



Original Article

South Tangerang City's Strategy In Building A Brand Image Through Pamulang Square As Creative Tourism

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Abstract:

The City of South Tangerang is trying to build a brand image by 2023. The concept of building a South Tangerang square is a positive thing in the environment, especially for the people of South Tangerang City. One of the goals is to provide entertainment with facilities and comfort for the community, such as exercising, gathering with family, especially for South Tangerang residents. South Tangerang Square can also help build and create a positive brand image in society. This research aims to find out the strategies carried out by the South Tangerang City government department in an effort to build a brand image through Pamulang Square as creative tourism. This research was conducted in South Tangerang City in 2023. This research approach is descriptive qualitative. Data were collected through observations at the location of Pamulang Square and interviews with administrators at the South Tangerang City Environmental Service. Source triangulation was carried out by interviewing residents who had visited the square. The results of this research show that the strategy used by the City of South Tangerang can make the public aware of the South Tangerang City square as an environmentally friendly location, thereby making it a location that can be used as a creative public space. The existence of regional, national and even international scale events held in the square shows that the city of South Tangerang is a creative tourist destination, thus attracting more and more tourists or visitors.

Keywords: Brand image, Creative tourism, Strategy.



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Introduction

Creative tourism development is one of the regional government's efforts to improve the brand image of a region ([Tahir et al., 2023](#)). Creative tourism in Indonesia is spread throughout almost all regions of the archipelago. Every region that has creative tourism will definitely develop rapidly, both economically and improving the region's brand image. An area full of attractions does not directly become a tourist destination, it requires a kind of creativity that is deliberately designed for the community to enjoy socialization events and gathering centers supported by access for UMKM to improve the brand image of the place.

South Tangerang City is an area resulting from the expansion of Tangerang Regency, where South Tangerang City is the second largest city in Banten Province and the fifth largest in the Jabodetabekjur area in terms of population. The City of South Tangerang was established through Law 51/2008 concerning the Establishment of the City of South Tangerang in Banten Province as of November 26 2008, which aims to improve services in the fields of development, government and society as well as providing capabilities in utilizing regional potential. Most of the population of South Tangerang belongs to the productive age group, however South Tangerang has an urban character with dynamic community activities. The area and population of Tangerang must be addressed by increasing government supervision through the establishment of the City of South Tangerang, in this way strengthening public services and accelerating the achievement of public interests ([Azmi & Djunaedi, 2022](#)).

In various literature it has been proven that community participation in tourism development is beneficial in terms of sustainability and effectiveness of development policies that will be taken in the future ([Lamberti et al., 2011](#)).

South Tangerang City is a city that was only founded in 2008, which is a division of Tangerang Regency. A city needs an identity so that it is easily recognized by people and becomes a characteristic of the city ([Priyanda et al., 2023](#)).

Pamulang is the place where the first South Tangerang City government center was established. Before South Tangerang City became an autonomous city, Pamulang was one of the sub-districts of Tangerang Regency. Previously, Pamulang was part of Ciputat District. Pamulang District was a division of Ciputat District in 1993 according to PP no. 3 of 1992. The first Pamulang District Head was Drs. H. Moch Natsir. S. This city, which directly borders DKI Jakarta, has also experienced progress and achievements in various fields ([Budiyanto & Effendy, 2020](#)).

As the government center of the city of South Tangerang, Pamulang is expected to continue to develop and have a brand image that can benefit the wider community. [Kotler & Keller \(2013\)](#) reveal that brand image is the perception of a brand as described by the brand associations that exist in consumers' minds. A good perception or image of a person's mind towards a brand can occur if the message delivered in an advertisement has the right strategy. Creative tourism is understood as a brand image that aims for self-development, is not mass in nature, accommodates the existence of medium and small businesses, provides space for interaction in the community and gives respect to the environment. So that people or visitors coming to an area can learn about the architecture of buildings and interesting areas ([Sudirah & Febriani, 2020](#)).

One of the creative tourist attractions that can be used to improve the brand image of the South Tangerang city area is Pamulang Square. The construction of

Pamulang Square, which is located right in front of the Pamulang District Office and the Pamulang Grand Mosque, which has an area of 5,800 square meters, was presented to provide a new public space for the people of South Tangerang, especially Pamulang residents. These open space facilities can be a place for gathering, socializing and playing for local residents and can be used for community purposes to create a brand image in the South Tangerang area, especially in the Pamulang District.

