

Activation Simulation Design of City Branding Gresik Halal Life Style According to Participatory Concept in Smart City Based

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ABSTRACT

The existence of city branding of Gresik city or as known as Halal Life Style City is a new phenomenon, as well as a necessity for its implementation or be called as branding activation. The branding activation is some activities that will conduct in order to marketing the city or place or area. The concept of activation will be in ordered steps, such as: making identity, event marketing, advertising, etc. In order to get the maximum function of the branding activation, there are some studies need to be identified. One of concept that can be learned is by studying the participatory concept of the city. The concept of participatory allows the cooperation of every actor in terms of build the economic and cultural of the city. So that, each actor has their responsibility in doing branding activation based on their specialty or capability. Those actors must be referring to fulfill the needs of academics, business, communities, and Government (ABCG) in the area, in this case Gresik city. The actor of ABCG will be the most important key in succession of the branding activation. This is because they are the extreme users of the city that relate to the city. After the study of participatory concept has been done, then, the researcher can create a suitable system as the activation of Gresik Halal Life Style. This research will also learn about its effectiveness of the branding activation in a smart city. The implementation of branding activation in a smart city based must be different and needs to be measured as well. This research aims to examine the relation of participatory concept in the branding activation of Gresik Halal Life Style; Formulating the concept of activation; and generating a system that can be applied in the smart city.

Keywords: *Gresik Halal Life Style, branding activation, participatory, smart city*

1. INTRODUCTION

Gresik city is one biggest city nearest to Surabaya. The city of Gresik is well-known as an Islamic student (*santri*) city because it has a very thick Islamic nuance. This city has a lot of Islamic Cultures, Islamic Nuance and Moslem society. Those things are some of elements that create the city's inside. Gresik is being one of interesting city. Gresik is one of city which has a lot of industries, made it be the one which also has the highest income in East Java. Gresik is being one of powerful city in East Java. By number, Gresik is donated some economic to the regional. Another thing, Gresik is well-known as the city who produce crafts. A lot of small and medium enterprises become so growth in the city. The top products from Gresik are such as: songkok, mukenah, moslem clothes, sarongs, traditional food, cultivation food, handicrafts.

In 2017, Researcher conducted a research about Gresik City Branding. The research is all about to found the insight of Gresik identity. The method of the previous research is by collected some participant whose people who lives in Gresik

and conducted a Focus Group Discussion. By understanding the insights from those participants can be formulated Gresik identity contain a lot of "Islamic" nuance and "Islamic" activities. Nastiti, et al (2017) formulates the city of Gresik as the center of Islamic activities identified by its halal activities. Therefore, the identity of Gresik is called as Halal Life Style City, a city that has a lot of potential of Halal activities. Also, with the foundation of Islamic Society, which became the resource of Gresik city, Gresik Halal Life Style is focused into 8 Halal activities Center in Gresik City.

By the explanation above, Gresik city can apply those images as a branding. Speaking of branding, there are several indicators that must be identify and become indicators before the activation. The activation of City Branding Gresik Halal Life Style will be a change in the overall image of the city, as well as generate various attributes, sign system, directions, logos, icons, and various additional applications that support Branding activities. However, before it's activated, it needs to study about a perception of the process of participation involving all the stakeholders that are in the city of Gresik. This refers to the concept of participatory which means that there is

participation of each element in building a particular concept or form.

The concept of this participatory will be examined by certain actors such as: Academics, Business people, Communities, and Government (ABCG) related to use the method of appropriate indicators contained in the activity of city branding. The result of this study is the integrated system of Gresik City network and has a digital touch. This is happened because of Gresik city has become a trial of Smart city system. The smart city system allows a city to manage and conduct digital administration and full of technology.

Based on the background that has been submitted, formulated some of the problems as follows.

1. How to implement City Branding: Gresik Halal Life Style in participatory concept involving ABCG actors in Gresik city?
2. How is the activation system of City Branding: Gresik Halal Life Style that can be implemented as part of Smart City program?.

2. RESEARCH STUDY

City Branding: Gresik as Halal Lifestyle City

From the previous research (Nastiti et al, 2017), it is formulated that Gresik city refers to Muslim activities or it will be identified as Halal Life Style City. Halal is something profitable and does not harm each other (Eka, 2010). In order to communicate and penetrate the branding, previous researched conducted by Nastiti, et al (2017) said that Gresik needs to create a campaign about its identity. Gresik is very preserving culture by containing profound spiritual and religious elements. This situation can be converted into a conservative artificial tourism (Aaker, 2011). To understand the results of the previous research, such as identity of Gresik Halal Life Style which can be seen in the following image.



