

Branding Strategy for Tourism Destination in Semarang City

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Abstract

The development of tourism becomes an interesting thing with the increasing welfare of the community, the tendency of tourism to be one part of the lifestyle (lifestyle), so that tourism becomes one of the basic needs in addition to clothing and food. In connection with the development of global tourism in Indonesia following the progress in the field of telecommunications, information technology and transformation known as the 4T revolution, namely: Transportation, Telecommunication, Trade and Tourism. The Semarang City Government seeks to elevate the potential and uniqueness of the city of Semarang with a variety of strategies through culinary tourism destination branding programs associated with marketing communications related to the tourism sector. Branding Strategy makes the Semarang City brand, which can provide memories and easy to remember. The research method used is descriptive qualitative with SWOT analysis. Data collection techniques with interviews. The conclusion of the branding strategy associated with communication includes the primary communication of the City of Semarang city branding involving the Semarang City Culture and Tourism Office, Semarang Tourism Official, and supported by academics, researchers, the tourism industry. Secondary communication is related to the efforts and policies taken by the Semarang City Culture and Tourism Office in marketing city branding. Tertiary communication consists of community response to the branding of Semarang as a culinary tourism destination, media responses to the branding of Semarang City, Suggestions need to be strategically planned and institutional by the Semarang City Culture and Tourism Office, in the context of implementing Semarang City branding.

Keywords: Strategy, Branding, Travel Destinations

1. INTRODUCTION

The development of tourism into an interesting thing is the increasing welfare of the community, the tendency of tourism to be one part of the lifestyle (lifestyle), so that tourism is one of the basic needs in addition to clothing and food. (Marhanani Tri Astuti, 2018). In the era of globalization, one of the interesting phenomena today is that the development of tourism has become one of the main pillars of the world economy.

The development of global tourism is driven, among others, by advances in telecommunications, information technology and transformation, known as the 4T revolution: Transportation, Telecommunication, Trade and Tourism (Rhenald Kasali: 1998).

Current global trends show that culinary tourism is making a major contribution to tourism. UN-WTO states that 30% of tourism revenue comes from culinary tourism. In 2012 the UN-WTO issued a Global Report On Food Tourism explaining that culinary tourism has an important role for the development of tourist destinations (Deputy Assistant of the Tourism Destination Development and Tourism Industry 2015)

Indicators of positive global tourism development are reflected in data released by the UN-WTO. If in 1950 the number of international tourists recorded 25 million tourists, then in 2014, that number had increased to reach 1.087 billion. According to estimates, if growth can be strived at the growth level with an average increase of 6.5% per year, then it is estimated that in 2020, the number of world tourists will reach 1.6 billion people, and in 2030 will reach 1.8 billion people .

In an effort to increase the number of foreign tourists visiting Indonesia, the government uses one of the Communication Branding Strategies associated with promotion strategies and social media (internet) through the branding of the City of Joglosemar. Branding efforts are made to strengthen the image of Indonesian tourism in the minds of tourists, especially in increasing growth and the number of tourist visits according to the target to be achieved.

Destinations create an identity as a differentiator from other destinations. Through a brand at a destination, communication between tourists and the destination will be created. Destination brands create a differentiator from other destinations that can be the basis for creating a destination advantage. Communicating a brand is what plays a role in creating a destination position to attract tourists to visit a destination (Marhanani Tri Astuti, 2018)

The benefits of communication can only be generated from strong brands (Keller, 2006). Building a strong brand is a priority in the management process (Aaker and Kapferer in Keller, 2009). To build a strong brand requires knowledge of the structure that can be accepted by consumers so that a positive response from marketing activities

can achieve the expected goals. Marketing communication plays a role in shaping consumers to understand an organization's marketing program (Keller, 2006).

The Ministry of Tourism has three programs in culinary diplomacy to improve culinary tourism and to introduce Indonesian culinary specialties to foreign tourists, as follows (1) Popularizing national food (2) Promoting Culinary Destinations (3) Comparing existing restaurants with wonderful Indonesian co-branding (kompas.com).

