International Journal of Multicultural and Multireligious Understanding

http://ijmmu.com
editor@ijmmu.com
ISSN 2364-5369
Volume 8, Issue 9
September, 2021
Pages: 313-319

Malang Heritage: How They Expect

Yana Respati Dewi; Ita Prihatining Wilujeng

Universitas Negeri Malang, Indonesia

http://dx.doi.org/10.18415/ijmmu.v8i10.3061

Abstract

The tourism sector is a sector that has a role in improving the country's economy. In supporting the sector, the government will provide support for the facilities and infrastructure needed so that the tourism sector has an attractiveness for tourists. Each region has its own characteristics as well as its own historical story, through the landscape of the region both architecture,old buildings, government offices, infrastructure and culinary in an area that has its unique origins. If all these relics are well managed and preserved, they can become an attraction for tourists to come to visit, not only to see history but also to commemorate its existence, understand the journey and the value behind events in the course of time. The Malang city government is currently preparing the Kayutangan area as a tourist destination that carries the concept of heritage. The mayor is targeting that by the end of 2020, tourists can enjoy various supporting facilities and unique heritage ornaments. Brand equity in tourism is defined as a valuable asset and a symbol of authentic destinations to be able to provide value to tourists. Destination equity is more than just an asset. This study explains the factors that influence the value perceived by tourists at Malang Heritage Kayutangan.

Keywords: *Malang Heritage; Heritage Tourism; Brand Equity*

Introduction

The tourism sector is a sector that also has a role in improving the country's economy. In supporting tourism activities, the government will provide the facilities and infrastructure needed and have an attraction for tourists. Each region has its own history that characterizes it, ranging from old buildings, government offices, infrastructure, handicrafts and culinary arts. If all these relics are well managed and preserved, they can become an attraction for tourists to come to visit, not only to see history but also to commemorate its existence, understand the journey and the value behind events in the course of time.

One method to market the tourism sector is city branding. City Branding is one of the strategies to introduce and market the city to build a good image and strengthen political relations (Kavaratzis 2004; Zhou, Zhang, and Edelheim 2013). Cai (in Qu, Kim, and Im 2011) explains that the purpose of city branding is to differentiate the place from other competitors. The city branding strategy can be considered as one of the strategic actions that must be managed by the government as a step to promote their local area.

A city needs to create an identity that attracts various parties in the face of competition between cities in order to attract resources, investment or tourists (Hazime 2011). Cities such as Paris, Manchester,

and Yogyakarta are able to attract stakeholders to invest both from domestic and foreign, so there are characteristics of these cities that make their identity. The success of implementing this strategy cannot be separated from the role of the government, tourism industry players, and the local community itself.

Currently, the Malang city government is preparing the Kayutangan area as a tourist destination that carries the concept of heritage. The government itself has carefully prepared this concept and targets that in early 2021 the area can be enjoyed by both local people and tourists. This concept is certainly supported by the addition of facilities and the construction of supporting city ornaments. The arrangement of a number of corners in the Kayutangan area has been carried out simultaneously to preserve cultural heritage in the Kayutangan area.

This step is expected to be able to support Malang City tourism. Initial arrangements in the Kayutangan Heitage area include traffic engineering, underground cable arrangement and improving the connectivity of the area. The Malang city government cooperates with several parties to develop this Kayutangan Heritage tourism. A number of areas and old buildings relic of the colonial era have been reorganized and reorganized.

Heritage Tourism

Culture tourism or cultural tourism has a very complex meaing. The International Scientific Committee on Culture Tourism (CSAPO, 2001) defines cultural tourism as a movement that involves people in exploring or experiencing the various ways of others' lufe, reflecting all social customs, religious traditios or intellectual ideas of their cultural heritage. It is also defining movement of people who are basically culturally kitivated such as tours, performing arts and cultural tours, travelling to festivals and other cultural events, visiting sites and monuments.

Heritage tourism presented by UNESCO has the understanding that changes undergone in the modern era. However, heritage tourism and cultural tourism are related to each other. The relationship between the two is based on places, cultures and sources that have historical value. This historical value is the main attraction which is considered to have value that must be preserved.

