Tourism Branding: A Strategy of Regional Tourism Sustainability Post COVID-19 in Yogyakarta

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Abstract. This research examines how regional tourism management has a business strategy to be able to maintain the continuity of the tourism business after the COVID-19 pandemic by empowering the role of Penta Helix. The local community must care and have the awareness to maintain tourism destination development through a good branding strategy. Penta Helix still maintains the survival strategy of the tourism community in a global competition that must be increasingly competitive. Based on an intensive study of the impact of the corona covid-19 virus which is empirically related to unique and region-specific cultural attitudes that must be maintained. This study uses a qualitative research type in accordance with the variety and breadth of research objects in marketing branding management. In addition, through post-Covid-19 research, it is hoped that strategic innovations can be created to build tourism competitiveness advantages as expected.

1. Introduction
1.1. Implications of corona covid-19 virus in global tourism

The Covid-19 virus is a very serious disaster for the world tourism industry. All tourism activities can no longer run according to the wishes of the tourism world community, due to suffering from Covid-19, the emergence of various very crucial problems from various tourism industry activities requires an effective recovery strategy. Tourism is a human activity who travels with various activities related to tourist destinations [1]. This post-COVID-19 empirical phenomenon requires people to stay at home, negating everyone's desire to travel. Meanwhile, the needs of the general public are more concerned with meeting the economic needs of their families during the lockdown period. The public is faced with various government policies in an effort to limit the spread of the corona virus. The ability to sustain its viability due to the coronavirus has long been depleted. So that the ability to fulfill secondary needs to carry out tourism activities is also very low, moreover, public transportation facilities, airlines, trains, ships and another tourist transportation have stopped completely. Government agencies, companies and various public and private institutions are experiencing a human resource crisis, due to the corona virus case, almost all companies have stopped operating, employees have been laid off or do not work and do not get salaries, especially in the private sector. company. The tourism industry, such as hotel accommodation, restaurants and catering businesses, are also experiencing difficulties in selling their products. All companies are working hard to return the company's operating income to its original state, the company's online innovation strategy is also increasingly competitive so it requires an adequate branding strategy.

Thus we need to refer to the understanding of several experts about the management of these strategies. Strategic management combines the activities of various functional parts of a business to achieve organizational goals. There are three stages in strategic management, strategy formulation, strategy implementation, and strategy evaluation [2]. "Strategic Management is that a set of managerial decisions and actions that determine the long-run performance of a corporation", then strategic management as a series of decisions and actions that determine the company's long-term managerial performance [3]. Furthermore, it can be concluded that the understanding of strategy management is a
combination of three strategic analysis activities, strategy formulation and strategy implementation [4]. Thus in determining the policy recovery strategy must combine tourism problems with the application of appropriate and objective strategy management according to situational conditions.

1.2. Strategic approach to understanding tourism

Hunziker et al. [5] stated that tourism is the whole activity of various interconnected phenomena that are generated in the process of travel. Furthermore, this tourism activity is not intended for the purpose of living or settling in the intended place, but also not related to income-generating work [6]. The strategy of understanding the changes and challenges of tourism destinations according to the new normal post COVID-19, there is a need for innovation in all components so that they are prepared to attract tourists and be able to satisfy enjoying pleasure while on vacation and recreation. From the several components of tourism, it can be analyzed that the diversification of regional tourism products can increase the attractiveness of tourists to return to holiday activities and other needs that can be synergized. The notion of tourism which is multidimensional and multistructural involves various views, mindsets, organizations and all human activities in the economic, social and cultural fields that are productive and commercial in nature. In general, the increasingly advanced development of the tourism industry in a region is able to encourage business actors to try to increase income and profit from various innovations in increasingly complex and competitive business activities. Along with the rapid development of science and technology in the era of globalization, millennial and digital, industrial activities also grow and develop to become increasingly complex [7]. Therefore, in responding to the new normal and post-COVID-19 conditions, we must remain active in working comprehensively, effectively and efficiently referring to the opportunities and challenges of social and economic development in the community. world community at large.