Figure 1. Design of Gresik Halal Lifestyle

By understanding the meaning of Gresik Halal Life Style, it means that the city has a strong halal movement and these points of view can be a strong content to be communicated as a city branding. Thames, et al (2008) said that the image of the city should be based on the potential and pure material elements to make the area reveals their potential. Gresik itself has a movement with the introduction of the tagline: "*Gresik: Halal lifestyle.*" This slogan is considered as a prefix for the establishment or effective, and accurate of the city's image.

Participatory in City Branding

Participatory theory means that community has participation that is needed in the development process. Participation here is interpreted by the United Nations as mutual sharing between human beings for the benefit of development, active contribution of society in development, giving opportunity to the community to participate in the making of decision.

This theory arises because of dissatisfaction with the "normal" vertical development theory, which is top down, which tends to equate development with western modernization concept and copy the planning of the developed state. As a result, local communities are neglected, they only act as objects of the magnificent plan. Participatory development as a model of development that implements the concept of participation, which is a pattern of development involving all parties (actors) in the decision making process that directly affects in development. It means development involving all of its players in an equal position to formulate the needs, objectives, steps and roles, and responsibilities of each development. The three key concepts in participation are taking roles, influence, and strength.

The reasons for community participation in development are:

1. The community has the right to participate in the decision making that the decision directly impacts on their living conditions.
2. Social development can go well with the increase in confidence. Starting since the community know their needs, what they want. So that the community spearheads the development process.
3. Shows that Governments and communities can cooperate and make political agreements.
4. Major involvement of society can improve political control and social control.

Guntur (2016) mention that group or community involvement as a whole or can be called as collective participation. Participation in question is the participation of the vertical and horizontal society. It is called as vertical participation because it can happen under certain conditions of the community involved or take part in a program other

parties, in a relationship where the community is in a position as subordinate, follower, or client. It is called horizontal participation, because at one time is not impossible for society has the ability to make an initiative, where each member/community participating horizontally one with the other, both in conducting joint ventures, or in order to do activities with other parties. Of course such participation is a sign of the beginning of the growing community that is able to develop independently. The World Bank (Roll, 2006) gives the definition of participation as a process of the parties involved in a program/project, which contributes to and controls the development and decision-making initiatives and the management of development resources that influence it.

According to Sinaga, et al (2016), participation involves local agents and outside agents working together in a project, the implications are that the project is quite limited. While according to Wheeler (2013), participatory development includes the following things:

1. Cognitive in generating "different ways to understand the reality that must be addressed".
2. Political "In empowering the Silent people".
3. Instrumental (as a helper) in offering a new alternative.

By looking at the participatory theory, the participation of several Parties was staged. In this case, the researcher refers to the theory of the Creative Economic System (Handbook of Bekraf), which mentions the involvement of actors in relation to activation of City Branding activities. Those actors are: academics, a representation of educators who have research and development skills; Business actors who are the driving wheel of economy; A community that is a connoisseur or a user and a cultural activist; And the latter is an influential government on the regulation. The four actors are referred to as ABCG actors. In this study, will be examined how large the participatory indicators that occurred between ABCG actors with related components in the activation of City Branding Gresik Halal Life Style.

About Smart City

According to the data of Central of Statistic Agency data (2014), Gresik City is a destination frequented by Chinese, Arabic, Gujarat, Siam, etc. These histories have a lot of relics of Islamic history that became the icon of Gresik. Also, Gresik has been known as a trade center since the 11th century. The trade's activities is actually connected a lot of people from another islands and countries.

But some following years, the city is changed. The development of the city is being more complex since a lot of industries invaded. Some of cultures are also changed since the needs and the activities change too. So that, in 2017, Gresik is being chosen as the one of 100 cities which is initiated to be an example of Smart City Development in Indonesia. This program is conducted by the Ministry of Communication and Informatics. Smart City is a smart concept that can help people manage their resources efficiently and provide appropriate information to the

Community or institution in their activities or anticipated events that were previously unexpected (Dinnie, 2011). The development of smart city concept is one of effort to create integrated information system to the city. This system can be a big data that can make some workers do easier job. Some of smart city application can be done as information supported for smart economy, intelligent participation of smart people, intelligent government, intelligent transport, intelligent resources, and many more. The point of smart city application is easy access and fast service. By doing this, the development of city can be more fast and effective.

3. PARTICIPATORY IN CITY BRANDING GRESIK HALAL LIFESTYLE

Two factors that affect community participation: internal factors and external factors. Internal factors are a participation willingness that comes from within the community itself, i.e. individuals and group unity within it. Individual behaviour is closely related or determined by sociological features, such as age, gender, knowledge, occupation, and income (Yulianti, 2012). While the external factor, according to Sunarti (in Yulianti, 2012), is the relationship of all interested parties and has an influence on branding. The interested party is a person who has an influence or has an important position for the success of the project being implemented. In a special study discussing the process of community participation in supporting the Gresik city branding, the government is an interested party to build and disseminate information about the identity of the city. Not only that, Yulianti (2012) also stated that the ABCG role became an inevitable sustainability of the pentahelix. The role of ABCG referred to here is the role of academics (A), Business actors (B), community (C), and Government (G). The four stakeholders coupled with the media role will have an association in the implementation of the branding activation of Gresik.

