

Smart City Branding Strategy of the Samarinda in East Kalimantan

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Abstract: Samarinda is the capital city of East Kalimantan, who wishes to become a Smart City. In the process of embodying Samarinda city with Smart City branding, there are six pillars that the government must pay attention to, such as smart governance, smart branding, smart economy, smart living, smart society, and smart environment. Conceptual framework from Goldberg Moser O'Neill offers an approach in creating a cohesive in city branding. Research method is used descriptive qualitative. Data collection techniques in research conducted directly in the field by using several techniques: in-depth interviews, observation, and literature study. The focusing intentions were to aim at introducing the city more deeply, improving the image, attracting tourists and the investors to invest, as well as increasing trades which would later occur in Samarinda City. The city itself is being designed to be a Smart City with water as a city brand with the Waterfront City Development concept. City branding can improve the level of welfare, and coupled with the development of ICT aspects which are crucial in forming Smart City, it is expected to increase the city branding of Samarinda City in order to achieve the Samarinda Smart City.

1 INTRODUCTION

Samarinda City, the Capital of East Kalimantan Province, is the most important regional economic center in East Kalimantan. The city that has the slogan of the Tepian City (an acronym of calm, neat, safe, and comfortable) is targeting the realization of the vision of 'Samarinda City as a metropolitan city that is competitive and environmentally friendly'. This vision exists as an effort to improve people's welfare. In it, there are some focus aspects of sustainable development, such as the core aspects (social, economic, environmental), and supporting aspects ('Good Governance', regional finance), with 'Kota Cerdas' (Smart City) as the foundation for its achievement.

As a form of realization, the Government of Samarinda City increases the contribution of the service sector through the populist economy which is driven by urban society in hopes of reducing unemployment and poverty. However, the development imbalances between regions did not escape the regional economic activities. This is because the development is not always followed by an even increase in population income. Factors that differentiate income include opportunities, education, and various other things.

The development of trade and service areas are

two things that are relied on to increase the competitiveness and resources of Samarinda City which is centered on the service sector and trade. The development and construction of service and trade areas are one of the efforts to improve the level of welfare and minimize welfare inequality between regions.

The purpose of City Branding implementation in the preparation of the City Branding Strategy Research Report in Samarinda City according to Handito (Sugiarsono, 2009) is to introduce the city in-depthly, improving the city's image, attract tourists and investors to invest, and increasing trade rate. This report can also provide direction for accelerating the strategy, policies, and development programs of Samarinda City with the approach to planning the six pillars of Smart City, such as smart governance, smart environment, smart living, smart branding, smart society, and smart economy. In the future, it is expected that all the problems in Samarinda City can be solved according to these planning targets.

Smart city movements are growing all over the world and undertaking is expected to solve a plethora of problems arising from urbanization. Indonesia is one of the countries who march toward the development of sustainable smart cities (Mahesa et al., 2019). The strategic issues of city development Samarinda is an embodiment of the city of Samarinda being a

Smart City. The purpose of the realization of Smart City is to make Samarinda city a livable city especially for future generations through optimization of various things such as smart living, smart society, smart governance, smart economy, smart branding, and smart environment.

To reach smart city, the city has to pay attention to sustainable development. If in an effort to reach smart city do not pay attention to sustainable development then the environment will be damaged as a result of the absence of sustainable development which does not pay attention to the environment (Han et al., 2018; Kavaratzis, 2004; Keskin et al., 2016; Nugraha et al., 2017) The ICT infrastructure that will be built by the City Government through the Samarinda City Communication and Information Agency is designed as a center for the integration of all regional information systems. The development of Samarinda Smart City requires a reliable and reliable ICT infrastructure. Currently Samarinda City's Office of Communication and Information Technology has human resources with ICT competencies that meet the standards, so that Samarinda's smart city operations related to electrification or online-based systems will be technically supported by the Samarinda City's Office of Communication and Information Technology, while business processes continue to run in each regional device.

