Place branding as the development of thematic city digital era

R Sutriadi¹, I Rashad¹ and A Ramadhan¹
¹School of Architecture, Planning and Policy Development, Institute of Technology Bandung, Bandung, Indonesia

ridwansutriadi@gmail.com

Abstract. Thematic emphasize developing the identity of a city. It is inseparable from the city’s resources, including the historical and cultural side, and the development of science describes civilization in a city. Based on the perspective of planners, consideration of sustainable development should be an essential part of the development of a thematic city, as well as the transformation of the community by solving various urban problems with innovative approaches. The intended changes are not to encourage people to have an urban style, rather than a sustainable development style with a variety of innovations in collaboration with the development of science, technological advancements, and stakeholders in the city. A city branding developed to increase the attractiveness of a city, then. Then the considerations of thematic city development basic that lead to the sustainability of a regional development theme and anticipate negative impacts should be an integral part of developing a network of cities and the discussion of city-level branding. These works discuss a more extensive literature review using the term place branding through which this term can be used in the context of island towns or coastal cities or small islands.

1. Introduction

As explained by Robert Govers and Frank Go at the beginning of their book entitled Place Branding, Glocal, Virtual, and Physical Identities, Constructed, Imagined, and Experienced [1], that in the era of technological development today, branding is for an area city can be done in a more varied way, even if it tends to be more than what it really is. This for city planners creates a challenge in itself, especially when a city creates various kinds of attractions, without paying attention to the carrying capacity, where the appeal is shown to be more than what it really is, so not only the impression of the city will be tarnished, but also negative impacts of the development of a city can occur, and in the end, the concept of developing attraction or branding will not be sustainable.

Place branding study conjunction with the terms place marketing, according to Vuignier [2] it has a broad scope. This term can be mapped into four quadrants in terms of simplicity of definition (very narrow definition) to broad definition (comprehensive description). On the one hand, with an emphasis on more abstract strategies or an operationalization that is more concrete real [2]. Through this mapping, it can be understood that even in the context of regional and urban planning, it is appropriate to understand the discussion about branding that quadrant as the context for the study carried out. In more detail, the mapping describes in Figure 1 below regarding the diversity of place branding studies.

Meanwhile, Bethune [3] in her writing on Origin, explains that in the digital era as we are currently entering, several things make branding for the context of location or space undergo a shift, because
• We live in an experience economy. In this era, it turns out that consumers do not just buy products or services, what makes them more impressed is because consumers want an authentic experience in more detail from the location to be offered, such as the uniqueness, easy to remember, and experiences that can change lives.

• Authenticity is the new currency. This exchange rate arises along with the shift from potential customers or visitors to prefer something unique with local nuances, and not as a tourist attraction. Therefore, promotion can be carried out following this phenomenon.

• Tourism is on the rise. Branding cannot be separated from the world of tourism, Andrew Bethune explained that since 2017 the symptoms of over-tourism have been felt like what happened in Venice, Barcelona, Iceland, and even Yellowstone Park. In this case, it is important to further limit specific positions about the brand, so that potential users can be formulated more specifically, shifting the phenomenon of something for everyone to what is something, more specific than everyone.

This paper explains simple terms the phenomenon of city branding that usually utilizes as a way to increase the attractiveness of the city. However, in practice, the development of the city's enchantment is often not planned systematically based on issues translated to public needs in the context of signs. Urban planning signs are branding is not accompanied by sustainable development performance.

2. Data and Methodology

A qualitative descriptive research design is used to provide an understanding and explanation regarding the thematic city and city branding in the perspective by the author A literature study is the research method used by collecting secondary data and some relevant research and literature for later analysis. The author provides various concepts that exist in the urban and regional planning literature, then provides an understanding of the synthesis of various concepts and insights related to thematic cities and regional knowledge. Previously, the author has explained various insights into urban planning in other papers to support the writing of this article [4, 5].

3. Discussion

3.1. Terms in City Branding

Govers and Go discuss terms related to city branding which are based on the fact that technology development and global competition have made city branding, which is influenced by information, material, mental, and social conditions increasingly developing and varying. The terms include the following [1].
Figure 1. Diversity of place branding research. (Source: Vuignier, 2017).

- **Brand.** Is a term to give a good great impression on a product or organization or a location (spatial representation). Usually, brands have a connection with identity. This term gives a first impression of the value promised in terms of the experience a potential user can receive and can ultimately encourage positive behaviour for an organization.