City Branding

The concept of City Branding was first put forward by Anholt in 2013. City branding is an idea about how to apply an identity that is usually used for a product, become an identity for a place that is desired by relevant stakeholders and become more value in a consumer. Therefore, city branding not only benefits visiting tourists but also the tourism destination city. Other positive impacts are also felt in all sectors ranging from public services, health to the economy.

City branding according to Padison (in Hidayat 2014) as a competitive means to achieve excellence in order to increase investment and tourism, community development, strengthen local identity and community identification with their city and mobilize all social activities to avoid division.

There are four steps of the city branding strategy process according to Insch 2011 (in Lestari 2016):

1. Identity, the process of identifying assets, attributes and the identity of a city
2. Objective, clearly defines the main reasons for city branding
3. Communication, the process of communication both online and offline with all parties with an interest in a city.
4. Coherenve, the implementation process that ensures all forms of communication programs from a city are integrated, consistent and convey the same message.

In addition to the four steps described previously, there are two events in carrying out city branding according (Zhou et al. 2013) namely by building a brand image of the entire city that integrates political, economic and cultural factors. Another way is to build tourism services as a step to promote tourism exclusively.

Culture Tourism or cultural tourism has a very complex meaning. The International Scientific Committee on Culture Tourism (Csapo 2001) defines cultural tourism as a movement that involves people in exploring or experiencing the various ways of life of others, reflecting all social customs, religious traditions or intellectual ideas of their cultural heritage. Or in the UN definition is the movement of people who are basically culturally motivated such as tours, performing arts and cultural tours, traveling to festivals and other cultural events, visiting sites and monuments.

Heritage tourism presented by UNESCO has the understanding that heritage tourism has undergone changes in the modern era. However, heritage tourism and cultural tourism are related to each other. The relationship between the two is based on places, cultures and sources that have historical value. This historical value is the main attraction which is considered to have value that must be preserved. Meanwhile, creative tourism includes various components of art that are based on ideas and thoughts which are then poured into the form of performing arts, handicrafts, films, paintings, and other cultural arts that have cultural values and are realized in the form of goods and audio visuals.

Brand Preference

Brand preference was defined as a behavioral tendencies that reflect on consumer' decision behavior (Ebrahim et al. 2016) that means everyone has consideration for choosing brand or product. Brand preference become important because it will lead consumer to have value or image about the brand. This made any marketing activities to deliver value on their brand or product so they have a competitive advantage. Preference help any product or brand to stay as long as possible and survive on market. Nowdays, consumer facing a lot of option and variant product, if theres no value delivered, they will no longer remember our product or brand. The recent study by Buil, de Chernatony, and Martínez (2013) explained that brand preference measured using indicator like "I prefer choose brand A than brand B". that kind of argument might happen on choosing touris destination especially with unique standart or concept like heritage. Heritage has different standart, everyone has stigma that heritage means old.

Several studies that focus on people's cognitive information including destination beliefs (Lee and Lockshin 2012) and place image (Magnusson et al. 2014). The literature established both cognitive and affective on develop value. Their result explains which component on delivering value is important based on that destination belief and place image. overall, this research aims to examine wheter and how brand preference can affecr people' attachment and develop their equity on heritage destination in Malang.

Customer Based Brand Equity

The concept of brand credibility cannot be separated from the concept of brand equity because high brand equity will produce a brand that is firmly embedded in consumers. In addition, brand equity is one of the competitive advantages resulting from high brand equity.

Kotler (2009) explains that brand equity is closely related to how many consumers of a brand are in the top 3 levels of the concept of consumer behavior towards brands, namely:

1. consumers are satisfied and feel at a loss when changing brands
2. consumers value the brand and consider it a part of life
3. consumers are bound by the brand

While Aaker (1991) defines the concept of brand equity as a set of assets associated with a brand name and symbol to add value to products or services to companies and/or consumers. In addition, brand equity, brand quality that is believed, strong mental and emotional associations and other assets such as patents, trademarks and distribution channel relationships.

Brand Equity is the added value of a brand attached to products and services. Value can be measured by how consumers think, feel and act with respect to the brand. Brand equity is an invisible asset that is psychologically and financially valuable for the company (Kotler 2009).