The culinary industry is stretching in Indonesia, data from the Indonesian Economic Agency (Bekraf) noted that the culinary sub-sector contributed 41, 4 percent of the total creative economy's contribution of 422 trillion in 2016, the amount is the highest compared to 16 sectors, a subset of Bekraf. The culinary is one of the pillars of the creative industries of 8.2 million creative industries, 68% are engaged in the culinary industry (Department of Research, Education and development Bekraf RI, 2016)

The number of foreign tourists visiting Central Java through the Adisumarmo and Ahmad Yani Airport entrances in May 2018 was recorded as many as 1,370 visits, a decrease of 32.91% compared to April 2017 which recorded 2,042 visits. (source: Department of Tourism and Culture, Semarang Regency 2018)

Room Occupancy Rate (TPK) of starred hotels in Central Java in May 2018 was recorded at 41.81%, decreased by 5.09 points compared to the ROR in April 2018 of 46.90% when compared to the same period in 2017, the May TPK 2018 has decreased by 5.93 points (BPS Prop. Central Java, 2017).

Currently Joglosemar City requires branding to increase tourist visits, therefore this study is entitled Communication Branding Strategies in Promoting the Cultural Tourism Destinations of Semarang City.

The impact of cultural diversity, led to many types of variations in many ways. For example, seen from the angle of art, relics of buildings / architecture, religion, culinary and other events. From the culture it can also be seen that the cultures that exist in the City of Semarang include Javanese, Coastal, Arabic and Chinese culture. One element in cultural tourism is culinary tourism.

In order to increase tourism promotion, the local government made an effort by making a study of Semarang city branding with the aim that branding can be known and is a tourism promotion tool of the City of Semarang.

The problem in this study is how the communication branding strategy is in promoting Semarang's cultural tourism destinations. Branding Strategy Communication that is promoted by the government, among others: branding programs and policies that are intensely promoted in the city of Semarang is a challenge in making the promotion strategy of the city of Semarang through Semarang branding as a culinary tourism destination.

The strategy carried out by the Semarang Local Government is an activity known as City Branding. City branding is a rapidly developing strategy in various countries or cities to create a strong positioning in the minds of their target markets, such as products or services. According to marketing expert Hermawan Kartajaya (2005: 60), currently city branding is a must for every city who wants to raise his level.

Regarding the Communication Branding Strategy through the Semarang city branding, the objectives of this study are:

(1) To find out, explain, and analyze Semarang how the Semarang City culinary tourism destination branding strategy (2) To find out, explain, and analyze the city branding process so that the city of Semarang has a strong culinary tourism destination image. (3) To find out, explain, and analyze Semarang City's strategic communication planning in promoting Semarang City's culinary tourism by forming city branding.

2. LITERATURE REVIEW

One difficulty in building an image of the city is determining the target audience and stakeholder groups. The focus of the theoretical framework in Kavaratzis (2004: 60) is for urban dwellers. This emphasizes the facts for all activities (whether economic, cultural, social, tourism, and various other urban developments) carried out by city residents and their main goal is to improve the quality of life. This theory is described as follows:

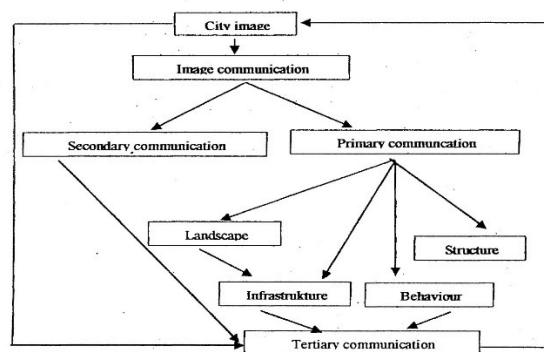


Figure 1. City Brand
Communication *Kavaratzis (2004)*

Factually that brings together all the interests of stakeholders in a city is the perception and image of the location. This is accepted because the image of the city needed needs to be planned and is a consequence of the promotion of the city (Vermeulen, 2002: 60). External and internal interactions are the main points for the image of the city.

2.1. Primary branding communication

Primary Branding Communication is the influence of communicative relations on an action taken by the city. This action can be seen in the first landscape strategy, related to action and decision areas that are appropriate for urban design, architecture, green zones, and public areas contained in cities.

