

CITY BRANDING AND CULTURAL EVENT THROUGH TRADITIONAL DANCE: THE CASE IN SURABAYA

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Abstract. Through the promotion of tourism, a city uses city branding as a strategy to develop and communicate its strong regional and international positioning. Following the trend where cities nowadays rely on branding for packaging and promoting tourism in the city, city branding of Surabaya is a type of Surabaya marketing communication tool. Promotional activities for Surabaya's traditional dance are conducted in a variety of ways, which are summed up in cooperation and promotion. At the Tourist Information Center (TIC), hotels, and several other easily accessible locations, you can get promotional materials in the shape of brochures, books, calendars, posters, pamphlets, stickers, photos, films, maps, souvenirs, and complimentary publications. The emergence of cultural events as marketing communications strategies for city branding.

Keywords: City Branding, Surabaya Traditional Dance, Tourism Communication.

1. INTRODUCTION

Humans must constantly advance in order to adapt to the present era's current conditions. A city must adapt in order to continue to exist, just like humans do. Modern society is experiencing a new phenomenon as a result of changes and advancements in this city, and that phenomenon is the desire for city recognition, which makes people feel proud if they live in or are from a city with a good reputation. As a result, the local government works to enhance the city's reputation.

The practice of "city branding" has been popular in many nations as a way to boost the local economy, particularly the tourism industry. Due to its potential to boost economic growth, the tourist industry is a strategic sector. Surabaya tourism is increasingly showing its existence after the issuance of the Mayor of Surabaya Decree No. 188.45/30/436.1.2/2006 regarding the establishment of the Surabaya Tourism Promotion Board (STPB), which is a non-profit organization that has legality in promoting Surabaya tourism.

Simultaneously, complementing STPB, city branding Kemilau Surabaya was launched. Various efforts have been made to revive Tourism and Arts in the city of Surabaya, the Surabaya Tourism Promotion Board and the Surabaya City Culture and Tourism Office, are intensively promoting Surabaya city tourism with the brand "Kemilau Surabaya" by carrying out various kinds of promotions, one of which is through cultural events such as events Surabaya Modern Dance. The Surabaya Modern Dance event itself is used as a means to explore the existing potential of the Surabaya people themselves.

In order for a city to compete with other cities for tourists, investments, dependable human resources, industry, and to enhance the quality of relationships between residents and the city, city branding is a crucial component of urban/urban planning. This is done through a variety of efforts to create differentiation and strengthen city identity. The objective of city branding was originally economic, but as a result of economic globalization, which has turned cities into

strategic capitals, the practice has come under scrutiny.

Making slogans and creating logos are only a small portion of city branding operations. Identity and what is exhibited also need to come from the heart of the city. Labeling in a city needs to reflect various personalities, just like on a product. With regard to efforts to develop a distinctive city image through the physical form of the city, city government policies, advertising promotions, and resident behavior, city branding has a mission that is not all that dissimilar from branding in general.

The process of creating a distinctive city identity that guides a city's marketing is known as city branding. According to Kavartzis (2004), branding is done to protect economic and competitive advantages, foster community and cohesion, and increase civic involvement and place identification. When a location transforms from a product to a brand, the city becomes a physical representation of identity.

City branding is part of urban/urban planning through various efforts to build differentiation and strengthen city identity so that it is able to compete with other cities in order to attract tourists, investment, reliable human resources, industry, and improve the quality of relations between residents and the city.

Communication helps tourism marketing in various marketing elements, communication plays a role in both communication media and communication content. In communication media, various kinds of communication media are available as marketing channels, destinations, accessibility as well as HR media channels and tourism institutions. Communication also plays a role in preparing message content that must be conveyed to the public or tourists, about what they should know about marketing media, about destinations, accessibility and human resources and tourism institutions.