The CBBE model is a brand equity approach taken from a consumer perspective. According to Keller (2008) the basic concept of CBBE is the strength of a brand based on a consumer's experience of having learned, felt, seen, and heard about a brand for some time. The definition of customer based brand equity is a form of brand differentiation of consumer knowledge of the brand as a result of consumer experience of the brand. CBBE sees a brand from three main things, namely the effect of differentiation, brand knowledge and also consumer response to marketing programs. A brand is said to have a high CBBE if consumers can give a positive reaction to a product, price or communication when the brand can be identified compared to products that do not have a brand.

Keller (2008) said that brand knowledge which consists of brand awareness and brand image is essential in building brand equity. Thus, new brand equity is formed if consumers have a high level of awareness and familiarity with a brand and have strong, positive and unique brand associations in their memory. A brand that has a high CBBE can provide many advantages and benefits, such as increasing consumer loyalty to price increases, they are more sensitive to price decreases, and so on.

This study discusses the development of heritage conservation and heritage tourism and its influence on community and tourist satisfaction in the Kayutangan Heritage area of Malang city.

Method

The method used in this study is a quantitative method with descriptive approach. This research will explain the development' pattern on Kayutangan Heritage. Path analysis is used to analyze the heritage tourism and its influence on tourist satisfaction in Kayutangan Heritage Malang. This method aims to determine the magnitude of direct effect, indirect effect and the total effect of endogenous variable on exogenous variable.

To complete this research, it needs to supported by data. The types of adata used in this study include primary data and secondary data. Maholtra (2004) states that primary data is data created by researchers to deal with specific problems in research. Meanwhile, according to Suprananto and Limakrisna (2010) primary data is data that comes from the object. The primary data in this study were obtained directly from filling out questionaires by the respondents.

Secondary data Is data that has been further processed into the form of tables, graphs, diagrams, picture and so on (Ma'ruf 2020). Secondary data in this study were obtained from libraries, internet, books, journals, articles or previous theses.

Based on its purpose, this research is an explanatory research that explains between two variable and how those influence one another (Cooper and Schindler, 2008) .In this case, tried to explained the effect of city branding and customer knowledge about malang heritage on customer based brand equity.

Result and Discussion

From the result of the questionnaires that have been distribude previously, the characteristics of the respondent from this study indicate that from 116 total respondents who participated in this study, 64.3% are women and 35.7% are men. Most are 18 to 25 years old with 70% is single. Respondents from this questionnaire have an average expenditure of 2.5 million to 5 million rupiah per month and most of them visited the Kayutangan Heritage tour out of curiosity. The experience that respondents got from the Kayutangan heritage tour was a visit without any memorable added value. As many as 53.3% of respondents also stated that this heritage tour did not have a recall or association with other tourist attractions and other brands. From the results of the questionnaire, most of the respondents are still confused and confused about the heritage concept that has been built by the City of Malang. so that visitor satisfaction can be said to be low. The results of the questionnaire also stated that 87% of respondents assumed that the heritage concept should be compatible with the existing concepts in Yogyakarta or Bandung.

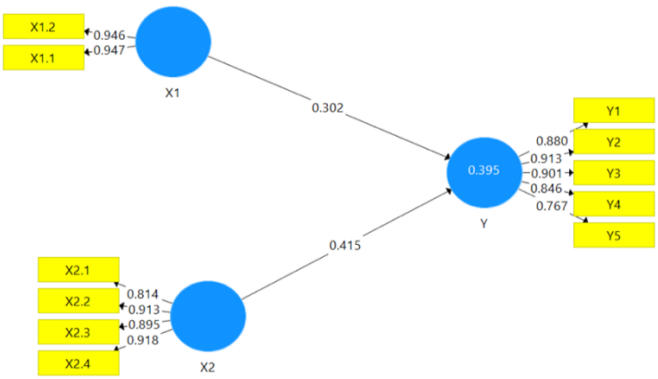

Figure 1. Analysis Result.

Figure 1 above shows that City Branding and Brand Preference has an effect on Customer Based Brand Equity in Heritage Tourism. City branding itself has effect around 0.302 or 30.2% on customer based brand equity, and brand preference has effect around 0.415 or 41.5% on customer based brand equity. As a whole it can be concluding that the exogenous variable in this study has a positive effect on endogenous variables. The higher coeeficient path value the stronger the influence on that relationship. But as it shows, the coefficient is below than 50%, this explains the customer's lack of understansing of the heritage concept as city branding as well as preferences that are less or may not be in line with customer expectations of heritage tourism.

