CITY BRANDING ATTRIBUTES DEVELOPMENT:
WORKERS AND STUDENTS PERPECTIVES

Piji Pakarti
piji _pakarti@yahoo.com

Usman
usman _dachlan@yahoo.com
Universitas Dian Nuswantoro Semarang, Indonesia

ABSTRACT

Lack of success in achieving the objectives of city branding activities is mainly due to the exclusion of the citizens as one of the city brand stakeholders. Launching of the city brand as if it is only temporary and has no impact on the improvement of the city, as well as the stakeholders directly. Hopes of stakeholders to live in a city that is ideal for them to be not true. This study aimed to generate attribute the establishment of city branding considering more specific stakeholders, namely the workers and students. Six main dimensions of city branding were identified are: Place Charactersitics, Place Inhabitants, Place Business, Place Quality, Place Familiarity, and Place Hitory. Principal Component Analisis (PCA) method was used to extract the 79 attributes of these six dimensions. Validation of the constructs of these attributes was conducted using responses from 214 workers and students from the city of Semarang, Surakarta, and Pekalongan by a combination of exploratory factor analysis and structural equation modeling. The process resulted in an instrument that measures 17 unidimensional factors within the six city branding dimensions.

Keywords: Branding, City Marketing, Attributes Development

INTRODUCTION

Today, the city is getting involved in the process of branding (Nursanty, 2013). Zenker and Beckmann (2013) states that the increasing competition between cities to attract tourists, investors, companies and residents. Furthermore Gertner (2011) states that communities, cities, countries and regions have more progressively apply the concepts and tools of marketing and branding to boost exports and attract investors, businessmen, visitors, residents, events and resources other important income. Even today the city invested a large sum of money to organize large-scale activities or magnificent infrastructure with the aim not only to develop the city, but also changed the perception of the brand city lead to the desired image (Zenker and Beckmann, 2013).

A city brand is now more and more considered as an important asset for urban development and an effective tool for differentiation and improve positioning (Ashworth and Kavaratzis, 2009). But the phenomenon that often appears is a lot people launch a just temporary city brand .One of the weaknesses that arise that impact the failure of city brand is in the process of branding (city branding). As one of the largest stakeholder, residents is often overlooked in the process. Residents of a city has a dual role in the city brand. In addition to acting as a target also act as ambassadors as an agent for the word of mouth.

Considering the important role of residents in the process of city formation brand, the more specific understanding of the ideal city preferences of each group of residents is absolutely necessary. Several previous studies have tried to explore the preferences of residents groups, but excluding groups of workers and students. As a large part of the residents a city group, then both groups need to be elaborated on how their preferences for a city classified as an ideal city for where they live.

This study focuses on the groups of internal population, ie workers and students in Central Java Province. Currently the Central Java Province ranked as the third largest population in Indonesia after West Java and East Java, with a population of 33.27 million, or 13.52% of the entire population of Indonesia (Central Java in Figures, 2013). Central Java's population is not spread evenly, but more piled in urban areas. There are three cities with the largest number of workers and students in Central Java which will be taken as an object of extracting and development of city branding attributes, namely Semarang, Surakarta and Pekalongan.

ICOBAME

LITERATURE REVIEW

The purpose of marketing the city (place marketing) is to maximize the social and economic function in the relevant area (Ashworth and Voogd, 1990, p.41 in Zenker, 2012). Furthermore, Kotler et al (1993) in Zenker (2012) states that the place marketing encompass the promotion of the values and images of the place so that potential users are fully aware of the typical advantages of a place.

American Marketing Association defines a brand as "a name, term, sign, emblem or design, or a combination thereof, are intended to identify the goods or services from one seller or group of sellers and to differentiate them from competitors (Kotler and Keller, 2009).The existence of a brand for the city is expected to make a specific and distinctive difference compared to surrounding towns (Nursanty, 2013). In addition, the city brand is also considered as an important asset for urban development and improve positioning (Ashworth and Kavaratzis, 2009). Cities competing to change the perception of a city brand toward a desired image by spending large sums of money by doing a "flagship projects" (Zenker and Beckmann, 2013).