The decentralization policy in Indonesia has now fully provided legitimacy and a legal umbrella for each region to design and make policies that suit regional needs in order to explore and develop all the potential that the region has, including the potential in the tourism sector ([Fanaqi et al., 2020](#)). Brand Image according to [Kotler & Keller \(2013:3\)](#) is the consumer's response to a brand which is based on the good and bad of the brand that consumers remember. At a broader community level, creative tourism initiatives can inspire new ideas and avenues of activity and contribute to cultural vitality and potential regeneration dynamics through reinforcing distinctive elements of local identity, instigating flows and connections between the locale and the external, and serving as platforms for local collaboration, exchange, and development ([Duxbury et al., 2021](#)).

The background to this problem attracted researchers to conduct more in-depth research on strategies and creativity in creative tourism through the Pamulang Square to improve the brand image in the Pamulang area, South Tangerang City with the title: South Tangerang City Strategy in Improving Brand Image through the Pamulang Square as Creative Tourism. The problem formulation used in this research discusses what strategies are carried out by stakeholders in the Pamulang area, South Tangerang City in an effort to improve the brand image through Pamulang Square as creative tourism? To what extent has this strategy been implemented and its implications? And how is stakeholder involvement in efforts to improve brand image through Pamulang Square as creative tourism.

Specific Objectives: (1) To find out the strategies carried out by stakeholders in the Pamulang area of South Tangerang City in an effort to improve the brand image through Pamulang Square as creative tourism; (2) To obtain information to what extent the strategy has been implemented and its implications; (3) To determine stakeholder involvement in efforts to improve brand image through Pamulang Square as creative tourism. Research Urgency: Finding a description of South Tangerang City's Strategy in Increasing Brand Image through Pamulang Square as Creative Tourism on a regional, national and international scale as a creative tourism promotion by holding various events held at South Tangerang Square.

Methods

This research use a descriptive qualitative approach. Carried out in the period from June-December 2023. The research location is West Pamulang, South Tangerang City. According to [Moleong \(2018:6\)](#) qualitative research is research that aims to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc. holistically and by means of descriptions in the form of words and language. in a special natural context and by utilizing various natural methods. According to [Sugiyono \(2018:58\)](#) the descriptive method is an explanation or explanation of the variables studied through definitions, and complete and in-depth descriptions from various references, so that

the scope, position and results of the research will later be explained in depth using the data that has been researched. Previously, the descriptive method also attempted to describe several existing concepts, because descriptive research did not aim to draw out something that caused a phenomenon or social situation that occurred where the researcher described or constructed in-depth interviews with research subjects.

This research uses a qualitative approach. Meanwhile, the research method is a qualitative description. Data collection techniques used in-depth interviews with each research informant. Data analysis techniques include data collection, data reduction and data presentation. Testing the validity of the data is carried out by source triangulation. The theory used in this research is from Keller, namely Brand Strength, Brand Favorability, Brand Uniqueness.

Results

Pamulang is the place where the first South Tangerang City government center was established. Before South Tangerang City became an autonomous city, Pamulang was one of the sub-districts of Tangerang Regency. Previously, Pamulang was part of Ciputat District. Pamulang District was a division of Ciputat District in 1993 according to PP no. 3 of 1992. The first Pamulang District Head was Drs. H. Moch Natsir. S.

The construction of Pamulang Square, which is located right in front of the Pamulang District Office and the Pamulang Grand Mosque, which has an area of 5,800 square meters, was presented to provide a new public space for the people of South Tangerang, especially Pamulang residents. These open space facilities can be a place for gathering, socializing and playing for local residents and can be used for community purposes to create a brand image in the South Tangerang area, especially in the Pamulang District.

Pamulang Square which is located on Jalan Siliwangi Pamulang was inaugurated on Thursday, March 9 2023 at 20.57 WIB, inaugurated by the Mayor of South Tangerang, Benyamin Davnie and accompanied by Deputy Mayor H.Pilar Saga Ichsan ST, M.Ars, and Head of Pamulang District H. Mukroni. . The management of the square was handed over to the South Tangerang Environmental Service. The aim of establishing the square was to become an icon of South Tangerang City, Banten. Because of this location, people can gather as well as a medium for social interaction. It is hoped that the square will become a public space and can be used to create positive and productive activities such as sports, UMKM activities, regional and national events, community activities. Apart from that, people can enjoy a comfortable, beautiful and friendly atmosphere for children.



Figure 1. Alun-Alun Tangerang Selatan.

One of the strategies carried out by South Tangerang in 2023 by building a square is to become an icon of South Tangerang City and encourage brand image. Becoming a positive concept in the community, especially the people of South Tangerang. Apart from that, it can also provide entertainment with facilities and comfort for the community, such as exercising, gathering with family, especially for South Tangerang residents.