The organizational and administrative structure is related to the success and progress of the city government structure. In this case the network of community development and citizen participation in making decisions builds more community relations. The last part is 'behavior' owned by the city. This relates to issues such as the vision of the leader for the city, the strategy adopted or the provision of financial incentives by the city to various stakeholders. There are two significant elements in this regard, namely the type of service performed by the city together with their success in determining and the number of various events or attractions carried out like festivals, culture, sports, etc. organized by the city. Based on the decision of the Minister of Tourism Number KM.38 / UM.001 / MP / 2017 concerning the 10 (ten) Branding Logo of Indonesia's Tourism Destinations. Then the Government set a branding logo on Bali, Bandung, Banyuwangi, Jakarta, Bunaken - Wakatobi - Raja Ampat, Yogyakarta - Solo-

Semarang, Lombok, Makassar, Medan, Riau Islands tourism in order to increase the marketing value of Indonesia's tourism destinations.

2.2 Secondary branding communication

Secondary branding communication is communication that is carried out by the government to make policies that are referred to by stakeholders. Government communication is supported by budget policies that can help the program. Examples of dissemination programs, indoor and outdoor advertising, public relations, graphic design, the use of logos.

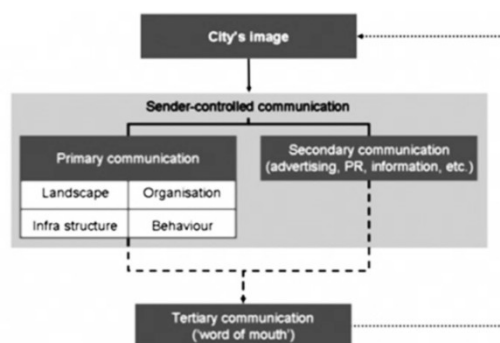
This is necessary in urban marketing communication, because it is one of the factors for urban marketing to be successful.

2.3. Tertiary Branding Communication

Tertiary branding communication is related to the layers of society where they help promote Culinary tourism destinations as Semarang city branding. Overall the branding process of the city and there are two things that can be controlled to build an image that is to build a communication goal to generate and strengthen positive Tertiary Branding Communication, especially also residents of the city, where they are at the same time a target audience and city promotion.

The relation of communication in Primary, secondary, and tertiary Branding Communication related to city branding is clearly described by Kavaratzis 2004 as follows:

Figure 2. Relationship of communication in Primary, secondary and tertiary Branding



Communication (Kavaratzis (2004))

This marketing communication process as described by Duncan (2005: 107) in the picture below the Company as a source or sender and also referred to as the message initiator. In the basic model of communication this is called encoding, the process of making messages.

Branding

Branding is a process of designing, planning and communicating names and identities in this case to build or manage reputation (Anholt, 2009: 80). Building a successful image is not easy. Building an image involves four logical steps (Kotler, 2005: 70), namely establishing an appropriate image identity (building deep and broad image awareness), creating the meaning of an appropriate image (unique image association), generating an appropriate image response (positive reaction and acceptable) as well as forming a proper relationship with customers (strong and active loyalty). David Aaker (1991: 50) in Knapp (2001: 123), there are five conditions that need to be met in building an image that is perceived quality, awareness of image names, image associations, image loyalty and other ownership assets.

City's image or identity is usually formed based on various resources such as history, culture, customs, industry, landscape, environment and many others. City marketing in reconstructing the image of the city has been limited only to the promotion of places by simple advertisements only to inform resources (Inn, 2004: 233-240).

In some cases the City has a culinary tourism brand attribute is the main thing to express the image in the regional marketing process, Culinary Tourism is a form of contemporary tourism carried out by individuals who buy goods and services outside their usual environment as a determining factor in their decision to travelling. (UN-WTO: 2013)

Understand the culture and purpose of branding and expectations for the location of the city as the marketing heart of the city. Building an image makes a product more specific and has a different identity (Cova, 1995: 45) and this is applied in various ways for city marketing. Imagery provides information about a city more easily understood and characteristics of a place known. City imagery provides a basis for identifying and bringing distance to the public in understanding a city by giving the city attributes in the form of a marketing message, which is often called a city image. (Kavaratzis, 2004: 58-73)

Culinary tour

According to the WTO (2004) the Culinary phenomenon is part of human activity, which includes behavior, lifestyle (lifestyle), purchasing power capacity, the consumption environment faced in daily life. While Morison (2007) describes Culinary tourism is a tour activity and motive in the form of culinary activities of goods and services outside the daily residence to cause memories and experiences during the tour.

Tourism can be classified according to the main destination, one of which is "Culinary" from a demand perspective, namely visitors traveling with Culinary destinations (UNWTO 'Global Report on Shopping Tourism 2013). Currently the countries that develop Culinary tourism are France, America, Spain, Italy, Turkey, Germany, Russia, Malaysia, China and Singapore.