2. Literature Review

2.1. Strategic Management Approach

Changes in the socio-economic conditions of the wider community during the corona pandemic have created various opportunities and challenges that need to be addressed wisely through innovation and superior strategies, especially after COVID-19 which has many weaknesses and the main lack of purchasing power. Strategic management is defined as a future-oriented process that allows every organization to be able to make decisions to position itself to survive and achieve sustainable success. Strategic management uses a linear approach that first monitors the condition of the organization (both internal and external), strategies are formulated and implemented for the organization's progress towards the expected targets. Furthermore, it is evaluated for more strategic decision making. Several literature studies that are relevant to the problem of tourism recovery are branding strategies [8] concerning strategic management analysis, how company decisions and actions are to create and maintain a competitive advantage in its business. Thus, it is necessary to learn how the post-COVID-19 tourism development strategy must be carried out appropriately. Strategy formation is a combination of three main processes as follows: (a). Conduct a situation analysis, self-evaluation and competitor analysis: both internal and external; both micro and macro environment. (b). Along with the assessment, goals are formulated. (c). Goals must be parallel in the short term and long term. So here also includes the preparation of a vision statement (How to see the long future), mission statement (how the organization plays a role in the public environment), general corporate goals (both financial and strategic), strategic business unit objectives (both financial and strategic), and tactical objectives [9].

2.2. Tourism branding development strategy

Post-Covid-19 tourism development must be carried out effectively through a branding strategy of all potential assets of existing tourist destinations, increasing their selling value by using multimedia mobile internet technology which is faster and more suitable to attract a wider market reach. Castro-Spila et al. [10] stated that tourism business development through the development of innovation branding is more emphasized on the innovation process in organizations such as: social processes that produce innovation as a creative individual (individual creativity context), organizational culture (organizational culture context), environment (environmental context), and socio-economic factors (socio-economic context). A successful tourism business must be managed through a marketing program through branding on social media. A brand is nothing more than a name and logo. Brands are the foundation of a company in building relationships with stakeholders. Branding is something that
promises, a proposition in mind, and a promise that is made and must be kept. Simon Anholt et al. [11] defines that increasing the development of tourism branding as a management image of tourism destination excellence must be developed through strategic innovation from economic, commercial, social, cultural, and government coordination. Currently branding focuses on image management in the smart city program, exactly what and how the image will be formed by implementing the communication that must be created in the image management process. Marketing factors play an important role in the development of tourism, through the development of branding with multimedia information technology and the involvement of the role of social media, which can provide a more effective and global process of accelerating marketing and information. Tourism products in the form of goods and services must be developed significantly, as a tourism product asset that can be marketed and sold to other countries.

Kuncoro [12] states that the development of the regional tourism industry is developing rapidly through multimedia branding, with an emphasis on the core proposition of regional product competence (regional resources), which has a high impact on output, income, employment and technology, and brings the development of spillover areas to the surrounding area. Dominggus and Oktavianus [13], also stated that in accordance with the tourism-based industry, it must be in line with the ideals of national industrialization to create prosperity for all people, in a certain sense. With adequate and quality goods and services, people have purchasing power, because they have a decent income with high productivity, as well as science and technology that are evenly developed. Maulana [14] states that effective tourism development through branding has three main elements, namely: Clarity, Consistency, and Firmness (Constant is always where it is required) branding. First, because of pressure from competitors. Second, the pressure of changing consumer behavior, which may be the result of technological changes. The third strategy is the priority scale of corporate branding which must change to be more competitive. The development of social tourism after Covid-19 needs to pay attention to business opportunities and the increasing global tourism gap is difficult to predict. Efforts to develop business strategies can be developed by considering existing business opportunities, namely the desire of the community to be able to travel far since being abandoned by the corona virus disaster, paying attention to several researchers and tourism development phenomena about effective branding strategies to build tourist trust, safer, comfortable traveling and by improving excellent service, as well as more adequate facilities and infrastructure.