- **Place branding.** This term emphasizes more to stamp and build value/quality of reasonableness of the product being promoted in a national, regional, or local context. The meaning of fairness in this case is more on awareness, taste than quality, as well as other brand assets such as trademarks and relationships through certain channels.

- **Place experience.** A term related to the experience of a location, ranging from feelings, thoughts, emotions, active participation, or passive views, as well as social interactions. Place identity. This term is formed through a historical, political, religious, or cultural discourse, all of which are understood through local knowledge and influenced by the power struggle process.

- **Place identity.** This term is formed through a historical, political, religious, or cultural discourse, all of which are understood through local knowledge and influenced by the power struggle process.

- **Place image.** This term relates to a set of impressions of a location or individual perceptions as a whole. This term also has an association with a dominant image or trend assessment or stereotyping of a location, so that the place image cannot be separated from the various individual constructions and their interpretations of a location.

- **Place marketing.** Is an effort to market a product for a location, through an approach based on a certain position or target. In the case, the marketing effort is influenced by the network channel of decision making as well as the development of the product itself. Because there are nuances of certain targets, in practice, it only looks from one or several perspectives and can involve the cooperation of various parties, both government and private.
• Product offering. The attractiveness side is the basic effort to be built through this term. Also, this term is closely related to tourist activities (destinations) (attractions, accommodation, access, and other services). This is based on the fact that globally, various locations will seek to be promoted as attractive locations not only in terms of tourism, but also as centers of trade, development of interests and talents (education), as well as investment development opportunities.

• Projected narratives. This term emphasizes all communications related to the marketing of a location carried out by the location/place marketers themselves. Usually, this is done through an identity narrative. In practice, there is an emphasis on history or origins, continuity, tradition, and sustainability which are then shown in certain languages. This term also relates to the discovery of a tradition which is then formalized, the existence of museums or other attractions, also shown in an education system.

• Tourism. This term emphasizes activities or someone who travels and then lives in certain locations outside the usual environment where they live either for the sake of filling leisure time, business, and other purposes (done voluntarily, not remunerated, or replaced financially by places he visited).

3.2. Important Elements of a Location
Several elements make a location very interesting and meaningful to visit. These elements include [3]:

- **Natural environment.** The natural environment emphasizes the geographical side of a location, as well as the landscape, scenery, climate and weather, natural atmosphere, wildlife, and so on.

- **Built environment.** Developed areas emphasize more on city infrastructure, comfort, types of development, lodging and accommodation, various activities, and entertainment, and so on.

- **Culture and heritage.** Culture and its heritage place more emphasis on cultural heritage, historical sites, various arts, food and beverages, events, and so on.

- **People.** The community itself, emphasizes the values of lifestyle, behaviour, the interaction of citizens with tourists, and so on.

3.3. Place Branding and Governance

![Figure 2. Important elements of a location. (Source: Bethune, 2019).](image)

Ivo de Noronha et al reminded that because of the very variety of studies on place branding, where place branding will ultimately affect not only location as a representation of space but requires intervention in the form of government policy, so He reminded that in the development process it is appropriate to place a place. Branding must be rooted in the community as well as existing development planning systems [6]. Therefore, he stated that there are four important things in the process of developing place branding, namely: the stakeholders, the cultural and historical heritage,
strategic governance because place branding will be very dynamic, especially in the digital era, and how policy is. It made more sustainable with the concept of economic development.

In line with other place branding writers, Ivo de Noronha and friends emphasize that in the end place branding is an effort to create the uniqueness, authenticity, and reputation of a location. The three things above are attempted to be packaged by means of an unforgettable memorable location description. To create this, it is important to collaborate among stakeholders in terms of destinations management organizations (DMOs), town center management partnerships (TCM), partnerships in urban regeneration partnerships, as well as increasing opportunities for business area development (business improvement districts-BIDs). Collaboration between stakeholders based on the specific functions that will be developed earlier can then gradually promote the location starting from the local, regional, and global levels. For more details, this can be seen in Figure 3 below.

Figure 3. Place branding governance. (Source: de Noronha, Coca-Stefaniak, & Morrison, 2017).