Current technological developments require the readiness of the community to accept and adapt to changes globally so that the people of Samarinda City must be able to take advantage of the progress of the direct implications of technological development. Finally, efforts to realize the character of the Samarinda City community, healthy, smart, and national and international competitiveness become an inseparable mission of regional development amid current technological advancements.

2 CONCEPTUAL FRAMEWORK

According to (Merrilees et al., 2009), City Branding is a method of communicating to build brands of cities, regions, and communities who live based on the market of their entities. Based on these definitions, City Branding can be called the process of forming cities/regions to be known as target markets (investors, tourists, talent, events) with icons, slogans, exhibitions, and positioning in various forms of promotional media. City Branding is also a picture of a person's thoughts, feelings, associations, and expectations when looking at or hearing names, logos, service products, events, or various symbols and designs.

The use of marketing science today is not only by companies of products or services but has expanded to the city as an esteem, as (Kotler, 2003) states cities are increasingly tended to rely on marketing methods in the last three decades, when competition for inward investment, cities are increasingly likely to use marketing methods in the last three decades, when competition to attract incoming investment, tourism revenues and increase population diversity is increasing, (Kavaratzis, 2004).

City Branding is different from City Marketing and promotions. City Marketing is marketing and building regions/cities to change external perceptions in order to encourage tourism, attract population migration, or activate the business relocation. The development of the city as a valuable product causes competition for investment and government funding. This is manifested in the city's efforts to attract tourists, investors, and so on. On the other hand, the promotion has the purpose of spread information, attracting attention, and influencing or persuading to get to know the information provided to the public or society.

City branding has many similarities with corporate branding, so in this paper, the methods used in city branding also adapt from the methods or approaches in corporate branding. Mike Moser, an advertising practitioner with his agency Goldberg Moser O'Neill offers an approach in creating a cohesive brand. (Moser, 2006) in his book entitled *United We Brand* offers five practical steps in creating a brand, which has a tendency to create corporate brands. Moser's five steps are divided into: 1) Creating core brand values, 2) Creating core brand messages, 3) Determining brand personality, and 4) Determining brand icons, and 5) Determining brand personality.

The message of the core brand is the key message that will be communicated by the city to the entire audience (Moser, 2006). In the context of advertising or marketing, the message is something that is delivered to the target audience, which in the context of city branding, is nothing but a portion of external stakeholders (e.g. tourists, potential investors, potential entrants, etc.).

Shaping the competitiveness of cities, there are several things that must be considered, namely all the potential possessed, especially the potential of human resources, because this potential has a significant influence in globalization. City branding is one of the efforts to shape the competitiveness of cities, and is currently the main focus and quite urgent need. The need for a regional brand will make the region have a strong positioning, especially in the field of tourism globally. City branding requires the active role of local government and related stakeholders to properly

package cities and regions. This is certainly not only infrastructure, but also the readiness of the community and what is offered, or which characterizes the city or region.

City branding is a device for economic development urban areas borrowed from marketing practices by urban planners and planners and all stakeholders. As with products, services and organizations, cities need a strong and different image and reputation to overcome city competition for economic resources at the local, regional, national and global levels. In order for a city to get a representative, harmonious image that truly depicts the social, economic and cultural reality of the city, an approach in building brand identity is needed.

In the context of advertising, an advertising campaign is first and foremost the most important is: what is being conveyed (concerning the contents of the message), then how to convey (concerning the form of the message). The content of the message is the most important thing in advertising, because it is the soul that will drive advertising in influencing the target audience, so that it acts in accordance with the message conveyed.

3 RESEARCH METHOD

Research method is used descriptive qualitative. (Moleong, 2000) describes descriptive data as a collection of words and images (not numbers). Data presentation in descriptive research is in the form of qualitative, which dominates words, sentences, pictures, interview texts, field notes, videotapes, personal documents, official documents, memos, and other official papers. This concludes that this research is descriptive research. According to (Sugiyono, 2013), data collection is the process of procuring primary data for research needs. Data collection techniques in research conducted directly in the field by using several techniques: in-depth interviews, observation, and literature study.

