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Practice notes

Rebranding Destination Branding of Pontianak

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Abstract: Pontianak is known as a city where equator line crosses, this has been the identity of Pontianak over the past decades. Pontianak needs a branding rejuvenations as it has a lot to offer from culinary to its cultural events. This project discuss about the new brand identity made for Pontianak: Beyond Equator. The objectives is to help Pontianak in rejuvenate and rebrand their identity which in hope could gain exposure and attract more tourist. The method used in this project is qualitative method with Literature review, interviews with head of tourism department of Pontianak and a branding expert, and observational analysis on the city current conditions. The results is Pontianak has a lot to offer which does not translate in the current branding. Create a new brand identity that is contemporary but still hold the cultural root along the branding. The brand identity should be beneficial to the city alongside with an effective and strong promotional online and on-site.

Keywords: destination branding, cultural identity design, creative promotion

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INTRODUCTION

Since the 19th century, tourism has become a major industry where people de- fines tourist as people who explore places as a matter of interest to boast joy af- terwards. The growth of tourism and the tourist industry as an economic enterprise has been significantly increased during the last half of twentieth (UNWTO, 2011). Tourism has become one of the driving forces to boost the economics of many countries and regions throughout the world. Expansions of tourist activities has been coincided with cultural, political and environmental changes identified throughout the globalizations. The effects of tourism development can be seen from the large numbers of tourist emerged, where government and its stakeholders along with tour operators in the destination were competing through advertising and image creation to attract tourism. Tourism can be a vital success of one's country economy as there will be a significant number of job created in many different areas. Not only in the tourism sectors, these growth will also affect the agricultural sector, communication sector, health sector and educational sectors. On the other hand, big percentage of the revenue from tourism can be invested a lot in the infrastructure of the country where it will be beneficial to the develop- ment of infrastructure to create a sense of safety and advanced to tourist (Yehia, 2019).

Nowadays, countries are competing to raise awareness about their brand which in hope could gather trust and attract potential stakeholders to their country. These countries compete to create a positive and strong nation brand that could provide

a crucial advantage in the international arena. According to Anholt (2006), coun- tries have always been coined with brand, nations have individual identities that are true to them just like any brand. There are no nations that looked alike and with their unique identities, many countries have been branding themselves. By branding themselves, countries can create positive image that could potentially create familiarity towards the tourist. Besides, branding helps countries in provid- ing tourist information about the destinations that they are heading. Destination branding will be beneficial in defining the cultural characteristic of a place, un- derstanding the character of people who lived in that place and etc (Ritchie, Ritchie,1998).

In 2017, the government of Pontianak, West Kalimantan established their city branding with the tagline of 'Kota Khatulistiwa'. The establishment of city brand- ing is based on the growth of Pontianak in tourism for the past 5 years since 2015. Pontianak is a multicultural city with the domination of Chinese, Dayak and Ma- lay, and many more ethnics. This diversity makes Pontianak has a lot to serve and rich in tourism aspects from its cultural events to culinary. Annual cultural events in Pontianak such as Cap Go Meh, Meriam Karbit Festival and Gawai Dayak Fes- tival are rich in culture and unique in their own way which has brought many tourist and attention to the city. Besides, Pontianak is widely known as Kota Khatulistiwa or Equatorial City and its river which is the longest river in Indonesia. Over the years, Pontianak's government has been rejuvenating public spaces and making promotional events to attract more tourist for the past years. For example, there are a few parks and Alun-Alun that have been renovated since 2012 (Aw- tayuda, 2016).

The existence of branding has been proven to have increased the number of for- eign tourist and domestic plane arrival from 2017 to 2018. Data by BPS (Badan Pusat Statistik) shown that the number for foreign tourist increased 1,5% from 14.243 to 21.724 visitors with the highest number is on February and March. Be- sides, the number of domestic plane arrival increased for 12,70% in 2018. How- ever these numbers did not last long as the numbers of both foreign tourist and plane arrival decreased for 17,14% and 24,12% respectively. A significant decli- nation can occur when publications and promotions did not being implemented well. As said by the governor of West Kalimantan, H. Sutarmidji, stated that there is a lack of innovation in the development of West Kalimantan's tourism (Putri, 2020). Many of the tourism area are lack in infrastructure, accessibility and pro- motional, making the locals tend to go to outside of the city to find other enter- tainments. This could bring Pontianak's tourism into a degradation where there tourist lose their trust to a brand resulting in the decrease in economic growth to the city. Looking at design perspective, Pontianak city branding lack in strategy, publication and promotion which affect the brand position.

