary tourism that can be used as an *icon* in tourism development. In line with that, the slogan "*Ponorogo Hebat*" is an umbrella for all aspects of development in building *city branding* and *identity*.

In this millennial era, the tourism industry is growing rapidly, each region is competing to attract the attention of tourists with various marketing activities carried out (Andriani, 2018). The implementation of regional autonomy has encouraged the government to further develop and market the advantages of the tourism sector, one of which is by creating city branding. City branding can attract the attention of tourists to visit an area, this is because city branding can form positioning and differentiation in marketing an area so that a city can build a clear identity, strong associations, and embed positive attributes in order to be able to win the competition with other cities, especially in tourism sector

This article wants to examine city branding and identity in tourism promotion in Ponorogo district. Based on the description of the background above, the following problems can be formulated: 1) how is the implementation of the *city branding* slogan "*Ponorogo Hebat*" in tourism promotion? 2) How is *city branding* in building a tourism identity?

2. Literature Review

Slogan Language

Slogans are usually interesting and arranged in such a way that they can influence the reader. Slogans have the nature of words that are easy to remember and tell something to many people. (Desi Lestari, Padi Utomo and Agus Trianto, 2019) In line with that, Supriatna said that slogans are words that inspire enthusiasm. This slogan is usually chosen for various purposes such as life goals, vision and mission which describes the hope related to something desired. This slogan is widely used in government agencies, private institutions, individuals. In government agencies, slogans are usually related to regional development that reflected the vision and mission of the government. In private institutions, for example, it is intended to develop institutions in accordance with the vision and mission of the institution or for individuals as an effort to motivate themselves related to life goals. Slogans have two main functions, namely to maintain the continuity of a series of advertisements in a campaign and to simplify an advertising message strategy in positioning statements so that it is concise, repeatable, attracts attention and is easy to remember by the public.

Place Marketing

Yananda and Salamah (2014: 19) define place as a culture, politics, and geography that is rapidly increasing as well as being seen as a product. According to Kotler in Yananda and Salamah (2014:16) Place Marketing is the design of a place to satisfy the needs of the target market. Place marketing can be said to be successful if city residents and business people are very happy with their community and visitors and investors get what they want. Place marketing is an aspect of urban development (Urban Development).

According to Yananda and Salamah (2014:17) three important components of regional marketing are positioning determination, differentiation development and efforts to build regional brands. Positioning is an attempt to establish a certain position in the minds of customers. Differentiation is an effort to differentiate itself through a unique value proposition and different from what is provided by the competitors. Building a brand is nothing but building awareness, brand association, perceived quality, and brand loyalty. The right positioning supported by strong differentiation can produce a strong and credible regional brand in the eyes of customers. Regions must also segment the market and focus on choosing their customers.

City Branding

Branding is an attempt to build a brand. A brand or *brand* is not just a series of words or images affixed to a product or service without a meaning to follow (Santoso, 2016). Logos, *taglines*, symbols, whatever the name and shape are part of the brand or *brand* to distinguish one product or service from another. *Brand* or brand, can traditionally be interpreted as a name, terminology, logos, symbols or designs created to mark or identify the products offered to consumers. A brand is a unique identity of a product or service in the minds of consumers, which reflects the level of difference from competitors (Murfianti, 2010).

Malik, et al., (2016) said that city branding is the identity of an area that gives a certain impression and message to a consumer (tourist). Pakarti, et al., (2017) states city branding is strategic of giving them brand in the city which serves as a tool to identify or control the potential of the peatlands Anholt in Moilanen and Rainisto (2009:7) City branding is the management of a destination through strategic innovation, coordination, economic coordination, coordination Yananda and Salamah (2014: 34) explain that city branding serves as a tool to communicate a place (city, district, or province) to stakeholders.

Branding of places or regions has differences with product branding (Sukmaraga & Nirwana, 2016). To create a strong city branding, it is necessary to have an attachment in the form of the strength of the nation of origin that reflects the quality of the product with the area or place where the product originates or is made. Dinnie (2011) explains that the stakeholders of city branding are very broad consisting of the community, investors, tourists and government parties so that in-depth analysis is needed to form regional branding.

A city with a strong brand can be different from other cities. Through the brand a city can be in the minds of the people when thinking about a place, that is, city branding plays a role in creating positioning and differentiation of a city so that it can win the competition between regions. City Branding strategy according to Andrea Insch, namely: Identity, which is the process of identifying the identity of an area (city, district, region), Objective, which is to determine the main purpose of determining the city brand, Communication, which is a form of communication carried out to promote city branding Coherence, is harmony communication carried out by all parties involved in promoting the city branding that has been built.