The stakeholders of branding city which is also a major target in place marketing and place branding are generally divided into four (4) target market segments, including: 1). visitors, 2) residents and workers, 3) business and industry, and 4) export markets (Zenker, 2009). Furthermore Braun, Kavaratzis & Zenker, 2013 states that there are four roles from the urban population, which is a target group, part of a place brand, as an ambassador and as a citizen.Zenker (2008) in Zenker (2009) found there are four basic factors of city evaluation that explain quite 50% from general satisfaction and commitment of citizens to their city. Four of these factors include the urbanity and diversity, nature and recreation, the job chances, and cost efficiency.

The research result from Zenker (2009) showed a distinct preference structure between the creative class (creative core and the creative professionals) compared to non-creative class. Therefore harmony of special needs from these social groups with a place marketing and place branding will support the goals of the creative class interest for a city.

To develop a brand places (brand city) need comprehensive consideration. CEOs for Cities (2006) states there are eight stages of the process: 1) define clear goals, 2) understanding the target audience, 3) identify the brand image today, 4) define brand identity aspirational, 5) develop positioning, 6) creating propositions value, 7) execute brand strategy, and 8) measuring success.According Kavaratzis (2009), there are eight (8) categories recommended as a component of an integrated approach to managing a city brand. These categories include: vision and strategy, internal culture, local communities, synergies, infrastructure, city landscape and the entrance (cityscape and gateways), opportunity, and communication.

The success of branding strategy that has been done will also need to be measured. Kerr and Braithwaite (2011) in Balakrishnan and Kerr (2013) provides a list of key performance indicators for a places. They classify in tangible and intangible outcomes. Tangible outcomes include improvements in infrastructure, new business, construction activity, population growth, employment growth, the number of visitors, technical education / higher education, and promotional activities. While intangible outcomes include culture, reputation and strategic alliances.

Some dimensions for city branding has been presented by Anholt (2006), Grabow et al (1995) and Zenker (2009), which are then combined by Zenker (2011) into six dimensions, as Table 1.

Table 1. Combination of Place Category by Zenker

Anholt (2006)	Grabow et al.(1995)	Zenker, 2009	Combined place categories (Zenker, 2011)
The place	Spatial picture	Nature and recreation	Place characteristics
The pulse	Cultural picture	Urbanity and diversity	Place inhabitants
The people			
The potential	Business picture	Job chances	Place business
The prerequisites		Cost efficiency	Place quality
The presence			Place familiarity
	Historic picture		Place history

Source: Zenker (2011)

ICOBAME

Model Development

Identification of dimensions for this study begins with a review of previous studies on the attributes used to assess an ideal town without seeing a particular stakeholder group. Attributes identified from a number of dimensions as Table 2. The classification dimensions refer to the study by Zenker (2011), namely:

1. Place Characteristics
2. Place Inhabitants
3. Place Business
4. Place Quality
5. Place Familiarity
6. Place History

Dimension Place Characteristics measure the aspects related to the perception of a places of the physical side, including the architecture, the geographical structure, physical and climatic conditions. For this dimension successfully identified 12 the following measures:

1. An attractive building
2. An iconic building
3. Advances infrastructure
4. Advances in technology
5. City gardens
6. Opened places
7. Atmosphere
8. Pollution
9. Access against water
10. Ggeographic Strutur
11. The natural environment
12. Climate

Table 2.Dimension Identification

References	Dimension
Anholt (2000)	The Presence (international visibility and familiarity with city by the target audience); The Place (physical perception of places); The Potential (economic and educational opportunities are reliably offered); The Pulse (spirit of the urban lifestyle); The People (how residents perceived); The Prerequisites (a quality place)
Grabow et al.(1995)	The Business Picture (dominance of economic sectors / companies, the economic function of a places, an example a Harbour City); The Cultural Picture (including theaters, festivals and events, as well as the mentality of residents); Thehistoric Picture (historical functions and events, the history of the place in general); The Spatial Picture (including common architecture, and physical well flagships geographical structure)
Zenker (2011)	Nature And Recreation (an example: green space, low pollution, and access to water); Urbanity And Diversity (an example: cultural activities, shopping, openness and tolerance); Job Chances (wage levels, employment and economic growth in general) Cost Efficiency (price level and cost of living).
Balakrishnan and Kerr (2013)	Tangibles Outcomes: improvements in infrastructure; new business; construction activity; population growth; employment growth; the number of visitors/entrants; engineering / higher education; promotional activity. Intangible Outcomes: culture; reputation; strategic alliances
Rivas and Folkertsma (2012)	Special products for tourism, trade, talent / talent development, property; appreciation; lanscap; infrastructure; organization; behavior
Winfield and Pfefferkorn (2005)	Offers of employment; Wage; Housing; transportation; Schools and Recreation; Climate