3. Research methods
This research uses qualitative research methods with grounded theory, namely conducting research based on real empirical data in the field starting from identifying all data related to the corona pandemic issue, its implications for tourism development, the problems that occur, empirically government policies in dealing with the corona pandemic. Research is developed through various current information approaches related to strategic business recovery efforts through relevant tourism branding that can be accounted for from data through internet multi media such as Instagram, Facebook, Youtube blogger, Google, which is more comprehensive. Qualitative research is an inquiry process to understand a life problem based on a complex and holistic picture, which is formed using procedures, questions and detailed views of informants and is carried out in a structured manner [15]. This research was conducted by combining several natural approaches. Strauss and Corbin [16] also state that the starting point of research can be started from a developing problem. From something related to (situation, organization, people, data, etc.) that is problematic. To solve this problem, a research was conducted. Further research alternatives to problems (problematization) of the company's operational strategies that must be resolved during the corona pandemic and strategic corporate branding efforts after Covid-19. To deepen the quality and benefits of this qualitative research, referring to the research and opinion of [17], which states that qualitative research aims to explain phenomena in depth through deeper data collection. Qualitative research emphasizes the depth of data obtained by researchers, deeper and more detailed data obtained, better quality of this qualitative research. In contrast to quantitative, qualitative research objects are generally limited in number. In this research research activities can understand the actual conditions.
Therefore, the results of this study require in-depth analysis. Besides this research is subjective so it cannot be generalized. In the study of tourism development in certain regions in the Special Region of Yogyakarta. Strategy tourism development in Post-corona virus requires the development of human resources by implementing expected quality standards (high-tech, high-touch, high-involvement), namely awareness of tourism actors to provide product services for tourist satisfaction, so that tourist will stay longer. Length of stay tourist in Yogyakarta is still low, and also makes a small turnover in the number of foreign tourists, and so the small amount of their spending money from shopping tourists in Yogyakarta. If we want to learn from other countries, by their tourism management, mostly they are truly oriented towards branding marketing that focuses on tourist satisfaction, by applying four factors in tourism development such as: Accommodation; Attractiveness; Accessibility; Awareness.

3.1. Objectives Research study
In accordance with this research problem aims to anticipate tourism development strategies: a). Identify how the potential of the tourism business network in supporting branding and community engagement, through the Penta Helix empowerment system and through implementing a marketing management strategy with a regional branding design; b). Explain and provide education and build the role of the community in taking effective opportunities in the development of Sustainable Tourism; c). Maintain the consistency of the local community to support the creation of tourism branding to be more productive and competitive in the ongoing global tourism business competition by informing Yogyakarta as a safe and protected, healthy and clean tourist destination to protect tourists who come and improve internet multimedia networks for development sustainable tourism. In this research, it can deepen the benefits and uses of IT networks in the regional tourism development branding program, can provide knowledge about the application of the increasingly sophisticated use of global information technology that must be studied by the community to be able to create strategic innovations in increasing tourist areas in global competition. Specifically, the tourism development of the Yogyakarta Special Region is expected to create a community empowerment model through the development of awareness of the management of its tourism business assets.

4. Result and Discussion
4.1. Benefits of using information technology
The development of tourist destinations in increasing the attractiveness of regional tourism must have its own strengths, which are part of the components of tourism products that must be able to produce strategic innovations to create attractiveness and build tourist motivation to come on tour. Tourist destinations that have very diverse biodiversity and varied tourist attractions must be preserved. The development of the Smart City program is very relevant to conditions during a pandemic to create an attraction for local and foreign tourists to visit Yogyakarta. Apart from that, it can also be a driving force for economic, cultural, political, educational development to build community welfare. Tourism development through multimedia and branding carried out in this study is based on the very positive role of penta helix and multimedia in the socialization of tourism branding marketing. Determination of the main factors that must be studied in regional tourism development must be seriously carried out and more structured to be able to provide real and accurate data information. All conditions of potential tourism assets as a very effective role of multimedia can be used as supporting variables and determining variables that can provide more benefits in achieving more advanced and sustainable tourism development goals. As a dependent variable that can guarantee the creation of a global appreciation through tourism branding. The application of branding is related to the success of Indonesia's tourism marketing program through a competition that was recently held through a tourism video contest and People Choice by UNWTO, and Indonesia won the overall champion. The implications of this success will greatly affect the development of Indonesian tourism branding through multimedia which can be seen directly by people around the world through IT tools and they will be interested in visiting Indonesia;
Figure 1. Research analysis