Tourist

Tourism is an activity or trip carried out by one or more people to a place outside their place of residence which is intended for pleasure, relaxation, business interests or other interests. (Risaldi & Wedayanti, 2019). According to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, tourism is a journey carried out by a person or group of people by visiting

certain places for recreational purposes, personal development or studying the unique attractions of tourist attractions visited in a temporary period. The tourism sector is one sector that is currently being promoted by the government (Rani, 2014). In order to support the tourism sector, the government not only builds infrastructure but also does several other things, such as promoting a strategy to improve the performance of the tourism sector in the Asean Economic Community (Sabon, et al, 2018). As evidenced by the development of the tourism sector, it will increase GDP revenue (Mudrikah, 2014). In addition, in the analysis of regional tourism development strategies, there is still regional tourism that has the potential to be developed but has not received full attention (Primadany, 2013).

In this case, an area can certainly be a tourist attraction, which means everything that has a uniqueness such as beauty and value in the form of a diversity of natural, cultural and man-made wealth that is the target or destination of tourist visits. Indonesia's tourism development has been reflected in the strategic plan formulated by the Ministry of Culture and Tourism of the Republic of Indonesia, namely: Improving people's welfare by opening up business opportunities and employment opportunities as well as equitable development in the tourism sector; Realizing sustainable tourism development so as to provide socio-cultural, socio-economic benefits for the community and the region, as well as maintaining environmental quality; Increase tourist satisfaction and expand market share; and create a conducive climate for the development of Indonesian tourism powerful, productive, transparent and corruption-free, so that it can carry out the function of the public service, as a trust which can be accounted for (*accountable*) (Indonesia).

3. Method

This study uses a descriptive qualitative research method, which emphasizes understanding related to problems contained in people's lives related to relationships, activities, attitudes, views and also ongoing or ongoing processes (Simamora & Sinaga, 2016) . location in Ponorogo Regency, precisely in the location that is the object of *branding*, so it is hoped that more in-depth information can be extracted about the "Ponorogo Hebat" branding related to the implementation of the program in the context of tourism development in Ponorogo Regency. The type of research used is qualitative research using interviews and direct observations in the field which produces data in the form of written and spoken words from resource persons, by taking notes and providing actual descriptions to support the presentation of the data. Qualitative research develops concepts and collects data (facts) and thus does not test hypotheses and statistics. (Singarimbuan & Effendy, 1999). The subjects of this research are all elements that act as actors or actors of cultural *events* in Ponorogo district. The main informants are based on the main requirements, namely from the *event* side, they are people who play a role in planning and implementing cultural *events*, are responsible for the operation of cultural *events*, and have the power to make decisions. Meanwhile, from the community side, it is the person who directly feels the impact of the language that is established through the organization of cultural *events*.

4. Results and Discussion

Implementation of 'Great Ponorogo' Branding

The slogan "*Ponorogo Hebat*" is a program of the regents of Sugiri Sancoko and Lisdyarita in building the Ponorogo district government for the 2020-2024 period. The slogan is the spirit of development, so "*Ponorogo Hebat*" is applied in various sectors such as agriculture, education, economy, health and tourism. In the field of tourism, this slogan is designed in such a way with the hope of improving the economic sector of the Ponorogo community. The "*Ponorogo Hebat*" program in the context of the success of the Ponorogo local government program is very important as an effort to succeed the regent's vision and mission in realizing "*Ponorogo Hebat*".

The phrase "*Ponorogo Hebat*" consists of two words, namely Ponorogo which indicates a location or the name of a region in East Java and the word great which in meaning is a very good condition, exciting or special. This "*Ponorogo Hebat*" can be interpreted as a special area that is memorable for all people, both Ponorogo residents and outside the region, in the slogan of course there is a hope and prayer to bring goodness in every government journey. Therefore, "*Ponorogo Hebat*" is not only a development slogan, but must be realized because it is part of a political promise to the community.

The implementation of "*Ponorogo Hebat*" in the tourism sector is by using various media such as the construction of new tourist attractions, tourist renovations, to various competitions or festivals or through activities that essentially build a new innovation. Even though this program has just started, the results can be felt so far, both in the form of physical buildings and systems. Physical buildings that have been successful include making efforts to face off the HOS Cokroaminoto road to become a tourist destination, the concept of the HOS Cokroaminoto road is similar to Malioboro Ponorogo, the Hos Cokroaminoto road was chosen because it has historical, cultural tourism potential and the main protocol road that become a trading center. This face off development is the result of community participation such as Muhammadiyah mass organizations, Surya Supermarkets, Bank Rasuna CSR, and other institutions.

