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## Building Place Branding of Kampung Cabe with Community at Desa Kabasiran Parung Panjang

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### ABSTRACT

*Building a Tourism Village for Kampung Cabe in Kabasiran Village, is a community initiative that grows from their concern for enhancing economic welfare. However, its existence in the past two years has not had a significant effect. There are still many people who do not know Kampung Cabe and are influenced by the image of Kabasiran Village which is associated with poverty. This study aims to formulate strategy for Kampung Cabe to build strong place branding. This research is using a qualitative method with exploratory approach. Data collected by observation, interviews, questionnaires and study literature. The result is to build a strong place branding for Kampung Cabe, there are three steps namely redefining the identity of the values and products that would be conveyed, increase community participation in developing place branding and build pentahelix partnership between government, society, academics, business, and media.*

*Keywords: branding, place branding, village tourism*

### INTRODUCTION

Kampung Cabe is a tourist destination initiated by the community as an effort to improve economic welfare. The original average condition at Kabasiran Village only graduated from elementary school or was in the middle of junior high school so they only able working as laborers and household assistants with an income of Rp. 400,000 – 500,000 per month (Hapsari & Mutawali, 2019). Kabasiran Village is included in the group of developing villages in land use, but the infrastructure of roads, markets, school buildings and other public facilities is still in a simple condition.

Kampung Cabe was initiated in 2012, starting when one of the local SMEs in this village

succeeded in creating an innovative product of various chili-based spices. Then these SMEs carry out community empowerment from upstream to downstream, which is to move people from starting to cultivate chilies, to be involved in the chili seasoning production process, and to encourage people to innovate to create other products while keeping the chili theme. Until finally created a variety of snacks and souvenirs with chili characteristics. The concept carried by Kampung Cabe is educational tourism with a community-based tourism approach. Tourists are served with training and education how to manage SMEs effectively and also sharing experiences of the success their superior products.

But unfortunately this potential has not contributed greatly to the economic growth of the local community, because Kampung Cabe is not well known by the wider community outside Kabasiran Village. Evidently, even though it has started operating to receive tourists since 2018, the number of tourist guests who attended was only 285 people, meaning that they were visited by an average of 12 people per month. Even though the number of SMEs that have been fostered has reached 100 SMEs. There has been no significant contribution from the existence of Kampung Cabe to the increase in SME turnover.

With effective place branding, it will be able to increase people's awareness of the existence of Kampung Cabe. Place branding, is the overall thoughts, feelings and hopes that are in a person's mind towards a tourist destination location (Hudson, Cárdenas, Meng, & Thal, 2017). Place branding is more than just a name, logo and tag line (Anholt, 2005). In place branding, there is a process of redefining what is seen, felt, and remembered by the public about a tourist place (Raharjo: 2015). Place branding will be able to shape perceptions. And if people from this perception get the proof, it will create a reputation.

This means that effective branding will be able to shape the image of the destination, so as to be able to build loyal consumers (Almeyda-ibáñez, George, 2017). From loyal consumers, a destination will get repeated visits, then recommend to relatives or friends and do not hesitate to make purchases in large quantities. Loyal consumers are also people who are not sensitive to prices and changes.

Various studies have stated that place branding can significantly influence people's decisions to visit a tourist destination (N. (University of NS Fuadillah, 2018; Ivani, 2015; Ramadhan, Suharyono, & Kumadji, 2015; Tiana, Dede; Yusuf, 2018). However, for locations with unfavorable background conditions such as poor areas, post-disaster, post-conflict, post-diseased areas, the place branding development process

needs more special attention, because these conditions are already embedded in the minds of potential consumers. 2011) stated that Africa must carry out a rebranding process because it has already been associated with conditions of poverty, hunger, food insecurity and corruption. In line with this, Viosca, Bergiel, & Balsmeier (2004) stated that after the incident of electronic financial fraud, Nigeria must again try to build the country's branding. Because the incident was so strongly attached that degrades the country's reputation from the point of view of the outside community.

As a solution (Osei & Gbadamosi, 2011) recommends that Africa take a number of steps to restore its reputation, namely by assessing the current outside public perception of Africa, then establishing a special agency responsible for developing place branding, establishing partnerships with multinational companies located in Africa, highlighting and sharing African success stories to the world, exploring opportunities to host world sporting events, and developing communication marketing strategies to influence the attitudes and behavior of target markets.