Based on the flow chart above (Figure 1), it can be explained that the purpose of regional tourism branding research must refer to various situations and conditions of tourism in Yogyakarta which need to be inventoried in advance of all the potential assets of tourism destination products that are innovated and will be developed. So that it has the competitiveness of (local cultural wisdom, heritage tourism assets, cultural uniqueness) which can attract tourists to come and stay long in Yogyakarta. Efforts to create competitiveness of local human resources from efforts to increase awareness, natural and cultural knowledge as valuable assets, and through improving community-based human resources need to be developed in Group Discussion Forums and anticipating local government policies. Sustainable community growth, innovation & creative roles of each as a tourism brand ambassador, can then be developed for more useful aspects, namely empowering social welfare, increasing the tourism business, as well as promoting worldwide in global marketing, developing competitive tourism human resources Brand strategy for sustainable tourism development.

The branding strategy in the Tourism Industry starts with building public awareness and the belief that Human Resources are the main key in building branding to gain customer trust. The tourism branding aspect must be socialized to every individual in the surrounding community as tourism actors. Maintaining regional tourism assets must provide excellent service for foreign tourists to create customer satisfaction. Regarding the new brand, "Jogja Istimewa", the public must really understand the meaning of the slogan itself. The capacity to care for tourists as one of the disciplines of tourism services, however, must be applied and rely on tourism branding. The image of a tourist city is more beneficial for Tourism Resources and must be taken seriously by the local community. Because they have a voice as a professional tourism agent, who has the awareness, loyalty and responsibility to
maintain Yogyakarta's own tourism assets. The findings of this study indicate that city branding has a significant effect on city image, city brand branding has a significant effect on purchasing decisions and city image has a significant effect on purchasing decisions. Thus, with the excellence of Branding the City of Yogyakarta will further increase the promotion of Yogyakarta tourism throughout the world, especially in the new city brand "Jogja Istimewa". So that it becomes famous among the surrounding community and other neighbors. The benefits of tourism branding are increasing the number of tourists coming to Yogyakarta which cannot be facilitated by a clean, beautiful and comfortable city arrangement, if it is not the complexity and city congestion that are the main problems in Yogyakarta today, what about next year? Recommendations to build a city image, all Yogyakarta tourism stakeholders and the Government must immediately improve with innovation and creativity in the infrastructure sector to make it easier for all tourists visiting Yogyakarta.

The impact of Post covid-19 has changed all behavioral community mostly stress to follow all government regulation and policy again the corona virus. In the study of tourism development in certain regions and especially in the Special Region of Yogyakarta, the development of human resources is still far from the requirements that must be applied in real terms of post covid-19. Learning from other countries in tourism management, they are truly oriented towards tourist satisfaction, by applying the 4A factor (Accommodation, Attraction, Accessibility, and Awareness). The ability to maintain the quality of human resources to be competent and professional in the aspect of tourism is to have a high awareness of tourism assets, natural resources, products and services. Loyalty and awareness in managing natural and man-made attractions can bring the number of foreign tourists to visit their country, especially in the regions.

4.2. Crucial issues in developing discipline on government regulation and policy due to covid-19.
4.2.1 To what extent have local people been aware of and supported the implementation of government lockdown policy?
4.2.2 To what extent can the implementation of covid-19 by discipline be adhered to communities’ local people in Yogyakarta
4.2.3 How managers can make arrangements that can be followed by tourism communities in Yogyakarta against post covid-19.