Interviews were conducted with resource persons from the Head of E-Government Application and Services Division, Samarinda's Office of Communication and Information, the Head of Regional Infrastructure, BAPPEDA Samarinda, the Head of Self-Assessment in the Field of Increasing Revenue in East Kalimantan, the Head of Development Division, Samarinda City Tourism Resources Development, Head of Tourism Destination and Business Development Division, Samarinda City Tourism Office, Samarinda Pranoto Airport Protocol Staff, and Pam-pang Village residents.

Data analysis is very important in a study because in data analysis organizing data is collected in the field. Analysis of the data used in this research is descriptive method.

4 RESULTS AND DISCUSSION

4.1 Samarinda Smart City's Vision, Mission, and Objectives

In the third period of the Samarinda City Medium-Term Development Plan for 2016-2021, the vision was defined as Samarinda The realization of Samarinda City as a Metropolitan City (SAMARINDA,) that is Competitive and Environmentally Friendly'. Based on this vision, Smart City Samarinda's Vision is "Realizing Samarinda as a City Of Intelligent Education in Kalimantan" which was formed by three main visions, which are Teduh Cerdas dan Rapi Cerdas (environmental aspects, Samarinda City can protect its people so that their life can be fulfilled prosperously) and in line with spatial directives), Aman Cerdas yang Terdepan (economic aspect, Samarinda City can maintain public security for its economic development), and Nyaman Cerdas yang Terdepan (social aspect, Samarinda City can bring tolerance among others that support the peace of mind of the people).

The mission of Samarinda Smart City is to realizing good governance that is free of corruption and supported by high integrity, professional, and innovative apparatus, strengthening the financial management capacity of Kota Samarinda which is accountable in supporting development financing, realizing a livable city space, strengthening the sector services and trade as a leading sector, realizing the characterized people of Samarinda City are healthy, intelligent, competitively nationally and internationally, realizing the climate of life for the people of Samarinda City that is harmonious, cultured and religious. Nine Agenda priorities are optimization of flood control, improvement of public health status, development of education to produce professionals, character, and religious human resources, development and improvement of infrastructure, urban facilities and superior sector supporting utilities that are competitive and known environmentally, poverty alleviation based on people economic empowerment, effective prevention and management of disasters, improvement of religious life, cultural arts, the role and achievements of youth, sports facilities, as well as community and women's empowerment, consolidation of regional fi-

nance and financing of development in the region, and improving urban governance.

The details of Smart City's goals are the implementation of flood control and the relocation of SKM edges, increasing capacity and distribution of clean water, achieving cleanliness, beauty, and environmentally friendly cities (parks and RTH), creating high quality, transparent, accountable, and free of corruption public services, increasing the income and effectiveness of regional financial management that is also efficient and accountable, increasing the economy through the role of small medium enterprises and cooperatives, tourism and creative economy, agriculture, plantations, livestock and fisheries, and other business services, increasing the economy through private investment and traditional markets, increasing quality education, increased school's facilities and infrastructure, facilitation for poor santri in pesantrens, improved facilities for prevention and disaster management, the realization of the development of arts and culture, the role and achievements of youth, sports correctional, community and women's empowerment, successful family planning, achieving security and order stability in a conducive climate, the realization of Kota Samarinda as a healthy and drug-free city, increased infrastructure, urban facilities and urban utilities.

4.2 Smart Branding of Samarinda Smart City

The meaning of "Tepian Cerdas" on vision Samarinda Realization as the Leading Intelligent Kota Tepian in Kalimantan' is related to the desire to integrate the city identity and the meaning of 'Tepian' with Smart City pillars. Kota Samarinda must and is able to solve all problems with the six Smart City pillars, namely Smart Governance, Smart Branding, Smart Economy, Smart Living, Smart Society, and Smart Environment. This report will focus on the Smart Branding pillar.

The Smart Branding development strategy aims to improve the economy with small medium enterprises cooperatives, the tourism sector and the creative economy, agriculture, plantations, livestock and fisheries, and other service businesses (Pasquinelli, 2015). This objective is aligned with the three Priority Agendas of Kota Samarinda, like poverty alleviation based on people's economic empowerment, optimization of flood control, and poverty alleviation based on people's economic empowerment.