METHODS

In this project, qualitative and quantitative method are used to be used as the cornerstone. Qualitative method is conducted through an interview with rele- vant sources while quantitative method is conducted through an online survey. The qualitative method for this project is obtained through direct interviews with the Head of Department of Tourism of Pontianak City and a branding expert. The first interview was conducted with Mr. Drs. Zulkifli, SE, M. Bus., the head of department of tourism in Pontianak, on daily basis, Mr. Zulkifli work to crosscheck and giving approval for tourism business stakeholders to open their business such as hotels, event organisers, etc. The interview with Mr. Zulkifli evolves around the tourism and destination branding of Pontianak.

The second interview was conducted with Mas Adityayoga who works as a branding expert. Before asking interview questions, the au- thor presented the overview of the project for him to give inputs on what has been done. The interview with Mas Adit revolves around the importance of branding and its challenges. The quantitative method consists of questionnaire which is spread using Google Form. The questionnaire is divided into three sections such as Section 1, asking about the general information of respondent and their behavior while travelling, Section 2, asking about the respond- ent's behavior before, during, and after travelling, and lastly Section 3, asking about respondent's initial thoughts of Pontianak. This method is conducted to provide better understanding towards the expected audiences. The questionnaire gathered 102 respondent.

RESULTS

Background of Establishment

The government of Pontianak launched city branding in 2017 after a competition that is participated by 50 people. From the compe- tition, one winner get to have their logo used as the tourism face of Pontianak. As far as the author has observed, the current city branding consist of logo only. The destination branding uses the tagline slogan 'Kota Khatulistiwa' or in English, Equator city. Equator has been one of the most iconic landmark in Pontianak and it has been the icon of Pontianak for decades. According to AntaraNews (2017), the city branding is aimed to introduce the city nationally and internationally which in hope will gather positive image of Pontianak and increase the number of visitors. The logo consist of two parts, the tagline and the logotype. The highlighted part from the logo is the typeface. The designer of this logo stated that this logo is made to portray the culture and history of Pontianak combined with the social culture of its locals. The typeface is strongly influenced by Dayak pattern which its curves interpret the locals of Pontianak people who are adaptive and open towards changes. The letter P in the logo depicts the Equator Monu- ment, which is a historical monument and an icon in Pontianak. Green color on the logo is used to depict the Sultanate of Pontianak which is identic with yellow and green color.

Figure 1. City Branding Logo.

Verbal Strategy

As the market for this project is mainly for tourist from Indonesia, Bahasa Indonesia will be used in the whole destination branding but does not to rule out the usage of English as the secondary language as one of the market is also for international tourist. The use of simple and under- standable set of words will be implemented in this project to made it easier for tourist to understand. In addition, the tone of voice of the brand will be friendly yet informative, could be depicted as someone who is cheerful and full of openness.

Creative Strategy

The objectives of this project is to give Pontianak's current city brand- ing a visual identity redesign, which could rejuvenate the image and strengthen the value and the existence of Pontianak to the public. The new branding is also supposed to represent the core value, vision and mission, and cultural heritage in the fast-paced environment. The main message that the author wants to deliver is to re-establish the position of Pontianak as a city beyond the equator with numerous cul- tural heritage that is needed to be preserved, deliver its tolerance with cul- tural difference to the public, and reintroduce the city as a city that is friendly and adaptive to change. Pontianak is a city that beyond the equator, which serves a full ex- perience of unique cultures and heritage. It should be able to stand as a city branding that could compete with other city despite the ever-evolving era.

Design Concept

The visual identity redesign will have several changes and extensions from the current brand identity and visual materials. As a city with iconic icon, the brand identity will revolve around 'Khatulistiwa Monument' as its icon but made non- literal so that it will not distract the whole design that focuses on the name Ponti- anak. The brand might explore and include traditional elements of the city in a modern way. Distinctive visual will establish elevated image of Pontianak accord- ing to its value to attract audience. The brand identity will be implemented on various promotional material and media such as, posters, billboard and social me- dia to engage wider audience.