The role of strategic branding through Information Technology Communication in philosophy education development programs can be explained in various aspects as follows: • ICT as skills and competencies: Every stakeholder must have the competence and expertise to use ICTs for education. Information is the "raw material" of knowledge that must be processed through the educational process, by sharing knowledge between one student and another is absolute and inexhaustible. So that an effective and efficient teaching and learning process for educators, students, and stakeholders needs to be developed, because learning is a lifelong process that applies to every individual or human. • ICT as educational infrastructure: Teaching materials are stored in various digital formats with various models such as multimedia, educators, instructors, and students who actively move from one place to another, so that the educational process must be carried out anywhere and anytime. Differences in geographic location should not be a limitation of education. "School networks" have become a new phenomenon in the world of education. • ICT as a Source of Learning Materials: Science is growing very rapidly, educators are scattered in various parts of the world, books, teaching materials, and innovation references that are constantly updated require collaborative thinking. So without technology, the "current" process of participating students would take a long time. • ICTs as Educational Tools and Facilities: Knowledge delivery must take into account real-world contexts. Provide illustrations of various scientific phenomena to accelerate the absorption of teaching materials. Students are expected to be able to explore their knowledge more freely and independently. Mastery of knowledge comes from interactions between students and educators. The ratio between educators and students is not limited depending on the process and provision of facilities. • ICT as support for education management: Every individual needs ongoing educational support every day. Transactions and interactive interactions between stakeholders require strong management. The quality of IT services in the management of education delivery must be improved gradually. Humans are a very valuable but very limited resource in institutions.

• The emergence of an education system between institutions and organizations must be improved.
• ICT as a decision support system: Each individual has their own characteristics and talents in education. Educators must improve competence and skills in various fields of science. Limited resources, effective management must be done. Institutions must grow over time in the development of IT technology, its reach and quality.

Adjustment of online learning programs through e-learning electronic services is the only solution in anticipating educational programs during the corona pandemic. Basically, it needs to be agreed that e-learning is a learning solution by utilizing electronic technology as a means of presenting and disseminating information. Efforts must also be made to online learning to remain effective, including education as a form of e-learning. Although education is a form of e-learning, it is generally agreed that e-learning reaches its peak after synergizing with internet technology. Internet-based learning or web-based learning in its simplest form is a website that is used to present learning material. Organizations/companies with good and adequate network support will have added value for competitors in the form of faster responses, efficiency and effectiveness in increasing work performance, identifying and handling problems more accurately, and trust in sending jobs. This advantage makes many parties try to increase their concentration in information system development. On the other hand, the information system development process is sometimes temporary and creates many problems such as lack of reliable human resources, total investment costs for training and development, having to get inadequate hardware support is a classic problem, and lack of management time to pay attention. Development of a more contributive information system. Economic growth is able to create more productive business opportunities and challenges through reliable tourism human resources. Increasing tourism assets with the number of hotels, restaurants, catering business, transportation business, souvenir & handicraft business, vendors and entertainment, must be in line with the development of the MICE business through events, seminars, workshops, meetings, and this has great potential for global business development. The development of tourism potential in Indonesia must be carried out effectively through the "City Branding" strategy. One of them is done by increasing the connectivity of tourist destinations in Indonesia [18]. In general, people must share assumptions about informal rules governing professional attitudes and behavior. However, there are also factors that encourage someone to commit violations on purpose [19]. Human resources in 2021 require practical solutions of solving more complex problems, by always thinking critically, creatively, through collaboration with others, while maintaining emotional intelligence, judgment and decision making, service orientation, negotiation, and cognitive and disciplinary flexibility.

The increase in community discipline can be seen from the daily life behavior of individuals and groups and students in particular, so that here can be seen from several things that are closely related to the daily life of the Yogya people. Those who are accustomed to carrying out daily life with high discipline feel that the discipline is not burdensome in their life, but some people who have or do not want to obey the rules of discipline will feel that discipline is very heavy. There are many experiences from various agencies, agencies, companies that the application of this discipline is a very crucial problem, because if the behavior is not disciplined it has become a daily habit that civilizes and shapes a person's mental character, especially if it has developed in the company coloring the organization's unfavorable culture [20]. The important thing for fixing the post-covid-19 generation in Yogyakarta requires several elements of discipline. Before a person has a disciplined attitude, it begins with a series of attitudes that encourage discipline. This attitude is then called the element of discipline. The disciplinary elements include three things, including: • A good understanding of the regulatory system, behavior, norms, criteria and standards to foster a deep understanding. • Mental attitude. Mental attitude is an attitude of obedience and order as a result and development of training, mind control, and character control. • Reasonable attitude which shows seriousness to comply with everything with respect and order.