At present millions of tourists do Culinary activities which is their main goal, or one of their motivations for traveling. Culinary area destinations are tourism destinations that can be known as Culinary tours.

3. METHODOLOGY/RESEARCH METHODS

This study uses a methodology, with a constructivist paradigm, with an interpretive approach. The paradigm underlying the emergence of the phenomenon of city branding is the existence of constructivist thinking. Constructivism is an approach commonly used in communication studies. Constructivism places emphasis on the effects of permanent individual differences in the processes of social perception of the development of communication behavior.

Data / information collection techniques and understanding of data are triangulative. Interviews with Culinary tourism stakeholders. Direct observation of culinary tourism conducted by tourists (perception, awareness, expectations, and their loyalty) in the city of Semarang to find out how this identity affects and is influenced by the social life of the people of Semarang and its influence in the development of tourism in the city of Semarang.

Secondary data was obtained from the official website of the Semarang Regional Government, the official website of the Semarang Regional Tourism Office, reports on economic growth from Bank Indonesia, the Semarang Regional Statistics Agency, Semarang history and culture books, marketing magazines and Tourism magazines.

4. RESULTS AND DISCUSSION

4.1 Semarang City Study Locus

The economy The city of Semarang is quite large because of its status as the capital of the province of Central Java. The Semarang City economy according to BPS 2012 data is dominated by the Industrial sector and the Trade sector, Gross Regional Domestic Product 2012 at current prices reaches Rp. 54.38 Trillion. Integrated Business Zone - Central Business Districts (CBD) As the capital of Central Java province and the fifth largest metropolitan city in the territory of the Republic of Indonesia

Culinary Destination Indonesia has a great opportunity in making culinary tourism as an attraction for foreign tourists to visit Indonesia.

The future global trend of culinary tourism will tend to be the search for culinary experiences based on local cultural heritage. Food and drink but a cultural experience for tourists (an element of memories in *sapta pesona*).

When Indonesian cuisine is in demand and enjoyed by international tourists, it is certain that culinary tourism will have a positive impact on the local economy. This is in line with the motto of the Ministry of Tourism that is increasingly conserved the more prosperous the community.

Cook Semarang specialties include: Bandeng presto, Soto Bangkong "Soto Semarang", Kopyok Noodle, Segu Becak, Segu Lunyu, Chicken Segu, Pong Tofu, Pecel Koyor, Petale Kangkung, Petis Kangkung, Petis Tofu, Gimbal Tofu, Meatballs, Gongso Tripe. Snacks : Lunpia Semarang, Spekoek, Jongkong Cassava, Gandos, Kue Moci, Blanggem, Tahu Gimbal, Lumpia, Wingko Babat, Bandeng presto.

One of the cultural attractions is culinary. Therefore, the authors are interested in strengthening the branding of Semarang City as a culinary tourism destination. Furthermore, the Semarang City regional government can promote tourism attractions, among others by making (strengthening branding) of Semarang City as a culinary tourism destination.

Identification of Potential and Culinary Tourism Development Policies in the Semarang Region

1. Strategy Situation Analysis (SSA)

"I define tourism as the leading sector. Tourism as the leading sector is good news and all ministries are obliged to support it and I set it "(Indonesian President Joko Widodo)

2. *Strategic Formulation (SF)*

-According to the 2013 UN-WTO (World Tourism Organization) Culinary Tourism (Gastronomy) is the experience of traveling to a gastronomic area, for recreation or entertainment; which includes visits to primary & secondary food producers, festivals and exhibitions, farmers and markets, cooking and demonstration events, tasting quality food products, and other food-related tourism activities.

3. *Implementation Strategy (SI)*

In implementation in Vietnam applying the 3B strategy concept includes:

1. Branding is a product that is ready and ready to sell. Furthermore.
2. Boosting: the potential and access to amenities already exists but the industry is not ready
3. Building: Potential already exists but not yet ready for its products to be sold (Human Resources, community and industry). (source: Potential Culinary Tourism Scripts; Deputy Assistant of Cultural Tourism Destinations Deputy of Tourism Sector Development and Destinations. Ministry of Tourism.

Steps of strategy for developing culinary tourism destinations (1) Determination of Destinations (2) Mapping 3A includes the Tourist Market identification (3) Activity Design (4) Promotion (5). Documentation

The efforts made are: completing accessibility to culinary tourism destinations by adding amenities. Furthermore, culinary tourism attractions such as cooking classes, workshops related to culinary, culinary night markets are expected to increase tourist visits to Vietnam.

