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*Embracing Global Transformation:
Collaborative Innovations through
Social and Political Research*

7-8th September
2022



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Faculty of Social Science and Political Science
Universitas Diponegoro

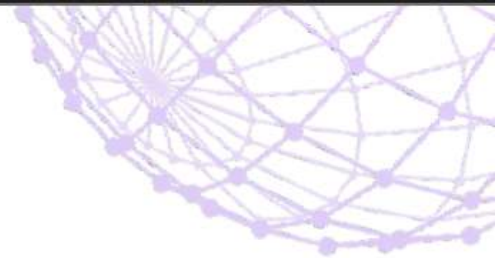
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“Embracing Global Transformation: Collaborative Innovations through Social and
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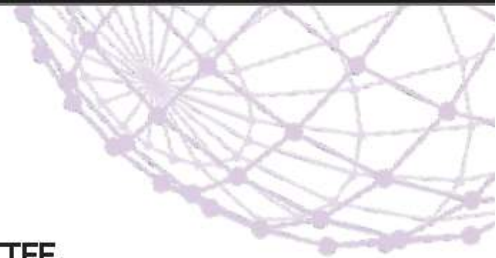
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The 7th ICISPE International Conference on Indonesian Social and Political Enquiries

"Embracing Global Transformation: Collaborative Innovations through Social and Political
Research
September 7th- 8th 2022


FOREWORD



Research should be a valuable tool for finding solutions to existing problems faced by a country. This belief is reflected to ICISPE 2022 conference. Our world is constantly being challenged by global, massive, and fast changes, starting from the development of the digital era which causes disruption in all aspects of the industry until the world suddenly stops due to the Covid-19 pandemic. But humans continue to show their ability to overcome all these problems by implementing new ideas so that problems can become opportunities. Collaboration in innovation is the key to success in the connected era. We realize that we cannot work alone, we need help from others to achieve the objectives quickly and effectively. Therefore this year's ICISPE is here to accommodate collaborative innovation ideas from various parties to accept the ongoing global transformation.

The 7th ICISPE Proceeding is a summary of the research results presented at the 2022 ICISPE Conference by academics and researchers. This activity was carried out with the cooperation of all committee members at the Faculty of Social and Political Sciences, Universitas Diponegoro. Carrying the theme "*Embracing Global Transformation: Collaborative Innovations through Social and Political Research*", this conference was held on 7th-8th September 2022 at the Orange Faculty of Social Sciences Campus.

Over 50 articles were submitted, this year we received some collaborative works of Indonesian authors and some authors from Russia, The Philippines, Germany, Malaysia and China. All were reviewed and refined to meet scientific work standards. We hope that the articles published through this conference will contribute to the improvement and development of society in various social aspects. We would like to thank all the speakers, writers, participants, reviewers, and committee members for their contributions to this conference.



On behalf of the Faculty of Social and Political Sciences, Universitas Diponegoro, we would like to thank all speakers, writers, participants, reviewers, and committee members for this conference.

Semarang, 8 September 2022
Dean of Social and Political Sciences Faculty
Universitas Diponegoro

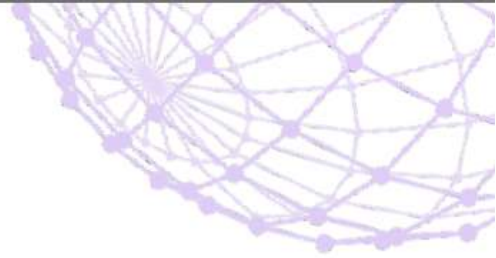
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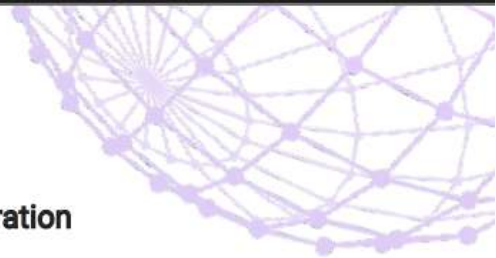
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Business and Innovation: Revision and Redefinition