In a modern perspective, the components of marketing, destinations, accessibility, HR, and tourism institutions, as well as existing elements become a unified tourism product in a destination which is packaged in a destination brand, so that destinations, accessibility, marketing, HR and tourism institutions. Tourism communication is a human activity in conveying information about travel to an area or tourist object that will be visited by tourists by enjoying the journey from one object to another so that tourists are interested and come to an action to visit.

These components still need to be re-mixed so that they become a complete tour package product. The product can be prepared by tourists who travel. So the promotion must also be addressed to them. This is called consumer promotion or as it is commonly called direct promotion. Direct promotions are carried out by all agencies concerned with marketing, such as: tour package manufacturers, general travel agencies and travel agents (Bungin, 2015)

Many tourists pay for ready-made products that have been compiled by general travel agencies and offered to tourists through travel agents. So it is clear that travel agents must also be targeted for promotion. This way is indirect promotion. Indirect promotion can be directed to travel agents or general travel agents who have quite a lot of connections and consumers (Bagus, 2017)

The purpose of holding this activity is to attract the attention of travel agents with the components of the tourism product offered and make them willing to sell it and create conditions and provide the means for travel agents to develop the right tourism product to sell to tourists. From the promotional methods used above, it is clear that there are promotions carried out in areas where potential tourists live or in tourist destinations. The success or failure of a promotion can be measured by the amount of information requested, then the volume of tourist arrivals.

An event is an activity held to commemorate important things throughout human life. individuals or groups bound by customs, culture, traditions and religion which are organized for specific purposes and involve the community environment which are held at certain times (Noor, 2017). The definition of an event according to experts, including Shone and Parry (2002) which states that:

"Events are phenomena that arise from those who do not have regular events that have recreational, cultural, personal or organizational purposes separate from the normal activities of daily life, whose purpose is to enlighten, celebrate, entertain or challenge

the experiences of a group of people.."

Cultural festivals have their own characteristics. Based on the purpose and time of implementation, as well as the size of the event. Rofle and South East Art in Bowdin (2003) divide cultural events into seven characteristics, namely:

1. High profile general celebration of the arts This is an event that has been arranged in a clear agenda. Having goals with achieving high standards, attracting media interest to cover and broadcast widely, and be able to generate high income.Festival
2. To commemorate certain places starting from small areas to big cities. Festivals are held with the aim of gathering people from the area concerned to take part in the festival.
3. Art form festival
4. Focus on a particular art form. This festival displays art results to visitors and at the same time discussions or short exercises about the art can be held.
5. Celebration of work by a community of interest
Festivals organized by people with special interests. which are religious and cultural in nature are usually held based on a certain date or time of a certain belief
Festival seni amatir Many festivals are organized by relatively small organizers, but are able to attract large numbers of visitors.
6. Commercial music festival is a type of event that is often held because it is very popular and able to attract visitors.

Surabaya Modern Dance is a new dance creation that describes the identity of the people and the city of Surabaya, East Java. This dance is a blend of modern and traditional dances that is well worked out without leaving the artistic and cultural values that exist in the city of Surabaya. Even though the dance is a new creation, the Surabaya Modern Dance is very well known by the people of Surabaya and has become a welcome dance for tourists or big guests who come there.

Surabaya Modern Dance is the result of a combination of traditional elements such as clothing, dance moves, and traditional East Javanese music packaged in a modern style so as to present something different and rich in artistic and cultural values. In the show, Surabaya Modern Dance is performed by 5-10 female dancers. The movements in this dance tend to be fast and agile with movements that are in harmony with the accompanying traditional music.

This movement illustrates the nature of Surabaya's modern society which is egalitarian and not sluggish. In addition, the various movements of the Surabaya Modern Dance refer to the motives for the traditional East Javanese dance movements that developed in Surabaya. So that even though it is a dance with a modern nuance, it does not leave the existing artistic and cultural values. Music accompaniment in the Surabaya Modern Dance show is a blend of traditional East Javanese music packed with modern nuances. which is combined with various percussion instruments and others - others. In addition, the traditional music is also collaborated with the strains of folk songs, so that it displays a distinctive musical accompaniment but still in rhythm with the movements in this dance.