The more important post-COVID-19 tourism human resource development is to increase the change in attitude and good behavior of the community to be more caring and participatory in environmental development, and this requires the role of HR that is High-Touch, High-Tech, & High involvement in tourism development. which is increasingly competitive. Branding is becoming more and more digital; the more millennials, the more global and the more professional the more strategic they can be trusted by the public. Branding also plays a role in building the image of a destination through strategic innovation and through economic, commercial, social, cultural and governmental
coordination [21]. Furthermore, the benefits of a branding strategy according to several researchers: • Branding using multi media to create public trust is a selling point in the marketing concept. Moreover, by utilizing professional human capital assets to create competitive advantages that other parties may not have [22]. • Sophistication in accessing network and packaging branding designs that are beautiful, attractive, unique, and specific and have a deep meaning for marketing positioning [23]. • Branding is a form of awareness of the value of creativity possessed by human capital as intellectual rights. The use of professional human resource assets is an effort to create competitive advantages that other parties may not have. Based on the above experiences, a branding development strategy must involve the role of government in building: by Awareness of local communities in managing tourism assets through the branding of the city of Jogjakarta and the local government's strategy in addressing special branding can meet the Yogyakarta tourism development target? • Jogjakarta sustainable tourism development strategy through branding to answer challenges in global tourism business competition.

5. Conclusion
The implications of COVID-19 for the development of the global and regional tourism industry are very drastically stuck, many changes in attitude, government policies as stakeholders and policy makers are required to be able to create innovative steps in anticipating any changes in the policy order in order to prevent the spread of the corona virus from spreading and it can end soon. Innovative strategies in post-Covid tourism development are an agenda that must be carried out carefully and integratedly by involving all members of the community to be more concerned and able to participate in tourism development. The existence of regional tourism assets that are very potential must be preserved, and developed more productively and able to provide contribution in building the welfare of local communities, through the development of a sustainable tourism branding program.

The main tourism development is the use of human resource assets that are more professional and competent so that they are able to play an active, participatory and responsible role in regional tourism development. Professional human resources are a major asset in an effort to create a competitive advantage that other parties may not have. Based on the experiences of academics, the branding development strategy must involve the role of the local government in building awareness of local communities in managing tourism assets through the branding of the city of Jogjakarta. By the strategy of local governments in addressing special branding can meet the need of Yogyakarta tourism development targets in building smart city. Jogjakarta penta helix more concern in building sustainable tourism development strategy through branding tourism to answer the challenges of global tourism business competition and the branding Tourism should be more productive and competitive agains the global tourism business competition.

In post-COVID-19, the local government must be more vigilant about changes in people's attitudes by being able to build awareness, concern, and discipline in preventing the spread of the corona virus which is very disturbing. Tourism observers are able to create innovative strategies to make superior marketing breakthroughs in an effort to rebuild the life of post-COVID tourism through sharper and more effective marketing branding. All potential assets for tourist destinations in Yogyakarta must be empowered and developed more productively. Increase the role of Local Management (penta helix) to become more professional, millennial, global and digital. Build innovative tourist destinations to make it more attractive. The increasing competitive advantage of the world of tourism is demanded by various observers of Yogyakarta tourism and are actively involved in creating Yogyakarta tourism branding from the active role of high-touch human resources in the existence of tourism; which has to be high tech and high involvement. Increasing reliability by managing the existence of unique, specific, superior tourism resources in Yogyakarta, able to attract world tourism and be able to bring back many tourists to Yogyakarta.

6. References
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