Bloom Consulting, shows that it is not only limited to the attention of stakeholders that should be considered in the process of preparing place branding but how the concept of financing is so that stakeholders should be detailed to investment and investors and the benefits they will get [7].
Meanwhile, Anne Miltenburg seeks to understand place branding by emphasizing place in terms of planning which is more rooted in the community, so that the understanding of place also includes details about stakeholders and functions they can collaborate with in terms of collective action to create place branding [8]. He explained that if it is associated with a location, there will be 10 components associated with it. The ten components include events, cultural products, government, business, education and institutes, natural assets, rituals, media, people, and artifacts.

Figure 4. Place branding and investment. (Source: “4 Core Place Branding Services,” n.d.).

Figure 5. Location and component of place branding (Source: Miltenburg, n.d.).
The approach proposed by Miltenburg [8] not only seeks to develop place branding that is rooted in the community but also gives awareness that the place branding to be created is already in the digital era, so that it raises the side of the media as a representation of the digital era, where it is not there is only the important role of TV and film, but also media in new forms, including social media. Also, Miltenburg touches stakeholders who become agents of change to encourage continuous development of science and create a scientific atmosphere that leads to more conducive innovation.

Figure 6. Branding components. (Source: Jemsand, 2016).

As a part of efforts to mainstream sustainable development goals (SDGs), there are challenges for regional and city planners to create planning inclusively, including in the development of place branding, amidst the importance of detailing the authenticity of place branding Based on literature, Eva Maria Jernsand has discussed this matter in her writing entitled Inclusive Place Branding. What it is and how to progress towards [9]. In this case, he explained that are at least five components of inclusive place branding, namely: democracy (covering ethics, power of responsibility, empowerment, and ownership), multiplicity (discipline, approach, stakeholders or identity of actors): transformation (changes in behavior, association, behavior, broad view), participation (involvement, knowledge, integration, and co-creation), and evolutionary process (including openness and openness to new things).

The lesson that can be taken from the inclusiveness side of place branding is the readiness and willingness of the stakeholders themselves in promoting place branding, so there is a need for a planning code of ethics and discipline of citizens in accordance with the expectations of the place branding to be aimed at. With regard to planning ethics and an innovation ecosystem that is conducive to the creation of place branding, to further broaden the horizons of regional and city planners in the development of innovation from a place branding, it is important to be able to understand more completely about the theory development of place branding itself.

Noronha and friends explained that the theory of place branding can be divided into three topics, namely related to the origin of the branding itself (domain origins), the deepening of the material from the branding (domain deepening), and the development of the discussion. Branding itself (domain widening) [6]. The origin of the branding cannot be separated from the spatial representation that is focused on more urban locations where many people It live and is a reflection of human civilization. Also, there is also an intervention side for branding for the public domain in the context of urban policies. Another thing that is include in the origin of this branding is the product of the branding itself and how to market it.
Figure 7. Place branding literature overview. (Source: de Noronha, Coca-Stefaniak, & Morrison, 2017).

The second part, related to the deepening of branding, it appears that place branding is a detail of city branding, and is not only related to the promotion of a location alone but also how the location is associated as a destination that needs branding. At a more detailed level, branding can be interpreted as an asset not just a product, so it is important to maintain the existence and sustainability of these assets. Branding development can be related to companies, services, related non-governmental organizations, and the internal side, all of which are used as building factors for place branding.

3.4. Place Branding and Governance
Based on important terms in the context of city branding above, Govers and Go developed a gap place branding model which looks at the gap between availability and the expectations needs of potential users, but is already in the nuances of developing science and technology. The model introduced by Govers and Go [1]. At least this model seeks to conduct a gap analysis in the form of:
Figure 8. Place branding gap model. (Source: Govers and Go, 2009).

- **Place branding strategy gap**, emphasizing the gap on the strategy side. The focus of the analysis is carried out to discuss the gap between place identity as a pulling anchor from a location for potential consumers (it can be authenticity in terms of the history of the physical or natural environment, wisdom and scientific development, or culture/religion) and projected place image (marketing, communication, media and ICT, narrative and visualization to give meaning to the location) on the one hand, and product offerings (tourism, trade, capabilities, or treasures) on the other.

- **Place branding performance gap**, emphasizing the gap on the performance side. The focus of the analysis is carried out to discuss the gap between projected place images (marketing, communication, media and ICT, narrative and visualization to give meaning to these locations) and vicarious place experiences (imaginations generated in the context of art, literature, or popular culture) on the one hand, and product offerings (tourism, trade, abilities, or treasures) with a perceived place experienced (opportunities for incompatibility of the identity or image offered) on the other hand.