ICOBAME

Dimension Place inhabitants measure aspects related to the spirit of an urban lifestyle and mental spirit of the townspeople. For this dimension successfully identified 12 the following measures:

1. Encouraging
2. Urban Imagery
3. Uurban mentality
4. Entertainment venues
5. Shopping
6. Venue for cultural activities
7. Large-scale festival and events
8. Acceptance of immigrants
9. The hospitality of the population
10. Cultural diversity
11. Tolerance
12. Openness to the new things

Dimension Place Business measure aspects related to employment, the rate of economic growth and business opportunities. For this dimension successfully identified 11 the following measures:

1. As the economic center
2. Economic growth
3. The level of wages
4. Employment opportunities
5. Career opportunities
6. Networking Professional
7. Business opportunities
8. Prospects for business expansion
9. Ease of access to business
10. Access to education
11. Professional Education

Dimension Place Quality measure aspects related to the quality of a place and living costs. For this dimension successfully identified 22 the following measures:

1. Livingcost
2. School
3. Hospitals
4. Public transportation
5. The sports facilities
6. Housing
7. Apartment
8. Traffic
9. Security
10. The political situation
11. Conduciveness as a residence
12. Cleanliness
13. Fresh air
14. Clean water
15. The level of religiosity
16. Social environment
17. Effect on ethical / moral
18. Rules
19. Law enforcement
20. The responsibility of stakeholders
21. Space of public participation
22. The development of talents

Dimension Place Familiarity measure aspects related to the popularity of a city. For this dimension successfully identified 14 the following measures:

1. Popularity
2. National or global contribution
3. Popular in cultural terms
4. Popular in governance terms
5. Popular in technological progress
6. Popular in infrastructure progress
7. Being a trendsetter
8. Become benchmarks
9. Population growth
10. For destinations of the visitors
11. Being a dream of many people
12. Promotion of sites
13. Reputation
14. External cooperation

Finally, the dimensions Place History measuring aspects related to the history and events of the historical city. For this dimension successfully identified eight measures as follows:

1. Historic
2. Activities related to history
3. Archeological sites
4. Building / historical monuments
5. The atmosphere of the past
6. Completeness of the city's history
7. Ease of access to historical information
8. Special attention to history by stakeholders
9.

RESEARCH METHOD

Data collection methods used in this study is a field survey and Focus Group Discussion (FGD). Field surveys conducted by distributing questionnaires to a number of potential respondents, workers and students to snapshot their preferences regarding the determinants of the ideal city. The survey is also used to implement the establishment of city branding attributes in three major cities were selected. FGDs were intended to produce a initial concept implementation methodology of the establishment of city branding attributes that have been generated.

Development attributes the establishment of city branding begins by proposing a generic model for the study as Figure 1 below.
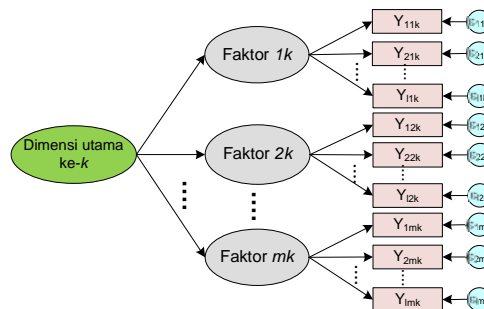

Figure 1. Generic Model

Explanation:

- $k = 1, 2, ..., n$
- n is the number of the main dimensions that have been identified
- ξ_k is the main dimension (exogenous construct) k-th
- $j_k = 1, 2, ..., m_k$
- m_k is the number of factor (endogenous construct) were generated for each of the main dimension k-th.
- $\eta_{j.k}$ is a factor (endogenous construct) j-th for main dimension k-th
- $\gamma_{j.k}$ is a loading factor j-th on dimension k-th
- $\zeta_{j.k}$ is a structural error for a factor j-th on dimension k-th

- $i_{j.k} = 1, 2, ..., l_{j.k}$
- $l_{j.k}$is the number of measures (endogenous indicator) for factor j-thon dimensionk-th.
- $Y_{i.j.k}$is incicatori-thfor factor j-thon main dimension k
- $\lambda_{i.j.k}$is a estimation value (loading) for indicator i-thagainst factor j-thon dimensionk-th.
- $\varepsilon_{i.j.k}$is a measurement error for indicator i-thon factor j-thon dimension k-th.