The community-based development is a form of community participation in developing Ponorogo district so that all elements feel they have a shared responsibility in keeping Ponorogo for the better. The "*Ponorogo Hebat*" program under Sugiri Sancoko's leadership was quite good, as evidenced in 99 working days (taking the philosophy of Asmaul Husna) after being appointed as regent, he tried to organize and develop in Ponorogo by conducting community service competitions, Ponorogo batik design competitions, mural competitions sports-themed, located at the Batara Katong stadium, and so on. These movements are quite enthusiastic about the people of Ponorogo, it is proven that every event held is enough to attract the attention of the wider community.

The branding of "*Ponorogo Hebat*" is quite appropriate, namely by taking a moment of change or contextual in the regional head election so that it becomes a separate bargaining for voters to make choices with an attractive and quite promising slogan. This momentum has become one of the right and fast changes through the "*Ponorogo Hebat*" branding. The slogan seems very suitable if you see the very diverse potential of Ponorogo, ranging from cultural tourism, nature, religion, culinary and others. Potential in the field of culture for example reyog art, gajah-gajahan, unto-untoan, kebo-keboan, gong gumbeng. Nature tourism is very diverse considering that geographically Ponorogo is on the slopes of Mount Wilis, it saves natural potential, including Telaga Ngebel,

waterfalls, and caves. Religious tourism includes the tomb of Batara Katong, the Tegalsari mosque, to Islamic boarding schools, both modern and salaf. Culinary tours include chicken satay, gule satay, dawet jabung, and others.

This wealth is a motivation for the government to continuously improve in order to have a positive impact on the joints of life both in the fields of education, economy and social society. Based on a study of the potential of Ponorogo, it is no exaggeration if the slogan of this great Ponorogo became the choice of the regent of Sugiri. This Ponorogo district *city branding* strategy, when analyzed with Andrea Insch's theory, meets the criteria where in this *city branding* by identifying a very strategic place in terms of popularity, based on the objective, the main goal is development and development to improve the welfare of the community, the main interest is the community. as the recipient of the program, communication in the promotion of "Ponorogo Hebat" also runs massively in various government-owned sectors, and the last element is harmony between all elements, both government and society.

Branding and Identity Formation

Socialization and publications related to the slogan "Ponorogo Hebat" has massively gone viral on various government-owned social media, as the *leading* sector. Social media owned by the Ponorogo Regency Government became a pioneer, which was continued by the relevant government, to media partners. This indicator is that several government-owned or private agencies have included the "Ponorogo Hebat" logo in every activity, these systems and mechanisms have run naturally, meaning that there are no *top-down* instructions, but people voluntarily and without realizing it also promote the "Ponorogo Hebat" branding. This is great", for example the use of twibon about the anniversary of Ponorogo district, thousands of people download twibon voluntarily, which automatically affects the image and identity formation.

Strengthening the image of this branding indirectly strengthens the identity that is strongly attached to the development of Ponorogo during the reign of Sugiri Sancoko with the slogan "Ponorogo Hebat". The formation of this image is also through a program that is permanent and in the form of a monument so that it is remembered by the public for a very long duration. Among the identity formation programs include the following:

1) Cokroaminoto's Host Development

The construction of the Hos Cokroaminoto road as one of the tourist destinations made by Ponorogo is interesting, because it was the first development breakthrough carried out by the regent Sugiri Sancoko in the 99 working day program after being sworn in as regent. The determination of the Hos Cokroaminoto road is quite strategic, both from the elements of historical, economic and socio-cultural studies of the Ponorogo community. From the historical element, this road holds many historical relics such as SMP N 1, Post Office, Dhuwur Mosque, and so on. From the economic side, this road is a trading center so that with the construction of this cokroaminoo hos, the community's economy can increase, from the socio-cultural side it has strong roots as the basis for community movements. This strategic location has become an attraction in itself as a place to *face off* and not only that along the way also *branding identity* with the slogan "Ponorogo Hebat" in several locations such as in front of the market, in front of schools, and parks so as to strengthen the identity.