Further Communication Branding Strategy in promoting cultural tourism destinations as follows:

I. Communication Branding Strategy in Promoting Semarang City Cultural Tourism Destinations

The culinary industry has great potential in Indonesia to continue to grow and maximize consistency in the Indonesian culinary industry into several aspects, namely aspects of human resource development, aspects of capital, aspects of intellectual property, aspects of infrastructure and marketing aspects, among others through city branding.

In order to discuss the Communication Branding Strategy in Promoting Semarang City Cultural Tourism Destinations, a framework of thinking is needed as follows:

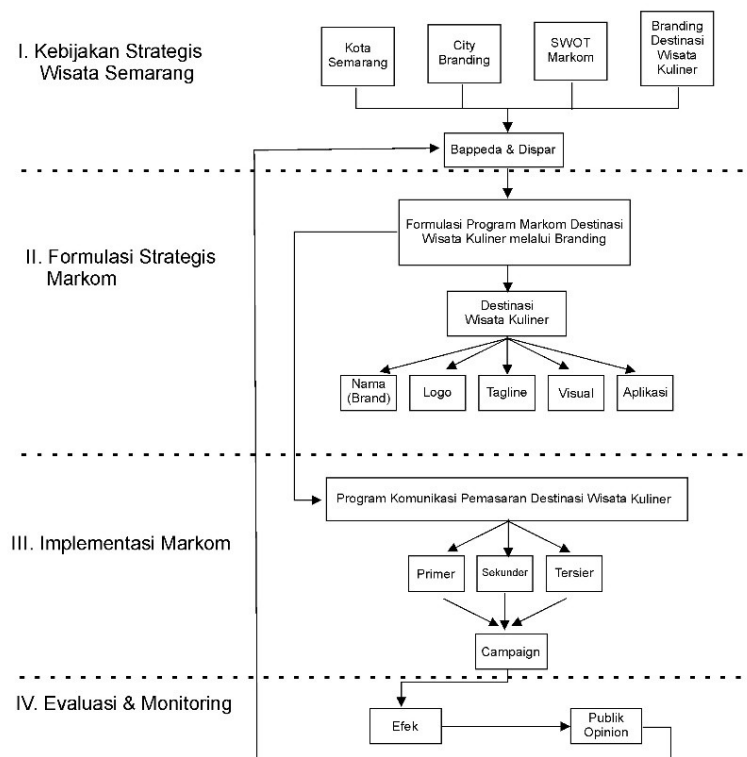


Figure 4 : Framework

Source: processed by researchers

The strategy of establishing Semarang City as a Culinary tourism destination as City Branding Semarang.

- I. Situation Analysis Strategy (SSA) includes external and internal analysis (SWOT), establishing Policies, Vision, Mission.
- II. The Formulation Strategy (SF) includes the Semarang Tourism Office Marketing Communication Program in the form of City Branding. Logo, Tagline, and the determination of Semarang's tourist destination activities as a Culinary tourism

destination and city branding communication program based on strategy formulation.

III. Implementation Strategy (SI) includes campaign programs, campaign schedules and costs.

IV. The Evaluation and Monitoring Strategy (SE&M) includes Monitoring and Evaluation of Campaign Programs

Based on the picture of the above framework, it can be explained that 1) Situation Strategy Analysis (SSA) covering external and internal factors can be seen by the SWOT that sets the Semarang City Government program policies, including Vision / policy. (Marhanani, 2018)

Primary Branding Communication comes from the government, in this case the Semarang City government, which is then run by the Regional Planning Agency (Bappeda) and the Tourism Office (Diparda). The Primary Branding Communication continues with Secondary Branding Communication, namely through the design of communication programs, namely efforts to design the implementation of communication activities, in this case the city branding of Semarang, starting from planning, organizing, implementing in the field to monitoring and evaluating (monev) activities Such communication is based on the Formulation Strategy (SF).

The preparation of the communication program is implemented in order to campaign, socialize, or promote products, namely city branding to specific target audiences or to the wider community based on the Implementation Strategy (SI). In order for everything to go well and achieve the desired goals, communication plans are arranged, what kind of product, who is the target audience, what is the purpose, what is the strategy, what is the message, what is the channel, and who is the communicator.