The realization strategy is organizing street vendors and other informal sectors in the trade area, improve active cooperative institutions and small medium enterprises, and the role of the Tourism and

Creative Economy, Agriculture, Plantation, Livestock and Fisheries sectors to support the people's economy, organize the Karang Mumus River to support flood control and the Waterfront City concept, and providing easy investment in terms of service and the provision of human resource on the job market.

Smart City cannot be separated from the aspects of ICT (Information Communication Technology). (Martínez et al., 2017) Smart City itself starts from the eagerness that information, city management, and management can be realized properly, which of course can also increase the branding of Samarinda City in the eyes of the world later. This aspect will be implemented with the development of Samarinda Smart City supporting infrastructures, such as Data Center (DC), Network Operation Control (NOC), Backbone between regional devices using Fiber Optic, Samarinda Command and Operation Center, Samarinda Smart City Help Desk, and additional access of public wifi.

In addition, there's also a plan to make applications and software for supporting Samarinda Smart City development. Like The Samarinda Smart City Dashboard (application to obtain information from all applications developed by the City Government), Application Programming Interface (API), connecting application data to be communicated between applications, Data Warehouse as the main repository that becomes the database of Samarinda City's mining and data analytics), eWarga (citizen interaction media application with Lurah, Camat and City Government), eKelurahan (population service support application), and Panic Button (mobile-based emergency info delivery application with user segmented on all RT in the neighborhood of Samarinda City Government).

Beside ICT, the Government of Samarinda City also focuses on the development of Citra Niaga and the potential of ecotourism. As the most important regional economic center in East Kalimantan, Samarinda City will revitalize the traditional market into a modern market, provide easy investment in terms of service and supply of human resources in the labor market, organize street vendors and other informal sectors in the trade area, and increase active cooperative and small medium enterprises institutions and the role of tourism and creative economy, agriculture, livestock and fisheries to support the people's economy.

For ecotourism potential, water will be managed as a city brand from the Waterfront City Development concept. Samarinda City will develop the banks of the Mahakam River along with its main tributaries, the Karang Mumus River, the Karang Asam Kecil River, and the Great Karang Asam River; and its small tribu-

tarities to become waterfront tourism as one of the priority (strategic) development areas of Samarinda City in the next twenty years. However, improving the quality of human resources cannot be abandoned, especially in the field of literacy so that Smart City can be realized with the help of its people. Therefore, socialization will be carried out to heads of sub-district areas, heads of the village areas, and the heads of RT, internalization and sharpening of programs and activities that are directly related to Smart City between Regional Devices, internalization through FGDs (Focus Group Discussion) between node of regional devices that have similar tasks and functions, socialization to the Community Information Group (CIG), socialization through traditional media such as Mamanda (Banjar people's drama), mass media publications (newspapers, television, and radio), social media publications (Facebook, Twitter and Instagram), college and school seminars, and installation of billboards and banners.

4.2.1 Facilitating Factors of Samarinda Smart City

The progress of green open space management infrastructure. The process of developing hotels and shopping centers that are increasingly rapid is the success of the involvement of stakeholders and the Regional Work Unit (SKPD). In addition, the Department of Tourism, Creative Economy, Communication and Information Technology has also successfully promoted, introduced, and even made Sarung Samarinda a fashion trend in several events held. HR who work in a place suitable with their fields also greatly determines the overall process of "branding" Kota Samarinda. The stakeholders involved are also supporting elements of managers of the "branding" opinion of Samarinda City because they contribute to optimizing the "branding" process.

4.2.2 Inhibiting Factors of Samarinda Smart City

The budget of the Regional Budget (Regional Revenue and Expenditure) is very low so that it disrupts the "branding" of Samarinda City. Then there is heterogeneous ethnic and ethnic diversity. The number of cultural backgrounds and a variety of thoughts that must be put together is quite difficult for the "branding" process.

