

JAKARTA CITY IMAGE: A TOURISM STAKEHOLDERS PERCEPTIONS

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ABSTRACT

The fast pace of change happens worldwide in numerous areas such as in the economics, politics, and technologies areas. And in no exception, the tourism industry is also seen as one of the fastest growing industries. Every tourist destinations' has the needs to step up their effort in order to find their uniqueness and offering it to the market as one of their asset to develop their economic capabilities and be the winner in a very competitive market. The uniqueness offered by the tourist destinations' is not easy to discover. It takes time to identify and capitalized the uniqueness of one's city. This research will identify current perceptions of the city from the point of view of the stakeholders in Jakarta's tourism and will also be able to identify weaknesses in the image as well as to support the development of a brand of the city. This study used a web-based questionnaires in collecting data. These questionnaires was given to internal audiences that are seen as stakeholders in the tourism sectors in Jakarta.

Key words: city image; perception; branding

ABSTRAK

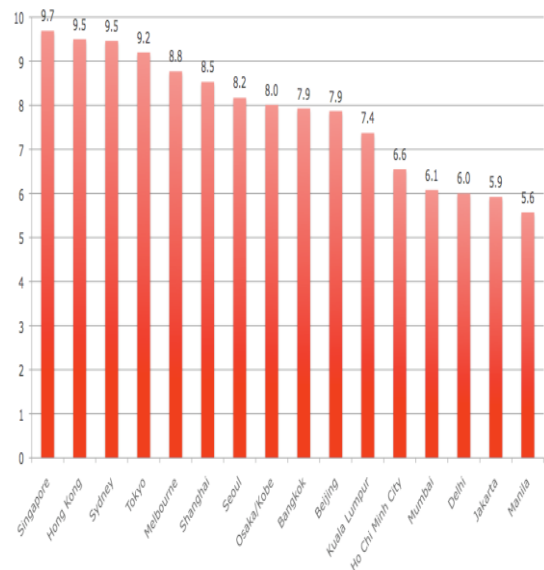
Perubahan cepat terjadi di beberapa bidang di seluruh dunia, khususnya di bidang ekonomi, politik, dan teknologi. Dan tidak terkecuali, industri pariwisata juga merupakan salah satu industri yang paling cepat berkembang. Setiap destinasi wisata harus meningkatkan upaya mereka dalam menemukan keunikan dan menawarkannya ke pasar sebagai salah satu aset untuk mengembangkan kemampuan ekonomi mereka dan menjadi pemenang di pasar yang sangat kompetitif. Keunikan yang ditawarkan oleh destinasi wisata 'tidak mudah ditemukan. Butuh waktu untuk mengidentifikasi dan memanfaatkan keunikan sebuah kota. Penelitian ini akan mengidentifikasi persepsi saat ini mengenai kota Jakarta dilihat dari segi pandang pemangku kepentingan di dalam sektor pariwisata di Jakarta dan juga dapat mengidentifikasi kelemahan dan kekuatan di dalam gambaran tersebut serta membantu pengembangan 'brand' kota. Penelitian ini menggunakan kuesioner berbasis web dalam mengumpulkan data. Kuesioner ini diberikan kepada kolega internal yang dilihat sebagai pemangku kepentingan di sektor pariwisata di Jakarta.

Kata kunci: citra kota, persepsi, pemerekan

INTRODUCTION

The fast pace of change happens worldwide in numerous areas such as in the economics, politics, and technologies areas. In no exception, the tourism industry is also seen as one of the fastest growing industries. Every tourist destinations' has the needs to step up their effort in order to find their uniqueness and offering it to the market as one of their asset to develop their economic capabilities and be the winner in a very competitive market. The uniqueness offered by the tourist destinations' is not easy to discover. It takes time to identify and capitalized the uniqueness of one's city.

Jakarta as the capital city as well as the business centre of Indonesia is one of the busiest cities in South East Asia. It is also a popular domestic tourist destination. It offers a variety of sights and attractions. Although it offers a variety of sights and attractions and has it's own brand image "Enjoy Jakarta" with six main selling points of the city: golf, spa, cuisine, nightlife, island & marine, and shopping, (Nanda, 2012) it still pales in comparison to the other neighbouring South East Asia cities, such as Singapore, Bangkok and Kuala Lumpur. In a survey done by Ogilvy PR in 2012, where ad folk across APAC are asked to rate Asia's top cities in terms of their overall strength as brands, with the ability to attract foreign investment, tourists and students from overseas, Jakarta came second to last from the bottom beating Manila.