The costumes in this dance are also a combination of traditional dance clothing and make-up which are packaged in a modern way. On the upper body, dancers use kemben and kebaya on the outside. Then at the bottom using a long cloth along the ankles. And various sweetening accessories that make dancers look very beautiful. As for colors, they can usually vary, such as green, blue, red, yellow and gold. Apart from that, what is characteristic is the golden cloth wings used as a dancing attribute.

In its development, Surabaya Modern Dance began to be introduced to the wider community by frequently appearing at various celebrations or cultural events both domestically and internationally. In addition, this dance is also appointed as one of the icons of the city of Surabaya because of the values in it that describe the city of Surabaya.

2. RESEARCH METHODS

In this study, researchers will examine city branding strategies in an effort to promote tourism through the Surabaya Modern Dance cultural event conducted by the Surabaya City

Tourism Office. The Surabaya city tourism office is located at the Siola Building, Tunjungan St No.1-3, Genteng, Surabaya City, East Java 60275. According to Sugiyono (2012:38), the object of research is an attribute or characteristic or value of a person, object or activity which has a certain variance determined by research to be studied and then drawn conclusions. In this study, the subject of the research was the Surabaya Modern Dance cultural event. Informants in this study are individuals who are considered by researchers to be capable of providing information related to cultural events.

Accurate data requires data according to conditions in the field, so that appropriate techniques are needed in data collection. Data collection techniques in this study were interviews and documents, in the form of pictures, photos, related articles about city branding in an effort to promote tourism through a cultural event, namely Surabaya Modern Dance which was carried out by the Surabaya City Culture and Tourism Office which was very helpful in completing primary data from an interview.

The data analysis technique used in this research is descriptive qualitative, namely the data analysis technique used to describe the city branding strategy in an effort to promote tourism through the Surabaya Modern Dance cultural event conducted by the Surabaya City Culture and Tourism Office. The data obtained is interpreted, analyzed later. described based on data analysis techniques used to obtain answers that have been formulated. This qualitative research was conducted during data collection and after data collection was completed. In this study using data analysis from Miles and Huberman, namely an interactive model (Sugiyono, 2017).

3. RESULTS AND DISCUSSION

City branding Surabaya is a form of Surabaya marketing in terms of tourism, following the era where cities today rely on branding to package and promote their city's tourism. 'City' which means city, refers to a territory, namely Surabaya. City branding does not have to be limited to a city with jurisdictional boundaries. and the meaning of the Surabaya Kemilau logo is taken from the various tourism potentials of the city of Surabaya in terms of geography and the character of each tourist destination.

The writing of Kemilau Surabaya which uses blue color indicates that Surabaya is a coastal city, while the green color indicates that Surabaya is a city that prioritizes green and clean. The green color also represents Surabaya which has many international standard golf courses. Kemilau Surabaya has the slogan "You will love every corner of it". Through this slogan, it is implied the desire to make every corner of the city a prima donna with its own uniqueness. This concept appears in the visual of five stars representing the five sub-regions of Surabaya (north, east, west, south and central Surabaya) on the Surabaya Kemilau logo.



Figure 1.
Logo Kemilau Surabaya

Sumber: Google Logo Kemilau Surabaya

Sheen Surabaya positions Surabaya as the center of activities for Eastern Indonesia. It should be noted that Surabaya city branding is a marketing strategy for East Java by using

Surabaya as a 'showcase'. This strategy, called the heartland strategy, is a tourism development strategy that starts from the provincial center to be developed in stages to cover all of East Java. It is proven that the marketing of Surabaya city branding is accompanied by the marketing of other tourist attractions in East Java.

