

Bandung's Superior Branding Strategy for the 213th Anniversary of the City of Bandung on Instagram

Puteri Devina Chaerunnisa¹, Slamet Parsono²

**Public Relations Study Program, Faculty of Communication and Business,
Universitas Telkom, Bandung, Indonesia**
putridevinaa@student.telkomuniversity.ac.id¹, slametparsono@telkomuniversity.ac.id²

Abstract

The Bandung City Public Relations branding strategy is an important reference in disseminating information to make Bandung superior in the 213th Anniversary of the City of Bandung. Instagram has become an effective social media for Bandung City Public Relations in disseminating this information. The purpose of this research is to find out how Bandung's branding strategy excels at the 213th Anniversary of the City of Bandung on Instagram @humas_bandung. Researchers use methods through a qualitative approach by collecting data from interviews, observations and documentation. This research uses branding strategies, namely fact finding, planning, action and communication, and evaluation of activities. In the search for facts, Public Relations of the City of Bandung analyzed the data and facts of the 213th Anniversary of the City of Bandung and the application of the Bandung Superior tagline In making plans, Public Relations for the City of Bandung describes the data and facts in the agenda setting Bandung City Public Relations produces content and distributes it via Instagram; and Bandung City Public Relations evaluates each content to find out how far the Superior Bandung message has reached the public.

Keywords: Branding Strategy, Excellence, Bandung City, Instagram, Public Communication

Abstrak

Strategi branding Humas Kota Bandung menjadi acuan yang penting dalam menyebarkan informasi untuk mewujudkan Bandung unggul dalam Hari Jadi Ke- 213 Kota Bandung. Instagram menjadi media sosial efektif Humas Kota Bandung dalam penyebaran informasi tersebut. Tujuan dari riset ini untuk mengetahui bagaimana strategi branding Bandung unggul dalam Hari Jadi Ke-213 Kota Bandung pada Instagram @humas_bandung. Peneliti menggunakan metode melalui pendekatan kualitatif dengan pengumpulan data dari hasil wawancara, observasi, dan dokumentasi. Riset ini menggunakan strategi branding yaitu pencarian fakta (fact finding), membuat perencanaan (planning), tindakan dan komunikasi (action and communication), dan evaluasi kegiatan (evaluation). Dalam pencarian fakta Humas Kota Bandung menganalisis data-data dan fakta event Hari Jadi Ke-213 Kota Bandung serta penerapan tagline Bandung Unggul Dalam membuat perencanaan Humas Kota Bandung menjabarkan data dan fakta dalam agenda setting Humas Kota Bandung memproduksi konten dan menyebarkannya melalui Instagram dan Humas Kota Bandung melakukan evaluasi dari setiap konten untuk mengetahui sejauh mana pesan Bandung Unggul tersebut sampai kepada publik.

Kata Kunci: Strategi Branding, Unggul, Kota Bandung, Instagram, Komunikasi Publik

INTRODUCTION

The 213th Anniversary of the City of Bandung is an event to implement Bandung's branding as a friendly and superior city in various fields. Not only in mass media, but this branding is also intensively carried out by Bandung City Public Relations via social media Instagram (Sutriadi et al., 2023). Through the Instagram account @humas_bandung which is managed by the Department of Communication and Information (*Dinas Komunikasi dan Informatika/Diskominfo*), content about Bandung's advantages in various fields is often published. One of the mainstay contents is the 213th Anniversary of the City of Bandung which carries the tagline Superior Bandung. The commemoration of the 213th Anniversary of the City of Bandung is not just a series of ceremonies; the community is also encouraged to collaborate with the government to make Bandung more superior in accordance with the government's vision and mission. The community is encouraged to develop awareness, enthusiasm and a sense of belonging and love for Bandung as a city of struggle. Therefore, branding efforts for Superior Bandung by Public Relations is important to foster awareness and pride in being a Bandung citizen (Kavaratzis, 2005).

Branding can be said to be a collection of communication activities carried out by a company or institution to build a brand and grow it (Vásque et al., 2013). Branding, it is not only about how to win the hearts of the target market to make the brand their choice, but it is much more important than that because branding is done so that they can see the brand as the only one that is best able to provide solutions for them (Sari, et al., 2020; Fauzi, 2021). Therefore, ideally Bandung City Public Relations can apply the Superior Bandung branding concept on Instagram @humas_bandung.