In addition, Kota Samarinda has not paid much attention to the development of the suburbs and is lacking attention to equitable development. The government did not really introduce the Desa Tenun either.

Whereas the Samarinda City has succeeded in promoting Sarung Samarinda which is one of the superior products, but the Desa Tenun still has not received the attention it deserves.

4.3 Discussion

Samarinda Smart City has been designed in the 2005-2025 RPJPD and 2016-2021 RPJMD documents. Samarinda Smart City in principle is to sharpen the Action Plan by making coordination effective in program implementation, which is already contained in the existing planning documents.

The development strategy on the Smart Economy pillar aims to realize two main objectives, namely to improve the economy through private investment, as well as traditional markets. Improve the economy by strengthening the role of small and medium businesses, cooperatives, tourism, creative economy, agriculture, plantations, animal husbandry, fisheries, and other service businesses. This goal is aligned with the Samarinda City Priority Agenda for poverty alleviation based on community economic empowerment. The strategies taken to make this happen are:

- Revitalizing traditional markets to become modern markets.
- Providing ease of investment both in terms of service and the supply of human resources in the job market.
- Arranging street vendors and other informal sectors in the trade area.
- Enhancing active cooperative institutions and SMEs, as well as the role of the fields of Tourism and Creative Economy, Agriculture, Plantation, Animal Husbandry and Fisheries to support the people's economy.

Based on Regional Regulation No. 2 of 2014 concerning Samarinda City Spatial Planning for the 2014-2034 timeline, Samarinda City has the objective of spatial planning, namely to realize Samarinda City as a Edge City based on trade, services and industries that are advanced, environmentally friendly and green, and have a competitive advantage to improve people's welfare. The concept of the City of Tepian is meant that the city of Tepian is not only a motto of the City of Samarinda which is an acronym of Teduh, Neat, Safe and Comfortable but also a reflection of the City of Samarinda which is located in the riverside area, which is a part that borders directly with water.

Therefore, the concept of Waterfront City Development is very appropriate to be developed in the

City Samarinda in the context of achieving the objectives of spatial planning namely regional development banks of the Mahakam River along with its main tributaries and tributaries small to be a waterfront tourism as one of the priority strategic areas development of Samarinda City in the next twenty years based on trade, services and industries that are advanced, environmentally friendly and green, as well as has a competitive advantage.

The growth of regional trade products of Plan Long-term Regional Development (RPJPD), as a concrete form of this policy, the Samarinda city government has launched three programs, namely a program to improve domestic trade efficiency, a program to improve the development of performance and financial reporting systems, and to intensify the handling of public complaints.

Improving the quality and access of workers as a concrete form of this policy, the Samarinda city government has launched two programs, namely an investment promotion and cooperation cooperation program and a program to improve labor quality and productivity.

Increasing investment, as a concrete form of this policy Samarinda city government has launched two programs, namely an investment climate improvement program and investment realization, and a program to prepare potential resources, facilities and regional infrastructure.

Provision of space for the development of street vendors and other informal sectors in accordance with zonation stipulated in the RTRW, as a concrete form of this policy Samarinda city government has launched a program, namely the industrial structuring program.

Empowerment of the underprivileged people in business independence as a concrete form of this policy, the Samarinda city government has launched two programs, namely the cooperative institutional quality improvement program and the entrepreneurship development program and the competitive advantage of small and medium businesses.

Provision of sustainable food to support the people's economy, as a concrete form of this policy Samarinda city government has launched five programs, namely an agricultural or plantation production improvement program, a fisheries cultivation development program, a capture fisheries production increase program, a population increase and livestock production program, and a program increased availability and strengthening small medium enterprises.

Poverty when viewed from an economic standpoint arises because of inequality in resource ownership which results in an unequal distribution of in-

come, differences in the quality of human resources and differences in access to capital and the low employment opportunities available. Talking about people's economic problems will never be separated from talk about small and medium businesses. Because of small and medium businesses is taking play a role in economic growth, employment and distribution of development results. Empowerment and development of small and medium businesses is one way to reduce poverty that occurs.