Solo City Branding Strategy: As Cultural Tourism City to Attract Tourists

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Abstract. The seven supporting regencies that make up the Spirit of Java branding for Solo Raya are Klaten, Boyolali, Surakarta, Sukoharjo, Wonogiri, and Sragen, respectively. Karanganyar is also a part of this branding. The tourism industry in Solo cannot function independently of the other regencies; rather, it is dependent on their cooperation. Due to the scarcity of natural attractions in the surrounding area, Solo continues to rely on neighboring regions such as Karanganyar and Klaten in order to support its hospitality and convention industries. Almost single company that has a presence on social media makes use of the "Solo Spirit of Java" emblem. Moreover, there are social media programs designed specifically for tourism, such as Let's Go to Solo and Solo Destination. Academics, the Indonesian Hotel and Restaurant Association in the City of Surabaya, the Tour and Travel Association, the Indonesian Tour Guide Association, and the Surabaya City Promotion Board are all considered stakeholders in the process of building a tourism brand. The concept of the pentahelix is used by these stakeholders. Branding of the city, cultural tourism, and stakeholder engagement

Keywords: City Branding, Cultural, Tourism, Stakeholders.

1 Introduction

A city's moniker may sway a traveller's choice regarding whether or not to go to a particular tourist attraction. The moniker "City" is bestowed upon a location in order to serve as a sign of its identity in accordance with the requirements and circumstances of that location. Branding a city is necessary in order to differentiate it from others of its kind. A tourist who is interested in Javanese culture may be looking for a place to visit that has that culture. This is an example of city branding. The city of Solo is the first place that springs to mind while thinking about cities. A person's tastes and decisions on whether or not to visit a tourist site can be influenced by a city's branding. A person is better able to differentiate between different areas because to city branding. Bali and Lombok are two of the most well-known locations in Indonesia for tourists from other countries.

The existence of tourism in Bali and Lombok has garnered a lot of attention from people all around the world. Visitors are drawn to the islands of Bali and Lombok by their breathtaking landscapes and beaches, as well as the pleasant cultural experiences they provide. It's just that Indonesia hasn't done a very good job of regulating cultural diversity tourism or any of the other types of tourist that are available there. There is still a significant amount of natural tourist potential in Indonesia, which the country ought to be proud of. Some examples of this include Raja Ampat in Papua, beaches in Sulawesi, and gorgeous islands on the fringes of Kalimantan. This natural potential has yet to be tapped, but in order for this location to become a popular destination both locally and internationally, it needs to do so.

Traveling in Indonesia allows visitors to see not only the beautiful natural environment of the country, but also the rich cultural traditions that have been ingrained there for generations. The city of Solo, which is located in the province of Central Java, is home to a rich culture and is known for its ability to make travel an enjoyable experience. Because Solo has such a lengthy history and such a rich culture, the city itself is inextricably linked to that history and cannot be detached from it. The greatest advantage that can be provided to tourists that are interested in visiting Solo is the city's extensive cultural heritage. The remarkable culture of the city is all that is needed to draw in visitors from outside the country. Because of its convenient location in Central Java, Solo City is a popular tourist destination thanks, in part, to its advantageous geographic positioning.

The success of Solo City's marketing efforts is inseparable from the city's widespread appeal. Branding has the potential to either raise awareness of Solo City or increase its appeal. When it comes to luring in tourists, one of the most essential things that a region can do is work on its brand. In this day of overwhelming digital technology, it is in the company's best interest to attract travelers. It is essential for the government to play a part in the process of establishing a brand for the city of Solo if the city is going to have a distinguishing feature and rise to prominence as one of Indonesia's most popular tourist attractions. This research intends to find out how the Department of Culture and Tourism of Surakarta handles the management of city branding in the city of Solo as a tourist destination for Javanese culture. Specifically, this question is concerned with the city of Solo.

