

Building Regional Tourism Identity Through City Branding Logo

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Abstract. This analysis is a scientific analysis of the city branding logo to build the identity of a city. City branding logo Branding a city is one way to increase the attractiveness of tourists or visitors in the tourism sector the type of research used is a qualitative research method using non-interactive methods. The logo itself usually consists of typography (Logotype), and images (Logogram), it can even consist of the merger of several City Branding Logos that will be analyzed the city branding logo from Bantul, Jogja, and Solo, of the three objects of analysis all, have an influence on the development of city branding in each region. Based on the analysis, it can be concluded that each logo has a variety of philosophies related to what is in a city so that it can build the identity of the city.

Keywords: City Branding, City, Logo, tagline, Tourism

Introduction

Branding a city is one way to increase the attractiveness of tourists or visitors in the tourism sector. Branding a city can also increase the city's income. Currently, various cities have experienced quite significant developments, especially in the tourism sector. Various cities are starting to compete to create a city image or identity so that it is far better known by the wider community. In various creative ways, the government has a role to play in improving the image of the region in order to attract the attention of the public, especially tourists, to the tourism potential it has. so that when an error occurs in its management, it can have a bad impact and contribute to the decline of the city's tourism. The diversity of tourism potential in an area is certainly an attraction and a tourist identity for that area. Then the existence of various kinds of tourism potential owned by each region is one of the most important things in establishing a tourism destination brand for tourists or everyone who knows it.

A brand itself is a perception that appears in the audience about a company, figure, or idea. Thus, a designer cannot design a brand; what a designer can create are objects that can influence audience perception, and one way to do this is through designing a logo as a visual identity. According to Hananto (2019), a logo itself is a component of a visual identity that is seen for the first time by the audience as a representative image of a brand; therefore, designing a visual identity should start with designing a logo. The shape of the logo itself can be a typeface (logotype), an image (logogram), or even a combination of the two. The existence of a logo as a visual identity that is first seen by the audience is expected to be the new face of the business, which can give a good impression the first time it is seen (Kusumohendrarto 2021).

With efforts to build city identity through logo design as a support for city branding activities, it is hoped that each city, such as Bantul, Jogja, and Solo, will be able to improve the image or visual identity of the city properly so that it can compete in increasing the regional tourism industry in the country.

Methods

According to Adhikara (2021), the research method is a method used to find and dig up facts and data to test the truth. The method used in this study is qualitative research; in line with Pujileksono (2016) in his book, non-interactive research is research conducted by analyzing data in the form of reports, texts, and artifacts that do not involve informants or informants.

So, in this study, we will use non-interactive qualitative research methods. In this analysis, the author uses a qualitative approach that is descriptive and based on in-depth observations of several regional logos that already exist to support city branding.

Result and Discussion

Literature Review

Logo and Slogan

Derived from the origin of the word "logotype," which means letters or plates that have meaning, it is often used as a name or symbol in newspapers. Along with its development, the shape of the logo changed from a complicated shape to a simple and easy-to-remember one. The variety of element choices has also increased, starting with the use of initials, company names, monograms, and pictograms. With the development of the advertising world, the role of a logo is very important, especially in creating a brand identity (Said 2019).

Meanwhile, according to Budelmann et al (2010) in their book, a logo is a visual image that represents a collection of experiences that shape perceptions in the mind of someone who sees them. In general, logos can be grouped into three categories:

1. A logotype is a logo made of spoken letters or words, without symbols.
2. A logogram is a logo that only appears in the form of an image, icon, or symbol.
3. Logo combination between logotype and logogram

According to Douglas (2011), there are several things that need to be considered in designing logos, such as avoiding shortcuts (shape similarity), simple shapes, being able to use shapes that do not reflect the company, the right size, paying attention to aspect ratio, icon discontinuity with text, being easy for the audience to understand, the existence of the essence and theme of the company, attracting attention, a good tagline, being different from competitors, the fact that color selection is second only to the shape of the logo, be careful in choosing colors, avoid complex shapes, have supporting graphic elements, repeat on various media, and lastly, don't change the logo (don't change the logo), don't change the logo. The logo itself is a component of the visual identity that is seen by the audience, so designing a visual identity should start with designing a logo for a company, community, or region (Hananto 2019). In other words, the logo, as a starting point in the development of city branding, has an important role in improving the image of a city. Then a logo can also be applied to various city branding media to improve brand image, such as social media, websites, ads, brochures, banners, wall displays, and so on.