Exploratory factor analysis and confirmatory factor analysiswould be be used to validate the establishment of initial city branding attributes. Confirmatory factor analysis was also used to evaluate the validity and reliability of produced attributes, including unidimensionality testfor measurement attribute completely.

The research sample size of 300 respondents were selected from the group of urban population with the status of workers and students in the three cities have been selected as the location of the sample. They are Semarang, Surakarta and Pekalongan, which are the three largest city in Central Java Province (population census in 2010, BPS Central Java Province).

RESULT AND DISCUSSION

Response rate amounted to 71.33% of questionnaires. Or, as many as 214 respondents complete returns. Table 3 shows the distribution of the samples in three cities selected.Meanwhile, for FGD involving four respondents, consisting of three employees from three different companies, and 1 students. FGD is intended to verify the measures that have been identified for each dimension, and at the same time exploring new attributes that have not been revealed, which is typical for most cities in Indonesia.

Table 3 : Research sample distribution

Count

		Kota			
		Semarang	Surakarta	Pekalongan	Total
kategori	pekerja	62	26	20	108
	pelajar	56	24	26	106
Total		118	50	46	214

FGD results indicate that the attributes that have been identified is sufficient to represent for branding a city. Which reveals the attributes associated with the ideal city, transport conditions, the physical condition of the city, social relations between residents, supporting facilities, infrastructure, religious life, popularity, historical, monumental buildings, mental urban, business opportunities, education, health, the availability of shelter the form of houses and apartments, a position as a trendsetter, population growth, sports facilities, public facilities rereasi dna places, events of culture, comfort, and safety.

Results of FGD also leads verify preliminary findings of previous studies, that city branding is carried out in three cities were the object of research is generally done partially, and not through a comprehensive study and stages. In addition, the stage of "understand auidens target" is often overlooked in the process of branding a city, or in other words a waiver of the population as one of the stakeholders in the city of branding activities.

Furthermore, the 79 attributes that have been identified from the six main dimensions, extraction factor by exploratory factor analysis using the method of Principal Compoennt Analysis. The evaluation of the validity and reliability of the instrument, including unidimensionalitas, reliability construct and discriminant validity was performed using confirmatory factor analysis. The results of the analysis are as follows.