Mind Mapping

Before starting the design visual, mind mapping was done to narrow down the information gathered along the research. Through this process vari- ous keywords are obtained to help formulating the design concept.

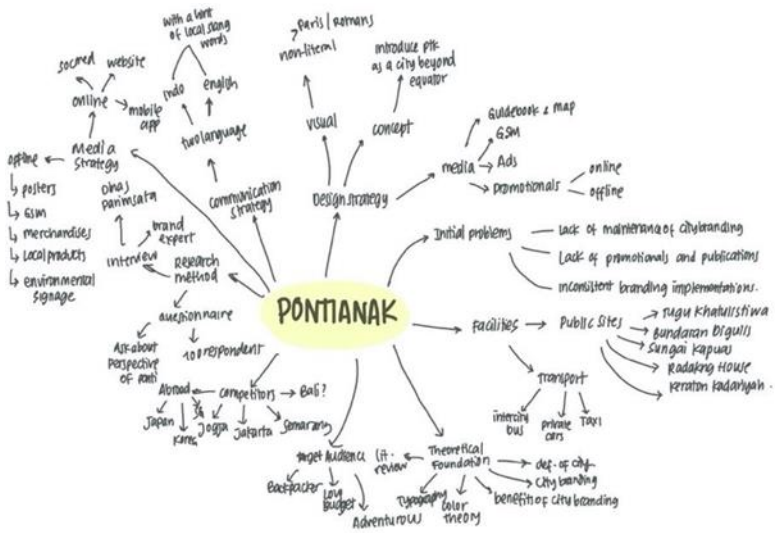

Figure 2. Mind map 1.

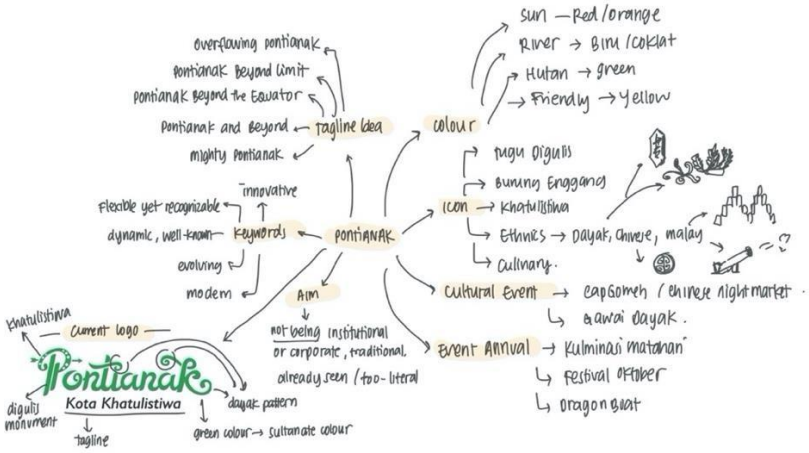

Figure 3. Mind map 2.

Mood Board

Below is the demographic mood board for this project. The mood board de- picts the behaviour of the target market and their activities. Keywords for the demographic mood board are outgoing, culture seekers, and adventurous.

Figure 4. Demographic mood board.

The mood board below consist of various design inspiration and type related to city branding and the usage of icon on the logo. Various typography treat- ments are also provided in the mood board.

Figure 5. Visual mood board.

Figure 6. Typography mood board.

Visual Study and Explorations

To start the design process, there are some visual studies done. This includes ana- lyzing traditional and cultural pieces of Pontianak to start finding inspirations. The author exploring different elements regarding Pontianak and deciding which part of these ele- ments are more keen in depicting the general picture of the city. This study includes tradi- tional elements of Malay, Dayak, Chinese, and some other

natural resources that Pontianak has. After exploring, equator monument is being seen as a potential starting point to build the visual identity of Pontianak.