Then, a slogan is a short phrase that can capture the essence of a company's brand personality and positioning to differentiate it from other similar competitors (Wheeler, 2018).

Meanwhile, according to Lastri (2019) in his journal, slogans are statements, sayings, or phrases that attract attention and are easy to remember and that tell or explain the goals of a group, ideology, organization, political party, etc.

Branding and City Branding

According to Wheeler (2018), competition creates limitless choices, so companies look for ways to connect emotionally with customers and become irreplaceable so they can create lifelong relationships. A strong brand will stand out in its market; people will fall in love with it, trust it, and believe in its superiority. Perceived brand can influence the success of a business from companies, start-ups, non-profits, products, to cities or regions. Furthermore, there are three main functions of a brand: navigation, assurance, and engagement. Brands are able to become navigation in making it easy for customers to choose confusing things. Furthermore, it can communicate assurance of the good quality of the product or service offered to convince customers when making the right decision. Until there is language in building an image of the uniqueness that is owned in giving attachment to the brand.

As for the designation of a brand in a city, namely "city branding," which is an effort to build an identity in the city for its various potentials, one way that can be done is to have a visual identity of the city logo. City branding basically requires each region or city to compete in terms of creating a certain image, especially in the minds of the public, so that later a city image will be formed, which becomes the character of an area or city. City branding is a method used in marketing a city to enhance its image and reputation as well as to promote products or services. This reputation and image are very important to overcome city competition in fighting over economic resources at the local, regional, national, and global levels (Widyaswara 2018).

Furthermore, there are several things that can support the city branding of a city, namely nature and its potential, infrastructure, buildings, and architecture, as well as the city's economic potential (Kusumohendrarto 2021). It is hoped that having a variety of potentials in the city can lead to tourist visits to the city, so that the potential for tourist destinations can become one of the spearheads in city promotion through branding.

In its development, a city is heavily influenced by its tourist destinations, which are the first step in recognizing and forming the city's image. such as natural tourism, cultural tourism, historical tourism, maritime tourism, religious tourism, and agricultural tourism. The existence of these tours is expected to be a factor in forming a brand identity or city image that is more easily recognized and known by visitors. The existence of a tourism development that is supported by residents in tourist areas is a condition that can support the formation of a regional image or city brand (David B. Weaver 2013).

City Branding Logo Analysis

The importance of the visual identity of a city logo is expected to support city branding based on regional potential and identity, especially for tourism destinations that are currently being looked at and are in demand to be visited. The existence of this makes each region begin to realize to improve and improve their identity so that they look good and can become an attraction in the eyes of visitors or tourists. as has been done by Jogja, Bantul, and Solo in building city identity through city branding. Having a visual image in the form of a logo for each city is expected to represent a variety of existing potentials, including tourist destinations.



Table 1. List of City Branding Logos as Discussion Data

No.	Logo and Tagline City Branding	City	Launch Year	Logo Type
1	"BANTUL" The Harmony of Nature and Culture	Kab. Bantul	2013	Logotype & Logogram
2	"JOGJA" Istimewa	Kota Jogja	2015	Logotype
3	"SOLO" The Spirit of Java	Solo	2022	Logogram

Basically, a logo is expected to be able to represent the image that is carried by and attached to a business, company, destination, city, or region. It becomes the initial identification of every pair of eyes that see it, whether the logo's visual communication can be a sign or symbol that explains the uniqueness, strength, and represents the image lifted from each city or region. So that in making it, it is necessary to consider several things, such as the clarity of the form, the audience, and what potential will be raised.