Skinner (2008) on Ahmad et al. 2013 said that city branding has communicate consistency identity and its different between established identity and what people understand about that identity on creating strong and positive value. The survey result also put a personal opinion of consumer about heritage tourism their perspective compared to other previous heritage tourism such us Yogyakarta or Bandung. Both city successfully built strong city branding and has high brand equity about Heritage Tourism. There's also a song and famous line as their genuine identity, and goes viral on social media. "Bumi Pasundan Lahir Ketika Tuhan Sedang Tersenyum" is the viral mural that remembered as a romantic city. Lots of tourist upload this mural on social media, used as a background on their photo or even on their prewedding photo.

Different from Bandung, Yogyakarta was designated by the President of Republic of Indonesia, Soekarno as a 'special area' or Daerah Istimewa because of the extraordinary role of the Sultan (or same naming as King) in supporting the area. Yogyakarta has their own rules, they are not lead by regular government but a Sultan that selected traditionally or through heredity. For hundred years, Yogyakarta maintains its heritage by upholding ancient Javanese culture. not only social and cultural, the building and urban planning of the city is maintained its value. Nothing has been changed, and the colonial era buildings

have not been destroyed or rebuilding with modern architecture but restored, only maintained and managed. Yogyakarta has everyone heart.

Both Yogyakarta dan Bandung are not a comparable opponent to Malang. Malang just focused on building a Heritage in a past 5 years. The survey result said that consumer is still questioning the concept, because the Heritage area didn't have a clear figure what exactly Malang heritage gonna brings. Maybe this is why the percentage of City branding has low effect on customer based brand equity. Adona et al. (2017) shown the same result in Padang, West Sumatra. City branding is not applied in accordance with the work process, it is more spontaneous without planning. As a result, the government's vision, mission, and goals are less consistent with the brand they set up. Most of the bureaucrats in West Sumatra have not been able to explain the consequences and their understanding of city branding. On the other hand, consumer brand equity is also not significantly effective.

Brand Preference also shown has a low point below 50% on that data. It doesn't mean that tourist has a bad preference on Malang heritage, but they have a high expectation when it comes to that concepts. Choosing Malang as their preference didn't based on their heritage but on other concept tourist destination. Everyone know that Malang is wwell-known city for their amusement park. There are more than 20 Theme Park in Malang. But none of them using heritage concept. Malang used to have a festival called "Malang Tempo Doeloe". Malang Tempo Doeleo or also known as Festival Malang Kembali is an annual event that shows element of the later culture. This event was held for the first time in 2006 but sadly ended on 2012. Everything presented in this event has scream vintage and heritage, starting from the location setting, the decoration, the stage, the culinary event the dresscode. Every visitor must wear a traditional dress. In addition, there is also competitions and traditional art performances.

From the result and direct interview, some of respondent choosing Malang as their reference for heritage tourism just to reminisce about the festival. From figure 1 we can conclude that Brand Preference and City Branding of Kayutangan Heritage can only build Customer Based Brad Brand Equity of 0.395 or 39.5% only. This figure is still considered insufficient, so it is necessary to pay attention to what aspects must be improved by the government so that the strengthening of city branding and brand preferences can run more effectively than before.

Conclusion

Based on the results of the research above, it can be concluded that city branding has a direct significant influence on customer based brand equity. This can be seen in visitors when they come to visit "Kayutangan Heritage" every visitor has a preference for a tourist place with that perspective which should be the background for the government in the development of tourism area development. brand preference has a direct significant effect on customer based brand equity. For visitors who come to "Kayutangan Heritage" have seen the image of a tourist spot. However, that does not mean "Kayutangan Heritage" is a tourist spot for tourists who come there. This needs to be one aspect that must be considered by the government in the development of tourism areas for the future so that it is more known by the general public. This study only measures equity based on brand preference and city branding, the limitations of this study can be used as a reference for future research by considering aspects of the identity and authenticity paradigm.

Reference

Aaker, David. 1991. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.