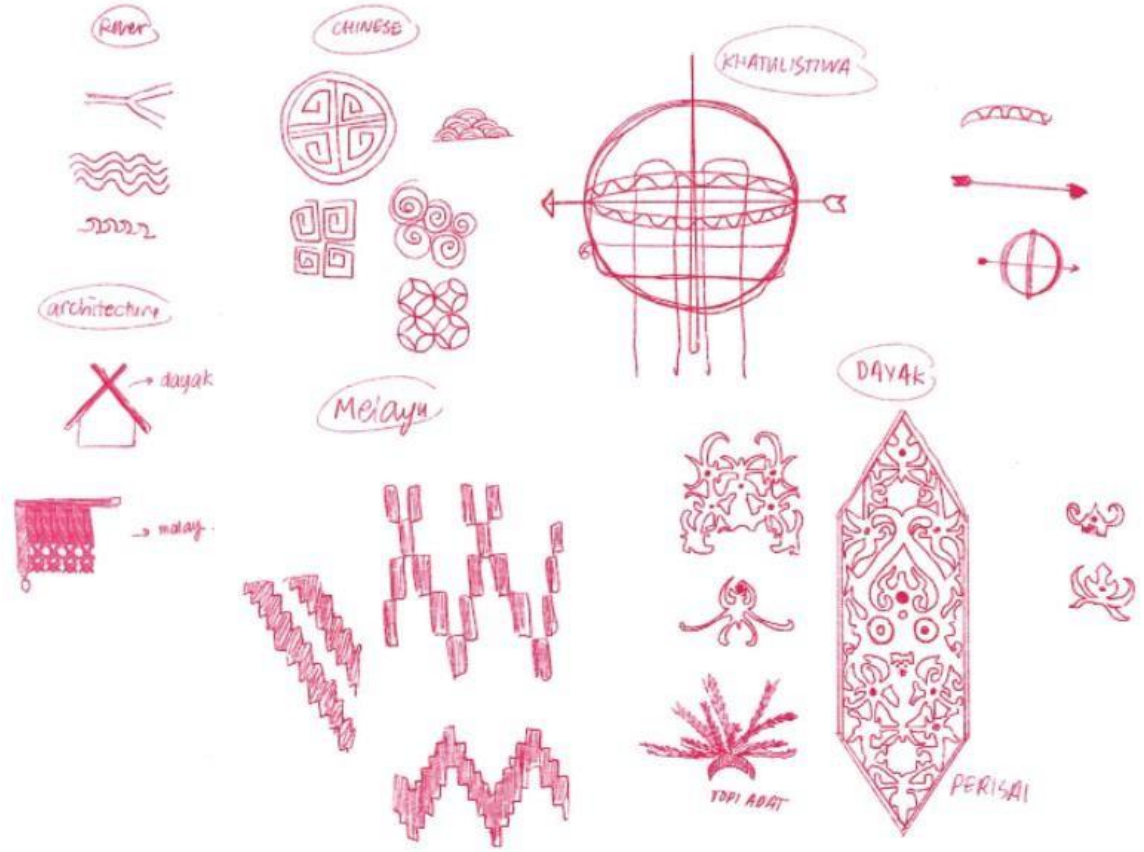

Figure 7. Shape study.

Brand Identity Development

From various element studies, the starting point in building the identity is to focus on the characteristic of the equator monument. Several hand-drawn sketches are made to develop the redesign logo. After some discussion with the supervisor, there are two main concept that were chosen to be developed further. The chosen concept is the one that focuses on letter O with incorporating equator monument's element and the other one is focus- ing on the element river that Pontianak has, incorporating it with the whole type. After the 3rd, the 4th draft and few discussion, the logo development is narrowed down two chosen left with some modifications in stroke thickness and line dynamic to achieve more appealing logo. The left typography, which is Circular Std, is more stiff and straightforward with a little tweak on letter 'K while the right, which is Gotu, has more character to it with a little tweak on every letters. This little tweak is seen to resemble the culture and vision of Pontianak city which is openness and adaptive more. Both tagline uses Gotham as the typeface. With the colour and its appearance in black and white background.

Figure 8. Finalized logo.

Color

Firstly, the color of Pontianak is taken from the richness of culture, includ- ing Dayak pattern, Sultanate colors, river and one of the fauna icons of Pontianak which is Enggrang Bird. After several discussion, there are some changes for the color since it is seen as too various. Thus, both the author and the supervisor agreed that the chosen color for the brand identity are limited to 3 colors which are orange, black and ivory white. The orange depicts the sun and the equator line while black and ivory white is taken from Enggrang Bird. Along the projects with some discussion and experiments, the color seems to be so flat without some complimentary colors. So, the author decided to add blue in the color palette to make it more dynamic and brighter.