The following is the visual form of the logo of each city's branding. Can the image that appears represent and represent well the image that is built as a city identity in city branding?

Logo City Branding of Bantul

The first logo to be analyzed is the city branding logo of Bantul Regency, Yogyakarta Special Region.



Gambar 1. Logo City Branding Bantul

Bantul city branding has been launched and inaugurated since 2013 to coincide with the 182nd anniversary of Bantul, with a ceremony to commemorate the anniversary of Bantul in the Tritenggo field on July 20, 2013. This logo is a combination logo type, which is a combination of a symbol or icon with a logotype, or you could say typography, and there is a tagline at the bottom.

This logo design is a representation of Bantul from several aspects, such as nature tourism, environmental aspects, social aspects, and cultural aspects. One example is the letter "B" in the logo, which is brown in color and has the shape of a large earthenware barrel, which means it is associated with soil and characterizes a product of pottery production located in Kasongan Village (Mawangi 2019). Furthermore, there are other forms, such as rice plants, which are one of the potentials of Bantul Regency as a rice-producing area; the rice icon is placed inside the barrel. The other form can be seen in the coconut plants along the shoreline and the sea, which indicates another potential of Bantul Regency, namely beach tourism, which is very famous in Yogyakarta in the form of Parangtritis Beach.

Then the tagline, "The Harmony of Nature and Culture," wants to convey the message that Bantul Regency is a place with harmonious harmony between nature and culture.

By combining various elements taken from several potentials owned by Bantul Regency with the visualization of the shape of the logo and the existing tagline, the logo is quite attractive at first glance. There is consistency in the use that has existed for a long time until now; there is no resemblance to the city branding logo of other cities, and it has brought out its essence and potential, as well as an attractive tagline.

However, the visual identity of the Bantul logo has several drawbacks, namely the use of a logogram form that is less simple and quite complex, so that when it is scaled down on small media, it will lose the meaning of the shape of the logo. Then there is the use of quite a lot of logo colors (five colors: brown, green, gray, blue, and black), which are too contrasting and become not unique or a characteristic that does not match. Finally, in the form of an inaccurate size to the aspect ratio of the Bantul logo, when it is reduced, the tagline "The Harmoni of Nature and Culture" becomes illegible compared to the writing "Bantul". Some of these deficiencies should be the main consideration in future improvements to the visual identity of the Bantul Regency logo that is owned, so that it can become the main representative of a good visual image and will be attached to tourist destinations from Bantul.

Logo City Branding of Jogja Istimewa

Next is the city branding logo for the City of Jogja, which is very attached to tourists and the people of Yogyakarta because it has been applied to several media such as social media, websites, and so on for a long time.



Gambar 2. Logo City Branding Yogyakarta

For the Yogyakarta city branding logo, it has been launched since 2015, this logo carries the concept of a logotype which is a logo with emphasis on typography in its use. The choice of the name Jogja itself comes from the abbreviation "Yogyakarta" to "Yogya" with easier pronunciation by using the letter "J" so that it becomes "Jogja." The Jogja logo uses lowercase letters, which mean equality, equality, and brotherhood. The brick red color symbolizes the palace and the spirit of courage; it is the color of the new era (future) armed with past cultural roots enriched with true local wisdom. The logo adapts a form that is already thick in Javanese society, namely the Javanese script. In making the logo, the designers were also influenced by the culture of the Yogya people, who exemplify simplicity, equality, and brotherhood, which are symbolized by small letters on the "special Jogja" logo. This simple typography also symbolizes the philosophy of youth, women, and netizens that the Sultan asked to include in the symbolic part of the Jogja city logo (Anwar 2020). With a concept that carries the activities, culture, and daily life of the people of Jogja, this logo has built Jogja's identity as a friendly city that is still strong in tradition and culture. Of course, this logo has been applied and branded well so far, so it is very easy to remember when you hear the word "Jogja."