This researcher focuses on the Bandung City Public Relations strategy in socializing Superior Bandung on the 213th Anniversary of the City of Bandung on its Instagram social media, where this socialization can build the public's will to enliven the 213th Anniversary of the City of Bandung and follow the series was held, and can be seen from the Bandung Public Relations Instagram which disseminates related information so that the City of Bandung is known in this modern era through social media and from social media it can raise its image, especially from activities during the 213th Anniversary of the City of Bandung. In this research, the researcher is interested in conducting this research, and will contribute as an additional reference regarding the effectiveness of branding via social media on the success of an event/activity. From the description above, researchers are interested in finding out more about the analysis of the superior Bandung branding strategy for the 213th anniversary of the city of Bandung on Instagram @humas_bandung.

METHOD

This research was conducted using a qualitative research approach with data collection methods by means of observation, literature study, as well as interviews, data analysis and using interview transcript techniques, data reduction, analysis and then interpretation. According to Mohajan, (2018) qualitative research is a research process to understand human

or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and carried out in a different setting. natural (Fadli 2021). Descriptive research is data collected in the form of words, images, not numbers and the research report will contain data quotations to provide an overview of the presentation of interview reports, field notes and documentation (Moleong, 2014). The constructivism paradigm is used, according to Barnett, (2012), researchers study various realities constructed by individuals and the implications of these constructions for their lives with others. Therefore, where constructivism presents various views and interpretations of reality, it really supports one of the ways in which each individual's perspective is different (Batubara, 2017; Reisetter et al., 2003). So that researchers are able to understand related phenomena that occur in accordance with the object of research which focuses on Bandung's Superior branding strategy for the 213th Anniversary of the City of Bandung according to the context on Instagram, namely @humas_bandung, which later the researcher wants to develop an understanding of the related Bandung City Public Relations branding strategy. Bandung Excels in the 213th Anniversary of the City of Bandung (Annisa, 2017; Pertiwi et al., 2019). The researcher uses data collection where the researcher will interview informants according to the researcher's criteria, including key informants and supporters. The interviews in this research were carried out directly by visiting the Bandung City Communication and Informatics Service (*Dinas Komunikasi dan Informatika/Diskominfo*) office. The researcher makes observations that are used to obtain information related to what will be researched. In this research, researchers analyzed the Bandung City Public Relations branding strategy regarding Bandung's superiority in Bandung City's 213th Anniversary and documentation and literature studies as support in collecting data.

RESULTS

The researcher appointed four people, there were three key informants, and one supporting informant and the researcher will present the results of analytical research regarding the Bandung Superior branding strategy for the 213th Anniversary of the City of Bandung (Fadilla, 2023; Sovianti et al. 2023). In searching for facts from the program created by the City of Bandung Public Relations, this stage was carried out through institutions, related parties, not only the Bandung City Public Relations itself which created content regarding the 213th Anniversary of the City of Bandung, a series of activities were also included by Other institutions starting from the Bandung City Culture and Tourism Department, Bandung City Communication and Informatics Service (*Dinas Komunikasi dan Informatika/Diskominfo*), Bandung City Regional Apparatus Organizations and also implement collaboration with the community in realizing a Superior Bandung. According to Ghavifekr (2020), collaboration is a form of social interaction. Collaboration is a form of social process, in which there are certain activities aimed at achieving common goals by helping each other and understanding each other's activities in (Ali et al. 2018; Kasih et al. 2021; Phuthong, 2021) so there needs to be movement from the community and not only from the government because there is a lot of potential to be gained if we work together and go out to the region and there is enthusiasm from the community who participated in enlivening the 213th Anniversary of the City of Bandung.

Bandung City Public Relations carries out this planning by setting a weekly agenda where every Friday there is a discussion regarding the content that will be uploaded or published by Bandung City Public Relations. The audience will consider a case or phenomenon to have important value if the mass media packages it as something of interest because basically when the mass media applies agenda setting practices to a case and continues to present it to the public, the audience will consider it important in Shabira et al. (2021), Bandung City Public Relations uses agenda setting in the planning stage so that the information and data obtained can be arranged and presented on social media properly and can be conveyed to the public.