Figure 9. Final chosen colors.

Typography

The typeface used in the logo are Gotu for the logotype and Gotham Medium for the tagline. Gotu is used because it offers dynamism without being too curved. This font is dynamic with different thickness to resemble the person- ality of Pontianak that is rich in culture especially Dayak, Chinese and Malay pat- tern. Some minor changes are made on letter 'a' create more curve to add person- ality. Gotu is to be used only on the logo while Gotham will be used on the overall brand typeface. Gotham is chosen for its versatility and its wide range family which are compatible with the overall brand identity approach of Pontianak Be- yond Equator. On the other hand, Alegreya Medium in Italic is also one of the fonts that can be used with some considerations. The Alegreya font is used when there is Malay dialect on the text. For example, the headline of a poster is 'Makan Chaikue, Yak Lah!', the word 'Yak, Lah!' can use Alegreya Medium Italic because it is in Malay dialect. It adds more depth to the tone of voice and the overall visual without being too traditional.

Gotu ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Alegreya *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
0123456789

Figure 10. Brand identity typeface.

Graphic Elements

Graphic elements works as a decorative element in the brand identity. It adds depth and dynamism even without the presence of main logo. The super- graphic of Pontianak Beyond Equator is taken from the traditional pattern of three main ethnics in Pontianak. The three main ethnics are Dayaknese, Malay, and Chinese. The patten made is inspired by Batik Tidayu which is a batik originated from Singkawang,

a city near Pontianak. In the supergraphic, there are three main elements com- bined which are;

Dayak: Pakis Motives, means immortality of life. Pucuk Rebung, means the driving force of human life.

Chinese: Peony Flower, the favourite flower of Hong Bird, one of the su- pernatural birds in chinese history.

Malay: Insang Motives, means Pontianak's civilization across the river

The element mentioned gathered together creating elements to then be used across the brand identity. When used, the element should be in overlay and can be overlapped by river stroke.

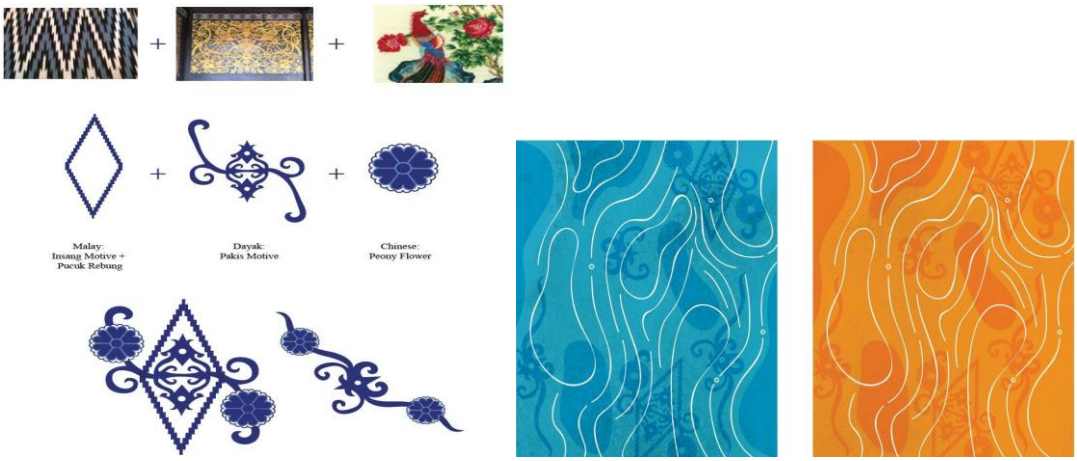

Figure 14. Graphic elements development and applied graphic elements.

Collateral Development

Logo and graphic device are just a few part of an overall brand identity. On the figure 4.54, 4.55, and 4.56, it shows the development of stationery set, brand collaterals like A3 posters and ID cards with lanyards, and banner explorations. This will then dis- cussed further alongside with the supervisors. There are a full list collaterals complete package mentioned on Media Strategy whereas in this section will show the development processes of several different media collaterals that in the end will build up the face of Pontianak Beyond Equator as a whole.