Source: Ogilvy PR/PublicAffairsAsia

The destination brand of Singapore's "YourSingapore" and Bangkok's "Bangkok Smile" encompasses the emotional engagement of it's people living there and the emotional engagement of what the visitors will get when visiting that city. This research aims are to find the city image of Jakarta from the point of view of the stakeholders in Jakarta's tourism industry.

AIM

The aim of this research is to undertake preliminary studies in order to identify current perceptions of the city and able to identify weaknesses and the strength of the image as well as to support the development of a brand of the city.

LITERATURE REVIEW

Globalization is a phenomenon that will not fade but instead becomes a dominant influence in the social, cultural and especially economic development of a nation. This open up a whole new market that was never there before. One of the industry that is influenced greatly by globalization is the tourism industry.

Tourism industry strive in this phenomenon and become one of the fastest growing sectors in the world. It has

produced economic and employment benefits in many related sectors. Countries compete with one another, using strategies, in order to seize these benefits. Singapore, for example, uses international event such as The Formula One Grand Prix which has attracted 150,000 visitors within the first few years of its stages.

Not just countries but cities are in competition with one another as well since it can create "a desirable economic location for investment and as a metonym for the nation" (Donald and Gammack 2007, p.8). For this reason, competition are fierce between cities. It is not enough now using unique selling propositions considering these propositions can be duplicated or replicated. According to Hashim, "Cities and nations are branding their businesses, culture, society and heritage to gain prominence on the global map". That is why city branding is seen as important. Not only does it function as a sign or a symbol to distinguish and identify but it also is designed to induce a psychological response where consumers could not differentiate between products were it not for the image (Donald and Gammack 2007). For example, hearing or seeing the words "The Big Apple", people automatically connotes to New York City.

Since "branding a city is both a rational and an emotional engagement with place, aesthetics and everyday life" (Donald and Gammack 2007, p.45), the participation of the people that lives in the city is a main concern. According to Lynch, space becomes meaningful when people move through it in daily life and by finding their way as they go. This statement goes hand in hand with Donald and Gammack that said "...commercial, marketized versions of the city can be both profoundly revealing and constitutive of the ways in which a city is understood by those who live in it." This statement is also reinforced by Braun (2011) who claimed that "...both public and private stakeholders are involved in city

branding..." This means that a city brand can not be disassociated with the perception of the people living there in how they see the city. By having this emotional and psychological attachment to the brand, it helps to build and sustain its equity.

RESEARCH METHODOLOGY

This research used a self-completion questionnaire survey and conducted using on – line questionnaire. The questionnaires consisted of seven questions, which included open ended and closed ended questions. The questions were to find out about how the audience see their city as well as in what capacity were they when filling out the questionnaire. The questionnaires were distributed between the months of December 2013 – January 2014 to stakeholders in the tourism sectors through email. The stakeholders were those who lives and works in the hospitality and tourism industry

Sample Profile

There were 46 self – completion questionnaires returned. Below is a profile of their role in the city.

Table 1
Job Description

Have a business based in Jakarta	13	28.3%
Provide accommodation in the city	2	4.3%
Provide higher or further education	4	8.7%
Retailer	1	2.2%
Provide transport in the city	8	17.4%
Provide tourism and/or leisure services in the city	12	26.1%
Organize events in the city	5	10.9%
Other	2	4.3%

The length of their time living/working in Jakarta was between 4 – 40 years.

Result

1. Jakarta: Associations and strengths

From the data coding of the open – ended questions, it is quite clear, there were certain words that kept popping up from the questions:

a. “What first comes to mind when you think of Jakarta?”

From this question, Jakarta’s situation and entertainment were strong themes.

- 45.65% mentioned traffic jam
- 30.43% mentioned concert, shopping, good food, museums and history.

Behind this other two key themes emerged, flood and business centre.

b. “What are the 5 best things about Jakarta?”

From this questions the themes on food, shopping, entertainment were strong points.

- 58.69% mentioned food, halal culinary food, varieties of food choices, delicious and cheap food
- 45.65% mentioned malls, shopping, cheap prices, many choices to shop
- 30.43% mentioned entertainment which included night life, special events, music festivals,
- 26.08 mentioned people. The people were kind, comes from many different background of culture.

From this question, it seems that the political situation also played a part as one of the best things about Jakarta. 10.86% mentioned Jokowi and Ahok.

2. Attitudes Towards Jakarta

The questionnaire included a number of statements intended to explore attitudes towards Jakarta. In general,

responses were fairly consistent, although there was some variation between different audience groups: (Table 2)

In general, the respondents were mostly positive in their attitudes towards Jakarta. Respondents to these statements suggested the following:

- a. There was a strong agreement that Jakarta is overcrowded, fun and modern as well as alive and cosmopolitan.
- b. The balance of opinion, is that:
 - Jakarta is a friendly and welcoming place.
 - Jakarta caters for the needs of all visitors’ types.
 - Jakarta is a city to be proud of.
 - Jakarta has a rich heritage.
- c. On a more negative note, many believed that Jakarta is dirty and rundown and that it does not have good public transportation.