Literature Review

Branding

A name, term, or symbol—or the combination of all of these elements—that serves to differentiate one provider's goods or services from those of other providers is referred to as a brand. The development of a powerful brand requires the fulfillment of two prerequisites: first, the advantages of the product (which are tangible); and second, the feelings of the target demographic (intangible). Consumers' emotions and thoughts can be influenced by a brand's power to connect with them. As a result, many brands rely on the functionality of their products to establish a favorable impression in the minds of customers, and they also appeal to the sentimental side of their customers (imagery). A powerful brand appeals to its target audience on both an intellectual and an emotional level, giving it the ability to offer buyers two distinct advantages. Emotional factors can meet a person's psychological requirements, whereas rational factors refer to the fulfillment of consumer needs connected to the benefits of a product. Logical factors refer to the benefits of a product.

City Branding

A place or location can be branded based on the actual name of the location (Kevin, Lane, Keller). The purpose of the process of branding a geographic location or city is to first make people aware of the existence of that location and then to develop a desire in people to link themselves with that location. Creating awareness of a city as well as a positive impression of the city in the minds of potential visitors is another purpose of a city brand. "City branding is considered as a tool to create competitive advantage in order to attract tourism investment and also as a community development success," says Kavaratzis. "City branding has become increasingly popular in recent years. Activate all social circles to prevent social exclusion and unrest from occurring, and work to strengthen the local identity as well as the identity of residents in relation to their city.

There are a few different stages that need to be carried out before the message of a brand in the city can be perfectly accepted by the community. According to the city's chief executive officers, the creation of the city brand may be broken down into eight steps:

1. The goal to be addressed must be clear
2. Understand the target market
3. Identification of existing brand image
4. Can set brand identity aspirations
5. Step positioning developed
6. Making a proposition assessment step
7. Execute brand strategy
8. Measurement of success

The manner in which the concept and objective of the city brand are defined by the local government, and the manner in which city branding is marketed in such a way that the city itself is marketable are both supporting components in the process of building a city brand. The municipal administration needs to have this marketing communication in order to determine the brand of the city, its destination, and its branding. When it comes to presenting the municipal brand, communication becomes an essential component.

Culture and City of Culture

Culture

The concept of intellect is intricately intertwined with that of culture. The emergence of the cultivation compound, which means "power of the mind," is another theory that should be considered when examining the word "culture." So, there is a distinction that can be made between culture and the notion of culture. Copyright, intention, and taste are all components of culture, and culture itself is the product of these three components. The English term "culture" originates from the Latin word "colere," which means "to cultivate" or "to do." This meaning was originally used to the acts of farming or cultivating the land. When the growth of culture is

understood to encompass "all human attempts and acts to cultivate the land and transform nature," the phrase "cultural development" Ideas, activities, and artifacts are the three aspects of culture that J.J. Honigmann identifies as existing simultaneously. These are the three different cultures:

1. Culture is a complex set of ideas, values, norms, rules, etc.
2. Culture is a set of activities and actions patterned from human
3. Culture tangible set of objects of human work

Tourist Town and Culture

Cities are frequently utilized as hubs of several types of activities, including political, economic, social, and cultural, with each type of activity being represented by a different hue. It is not uncommon to be able to see the protrusion of particular activities or colors. Many elements, including social, economic, political, cultural, and monetary considerations, combine to give a city its unique appearance. It will be possible to establish a city in a location that holds significant historical and cultural value.

The amount of tourists that visit a city, the fulfillment of specific requirements, and the development of appropriate infrastructure are all factors that influence the city's tourism industry. If in the future cultural activities or activities related to them come to dominate the activities of city life, then the role that the cultural center plays in the life of the city will be colored by that role.

2 Research Method

Research that is descriptive is used to explain an occurrence or a circumstance. It is not an attempt to define the relationship, verify the theory, or make a prediction about anything. As a result, this study was carried out to get to the bottom of the matter in the field. The city of Solo together with its historic sites, the Department of Culture and Tourism in the city of Surakarta, and the Information and Communication Department in the city of Surakarta are all included in the scope of this study.