Adona, Fitri, Sri Nita, Yusnani, and Luth Mafrudoh. 2017. "City Branding: Strategi Pemasaran Pariwisata Kota Padang." *Prosiding Seminar Nasional Multi Disiplin Ilmu &Call For Papers Unisbank Ke-3*

536–46.
Ahmad, Muhamad Fazil, Zulhamri Bin, Ezhar Bin, and Jusang Bolong. 2013. "Determinant Attributes of City Brand Personality That Influence Strategic Communication." *Canadian Social Science* 9(2):34–41.
Anholt, Simon. 2013."Beyond the Nation Brand:The Role of Image and Identity in International Relations." *Exchange: Journal of Public Diplomacy* 2(1).
Buil, Isabel, Leslie de Chernatony, and Eva Martínez. 2013. "Examining the Role of Advertising and Sales Promotions in Brand Equity Creation."*Journal of Business Research* 66(1). doi: 10.1016/j.jbusres.2011.07.030.
Cooper, Donald, and Pamela Schindler. 2008. *Business Research Methods*. 10th Edition. Boston: McGraw-Hill.
Ebrahim, Reham, Ahmad Ghoneim, Zahir Irani, and Ying Fan. 2016. "A Brand Preference and Repurchase Intention Model: The Role of Consumer Experience." *Journal of Marketing Management* 32(13–14). doi: 10.1080/0267257X.2016.1150322.
Hazime, Hanan. 2011. "From City Branding to E-Brands in Developing Countries: An Approach to Qatar and Abu Dhabi." *African Journal of Business Management* 5(12):4731–45.
Hidayat, Nur. 2014. "City Branding Kabupaten Banyuwangi." Universitas Jember, Jember.
Insch, Andrea. 2011. "Branding the City as an Attractive Place to Live." Pp. 8–14 in *City branding: Theory and cases*. Basingstoke: Palgrave Macmillan.
Kavaratzis, Michalis. 2004. "From City Marketing to City Branding: Towards a Theoretical Framework for Developing City Brands." *Place Branding* 1(1). doi: 10.1057/palgrave.pb.5990005.
Keller, Kevin Lane. 2008. *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. 3rd ed. New Jersey: Prentice-Hall.
Kotler, Philip. 2009. *Marketing Management*. Pearson Prentice Hall.
Lee, Richard, and Larry Lockshin. 2012. "Reverse Country-of-Origin Effects of Product Perceptions on Destination Image." *Journal of Travel Research* 51(4). doi: 10.1177/0047287511418371.
Lestari, Retno Budi. 2016. "Membangun Citra Sebuah Kota Dalam Persaingan Global Melalui City Branding." *Forum Bisnis Dan Kewirausahaan Jurnal Ilmiah STIE MDP* 5(2):68–79.
Ma'ruf, Umar. 2020. "LEGAL PROTECTION OF INDIGENOUS RIGHTS IN LAND REGULATION IN INDONESIA." *Journal of Critical Review* 7(8):1646–52.
Magnusson, Peter, Vijaykumar Krishnan, Stanford A. Westjohn, and Srdan Zdravkovic. 2014. "The Spillover Effects of Prototype Brand Transgressions on Country Image and Related Brands." *Journal of International Marketing* 22(1). doi: 10.1509/jim.13.0068.
Maholtra, Naresh K. 2004. *Riset Pemasaran, Pendekatan Terapan*. Jakarta: Indeks Kelompok Gramedia.
Qu, Hailin, Lisa Hyunjung Kim, and Holly Hyunjung Im. 2011. "A Model of Destination Branding: Integrating the Concepts of the Branding and Destination Image." *Tourism Management* 32(3). doi: 10.1016/j.tourman.2010.03.014.
Skinner, Heather. 2008. "The Emergence and Development of Place Marketing's Confused Identity." *Journal of Marketing Management* 24(9–10). doi: 10.1362/026725708X381966.
Suprananto, J., and Nanda Limakrisna. 2010. *Statistika Ekonomi Dan Bisnis*. Mitra Wacana Media.
Zhou, Qilou (Bill), Jie Zhang, and Johan R. Edelheim. 2013. "Rethinking Traditional Chinese Culture: A Consumer-Based Model Regarding the Authenticity of Chinese Calligraphic Landscape." *Tourism Management* 36. doi: 10.1016/j.tourman.2012.11.008.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (http://creativecommons.org/licenses/by/4.0/).