Based on the form of the "jogja" logo with the "special" tagline, it has shown the simplicity of the form with clear legibility and easy to understand by the audience, the essence of the "special" tagline as a support for the logotype of "jogja" which is taken from "Special Region of



Yogyakarta" which cannot be separated or apart from the naming of the City of Yogyakarta, so that the right size to the aspect ratio has been paid attention to when applying to media with small sizes. Then there is consistency in the use of the logo on city branding media, which has not changed and is still being maintained to avoid audience confusion that sees the image of Yogyakarta City tourism as a special tourist destination.

Logo City Branding of Solo

Next is the Solo city branding logo with the slogan "the Spirit of Java". The city's branding logo, "Solo, the Spirit of Java," is a hallmark of the city of Solo, which means "Solo is the soul of Java." The slogan was created long ago, in 2005, and ratified in 2008, and its use is still in use today. The current logo is the result of a rebranding competition that was held by the Surakarta City Government in December 2022. The change in the visual identity of the city branding logo for the City of Solo is expected to provide a good image in the future, especially in terms of local and international tourist visits. The logo design work of Andrea Isa, who won the Solo city branding logo, has a shape that is quite interesting and fresh.



Gambar 3. Logo City Branding Solo

This logo is made using a combination of the type of logogram (icon or symbol) and the logotype as the main logo which when viewed as a whole has several philosophical meanings. This logo uses bright colors such as green and purple which mean that the purple color represents the majesty and cultural richness of the City of Solo, while the green color represents the growth and sustainability of tourism after the Covid-19 pandemic. Then one of the interesting philosophies of this logo is the curved line that connects the two letters "o" from the word "Solo" so as to form a smile by representing the form of hospitality and all the local wisdom of the people of Solo City. Apart from that, the curved curve also conveys messages of communication and cooperation (Knowing the Meaning of the New Logo "Solo the Spirit of Java", 2022).

Using a modern and simple style applied through the "doodle" approach to this logo so that this logo looks dynamic, not rigid, friendly, and easier to remember by the public and tourists when visiting Solo, so this logo is enough as an effort to build an identity Solo city through city branding. The characteristic form of Javanese culture embedded in this logo is the "mountain" form of wayang, used to give a quick impression and perception of the Solo context "the spirit of java".

The design results from Andrea Isa can be said to be very interesting because of the various considerations in the design that have been carried out, such as the use of simple shapes to support the use of long-standing taglines, logos that are easily understood by the audience,

the essence of cultural values that are instilled, the choice of colors that are both with the conformity of the shape, as well as the right size with the aspect ratio that has been considered when it will be applied to small media. The renewal of the visual identity of the city branding logo from the City of Solo is expected to be a direct representation of the face of tourist destinations and their potential to further develop in the future.

Conclusion

Based on the analysis that has been done above, it can be concluded that the potential and tourist destinations owned by an area are expected to be represented by the image or visual identity of the city in the form of a city branding logo. Moreover, the city branding logo is the vanguard of the city because of the appeal given to the audience with the various meanings and philosophies in it, so that later the city will be much better known and can elevate and maximize existing tourism potential.

The shape of the city branding logo is expected to become a visual identity that will be remembered by tourists and the surrounding community as a success in planting the brand in the minds of the audience. However, all of this cannot be separated from the application of good city branding as the first step in building the identity of a city through visual graphic elements, colors, taglines, and their direct application.

According to Kusumohendrarto (2021), the visual identity of a brand is an identity that can become a distinguishing factor and characteristic so that it permeates the consciousness of those who see it. In addition, to be easily recognized and remembered by someone, a tourist destination must contain uniqueness or characteristics that are visually different from other places. Designing a good, attractive, and unique logo can enhance the good image of a city and bring out the uniqueness of each of these cities.

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