This study aims to find ways and strategies that can be applied by Kampung Cabe to build place branding, in order to increase tourist visits. Various studies on place branding have been carried out quite a lot, but in this study the context is specifically in Kampung Cabe, especially regarding the problem of its existence in Kabasiran Village which is often associated with poor areas. Moreover, coupled with the Covid-19 pandemic, the economic condition of the community is getting weaker.

## METHOD

The methodology used in this research is qualitative with an exploratory approach. That is by exploring the conditions of Kampung Cabe and Kabasiran Village since before the pandemic and after the Covid 19 pandemic. Also exploring strategies and ways to build strong place

branding in areas that have a similar background to Kabasaran Village. Data were collected by observation, interviews, questionnaires, literature review and documentation. This study conducted a purposive and snowball selection of informants. Informants were selected from key informants who manage and mobilize the community in Kampung Cabe. And snowball obtained other informants based on the results of interviews with key parties. Data analysis techniques include interview transcripts, reduction, analysis, interpretation and triangulation. The limitation of this research is that part of the research process was carried out during the Covid 19 pandemic. So some interviews and data can only be collected online.

## LITERATURE REVIEW

Place branding is an important component in promoting tourist destinations. Currently, place branding is a popular topic of study to be applied (Kavaratzis & Hatch, 2013; Wibawanto, 2015), considering that competition between destinations is so tight, not only to increase tourist visits but also to attract business investors. In its development, place branding has become a topic of cross-disciplinary study (Kavaratzis & Hatch, 2013) because its implementation in the field has also become a cross-sectoral public policy (Cahyaningtias, 2016).

Kavaratzis and Hatch (2013) stated that place branding is a network of associations in the minds of consumers which will be formed from the visuals they see, the verbals they hear and the expressions and behaviors felt by consumers from a destination. Where all of that is interrelated with the goals, the communication process that is established, the values and culture that the destination adheres to. Then place branding becomes more emotionally involved where tourist destinations offer valuable experiences to be remembered by their visitors (Wibawanto, 2015). Building place branding can be done by approaching a company's branding development. Although in practice it will have to be adjusted to the conditions of each destination. Sukmaraga,

Ayub. Nirwana (2016) cites Moser's five steps, starting with creating core brand values, then message, personality, defining the icon and finally determining the brand roadmap. The core brand values in an area can be in the form of the friendliness of its residents, religious nuances in religion, tolerance of life in diversity, cultural diversity, the creativity of its artists and so on. The agreed value must then be packaged into a message that can be communicated both verbally and visually so that it can be accepted by the target market. Furthermore, the value will be more embedded in the minds of the people if it is able to be associated with the character who is the representative of the destination.

With branding, a destination will establish its identity so that it can form an image, where this will be a belief for consumers for a certain quality assurance. This branding will then shape perceptions and expectations of the fulfillment of these qualities. So then branding becomes a responsibility for the destination to be able to fulfill its promise to consumers (Almeyda-Ibáñez & George, 2017). And when that expectation or promise is fulfilled, a reputation will be formed that further strengthens the position of the destination in the minds of consumers (Raharjo: 2015) thus giving birth to repeated visits and providing recommendations to relatives and relatives.

Therefore, place branding is proven to be able to influence the decision to visit either directly (Ivani, 2015; Ramadhan et al., 2015; Tiana, Dede; Yusuf, 2018; Yusuf, Abdul; Sulaeman, 2014) or indirectly through the image of the destination. (N. Fuadillah & Murwatingsih, 2018). When the level of visits increases, the economic wheels of the community in tourist locations also grow. And place branding has succeeded in being a stimulus for economic growth.

The first step to creating a strong place branding is determining the identity of the destination as the core message that will be conveyed to the public. Identity according to Kalandides (2011) is often expressed in various terms, some say it is the image or image of a

place. Govers and Go (2009) stated that the identity of a place is based on history, politics, religion and culture through local knowledge and is influenced by power. The failure of a destination to formulate its identity will cause place branding to not be able to work effectively. Because this identity is the core of the message that will be conveyed through place branding to the target market.