A method known as purposive sampling was utilized in order to identify the participant in this investigation. Researchers make use of these sources as data depending on their assumptions or beliefs about the topic at hand. The most knowledgeable sources are preferred by researchers because these individuals can supply the required information in a precise and exact manner. We drew our information from the following sources. This research also makes use of source triangulation, which is when data is collected from multiple sources using the same criteria. The material was obtained from a variety of sources that all agreed on the same points, thus it is reliable and should be taken as the truth.

3 Results and Discussion

The outcomes of the competition representing Solo Raya will determine how Java will be represented in the spirit world. Solo Raya comprises seven supporting city districts, which include Klaten, Boyolali, Surakarta, Sukoharjo, Wonogiri, Sragen, and Karanganyar. It is impossible for the tourism business in Solo to operate independently because of the interdependence between the districts. As a result of Solo's dearth of natural attractions, the city continues to rely on neighboring regions such as Karanganyar and Klaten, amongst others; nonetheless, Solo does provide support in the form of accommodations or MICE.

Solo is deemed to be a part of a larger network of heritage cities, it is where the Spirit of Java has been permanently affixed (the World Heritage Cities Network). The city of Solo has a very high cultural wealth, as seen by the palace, batik, and keris, as well as other inherited objects that have become the city's riches. The cultural wealth of Solo has been acknowledged by UNESCO and is now considered to be one of the riches of the world. The Javanese culture of Solo is quite robust, and the city has preserved a significant amount of its unique heritage and wealth. The government of Solo has made a significant investment in the city's branding efforts, which have been quite extensive and have involved many different stakeholders, with the goal of assisting Solo in becoming better known not only in the domestic but also in international circles.

Supporting the promotion of International Solo alongside other artists and the Indonesian artist Anggun C. Sasmi was one among the international activities that took place in Paris, France. Other international activities included: The event promoted the handicrafts of Solo MSMEs chosen for selection based on the direction of the Surakarta city Department of Culture and Tourism in the form of handicrafts from a number of Solo artisans and Solo batik.

The duty of the government as a central participant in supporting city branding is always to prepare the APBD budget and assist other sponsors to succeed in every cultural event and other events in Solo. This is the government's primary responsibility. There are impediments that require quick elimination, including limitations

placed on activities that take place in Solo. The same procedures are used to carry out activities that are performed on a yearly basis, despite the fact that they are effective. The establishment of regulations is a mandatory process.

The Solo Batik Carnival is one of the cultural activities that is carried out in Solo, and it is typically attended by guests from a variety of different places. This event is one of the cultural activities that is held annually as part of the ongoing efforts to encourage the promotion of Batik to be known to a wider audience. If more individuals learn about and appreciate batik, there will be a corresponding increase in the amount of batik produced, which in turn will have an impact on Solo's overall economic growth.

Aplikasi Let's Go to Solo dan Solo Destination

Every branding on social media uses the "Solo Spirit of Java " logo, and there are special tourism applications, namely let's Go to Solo and Solo Destination



Figure 1. Let's go to Solo Application

Let's Go to Solo is an application that is handled by the Department of Culture and Tourism of the city of Surakarta as a digital medium to find information on tourist destinations in the city of Surakarta. The program's name literally translates to "Let's Go to Solo." Via the Let's Go to Solo application, guests will be able to view information about the city's tourism industry as well as information on Solo Raya. Because more and more people become aware of this digital information, this application will become one of the guides for tourists who wish to visit Solo, Raya. This is one of the reasons why this method is seen as being highly effective.



Figure 2. Solo Destination

The Department of Communication and Information is in charge of managing the Solo Destination website. The roadshow activities and brand building will take place in Denpasar, Jogja, Surabaya, and Bandung. These cities were chosen because they are all easy to get to from Solo. Solo destination can be used to find information about Solo destinations, but it can also be used to do other things, like pay taxes, listen to the radio, and file public complaints. The application known as Solo Destination is more than just a piece of software that has information about various tourist destinations.