For dimensions Place Characteristics successfully extracted three factors with a total of 7 attributes that have met the reliability of the construct and discriminant validity. Measurement model for the dimension Place Characteristics is as Figure 2.
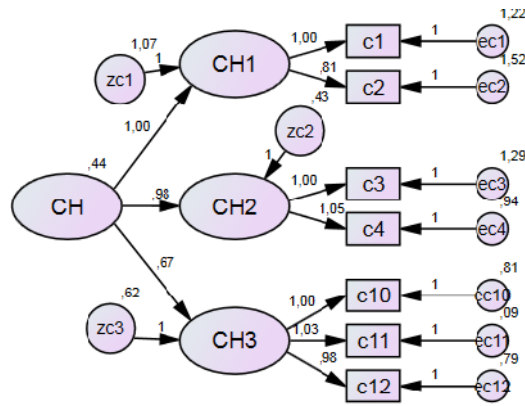
Chi-kuadrat = 9,605; df = 11; p-value = ,566; RMSEA = ,000
GFI = ,987; AGFI = ,967; CFI =1,000
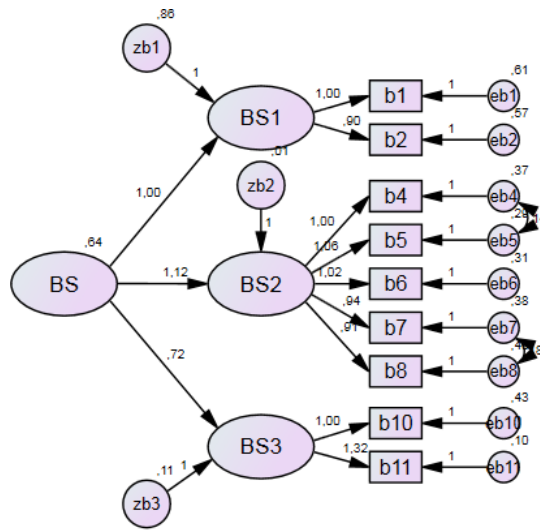
Figure 2. Measurement Model of Place Characteristics
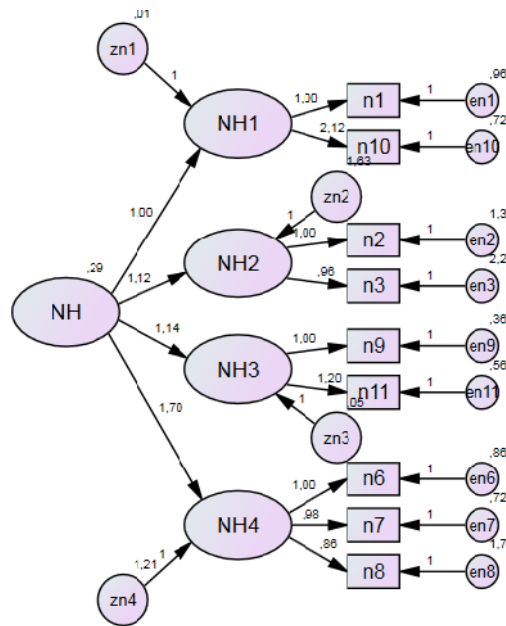
Chi-kuadrat = 27,443; df = 24; p-value = ,284; RMSEA = ,027
GFI = ,971; AGFI = ,945; CFI =,994

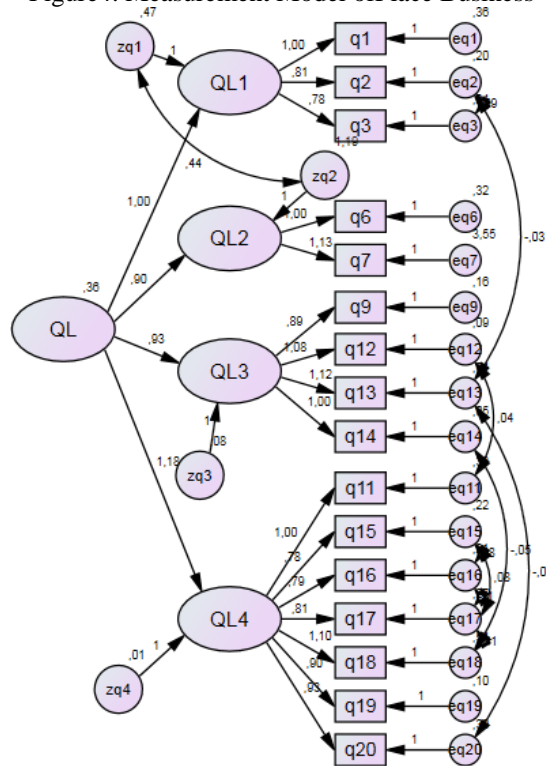Figure 3. Measurement Model of Place Inhabitants

For dimensions Place inhabitants successfully extracted four factors with a total of nine attributes that have met the reliability of the construct. However, factors Spirit of Urban and Urban Imagery does not meet discriminant validity. Measurement model for the dimension Place Inhabitants is as Figure 3.

Meanwhile for the dimensions Place Business successfully extracted three factors with a total of nine attributes that have met unidimensionalitas and reliability of the construct. Measurement model for the dimension Place Business is as Figure 4.

Chi-kuadrat = 44,655; df = 23; p-value = ,004; RMSEA = ,071
GFI = ,951; AGFI = ,904; CFI =,983

Figure4. Measurement Model ofPlace Business



Chi-kuadrat = 219,873; df = 91; p-value = ,000; RMSEA = ,089
GFI = ,871; AGFI = ,808; CFI =,950

Figure 5. Measurement Model ofPlace Quality

For dimensions Place Quality successfully extracted four factors with a total of 16 attributes that have met the reliability of the construct and discriminant validity, except for the factor Physical Environment and Social Environment. Measurement model for the dimension Place Quality is as Figure 5.