For Tertiary Branding Communication, this involves a word of mouth communication campaign, which aims to make city branding from the city of Semarang a culinary destination through interpersonal communication from person to person. Tertiary Branding Communication also involves public opinion in forming opinions about the city branding of Semarang.

Semarang City has the potential as an education city, a service city, and a tourist city. The potential that will be explored in more depth is Semarang City as a tourist

destination, both natural tourist destinations and Culinary tourism destinations. (Marhanani, 2017)

a. Culinary travel destinations.

The beautiful and comfortable city of Semarang is added to the wealth of art, culture and creativity of the Semarang people.

Semarang is famous for its culinary pioneers, making this city rich with a variety of distinctive food names (Tahu Pong, Wingko Babat, Presto Milkfish, etc.).

The expected target of 100 restaurants is to be promoted for the co-branding of Wonderful Indonesia. In this case, it is also important to pay attention to promoting restaurants with a standardized taste of food that will be sold both at home and abroad.

The number of restaurants in Semarang is currently approximately 38 restaurants that sell typical Semarang food such as spring rolls, milkfish presto, etc.

Communication Branding Strategies in Promoting Semarang City Cultural Tourism Destinations.

In order to identify the culinary tourism destinations of the city of Semarang with city branding, efforts that need to be made include knowing the strengths and weaknesses and opportunities and challenges of culinary tourism destinations in the city of Semarang SWOT analysis is required as follows :

Table 2. SWOT Analysis

Internal	STRENGTH	WEAKNESS
External	Identity of Semarang City Culinary Tourism Destinations with city branding Strategic Semarang location because it is located between Central Java and Yogyakarta.	The city of Semarang is densely populated Not yet strong identity tourism destinations in the city of Semarang with city branding
OPPORTUNITIES	SO Strategy	WO Strategy
Strengthening the identity of Semarang's Culinary tourism destination	Strengthen the identity of Semarang city Culinary tourism destinations with city branding.	The city of Semarang is densely populated Semarang City Road sometimes

Most visited by tourists and tourists (Malaysia, Singapore and the Middle East)	Strategic Semarang locations visited by many tourists Need to Strengthen Semarang as a Culinary Tourism Destination	gets stuck Strengthening the identity of Semarang's Culinary tourism destination
THREATS The city of Semarang has a competitor with the stipulation of other destinations as the main market contribution of the archipelago tourists such as East Java. Semarang as a City of Culinary Tourism Destinations	ST Strategy Strengthening the identity of Semarang City Culinary Tourism Destinations as Culinary Tourism Destinations Strategic Semarang location because it is located between Central Java and Yogyakarta	WT Strategy The city of Semarang is densely populated Semarang City Road sometimes gets stuck There is no Semarang City Branding yet

Source: processed by researchers

The results of the SWOT analysis above then, SO strategy and WO strategy.

The SO (Strength Opportunity) strategy is as follows. Strengthen the identity of Semarang City's Culinary tourism destination with city branding, Strategic Semarang locations are visited by many tourists, Need to Strengthen Semarang as a Culinary Tourism Destination

Likewise, the WO (Weakness Opportunity) strategy includes: Semarang City is densely populated, Semarang City Roads sometimes get stuck, Strengthen the identity of Semarang City Culinary Tourism Destinations, Many tourists and tourists visit (Malaysia, Singapore and the Middle East), Improve tourism infrastructure in Semarang

Furthermore, the WT (Weak & Thread) strategy, among others, the city of Semarang has competitors with the establishment of other destinations as a major contribution to the archipelago's tourism market, for example, East Java. Therefore the strengthening of the identity of the Semarang City Culinary tourism destination with

city branding is needed by the coordination of all Government stakeholders, the tourism industry, academics, the media and the people of Semarang. (source: Marhanani Tri Astuti, 2017)

From the aspect of marketing Semarang with the motto "Variety of Culture" is made so that marketing is in harmony with "Wonderful Indonesia" as the main concept of marketing national tourism. Later, wherever "Wonderful Indonesia" appears, "Variety of Culture" will also be promoted.

In the end, building a branding strategy that involves the city community in it cannot be the task of one organization. All stakeholders need to involve the City Government, Business Actors, Media, local Universities, cultural and heritage institutions, tourism actors, community leaders.