There is a fountain entertainment show that is used on Saturday nights and Monday nights. One of the things that is the main attraction that differentiates it from other squares is that it makes people happy to gather in the square. The theme raised is modernism, an industrial concept, because the spirit is young and modern. South Tangerang Square can also help build and create a positive brand image in society. Many people outside South Tangerang already know that South Tangerang has a square that can be used as a comfortable recreation location for exercise, in addition to its value as a city that is friendly to the community, especially when playing with children.

Creative nuances can be felt when you are in the square, such as joint sports held on holidays, competitions held by the community, UMKM opening stands to sell various culinary delights, musical performances, and fountain performances in the area. The center of the square is always lit at night at 19.00 WIB.



Figure 2. Fountain show.

The square is busy, especially the fountain show. This is a special attraction for people to visit. Apart from that, the location of the square is also next to the mosque so that people can also worship. The brand image built by the South Tangerang City government is increasingly visited by both the people around South Tangerang and from regional, national and even international scale events held in the square, showing that the City of South Tangerang is a creative tourist attraction, bringing in more and more tourists or visitors. come.

A. Strength (Brand strength)

How often does someone think about brand information, or the quality of processing all information received by consumers? Based on the results of in-depth interviews with all informants, information was obtained from informants who work at the South Tangerang Environmental Service that the strategy carried out to improve the brand image of South Tangerang City was one of them by building a square in front of Pamulang District as an icon for South Tangerang City. Many people are happy because South Tangerang has a square that can be used as a facility for gathering with family, and is friendly for children. However, on the other hand, it is stated that facilities still need to be added, such as children's play areas.

One of the factors that forms a brand image is the excellence that the square creates. Something that makes people believe that the square brings benefits, namely that it has facilities according to people's needs, such as for exercise and the many events held make many visitors come and make the location a creative tourist spot.

B. Brand favorable

Favorability refers to the brand's ability to be easily remembered by the public. Included in this favorite group include; the ease with which the brand can be spoken, the brand's ability to remain in the public's mind, and the suitability between the brand's impression in the public's mind and the desired image.

Many people are quite familiar with Pamulang Square as a location to relax or

gather with family. Especially on Saturday nights and Sunday mornings, and many people always remember that every Saturday night there is a fountain show which many people like, especially children. Apart from the fountain, there is live music and snacks from UMKM that visitors can enjoy together. This has created interest from various locations outside Tangsel to visit.

C. Uniqueness

Meanwhile, uniqueness is the ability to differentiate a brand from other brands. This unique impression arises from things that are quite different from other locations. South Tangerang Square, which is located in front of the Pamulang District office and next to the Al Mujahidin Grand Mosque, has its own unique characteristics.

Based on the results of observations, there are improvements in facilities and infrastructure as well as the need to increase access to information for the community. Here are some interesting things in Pamulang Square, South Tangerang City: (1) Fountain Show: South Tangerang City Square has a fountain right in the middle of the square. The fountain will be turned on on Sunday nights and Monday nights at 19.00 WIB. (2) Natural and Green Shades: This square has a beautiful view, looks cool and there are shady trees. (3) Playground: In the square, visitors can find a playground for children. There are slides, swings and so on. This area is the most crowded with children and parents. (4) Events: There are activities that enliven the square on Saturdays and Sundays, such as group gymnastics directed by gymnastics instructors, live music by local and national artists, snacks from UMKM, pencak silat training, as well as coloring competitions and whatever activities are needed. The community can be used by the public as long as the activity is considered to be beneficial and positive. (5) Close to the Al Mujahidin Grand Mosque: The location of the square is next to the mosque, apart from visitors being able to relax in the square, people can easily go straight to worship. (6) Location: The location of the square is in the city center, which is close to the monument and the Pamulang University campus.

The government is also trying to continue to add facilities needed by the community, as well as providing information on social media regarding the uniqueness of Pamulang Square which is currently managed by the Environmental Service.

Conclusion

A brand image can be created in a very long time or in a short time. Image improvement creates an optimal Brand Image to support the city to become better and more competitive. The aspect of improvement is through direct and indirect communication. Through the construction of the town square in South Tangerang, it has become a public place which has become a tourist attraction in the city of South Tangerang. Providing comfortable facilities for both families and children.

The management of the South Tangerang City Square is trying to create an image among the public and visitors that the square is a location for the community to carry out aspirations, creativity and innovation in the form of many events held in the square with a lot of cooperation from the community, government, UMKM, Communities, Community Organizations, Schools, Universities as well as Regional

and National level artists, as well as making the square location a friendly location for children, with many activities in the square making it creative tourism for the residents of South Tangerang.

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