Role of Academy in City Branding Gresik Halal Lifestyle

It is substantive, the planning of city branding is very related to socio-economic development and part of a spatial. From the concept, city branding is burdened by heavy duty that is as part of the aesthetic element of a city or region as well as an effort to improve the socio-economic region. The existing constraints in the city branding development planning system as part of the region is a program planning that is still less coordinated, consequently the budget allocation is less efficient and less effective. The solution to the problem is to involve academics in the determination of regional planning policies. Academics has important role in the implementation of the policy by taking place to be with the government. Therefore, the implementation of innovative research conducted by academics can be more useful in community social problems.

Role of Business in City Branding Gresik Halal Lifestyle

Business actors, both small and large industries have a big influence on the access to the activation of city

branding. For small industries that still need a lot of development, the role that can be done is to activate their participation in industry development that aims to: improve business people, increase economic capacity, and increase export capacity. In addition, small and medium enterprises can also be supporting products from the city branding campaign. As for the large industry, the purpose of participation in city branding is to provide funding assistance (or known called as Corporate Social Responsibility) for all activities related to the activation. These two components are necessary in the development of city branding because the image of a city is often interpreted with the results of products or services that available in the city. As for example, batik is often identified with the city of Solo (Surakarta) and the city of Surabaya known as the City of Heroes. This proves that the identity of a city branding is closely related to the city's potential of business.

Role of Community in City Branding Gresik Halal Lifestyle

The Community acts as a user who can provide opinions, testimonials, referrals, feedback, and activist related to city branding. Community is an active group that can act as a support system for the city branding activity itself. Mr. Kris is one of the leader of communities in Gresik. Mata Seger Community develops the culture of Damar Kurung as a historical relic that continues to be cultivated. It is certainly very related to Gresik Halal Lifestyle, because the identity is also derived from the historical significance of Damar Kurung which is a relic of the city of Gresik. The community moves individually and often without the tendency of financial income in order to support the city branding campaign. Community is able to move human potential to be able to support and present in the activation of city branding so that it will be more impactful for the community.

Role of Government in City Branding Gresik Halal Lifestyle

Inevitable, current branding is increasingly needed in managing governance as a perception management, as disclosed Hasan (2016) that there are several reasons why branding is needed in the current governance process, i.e. :

1. The government needs to have an appeal for another group, because the government process can no longer be managed by the Government alone. In the city government for example, investors play an important role providing financial and knowledge resources. Citizens also have an important role, because they can agree or not on a plan and socialize it with their community.
2. The Government may not realize its top-down policy without the support of other parties. Requires stakeholders to motivate other groups to participate in the governance process. But on the other hand the government faced a tendency to lack public trust in public institutions. Loyalty and support require caring

and consistent communication and touching emotional aspect.

3. Society likes things that smell popular culture, often they measure politicians or political events in the same way they see popular culture. Emotion and style are crucial. Other reasons, there is a trend to adopt private sector strategy to the public sector. There is a tendency to use managerialism in the public sector for example using performance indicators and output controls. Branding has also been used to explain the fact of adoption of private strategies to the public sector.

Effectivity of Participatory in City Branding Gresik Halal Lifestyle

The participation in city branding activity will be effective if you can integrate the ABCG role with the media as the power of Pentahelix. The Media serves as an exposure or effort to communicate the city branding to the larger market. The participatory scheme of effectiveness in branding activity can be reviewed through the following image.

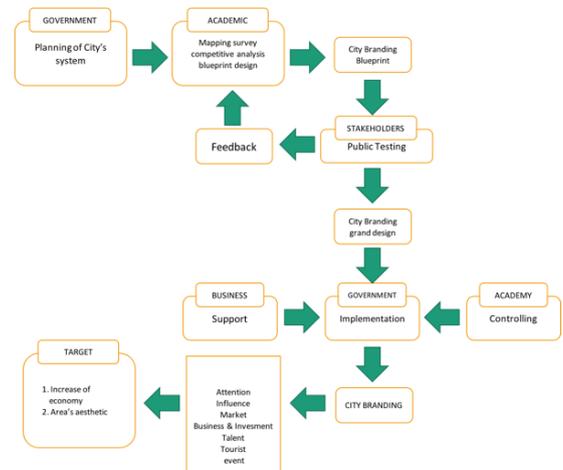


Figure 2. Effectivity of Gresik Halal Lifestyle

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