Bandung City Public Relations is also looking for any social media content that is currently trending so that it is packaged well and can also be conveyed to the public and this content can achieve superior Bandung from the content sector that has the potential to be superior about Bandung in the City's 213th Anniversary Bandung then the community can participate in this activity. In this plan, Bandung City Public Relations hopes to be able to provide positive things and images and avoid negative images from any content published and can be useful and make people trust Instagram. Bandung City Public Relations communication between communities is not only carried out conventionally, but utilizes new media such as social media as an alternative for communicating in Ewing et al. (2019); Retnasari (2021) Triwardhani et al. (2023). Public Relations of the City of Bandung to disseminate information on the 213th Anniversary of the City of Bandung from Instagram. Public Relations of the City of Bandung utilizes available features such as shares, hashtags, and video packaging for today's children's trends to increase engagement as well as providing coverage to related parties. such as collaboration with the community, collaboration with fashion from Bandung, collaboration with residents, collaboration with various parties who relate to Bandung's superiority like anything and the information disseminated must be clear and in accordance with the facts, informative and also trustworthy. This is one of the principles of Cutlip and Center Broom theory in Loing et al. (2020) which explains the points of action and communication where the principles of communication include credibility to gain public trust, relevance, content, clarity, sustainability, consistency, the ability of the public audience to receive communication carried out as well as the selection of channels or media that will be used (Kohn et al., 2020).

The four Public Relations of the City of Bandung have succeeded in achieving the content with the feedback desired by the Public Relations of the City of Bandung in their content which contains an invitation to enliven the 213th Anniversary of the City of Bandung in realizing a Superior Bandung. Public Relations of the City of Bandung provides content such as quizzes, guessing the hero's picture, twinborn, and so on social media Instagram. This content is accepted by the public and the public also enlivens it through the content that has been created. However, there are several shortcomings in the strategy that has been made by Bandung City Public Relations in realizing a Superior Bandung on the 213th Anniversary of Bandung City where the data on Instagram does not match expectations and how to overcome this. Bandung City Public Relations has an evaluation in its agenda setting and has the hope that the information provided can contain citizen centers needed by the community and services from Bandung City Public Relations are expected to fulfil what the community wants.

CONCLUSION

From the results of the research and discussions that have been carried out, the research can conclude that the Bandung City Public Relations efforts in implementing the Bandung Superior or Bandung Unggul branding have gone through various stages. The researcher carried out four strategy stages, namely, to find out the branding strategy, namely Bandung City Public Relations carried out fact finding to find out in advance what information and programs could be published and factual information. which is beneficial to society so that the content can be said to be superior. In building a superior city of Bandung. Bandung City Public Relations planning activities carry out planning from previous information and data which is then outlined in the agenda setting to create a content plan, action and communication. Bandung City Public Relations provides special coverage to related parties, then publishes it on Instagram @humas_bandung regarding potential. The advantages of the City of Bandung. Therefore, the Bandung City Public Relations evaluation (evaluation) carries out an assessment that must emphasize or focus more on content that is not standard but polite and can be conveyed to the public because government social media is generally standard.

REFERENCES

- Ali, I., Musawir, A. U., & Ali, M. (2018). Impact of Knowledge Sharing and Absorptive Capacity on Project Performance: The Moderating Role of Social Processes. *Journal of Knowledge Management*, 22(2), 453-477.
- Annisa Dwi Pramuningrum. (2017). *Strategi City Branding Humas Pemerintah Kota Bandung Dalam Mewujudkan Bandung Smart City Melalui Program Smart Governance*. Available at: <https://Repository.Telkomuniversity.Ac.Id/Pustaka/139945/Strategi-City-Branding-Humas-Pemerintah-Kota-Bandung-Dalam-Mewujudkan-Bandung-Smart-City-Melalui-Program-Smart-Governance.Html>
- Barnett, K. (2012). *Student Interns' Socially Constructed Work Realities: Narrowing the Work Expectation-Reality Gap*. *Business Communication Quarterly*, 75(3), 271-290.
- Batubara, J. (2017). Paradigma Penelitian Kualitatif Dan Filsafat Ilmu Pengetahuan Dalam Konseling. *Jurnal Fokus Konseling*, 3(2), 95. <https://doi.org/10.26638/jfk.387.2099>.
- Ewing, M., Men, L. R., & O'Neil, J. (2019). Using social media to Engage Employees: Insights from Internal Communication Managers. *International Journal of Strategic Communication*, 13(2), 110-132.
- Fadilla, A. M. (2023). *Strategi Branding Humas Kota Bandung Dalam Membangun Citra Melalui Talent Pada Instagram*. <https://Openlibrary.Telkomuniversity.Ac.Id/Home/Catalog/Id/203302/Slug/Strategi-Branding-Humas-Kota-Bandung-Dalam-Membangun-Citra-Melalui-Talent-Pada-Instagram.Html>
- Fadli, M. R. (2021). *Memahami Desain Metode Penelitian Kualitatif*. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/Hum.V21i1.38075>