Place branding satisfaction gap, emphasizing the gap on the satisfaction side. The focus of the analysis is carried out to discuss the gap between vicarious place experiences (imaginations generated in the context of art, literature, or popular culture) and perceived place experiences (opportunities for the incompatibility between identities or the image offered) from the host side and the perceived place image (from the cognitive- everything related to brain activity including knowledge, understanding, application, analysis, synthesis, and appraisal/appreciation evaluation; affective, namely the domains related to attitudes and values to like it or not; and conative namely the behavior of how individuals take action on objects) from the guest side.
In summary, Govers and Go formulated a triangle concept in understanding the gap analysis of place branding as shown in the image below. The interpretation of the figure below is that in determining the essence of place branding, it is necessary to have an identity that is built by the concept of experience and value that corresponds to it. The second is related to the analysis related to the identity that will be felt which cannot be separated from the image received by expectations. Third, related to the implementation which seeks to carry out the construction of place branding through communication and cooperation between stakeholders.

3.5. Example of Place Branding in Island Cities

There are examples of the application of place branding that is unique outside the context of mainland cities, namely for the maritime context, as discussed by Miller [10] that there are at least five important components that can be used as place branding regarding the position of the island city (maritime), namely:

- Ports. Is there a port in the form of a port or airport? How does this city function?
- Shipping. How is the connection between this city and the local regional port system and the world in transporting people and goods?
- Trading companies and commodities. Are there, and what trading activities are there, what companies are the backbone for this city's trade.
- Intermediaries. Are there any important service providers who coordinate one sector and another with a very wide range of services, who are the actors? Is working as a branch or shipping company subsidiary (including contractor role). What are the variations in the traditions and identities of these intermediaries?
- Culture. Such as whether the culture includes a set of behaviour patterns, whether written or not related to life and transportation/shipping / tourism or forming a professional identity for the maritime network structure. Culture usually forms the framework for and how maritime business works.

As part of the attention to place branding that considers the governance side, this is in line with Roe's [11] opinion that the concept of island city governance can be developed by taking into account:

- Time. In connection with the movements and activities in the city in terms of time, especially the punctuality of meeting the needs of residents and the achievements from outside to and from this island city.
- Process. What are the planning process like in this island city, including in responding to development issues such as meeting basic needs independently, connectivity with other cities,
and vulnerability to disasters so that it can continue to develop not only at the local level but also at the global level.

- **Metaphor.** Is there a relationship between the progress of this island city and its governance system? Or because of its strategic location and attractiveness, this island city will always develop. What are the explanatory factors: for example the attractiveness of space, the attractiveness of its citizens, attractiveness of government structures, career attractiveness, institutional relationships with individuals/citizens.

- **Speed.** The extent to which the speed is in responding to needs in terms of development policies and their supporting tools.

### 4. Conclusion

Based on the description above, it can be concluded that the thematic follow up of urban development so that it can be more operational can be done through city branding. But, cities can be divided into areas, and cities are not only located on land, but can also be on the coast or on islands, a small island. In line with this, the literature taken uses a study of place branding. Place branding is a concept which could be divided into smaller such as region, cities, or nation. Different scale of place branding requires different strategies, it is because the coverage of people or the stakeholders that oversee the areas are different. Strategies for nation branding could be different with region and city branding. Larger scale requires more general strategies because it covers a lot of area, while smaller scale place branding strategies could be more specific, the area is smaller and then stakeholders involved for building the place branding might be fewer and more simple rather than larger scale place branding.

Place branding is an understanding that includes details about the stakeholders. One example of the application of place branding is in the context of an island city. There are important components that can be used as place branding for the island city in the form of ports, shipping, trading companies and commodities, intermediaries, and culture which are components of maritime nuances. Apart from these components, one aspect that needs attention is the concept of governance of the island city itself which consists of time, process, metaphor, and speed. In preparing the island city plan, these two components are important in the consideration of planning.

Planners need to map the roles of each stakeholder in the process of preparing a place branding plan. Furthermore, it is not only an understanding of stakeholders but also the role of each of these stakeholders, so that they can better understand the collaboration between stakeholders, including the side of investment and financing corporation, as well as the creation of an innovation ecosystem for the development of the area.

This description makes place branding a challenge for regional and special city planners in the digital era because the media is an important part of giving meaning to place branding. Where there is not only an important role from TV and film, but also the media in new forms including social media as a new communication channel that can further develop the concept of place branding without neglecting the policy system and its negative impacts and anticipation of its development.

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