Supporting Stakeholders

The Indonesian Hotel Restaurant Association of Surakarta, the Tour and Travel Association, the Indonesian Tourist Guide Association, and the Surakarta City Promotion Agency are all examples of stakeholders involved in the process of developing this tourism branding using the concept of the Penta Helix. There is a cyber promo account that helps promote Solo Raya products by using the Solo the Spirit of Java branding, and in each city district area that supports this tourism activity, it is still allowed to use its branding, but it still includes the main tagline. This account is part of the Solo the Spirit of Java tourism initiative (Solo the Spirit of Java).

The reason that Solo is referred to as "the spirit of Java" is because tourists who visit Solo may get a true sense of what it is like to be in Java. Solo is considered to be a representation of Java's heritage and culture. The idea behind the logo provides an additional explanation for why Solo is frequently described to as Java's spirit. And factors that contribute to the spirit of Java include things like the abundance of cultural stories and heritage that can help enhance and encourage tourism. In order to draw in more guests, the manager of Solo Palace organized a number of supplementary attractions, such as the warrior palace attraction.

The management of tour packages that offer to teach tourists skills such as making herbs, scrubs, and janur, in addition to providing a walking tour to see interesting things in the surrounding area, is another way in which

young people contribute to the growth of tourism. These tour packages are managed by youth. Scooters and minibikes are great modes of transportation for tourists who wish to go around the tourist region. The Palace is open for six days, with the exception of Mondays, when it is closed.

Cultural activities such as learning to dance and crafting apem have been offered at Mangkunegara's recent events (traditional food). In addition, there are facilities for a cultural library, as well as a regal supper package. The OPD, as well as the APBD budget, stakeholders, and sponsors (Bank Indonesia and Bank Jateng), provided financial assistance in order to make this innovative tourism endeavor a success. To encourage the development of a creative economy in the surrounding area, the OPD hosts activities associated with the International Mask Festival under the moniker "Village Event." Stakeholders who have a high level of awareness regarding the development of Solo have provided the majority of the funding that has been acquired. Overall, more efforts are still required in order to hold events despite the current paper limits and to reinforce well-managed branding. This is due to the fact that the logo has not had a clear rule in place for around 15 years. Despite this, the emblem is still utilized in activities related to brand building. The local businesses in the area take part in the marketing as well by including the company logo on the packaging of paper bags sold to customers.

This branding action needs to be communicated to the various stakeholders in the local area so that this logo can be utilized extensively, particularly when conducting marketing outside of the region. Shopee Platform is one of the companies that assists with international promotion and branding that has been done abroad. Some examples of this include batik exhibitions, Javanese dance performances, Hanoman performances, and cooperation with one of the country's artists, Anggun C Sasmi, featuring Javanese Sinden, in addition to other creative economies. The MSME office and individuals who are either already members of Shopee or are accustomed to selling their wares online using the Shopee application were considered during the screening process for the artisans who would be featured in the overseas market. Through the application service, in addition to Shopee, Grab, and Gojek, Traveloka also shows tourism information and corporate branding.

Local Government

This funding covers Urban Village's participation in the branding activity that will take place. Additionally, as a mode of socialization that is both more widespread and more routine, participation in the community that surrounds the individual is required. The Tourist Awareness Group, in point of fact, originates from villages such as Kampung Batik Lawean and Kampung Batik Kauman, both of which are members of the membership that originates from the representatives of each village. When it comes to the responsible administration of tourism in the community, the government plays an important part. One of them is from the Department of Culture and Tourism, which is working to develop batik villages by hosting events in the village on National Batik Day and during the month of Ramadan, holding monitoring activities in the development and training of human resources for tourism, and providing tour guide training for the local community. In the meanwhile, the Environment Agency is involved in the management of garbage in some capacity.