Communication Branding Strategies in Promoting Semarang City Cultural Tourism Destinations

Introduction to this brand is included in one level of brand awareness (brand awareness). To achieve brand awareness, effective and consistent marketing communication is needed. Semarang City Government makes various programs related to the brand is to introduce the brand to the public. Every communication program that is run has its own objectives. Although these programs have the same main goal of introducing a brand or growing brand awareness while strengthening the identity of Semarang city tourism destinations with city branding

By using a strategic communication approach (Kavaratzis.2004) and strengthened by the city branding model Anholt (2009), the Communication Branding Strategy in question is the Integrated Stakeholder Communication (ISC) model which is a synergy of Primary Branding Communication, Secondary Branding Communication and Tertiary Branding Communication.

Primary Branding Communication is an act of government policy (government / regulator) in disseminating and facilitating infrastructure and access to tourism, urban planning, culinary tourism zone policy and public areas. At this level of Primary Branding Communication the government (in this case the tourism office) has a role as the initiator of city branding and digital marketing. Socializing Minister of Tourism Decree no. 38/2017 of the National tourism branding logo. Providing digital access to tourist destinations, building supporting infrastructure. Provides online support data:

culinary deregulation; shopping tax refund; duty free shop; shopping street; Culinary products; annual culinary event etc.

At the Tertiary Branding Communication level, communication is related to interactions between layers of society and is strengthened by the media as a catalyst. Tertiary communication is a forum or media that involves stakeholders from the public, private and community dimensions in a systematic and sustainable manner.

In line with the city branding, Kartajaya (2005) suggests that currently local governments need to metamorphose into a local government that is customer-oriented and responsible to all stakeholders equally.

Semarang As a City of Culinary Tourism Destinations

The city of Semarang is famous as a Culinary destination Simpang Lima Area

The number of culinary areas supports the development of the tourism sector in the city of Semarang. Furthermore according to UN-WTO: 2014 Culinary is part of human activities, which includes behavior, use or utilization of available resources, as well as bringing up interactions with other human groups, with economic elements, and the environment faced. In accordance with the statement, Semarang has long been a culinary tourism destination.

Strategic Communication

1. Primary Branding Communication

Primary Branding Communication is held by the Semarang City Culture and Tourism Office and is supported by the tourism industry, academics, media and the public.

In promoting the branding of Semarang City, the City of Semarang Culture and Tourism Office uses Twitter social media to share information to all levels of society.

Furthermore, building a Branding Strategy Communication through branding strategies that involve urban communities in it cannot be the task of one organization. All stakeholders need to be involved, be it the City Government, Business Actors, Media, local Universities, cultural institutions and heirlooms, tourism actors,

community leaders and others. The involvement of all stakeholders can ensure that there are diverse perspectives for overcoming city problems.

2. Secondary Branding Communication

Semarang City Culture and Tourism Office activities in marketing the City of Semarang Branding.

From the aspect of marketing Semarang with the motto "Variety of Culture" is made so that marketing is in harmony with "Wonderful Indonesia" as the main concept of marketing national tourism. Later, wherever "Wonderful Indonesia" appears, "Variety of Culture" will also be promoted.

3. Tertiary Branding Communication

Community Response to the Branding of Semarang City as a Culinary Tourism Destination. Likewise, the media response to the Semarang City Branding.

Although the Semarang City branding is agreed as a Variety of Culture, there is a contestation between parties who have an interest in the Semarang brand, to promote the City of Semarang as a tourist destination

CONCLUSION

Branding Strategy Communication in promoting culinary tourism destinations can be through the City Branding of Semarang City, by placing the position of Semarang City as a Culinary tourism destination.

City branding can be seen as a communication policy, because it is carried out by the government and with regard to public affairs. The Communication Branding Strategy used by the Semarang City Government more specifically refers to the marketing communication Branding Strategy.

City branding communication involves three aspects of communication, namely Primary Branding Communication, Secondary Branding Communication and Tertiary Branding Communication.

Semarang City's Primary Branding Communication City Branding involves the Semarang City Culture and Tourism Office, Semarang Tourism Official, and is supported by academics, researchers, the tourism industry.

Secondary Branding Communication is related to the efforts and policies taken by the Semarang City Culture and Tourism Office in marketing city branding.

Tertiary Branding Communication consists of the response of the community to the Semarang City branding as a Culinary tourism destination, the media response to the Semarang City branding, as well as the efforts made by the Semarang City Culture and Tourism Office in order to obtain media coverage and how to expect the news.

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