It will be a problem if a destination has a background or image that does not support the tourist destination. For example, a destination that has a history of being a poor area, infected with disease outbreaks, prone to conflict, crime, and other negative images will be able to discourage tourists from visiting. Even when the actual crisis has passed, the negative image that has already been attached will have an impact for a long time (Irvine & Anderson, 2013; Viosca et al., 2004). A destination that fails to manage its image will be seen by outsiders according to perceptions that come from myths and stereotypes (Dzenovska, 2005; Endziņa & Luņeva, 2004).

## RESULT and DISCUSSION

Kabasiran Village is located in Parung Panjang District, Bogor Regency. It is one of the eleven villages, with the status of a developing village. The education of majority indigenous population is graduating from basic education or attending school until middle school. With this condition, the community is only able to access jobs as manual laborers and household assistants. The average monthly income is Rp. 400,000 – 500,000,-

“The livelihoods of the natives are laborers, household assistants in housing, laundry and scrubbing workers, the men make bricks, the education of the natives is genuine. Indigenous residents earning Rp. 400-500 thousand / month and often buy expired food in the market.”

Kabasiran Village is not a rich area of natural tourism potential. The contours of the village land are sand and rocks, so there are many stone

quarries. There is only one natural tourist location, namely Bukit Dago where this destination is an area for motorbike tracking, camping, out bond, swimming pools and selfie locations.

Kabasiran Village is starting to see economic growth because it is affected by the development in Parung Panjang. After the railroad that passed through the Parung Panjang area served the route from Jakarta to Rangkas Bitung, this area further solidified its position as a buffer zone for the capital. Many houses were built for immigrants, not only simple houses but also luxury and even elite housing. However, this development is uneven and does not touch the indigenous people. The condition of the road infrastructure is still much damaged, due to the frequent passage of large vehicles carrying sand. Markets, school buildings, other public facilities are still in a simple condition.

In both Kabasiran and Parung Panjang villages, there are no historical buildings with beautiful architecture, relics of the past. Does not have a figure who can be associated as a regional advantage in the fields of religion, politics, intellectuals, sports, arts and entertainment. There are no artistic traditions that can revive cultured culture and customs. Likewise, there is no culinary that is unique as a regional characteristic.

With this condition, it is not ideal to make Kabasiran Village a tourist destination. Until then from one of the local SMEs, namely PT. Evia Maju Bersama was born a product innovation in the form of various processed chili spices. Initially, the community only ran a school program to learn how to cultivate chilies. From the results then the chili is processed into chili powder products and chili oil. But it does not stop at this point, SMEs continue to encourage and empower local communities to get involved starting from the process of growing chilies in the garden, producing chili shreds, to encouraging other SMEs to create new products while still carrying the characteristics of chili. Until the birth of culinary products, snacks and souvenirs with chili

characteristics from SMEs in Kabasaran Village. PT. Evia Maju Bersama has won various awards from the government and the private sector, established partnerships in the form of funding, assistance in business management both in terms of production and marketing.

“The nurseries were handed over to Karang Taruna RW 06, then distributed to residents 20 polybags per house. What is currently running is for nurseries to spread 300 polybags that have become small plants into homes, where 1 house gets 30 polybags, and a total of 10 houses. Where all of it includes 2 RT. Cost per poly bag Rp. 7.500/polybag. The system, when harvested, the owner of shredded chili buys from the community Rp. 15,000/kilo, then bought by the cooperative, at a price of Rp. 20,000/kg. The community is also introduced to the chili saving system.”

“There are already state owned enterprise willing to invest, from the company's CSR funds and involving 500 families as the fostered community of chili shredded SMEs. Where the owner handed over the chili polybags to the 500 families”

PT. Evia Maju Bersama has carried out its role not only as a business entity that is purely profit-oriented. Instead, it becomes a social enterprise that continues to seek profit and at the same time utilizes it to solve social and environmental problems. This company acts as a

facilitator who bridges the gap in knowledge, hard skills, soft skills, funding and other facilities that have not been owned by the local community. Until the community can finally strengthen itself towards a more empowered condition.

“Our activities are managing SME groups, there are 20-30 SMEs producing chili chocolate, vegetable chips, banana chips, chili tempe chips, chili chips, macaroni, egg nuts. It also manages the Red Chili Cooperative, its activities are SME development, where the SME is its own capital, the cooperative helps buy tools.”