One of these is the effort being made to establish Solo as a batik city; the ASN uses batik more than official attire and makes a conscious decision not to produce official uniforms in order to provide greater power to local MSMEs. Packaging for souvenirs often makes use of batik items and participates in everyday events that are traditionally associated with batik, such as the Solo Batik Carnival. The website solocity.travel provides access to further details that may be of interest.

4 Conclusion

Conclusions can be drawn from this study are:

1. The Spirit of Java comes from the results of the competition representing Solo Raya. Solo Raya has 7 supporting city districts which include Klaten, Boyolali, Surakarta, Sukoharjo, Wonogiri, Sragen and Karanganyar.
2. Tourism in Solo cannot run alone but support each other between regions. Solo with its limited natural attractions still relies on other areas such as Karanganyar, Klaten, and so forth, while Solo supports in terms of accommodation or MICE.
3. Every branding on social media uses the "Solo Spirit of Java " logo, and there are special tourism applications, namely let's Go to Solo and Solo Destination
4. Stakeholders in building this tourism branding use the concept of Penta helix which includes academics, the Indonesian Hotel Restaurant Association of Surakarta City, The Tour and Travel Association, The Indonesian tourist guide Association, and The Surakarta City Promotion Agency.
5. The surrounding merchants also participated in the promotion by pinning the logo on the paper bag packaging. Socialization of this branding activity needs to be done to the surrounding stakeholders so that the use of this logo can be done massively, especially inggrisnya kelurahancially when marketing out of the

region. The Shopee platform is one of the companies that helped promote overseas. Branding that has been done abroad such as batik exhibitions, Javanese dance performances, Hanoman performances, and collaboration with one of the country's artists, Anggun C Sasmi, featuring Javanese Singer, as well as other creative economies. The selection of craftsmen who are included abroad has gone through selection from the MSMEs Office and have members of the Shopee or are used to selling online using the Shopee application. In addition to Shopee, Grab, and Gojek, Traveloka also displays tourism information and branding logos in application services.

6. The role of Urban Village in branding activities has already received a funding budget. Participating in the surrounding community is also needed a more massive and routine way of socialization

The following are some of the conclusions that can be derived from this study:

1. The outcomes of the competition representing Solo Raya will determine how Java will be represented in the spirit world. There are seven city districts that Klaten, Boyolali, Surakarta, Sukoharjo, Wonogiri, and Sragen make up to support Solo Raya. Karanganyar is the eighth district.
2. The tourism industry in Solo cannot function independently of other regions and must instead work together. As a result of Solo's dearth of natural attractions, the city continues to rely on neighboring regions such as Karanganyar and Klaten, amongst others; nonetheless, Solo does provide support in the form of accommodations or MICE. Almost single company that has a presence on social media makes use of the "Solo Spirit of Java" emblem. Moreover, there are social media programs designed specifically for tourism, such as Let's Go to Solo and Solo Destination. Academics, the Indonesian Hotel and Restaurant Association of Surakarta City, the Tour and Travel Association, the Indonesian Tourist Guide Association, and the Surakarta City Promotion Agency are the stakeholders involved in the process of building this tourism branding using the concept of the "Penta Helix."
3. The local businesses took part in the event by pinning their company logos onto the paper bags and distributing them to customers. This branding action needs to be communicated to the various stakeholders in the local area so that this logo can be utilized extensively, particularly when conducting marketing outside of the region. One of the businesses that assisted in its promotion in other countries was the Shopee platform. branding that has been done overseas, such as batik exhibitions, Javanese dance performances, Hanoman performances, and collaborations with one of the country's artists, Anggun C. Sasmi, featuring Javanese singers, in addition to other creative enterprises.
4. Craftsmen from other countries who have been invited to participate are either already members of Shopee or are accustomed to conducting business online using the Shopee program. The MSMEs Office made the decision to invite them. In addition to Shopee, Grab, and Gojek, Traveloka incorporates branding logos and information on tourism into its application services. A budget for funding has already been allocated for the role that Urban Village plays in branding initiatives. A method of socialization that is both more extensive and more consistent is participation in the community that is immediately surrounding the individual.

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