Surabaya's tourism base itself leads to business, namely MICE. Surabaya Sheen promotions are carried out in various forms which are summarized in promotions and collaborations. Promotional materials in the form of free brochures, pamphlets, stickers, photos, videos, maps, souvenirs and magazines which can be obtained at the Tourist Information Center (TIC), hotels and various other places easily accessible by tourists. Other printed material is the calendar of events in the form of books and posters, which are agenda calendars containing events to be held in Surabaya. Apart from that, there is also promotional material in the form of a website containing information on Surabaya tourism, as well as information about events and about Surabaya itself.



Source : Dokumen Dinas Pariwisata Surabaya



Source: Dokumen Dinas Pariwisata Surabaya



Source : Website Resmi *Kemilau* Surabaya
(Kemilau Surabaya, 2015)

Figure 2.
Kemilau Surabaya Material Promotions

A new promotional product appears to add to the richness of Surabaya's unique cultural arts, namely the Surabaya Kemilau dance. This dance, which is a welcoming offering to Surabaya, is a modification of traditional East Javanese dances. This dance was performed at the 2007 Cross-Cultural Arts Festival at Surabaya City Hall, abroad, and at Juanda Airport to welcome Singapore Airlines passengers who had just arrived. This is as explained by Dra. Susariningsih, M.M, as the Head of Tourism Marketing who explained that:

In an effort to revive tourism in the city of Surabaya, STPB has received a lot of support, not only from tourism actors, but also from artists. This is evident from the creation of a Surabaya dance called 'Kemilau Suroboyo'. As the name implies, this dance is indeed

dedicated to complement the promotional tools that have been owned and used by STPB so far. Kemilau Suroboyo itself has been introduced in Yogyakarta and received much support. It is planned that this dance will also be introduced in Bali, which is famous as a tourist destination.

Kemilau Suroboyo already has representatives in Sweden, Brunei, Manila, Bali, Balikpapan and Makassar. Therefore, in addition to aggressively promoting tourism and arts.

Surabaya Modern Dance is a creative dance created by Diaztiarni in 2007. This dance was created in order to welcome the 714th anniversary of the city of Surabaya with the theme "Surabaya Sparkle". This has been stated by Diaztiarni Azhar, a Tydif Studio leader as well as a dance artist from Surabaya who stated that:

"This dance appears as a work of art in the midst of Surabaya's heterogeneous society and diverse backgrounds. The people of Surabaya are an urban and heterogeneous society, so people always ask what the typical Surabaya dance is, and which one. Therefore, this dance is created with contemporary nuances, both the variety of movements that refer to typical East Javanese motifs, as well as the touch of traditional music that accompanies it"

And when asked again about the name of the Surabaya Kemilau dance, Diaztiarni Azhar said that:

"Sheen means sparkling like a star, with five points of shine that belong to a star, this dance tries to take the uniqueness and uniqueness that each region of Surabaya has, from West, East, South, North and Central Surabaya."

Head of tourism marketing Dra. Susariningsih, MM also said that:

"The name sheen was chosen philosophically to dispel the impression of Surabaya as a hot and arid city. Therefore, this dance dress is also dominated by green to give a cool and cool impression, as well as gold"

In its development, this work still survives as a work that continues to be displayed in welcoming the city of Surabaya. Since 2008 the work Surabaya Modern Dance has been used by the Surabaya Tourism Office as a promotion about the city of Surabaya. This is one of the Tourism Office's efforts to introduce Surabaya through dance.

Since the launch of the concept of the Surabaya Sheen logo in 2005, the government has continued to strive for vigorous promotion. One of the promotions that can be done is through dance. For this reason, the presence of Surabaya Modern Dance makes a significant contribution to the government in helping the promotion of Surabaya. Surabaya Modern Dance is part of presenting the city of Surabaya. This means that Surabaya Modern Dance is the identity of the city of Surabaya.

Identity built through dance as part of promoting the city of Surabaya. This is proof that the government is serious about developing the city of Surabaya through promotion using dance. So the art of dance is not only used as entertainment but can be used for other purposes. Seeing this, the efforts made by the government are really serious in placing Surabaya Modern Dance as a work that is able to provide the best for the city of Surabaya.