In this case, the government responded positively by facilitating the SME driving community in Kampung Cabe with training and access for marketing. But for the technical side of coaching skills to do cultivation on community plantations, it's still lacking.

This community movement continued until finally the idea arose to build Kampung Cabe as a tourist destination. The concept developed is community-based educational tourism. Visitors will be presented with attractions on how to manage SMEs by promoting product innovation. Since 2018, Kampung Cabe has succeeded in carrying out tourism activities by involving the community as providers of tourism services and products. However, only a few tourists attended, it was recorded that for two new years around 285

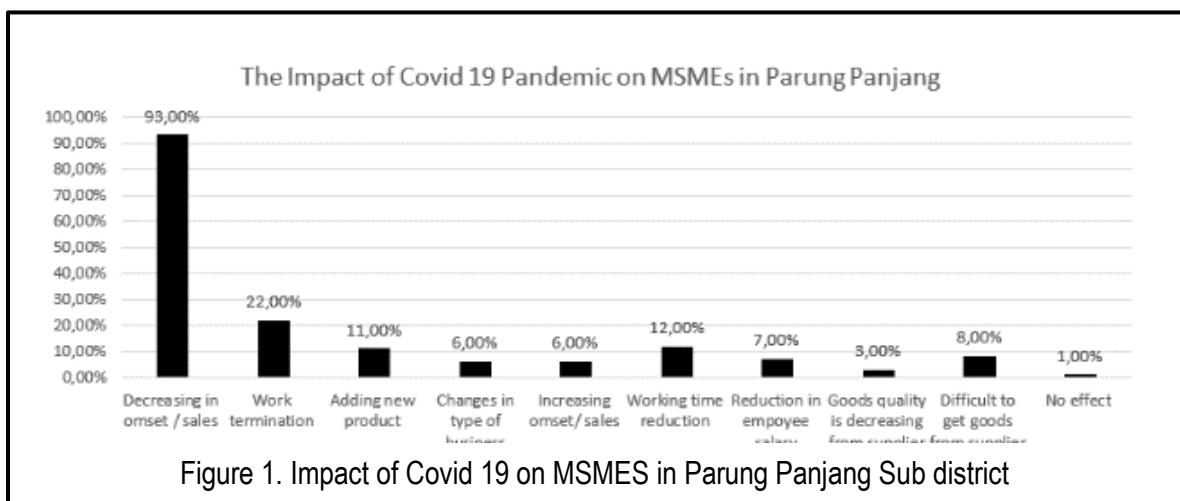


Figure 1. Impact of Covid 19 on MSMEs in Parung Panjang Sub district

were present. This means that only 12 people visit on average in one month. Meanwhile, the number of SMEs being fostered continues to increase, it is recorded that since the beginning of fostering there are 100 SMEs.

Entering 2020, several agencies and community groups planed to visit but then the Covid 19 pandemic occurred. All tourist activities automatically stopped. Economic activity in Kabasiran Village has weakened again. MSMEs, which are the driving force and providers of tourism services, are the parties experienced a decrease in turnover and some were forced to lay off their employees.

From this condition, there are several steps that Kampung Cabe can take to build place branding, namely:

### **1. Redefining the Identity to be Used by Kampung Cabe as an Educational Tourism Destination.**

Identity is the core of the message that will be conveyed in place branding. A strong identity will make it easier for consumers to distinguish one area from another. So as to strengthen the positioning of the destination among competitors with its potential, uniqueness, local wisdom and other characteristics. Kampung Cabe needs to define and agree on what identity will be conveyed to external parties. Considering that Kabasiran Village is easier to associate with the image of poverty. Society has long lived in a cycle of poverty and ignorance. Even when development began to be carried out a lot, it still did not show its partiality to the indigenous population where facilities and infrastructure remained in a poor condition.

This then affects the mindset and attitude of people's lives. Skeptic of change to move forward, lack of motivation, prefer to be apathetic and wait for help instead of taking the initiative to try and be empowered. What has been done by the people who manage Kampung Cabe has given a new hope. The community is driven to take good

opportunities, welcome every opportunity to increase knowledge, increase productivity and creativity. So that it appears self-confidence to be able to achieve and live a better life.