The trick is to provide access to the poor to be able to engage in business and be active in productive business activities and to promote entrepreneurship, especially among poor families or disadvantaged areas. Development of small and medium businesses through improving business and management skills business, access to financial institutions and at the same time increase the certainty and protection of independent businesses to be ready to grow and compete with other economic actors.

Through Community Information Group (CIG), this development priority is intended to create conducive situations and conditions by optimally involving all levels of society to play an active role in social organizations or social institutions that grow in their environment. Every community is encouraged to play a role as the subject of development, especially in the fields of social, economy, and culture. If every community can be a subject in the movement of the development wheel, then in the next stage it is hoped that they will incarnate as agents of change for the better in their respective environments.

So that empowerment of all levels of society can be realized, the Government is obliged to conduct guidance to existing social organizations or social institutions and prepare clear regulations so that community participation goes right in line for the common good and progress.

5 CONCLUSION

As a competitive metropolitan city gives the view that Samarinda City in seeking to harmonize economic aspects and social aspects in sustainable development, and strive for both to run comprehensively. Competitiveness does not only talk about economic growth, focus on economic growth without paying attention to social aspects will only cause inequality and social inequality such as poverty and unemployment, thus ultimately reducing the quality of growth itself. Meanwhile, if the city development is only focused on human development without being balanced with economic development, it will cause the economy to

move slowly, and even tend not to spin because of the lack of private investment as an absorber of human resources.

Samarinda City is the capital city of East Kalimantan that eager to become a Smart City. This is due to the hope that Samarinda City will get city branding that is aligned with its vision, 'The realization of Samarinda City as a Metropolitan City that is Competitive and Environmentally Friendly'. The government also designed various agenda activities and development plans to realize Samarinda City as a Smart City.

In the process of embodying Samarinda City with Smart City branding, there are six Smart City pillars that the government must pay attention to, such as Smart Governance, Smart Branding, Smart Economy, Smart Living, Smart Society, and Smart Environment, which in this report focuses on Smart Branding pillar for city branding. The focusing was carried out with the aim of introducing the city more deeply, improving the image, attracting tourists and the interest of investors to invest, as well as increasing trade which would later occur in Samarinda City.

Based on these objectives, Samarinda City was designed to improve itself to become Smart City with water managed to become a city brand based on the concept of Waterfront City Development. In addition, the work of nine priority agendas that have been previously designed will be able to drive the progress of achieving the Smart City Samarinda vision, 'Realization of Samarinda as the Leading Intelligent Kota Tepian in Kalimantan'. Completion of various problems in the city of Samarinda can improve the level of welfare of the community, and coupled with the development of aspects of ICT which is very crucial in forming a Smart City, is expected to increase the city branding of Kota Samarinda in order to achieve Samarinda Smart City.

A brand is a combination of name, term, sign, symbol, or design, all of them intended to identify goods or services from a seller or group of sellers, so that they can be distinguished from their competitors. The most basic brand function is differentiation. City branding is adapted from corporate branding, then city branding is understood as a network of associations or perceptions in the minds of consumers, so that city branding can be defined as a network of associations in the minds of consumers, based on visual, verbal, as well as behavioral expressions of a place, which is realized through the objectives, communication, values, and general culture of stakeholders, as well as the design of the city as a whole.

Based on Moser's five-step approach, branding activities can be divided into several stages as follows:

- 1) Determine the core value of the city brand first describe the potential values possessed by the city, by involving internal stakeholders;
- 2) Determine the city core brand message, by looking at the gap between the perception of the city and the reality of the city, from this it can be determined the market segmentation, target market, positioning, and unique selling position of the city done by involving external stakeholders;
- 3) Determine the personality of the city, by describing potential personalities for the city, then determine the core personality, this is done by involving internal stakeholders;
- 4) Determine the city brand icon, which consists of two approaches, a formal aesthetic approach with the output of the icon form, and a semiotic approach that is centered on the content with an outer sign meaning;
- and 5) Designing a brand road map as a guide for stakeholders to be consistent with the city branding that has been carried out.

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