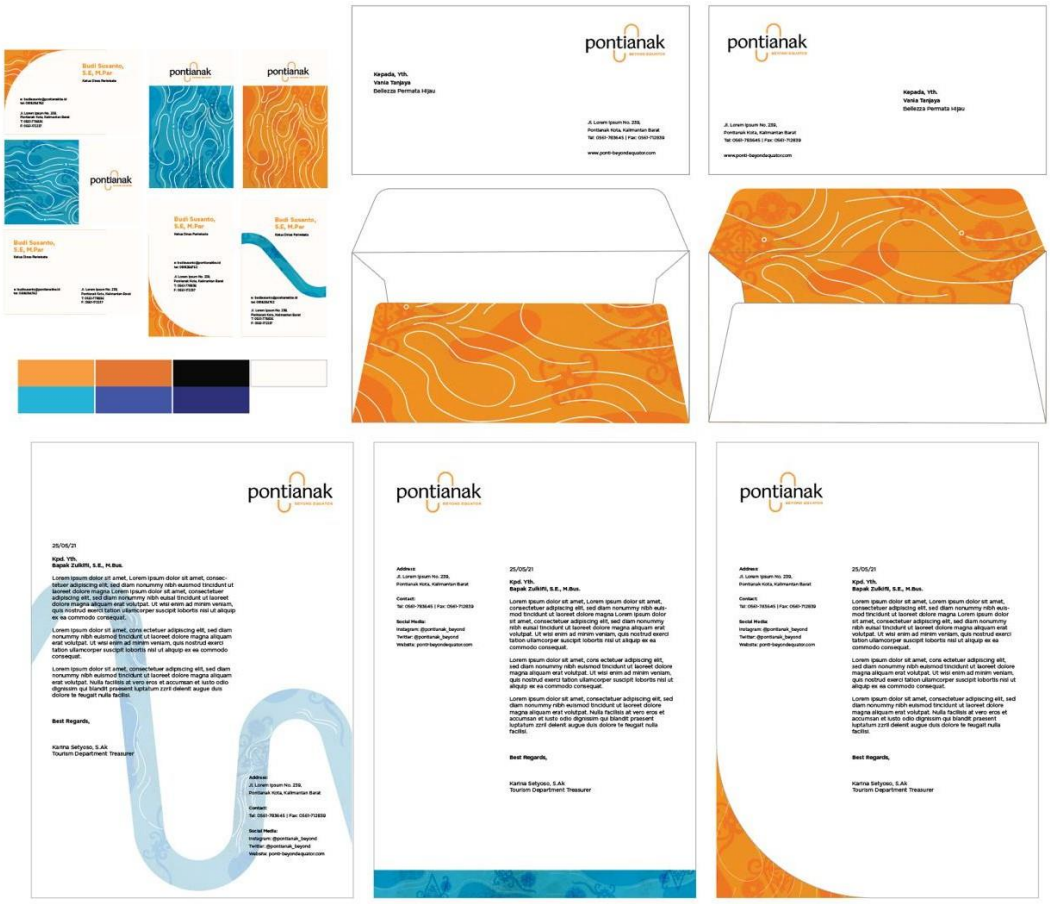

Figure 15. Stationery set explorations.

Figure 16. Brand collaterals explorations.

Figure 17. Banner explorations.

CONCLUSION

Pontianak has been constantly evolving from year to year with a lot of effort and keenness. The official tourism board of Pontianak has been conducting lots of workshop and promotional to enhance the existence of the city. Although with that effort, the charac- teristic of Pontianak has yet been introduced to the world. This issue is then approved by the interview conducted earlier and some of the news where Pontianak happen to be unrec- ognized despite of having a lot of cultural events. This rebranding project highlight Pontianak in cultural and attractions aspect be- sides the Equator Monument. In this project, the author highlight a lot about the river and how it has been helping to build the main character of Pontianak. A good branding and consistent implementation can help in bringing Pontianak to the right exposure needed so that the tourism in Pontianak can grow. Besides, an extensive promotional and marketing tools are made in regards of the current lack of promotions. This ranges from digital aspect to a picturesque designated area for tourist to take picture. To conclude, Pontianak City Branding: Beyond Equator is hoped to have enhanced and give a beneficial impact for Pontianak in determine a strong identity.

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