These positive values must then be grown and agreed to become the new identity of Kabasiran Village, especially Kampung Cabe, to replace the image of poverty that has been attached to it. A new identity must be born from an honest process. If it is forced, the place branding that will be created will only become lip service. For this reason, the community empowerment process must continue and cover a wider area. Strengthening SMEs - SMEs as providers of services and tourism products must be increased. The government as the holder of the development authority must strive for equity and take sides with all elements of society, both natives and immigrants.

### **2. Increasing Community Participation in the Development of Kampung Cabe Place Branding.**

With an identity that has been internalized in each individual, the local community becomes a party that plays an important role in the development of place branding. The community will be involved from the start and guide the process of building branding for the place. High involvement will lead to a sense of ownership of the branding that has been developed. They will automatically commit to become their regional brand ambassadors (Freire, 2009) even when they interact with tourists.

Finally, the presence of the community in a destination will be the difference between one area and another (Hudson et al., 2017). Natural interaction will provide a comfortable atmosphere full of warmth, open in exchanging culture and information. Until the social is full of intimacy that will be a special memory for visitors.

Community participation is also in the form of an active role in providing quality tourism products and services. Product innovation with chili

characteristics must continue to be explored and developed, so that chili can truly become an icon for the Kabasiran village. Likewise, the existence of PT. Evia Maju Bersama, who has acted as the initiator of the move as well as an exemplary SME that has won many awards, must continue to be highlighted as an asset that can make the village of Kabasiran proud.

### **3. Building Pentahelix Partnerships Between Society, Government, Academics, Businessmen and Media.**

The partnership model in this development is a development of the previous model which only involved the government, business people and academia. Then added elements of society and the media. The community element (society) is included in the partnership model because of the awareness that this element has the potential to give birth to sustainable innovation to support economic growth (Tonkovic, Veckie, & Veckie, 2015). And it is proven, the Kampung Cabe development initiative was born purely from the community movement.

So far, these five elements have contributed to the development of Kampung Cabe. The government has cooperatively facilitated the community in the form of capacity building activities, access to marketing, and the awarding of awards as an acknowledgment of the community's achievements. Several media have covered activities in Kampung Cabe, one of which is the Laptop Si Unyil event. State-owned companies, including BPPT and Jasindo, have provided assistance through CSR programs in the form of assistance and development of production and marketing capacity. Likewise, academics have provided assistance in assessing potential, formulating strategies and action plans for the development of Kampung Cabe.

Furthermore, this partnership model needs to be further developed by prioritizing synergistic coordination. For example, business people can provide assistance in developing the Kampung Cabe brand based on their experience in

developing company brands. It also involves academics to conduct research, assistance and consultation on place branding based on theories and concepts as well as the renewal of knowledge possessed by academics. A mutually beneficial synergy that Kampung Cabe can get a place branding strategy that is developed in a structured and systematic way, not just trial and error. From an academic point of view, this opportunity makes academics have a laboratory to directly apply the knowledge they have mastered at a practical level so that it can be useful for the community. Media in this case includes social media, mass media (Novianti, 2020) and citizen journalism (Hardianto, Sumartono, MR.Khairul Muluk, & Wijaya, 2017) can play a role in publicizing the branding that has been formed so that it can be conveyed to the Kampung Cabe target market.

### **CONCLUSION**

A special strategy is needed to be able to create a strong place branding for Kampung Cabe. Given that in the two years of its existence it has not been able to make a significant contribution to improving the welfare of the community. There are still few tourists who visit because not many people know Kampung Cabe in Kabasiran Village and the image that has already been attached to this area is around the issue of poverty, damaged road infrastructure, low education and economic inequality and the addition of the Covid 19 pandemic has made the community's economic condition worse. So the first thing to do is to re-identify and define the identity that Kampung Cabe wants to convey to replace the negative image that has been attached. Positive values have actually started to be built by the community driving the Kampung Cabe but have not yet been defined and agreed to become an identity. Then the next step is to increase community participation starting from the process of identity formation and internalizing it in daily life. So that people can act as brand ambassadors for their region. And the last is to establish a pentahelix partnership that is directed and synergized between the government, the community, business people, academia, and the

media. Starting from the identification process of identity, socialization, capacity building of human resources, research, and assistance in developing Kampung Cabe place branding.

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