Photo 2: Warok Statue and “Ponorogo Hebat” Branding

The identity of the "*Ponorogo Hebat*" is also supported by the construction of a warok statue, a warrior figure of the Ponorogo community, this statue was built as an effort to inspire the spirit of the chivalrous spirit of the Ponorogo people who became the *icon* or pride of the people of Ponorogo. The construction of this *warok* statue has become an important identity symbol of a figure who is respected and appreciated by the people of Ponorogo. This reading of community psychology indirectly affects the soul of the people of Ponorogo who are proud and happy with the nature of heroism. In addition, several symbols in the art of *reyog* are also reflected along the Hos Cokroaminoto street so that the impression of ethnicity, and the characteristics of the Panaragan culture are very pronounced, for example there is a mask of the king of *Klanasewardana*, the *patih* of *pujangganong* and lamp ornaments in the shape of a peacock feather which add to the beauty of the atmosphere and make it one of the places to visit *kongkow* or refreshing.

2) Bendo Dam Construction



Photo 3: Regent Sugiri Sancoko inaugurated Bendo Reservoir Water Filling

The construction of the bendo dam in Ngindeng Sawoo Ponorogo village has been going on since 2013, or has experienced a change of regent in Ponorogo for 3 times. In the era of regent Sugiri Sancoko, the Bendo dam was inaugurated by President Joko Widodo. This multifunctional dam, which was built at a cost of 1.1 trillion, has a capacity of 4 million cubic meters, a height of 74 meters, an inundation area of 70 hectares. This dam can provide irrigation for 78000 hectares of rice fields and raw water supply of 370 liters per second, and can reduce flooding by 31 percent or 117.4 cubic meters per second. Setkab.go.id 7 September 2021-10-06

This dam later by the Regent Sugiri Sancoko will also be used as a tourist vehicle considering the location of this dam is very strategic, close to the provincial route and has a beautiful panoramic view of the mountains. The *bendo* dam is also part of the implementation of the “*Ponorogo Hebat*” branding as shown in the photo of the inauguration of the water filling of the dam by the regent a few months ago. This is certainly a distinct advantage for the Ponorogo government because in terms of image and imagery it goes well which will always be remembered for all time in the inscriptions and branding displayed in the area of the *Bendo* dam.

3) Setting up the *Batara Katong Stadion Stadium*



Photo 4: Ponorogo Hebat in Mural

The mural festival is one of the 99-day work programs of the Ponorogo regent, Sugiri Sancoko. This festival was held as an effort to beautify the stadium which seemed less well maintained. This mural competition was organized by the Department of Art, Culture, Tourism, Youth and Sports. Participants register and send designs first, in the selection process 20 participants are selected who are entitled to take part in this mural competition. The location of the mural has been determined by the committee on the walls of the stadium with a sports theme. In the festival, there is also a branding "*Ponorogo Hebat*" almost every participant's work shows that the implementation of the branding is already running naturally present existence in addition to being tidier stadium is also used as a means of travel sports many people who use the morning as a sport such as *jogging*.

Tourist

Some of the places that have been arranged and developed are now a place for tourists both from local and outside the region. They usually want to see the development and progress of Ponorogo to do tourism activities, be it enjoying the city atmosphere, scenery or just taking photos. Places that have been carried out by *city branding* have a positive impact on people's visits to those places and make *icons* or identities of new tourist facilities for the community, and it is proven that many people use them as tourist facilities. The role of branding in promoting the Ponorogo area is considered successful, so it is not surprising that the Ponorogo district government plans to do a *face off* again at several points in the city of Ponorogo such as the golden triangle ring, Sudirman streets and others. Development and city branding have an effect on tourism and of course have implications for the economic growth of the community.

5. Conclusion

Based on the exposure of the data and the results of the analysis that has been carried out, it can be concluded that the language of the slogan "*Ponorogo Hebat*" is very appropriate and successful in carrying out city branding through several strategies, namely identification of locations, very clear goals and having a relationship between the government and the community shoulder to shoulder with each other. participatory so as to be able to realize several development programs through face offs, mural festivals, and environmental mutual cooperation competitions. Identifying this potential, becomes a place or city branding effort carried out in the arrangement and development of the city through the "*Ponorogo Hebat*" branding which directly and indirectly affects the Ponorogo tourism sector with marked economic growth.

6. Acknowledgement

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Photo Source:

1. Ponorogo Hebat Dokumen
2. Media Ponorogo
3. Ponorogo Hebat Dokumen
4. Ponorogo Hebat Dokumen

THE SLOGAN "HEBAT PONOROGO" AS IDENTITY AND CITY BRANDING IN PONOROGO TOURISM PROMOTION

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