Its existence is needed by the government for the benefit of developing the city of Surabaya. Promote the city by attracting the attention of tourists to be able to visit. That way Surabaya will be known by everyone so that it will have an impact on the income of the people of Surabaya. Surabaya Modern Dance brings a value to the current existence of the city of Surabaya. Values that are built through mature concepts from various issues about Surabaya. Tells the identity of Surabaya as a city that tells a lot of stories. The presence of Surabaya Modern Dance also provides an embodiment of discourse about the city of Surabaya. Discourse that is for everyone. A form of dance work that can be responded to so that an opinion is formed about the result. It was these various opinions that ultimately gave recognition to the work of Surabaya Modern Dance.



Source: Twitter Humas Kota Surabaya Jawa (@BanggaSurabaya, 2018)



Source: Website Budaya (BudayaJawa, 2017)

Figure 3.
Surabaya Modern Dance

CONCLUSION

Surabaya, which is known as a city of industry and commerce, is certainly very influential in economic growth. The many economic transactions in Surabaya make people interested in trying their luck in this metropolitan city. As a result, migrants continue to flow to Surabaya. With the large number of immigrants to Surabaya, various ethnic groups have emerged who have their own culture. Because of that, there is a cultural diversity that lives and grows in Surabaya. Such as ethnic Javanese, Chinese, Arabic, Madurese, and so on.

Currently Surabaya is a big city and is never empty of all human activities. All of that is because Surabaya is the goal of life for every human being. Activities that roll from morning to night make Surabaya always busy with various routines. In fact, from night to morning which is indeed used for various human interests. Starting to make a living, partying, traveling and many other activities.

In its arrangement, the City of Surabaya uses the concept of "green and clean". This concept focuses more on greening and cleanliness of the city. Planting trees along the road makes Surabaya environmentally friendly. That is, the city of Surabaya is beautified with various plants so that it is always pleasing to the eye. Of course all of that can provide its own pleasure and interest.

The concept and meaning of the Surabaya Kemilau logo itself is taken from various tourism potentials of the city of Surabaya in terms of geography and the character of each tourist destination. The writing of Kemilau Surabaya which uses blue color indicates that Surabaya is a coastal city, while the green color indicates that Surabaya is a city that prioritizes green and clean. The green color also represents the condition of Surabaya which has many international standard golf courses.

This concept appears in the visual of five stars representing the five sub-regions of Surabaya (north, east, west, south and central Surabaya) on the Surabaya Kemilau logo. Various efforts have been made by the government, especially the Surabaya City Tourism Office to promote city branding through several promotional media and events, one of which is the Surabaya Modern Dance cultural event. The logo that was introduced in 2005 has become the city's slogan as a form of introduction to the city of Surabaya. Of course the logo is part of the promotion in introducing Surabaya to the outside world.

Through the language of movement, Surabaya Modern Dance tries to communicate about the structure, meaning of symbols, and the identity contained therein. The structure in question is a series of motions and becomes a form. While the meaning of the symbol is more on a message conveyed, namely about the life of the city of Surabaya. The identity associated with Surabaya Modern Dance itself is the identity of the City of Surabaya.

Surabaya Modern Dance has become part of the city government's promotion in introducing Surabaya to the outside world. This shows that this dance work has legitimacy or recognition from the government. On the other hand, this dance work is used as a lesson in several schools and dance studios in Surabaya. This means that this dance work is able to show its quality as a work that can make a meaningful contribution to various parties.

It is the responsibility of the government and the people of Surabaya to maintain the city as a tourism attraction. Because of this, Surabaya Modern Dance's existence is one example of how a work might increase awareness of Surabaya. works that have the potential to benefit and contribute to this city. Without a doubt, this is one of the choreographer's efforts to improve Surabaya. The choreographer hopes to create an image about this cherished city through the practice of dance.

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