- Fauzi, & Intan, U. (2021). Pengaruh Branding Dan Digital Marketing Terhadap Keputusan Pemilihan Wedding Organizer Syariah. *Youth & Islamic Economic Journal*, 2(1), 42–47.
- Ghavifekr, S. (2020). Collaborative Learning: A Key to Enhance Students' social Interaction Skills. *Mojos: Malaysian Online Journal of Educational Sciences*, 8(4), 9-21.
- Kasih, F., Suryadi, & Triyono. (2021). Kolaborasi Pendidik Dan Peserta Didik Dalam Proses Belajar Mengajar Pada Masa New Normal. *Wahana Dedikasi: Jurnal Pkm Ilmu Kependidikan*, 4(1), 46–52. [Http://Dx.Doi.Org/10.31851/Dedikasi.V4i1.5252](http://Dx.Doi.Org/10.31851/Dedikasi.V4i1.5252)
- Kavaratzis, M. (2005). *Branding the City Through Culture and Entertainment*. Aesop, 1999, 1–7. [Http://Internal-Pdf/Branding The City Through Culture and Entertainment-1970226186/Branding the City Through Culture and Entertainment.Pdf](http://Internal-Pdf/Branding The City Through Culture and Entertainment-1970226186/Branding the City Through Culture and Entertainment.Pdf) LB - 12 Branding Creative
- Kohn, A., Jasper, A. I., Semedo, J. D., Gokcen, E., Machens, C. K., & Byron, M. Y. (2020). *Principles of Corticocortical Communication: Proposed Schemes and Design Considerations*. *Trends in Neurosciences*, 43(9), 725-737.
- Loing, N. V. M., Himpong, M. D., & Kalesaran, E. R. (2013). Strategi Humas Dalam Menangani Krisis Perusahaan Di PT. Air Manado (Studi Kasus Pada Masyarakat Kelurahan Mahakeret Barat Manado). *Journal of Chemical Information and Modeling*, 53(9), 1–14. <File:///C:/Users/Hp/Downloads/30219-62880-1-SM.Pdf>
- Mohajan, H. K. (2018). Qualitative Research Methodology in Social Sciences and Related Subjects. *Journal of Economic Development, Environment and People*, 7(1), 23-48.
- Moleong, L. J. (2014). *Metode Penelitian Kualitatif Edisi Revisi*. Bandung: PT Remaja Rosdakarya.
- Pertiwi, C. A., Fitriani, D. R., & Santoso, B. (2019). Smart City Through Social Media: In Creating Good Governance in The Government of West Java. *International Journal of Multicultural and Multireligious Understanding*, 6(10), 33-42.
- Phuthong, T. (2021). Antecedents Influencing the Adoption of Collaborative Learning Social-Media Platforms Among Thai University Students During the Covid-19 'New Normal'era. *International Journal of Emerging Technologies in Learning (Ijet)*, 16(13), 108-127.
- Reisetter, M., Yexley, M., Bonds, D., Nikels, H., & Mchenry, W. (2003). *Shifting Paradigms and Mapping the Process: Graduate Students Respond to Qualitative Research*. *The Qualitative Report*, 8(3), 462-480.
- Retnasari, D. (2017). *Instagram Sebagai Media Promosi Pada Mata Kuliah Produksi Busana Konveksi*.
- Sari, D. K., Suziana, S., & Games, D. (2020). An Evaluation of Social Media Advertising for Muslim Millennial Parents. *Journal of Islamic Marketing*, 12(9), 1835-1853.
- Shabira, F., Habibah, A. F., Indonesia, U., & Indonesia, U. (2021). *Agenda Setting: Eksplorasi Pada Komunikasi Massa*. 1(1), 26–37.
- Sovianti, R., Nursyamsi, S. E., & Siregar, N. (2023). Public Relations Strategy in Building Personal Branding of Visual Artists. *Jurnal Ekonomi*, 12(01), 135-140.
- Sutriadi, R., Ramadhan, A., & Budisiswanto, N. (2023). Beyond City Branding: The Emergence of Soft Infrastructure in Digital Transformation Towards Urban Planning Research Roadmap Reformulation. *International Journal on Advanced Science, Engineering & Information Technology*, 13(3).

- Triwardhani, I. J., Alhamuddin, Adwiyah, R., & Putra, R. P. (2023). The Use of Social Media in Product Marketing Activities of Micro, Small and Medium Enterprises. *International Journal of Productivity and Quality Management*, 38(1), 123-141.
- Vásquez, C., Sergi, V., & Cordelier, B. (2013). From Being Branded to Doing Branding: Studying Representation Practices from A Communication-Centered Approach. *Scandinavian Journal of Management*, 29(2), 135-146.