As for the dimensions of Place Familiarity successfully extracted two factors with a total of six attributes that have met unidimensionalitas, reliability construct and discriminant validity. Measurement model for the dimensions Place Familiarity is as Figure 6.
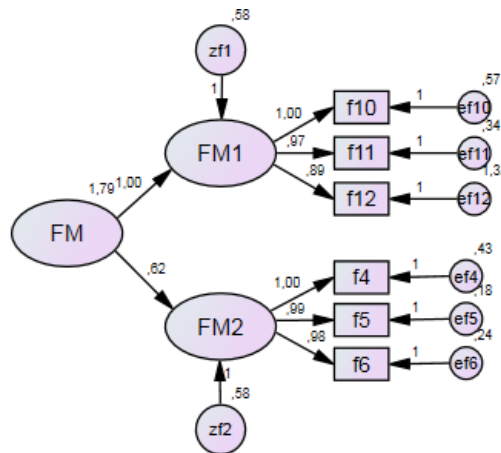
Chi-kuadrat = 14,925; df = 8; p-value = ,061; RMSEA = ,070
GFI = ,974; AGFI = ,931; CFI = ,992

Figure 6. Measurement Model ofPlace Familiarity

Lastly, for the dimensions Place History there are no factors extracted (single factor model), and retaining the 8 attributes that have been identified since the beginning of the development of the model. Measurement model for the dimensions Place History is as Figure 7.
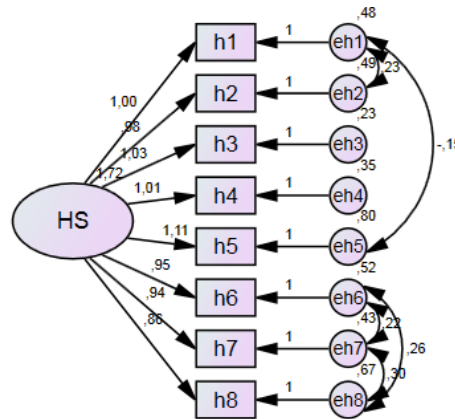
Chi-kuadrat = 27,960; df = 15; p-value = ,022; RMSEA = ,071
GFI = ,963; AGFI = ,912; CFI = ,992

Figure 7. Measurement Model ofPlace History

CONCLUSION

The results of the study towards branding activities in the city of Semarang, Surakarta and Pekalongan, showed that city branding is generally done partially, and not through a comprehensive study or stages. An aspect that is often overlooked in city branding activity is the stage of "understand auidens target". This means the population as one of the stakeholders in city branding activity, has neglected its role. As a result the city brands often do not reflect the wishes of the inhabitants.

This study was able to identify six main dimensions of the city branding,and 79 initial attributes, namely: Characteristics (Place Charcteristics) - 12 attributes; Occupants (Place inhabitants) - 12 attributes; Business (Business Place) - 11 attributes; Quality (Place Quality) - 22 attributes; Familiarity (Place Familiarity) - 14 attributes; and History (History Place) - 8 attributes.

Against 79 initial attributes of the six dimensions identified factors were extracted using exploratory factor analysis with the method of Principal Component Analysis (PCA). Validation of the factors that generated confirmatory factor analysis was performed using first and second order. This is done to ensure the reliability of the construct, discriminant validity, and unidimensionalitasnya. The results of the analysis are wholly obtained 55 attributes within 17 factors validated. The construct reliability is as Table 4.

ICOBAME

Table 4. Reliability of measurement constructs

Factors	Composite Reliability	AVE
Place Characteristics	0,602	0,341
Iconic Buildings (2 attributes)	0.643	0.475
Infrastructure & Technology Advancement (2 attributes)	0.617	0.447
Natural Conditions and Atmosphere (3 attributes)	0,837	0,635
Place Inhabitants	0,853	0,613
Urban Spirit (2 attributes)	0.602	0.445
Urban Imagery (2 attributes)	0.685	0.552
Hospitality (2 attributes)	0,696	0,534
Culture & Disclosure (3 attributes)	0,853	0,633
Place Business	0,884	0,723
The economy (2 attributes)	0,822	0.697
Business Opportunity & Career (5 attributes)	0.917	0.689
Access To Education (2 attributes)	0,820	0,699
Place Quality	0,850	0,604
Education and Health Quality (3 attributes)	0.876	0.702
Quality Residential (2 attributes)	0,730	0,585
Physical Environmental Quality (4 attributes)	0,951	0,829
Social Environmental Quality (7 attributes)	0,916	0,611
Place Familiarity	0,788	0,652
Cities Destinations (3 atribut)	0.901	0.753
Popularity (3 atribut)	0.931	0.819
Place History (8 atribut)	0,964	0,772