3. Description Befitting Jakarta

Respondents were asked to show if in their view certain words and descriptions applied to Jakarta. The results were as followed:

Table 3
Words Applied to Jakarta

Prosperous	11	23.9%
Fashionable	10	21.7%
Vibrant	13	28.3%
Trendy	13	28.3%
Behind times	2	4.3%
Friendly	6	13%
Exciting	15	32.6%
Safe	0	0%
Ambitions	11	23.9%

A fairly consistent trend could be seen from this result and the result before, that the words exciting, vibrant and trendy were words and description that applied to Jakarta.

4. Jakarta: The Vision

A series of ‘visions’ was presented to respondents, summarizing the type of place Jakarta could become. In total,

12 visions were suggested. Respondents were only allowed to choose one vision. The proportions choosing each were:

Table 4
Vision for Jakarta

A city that is synonymous with the sea and maritime.	2.2%
A city recognizes as a centre for local, national and international culture.	19.6%
A city, which celebrates and values its diversity.	8.7%
A city with strong shopping and leisure facilities which attracts visitors from all over the country/world.	10.9%
A city centre comparable with the best in South East Asia.	4.3%
A city recognized as the capital of South East Asia.	6.5%
A dynamic and innovative city where business can flourish and people want to live.	15.2%
A city where the residents fell proud to live and visitors will always remember of their visit.	10.9%
A place where the business supports its employees and local communities.	6.5%
A city known for its knowledge – based and creative industries, entrepreneurial activity and business growth.	8.7%
A city with high skilled and motivated workforce.	0%
A location of choices for business.	2.2%
Other	4.3%

On this result, two visions seemed to dominate among the other visions. They were:

- a. A city recognizes as a centre for local, national and international culture.
- b. A dynamic and innovative city where business can flourish and people want to live.

CONCLUSION AND SUGGESTIONS

From this research, it could be concluded that although that traffic jam was one of the thing that the respondent associated to

Jakarta. But there were many positive viewpoints and perceptions of the respondents on Jakarta. The most dominant were the food in Jakarta. They described the food in Jakarta, first of all, as being not only authentic but diverse as well. You could find any kind of food you want in Jakarta. They also mentioned that pricewise, they were cheap. Shopping was also a dominant theme. They described that Jakarta has many malls and shopping arcade, from the luxurious type to a more humble place. Another theme was entertainment, which included the nightlife, music concerts, festivals and museums. These perceptions were in accordance to some of the selling points of the “Enjoy Jakarta” brand. Strangely enough the other three selling points for the Jakarta branding, which are: golf, spa and island & marine were not mentioned at all by the stakeholders.

An interesting finding was that one of the best thing in Jakarta was actually the political view points, which was Jokowi and Ahok. Of course, this was only a preliminary research, where we were looking at the perception of the stakeholders in the tourism industry on Jakarta. There would be a continuing research, with perception from people working in the government, residents of Jakarta and tourist visiting Jakarta.

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Table 2
Attitude Towards Jakarta

Jakarta	Strongly Agree	Agree	Agree Total	Neither/ Nor	Disagree	Strongly Disagree	Disagree Total
... is a friendly and welcoming place	10.9%	41.3%	52.2%	34.8%	13%	0%	13%
... is fun and modern	15.2%	65.2%	80.4%	15.2%	2.2%	2.2%	4.4%
... is for low consumers	2.2%	6.5%	8.7%	41.3%	34.8%	15.2%	50%
... alive and cosmopolitan	17.4%	69.6%	87%	8.7%	2.2%	2.2%	4.4%
... looks like it was still in the 60s.	2.2%	4.3%	6.5%	8.7%	56.5%	28.3%	84.8%
... caters for the needs of all visitors types.	15.2%	41.3%	56.5%	32.6%	8.7%	2.2%	10.9%
... a city to be proud of.	19.6%	26.1%	45.7%	45.7%	6.5%	2.2%	8.7%
... a capital city.	28.3%	52.2%	80.5%	13%	6.5%	0%	6.5%
... is over crowded	60%	26.1%	86.1%	8.7%	2.2%	2.2%	4.4%
... is dirty and rundown.	17.4%	50%	67.4%	26.1%	2.2%	4.3%	6.5%
... has a rich heritage.	6.5%	41.3%	47.8%	43.5%	4.3%	4.3%	8.6%
... has a good public transport.	4.3%	10.9%	15.2	41.3%	23.9%	19.6%	43.2%