This study uses the perspective of students and workers. Although both these communities are the dominant group in urban communities, but still can not speak for other groups, such as traders, businessmen, and informal sector workers. The involvement of the wider community, including the business community and traders, need to be considered in future studies to meet comprehensiveness of research results.

In addition, the establishment of city branding studies also need to be done for various cities by taking into account the diversity of geographic, demographic, and cultural backgrounds. Development of implementation methodology of city brand building activity, also needs to be a separate study.

REFERENCES

Anholt, Simon (2000), The City Brand Hexagon, Place Branding Research, Taking Your Reputation Places, Public Affairs & Corporate Communications.

Ashworth, G and Kavaratzis, M (2009). Beyond the Logo: Brand Management for Cities, Journal of Brand Management, Vol. 16, Iss. 8; pg. 520, 12 pgs

Balakrishnan, Melodena Stephens and Kerr, Greg (2013), The 4D Model of Place Brand Management, Baker, S.Sonnenburg (eds), Branded Spaces, Management– Culture – Interpretation, DOI 10.1007/978 -3 – 658 – 01561 – 9_2 © Springer Fachmedien Wiesbaden

CEOs for Cities (2006), Branding Your City, March 2006

Beckmann, S.C & Zenker,S (2012), Place Branding: A Multiple Stakeholder Perspective, 41st European Marketing Academy Conference, Lisbon, Portugal, 22nd – 25th May 2012

Braun, E, Kavaratzis, M and Zenker, S (2013), My City – My Brand: The Different Roles of Residents in Place Branding, Journal of Place Management and Development, Vol. 6 No. 1, 2013, pp. 18-28

Gertner, D (2011). A (tentative) Meta-analysis of the "Place Marketing" and "Place Branding" Literature, Journal of Brand Management, 19, 112-131. doi: 10.1057/bm.2011.13

Kavaratzis, M (2009), Cities and Their Brands: Lessons from Corporate Branding, Place Branding and Public Diplomacy Vol. 5, 1, 26–37.

ICOBAME

Kotler, P dan Keller, K.L (2009). Manajemen Pemasaran, Edisi 13, Jilid1, Jakarta: Penerbit Erlangga.

Nursanty, E (2013), Using City Branding Strategy for Increase Heritage and Tourism to be Modern Movement Heritage in Architecture, 2nd International Conference on Urban Heritage and Sustainable Infrastrcture Development (UHSID), 2013, 9 November 2013, Diponegoro University, Semarang, Central Java, Indonesia

Rivas, Miguel and Folkertsma, Haye (2012), CityLogo Innovative place brand management, Baseline Report_2012, European Programme for Sustainable Urban Development (URB ACT).

Winfield, Julia and Pfefferkorn (2005). The Branding of Cities, Exploring City Branding and the Importance of Brand Image, Master Thesis

Zenker, S (2009), Who's your Target? The Creative Class as a Target Group for Place Branding, Journal of Place Management and Development, Vol. 2 No. 1, 2009, pp. 23-32

Zenker, A (2011). How to Catch a City? The Concept and Measurement of Place Brands, Journal of Place Management and Development, Vol. 4 No. 1, pp. 40-52

Zenker, S (2012). The Concept of "City Marketing" and "Place Brand Management", City Marketing Seminar, 16th of April, 2012 Sonderborg, Denmark

Zenker, S and Beckmann, S.C (2013). Measuring brand image effects of flagship projects for place brands: The case of Hamburg, Journal of Brand Management, Vol. 20, 642–655.

Zenker, S and Beckmann, S.C (2013). My place is not Your Place – Different Place Brand Knowledge by Different Target Groups, Journal of Place Management and Development, Vol.6 No.1,pp. 6-17.

BPS Provinsi Jawa Tengah (2010), Sensus Penduduk 2010.

ICOBAME