ECOTOURISM FOR CITY BRANDING STRATEGY: PERSPECTIVE FROM FIVE CITIES IN INDONESIA

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Abstract--- Ecotourism could be a program that can support sustainable development. Ecotourism can be an effort to maintain and increase participation of nature conservation and the welfare of local residents. However, ecotourism as a city branding rarely been found. This research explores the potential opportunities for ecotourism as a city branding strategy. Data was collected by document analysis, in-depth interviews, focus group discussions, as well as the observation of the five cities in Indonesia in the period 2018-2019. The results showed that despite having unique and abundant natural potential, ecotourism was not chosen as a priority to be developed as a city branding. There are obstacles to developing ecotourism and implementing it as a city branding strategy derived from the preferences of stakeholders and the practical interests of city managers.

Keywords--- ecotourism, city branding strategy, destination branding, sustainability development, city identity.

I.   INTRODUCTION

Brand or brand really determines the success of a company, as well as branding a city. (Karavatzis, 2009). In the era of regional autonomy and information disclosure, city branding has a large role as a strategy to get a strong reputation and positioning in the face of competition with other cities. However, identity recognition is generally only a city identity logo and does not yet include a commercial and emotional identity intended to attract investment. The efforts of city branding or city branding that have been carried out by various regions/cities so far have not been emphasized on the potentials and advantages of these regions clearly.

Many cities do not highlight their main advantages. This is what makes many slogans that are considered as the foundation of city branding or city branding of a city become not focused on one strength. And only that can be the initial foundation to build the potential and excellence of the region. Identity recognition is only the city's identity logo and does not yet include a commercial and emotional identity intended to attract investment. The efforts of city branding or city branding that have been carried out by various regions / cities so far have not been emphasized on the potentials and advantages of these regions clearly. Many cities / regions do not highlight their main advantages. This is what makes many slogans that are considered as the foundation of city branding or city branding of a city become not focused on one strength. And only that can be the initial foundation to build the potential and excellence of the region.

Ecotourism is very likely to be formed as a city branding strategy. There are several advantages in implementing ecotourism. Ecotourism has become a strategic development sector and is highly attractive for nowadays investment. If appropriately managed, this sector can contribute to the country's economic growth and social enhancement of local communities by providing foreign exchange, expanding employment and creating business opportunities (Wall, 1996).

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However, are local governments aware of the importance of city branding? Does ecotourism potential get priority in regional policies? Are stakeholders aware of the importance of ecotourism and the formation of branding? Therefore, this research was conducted to find out how the potential of ecotourism as a city branding strategy in Indonesia, through extensive and intensive studies in several cities that have different characteristics but have adequate ecotourism potential

CONCEPTUAL FRAMEWORK

Wood (2002: 9) mentions that ecotourism is "responsible travel to natural areas that preserve the environment and support the welfare of local communities." (The Ecotourism Society, 1991). In addition, the IUCN (now called the World Conservation Union) stated in 1996 that ecotourism was "a relatively uninterrupted environmental trip and visit to natural areas, to enjoy and appreciate nature (and every cultural feature that accompanies it - both past and present) promoting conservation, socio-economic involvement of local people. "

The results of research by Eli Jamilah Mihardja, Suharyanti and Hanathasia (2016) revealed that there are opportunities to utilize the potential of ecotourism as a city branding strategy for Pinrang Regency, South Sulawesi. This is supported by the potential of the Pinrang Regency landscape, local government facilities and infrastructure, and the culture of the people. The people of Pinrang Regency are part of the world diaspora community who each return home to help popularize ecotourism locations through social media. However, this potential cannot be utilized maximally precisely because of the lack of awareness and the need to establish city branding. This situation can be caused by lack of adequate knowledge and also no experts who can help formulate city branding as programmed by the central government through the Ministry of Tourism.

Ecotourism has advantages in sustainability (sustainability) and nature conservation. Socially, ecotourism increases income, expenses and production assets (Tafalas, 2010). Therefore, ecotourism development should be used as material for city branding and used as material for city branding preparation. This is reinforced by the results of studies of other researchers stating that the attractiveness of city tourism correlates with image, competitive position and competitive factors (Enright and Newton, 2004; Mazanec et al., 2007).

Likewise with special interest ecotourism. The principle of tourism development of this type is based on travel motivation: (1) the search for something unique or novelty seeking (2) the search for quality or quality seeking experience (3) appreciation for an object or rewarding (4) enriching knowledge of activities or enriching (5) involvement in adventure or adventuring and (6) learning processes for activities that are followed or learning (Weiler and Hall, 1992). In the tourism development priority table, special interest ecotourism is intended as a priority.

There are some principles of ecotourism. Blamey (2001) stated that principles of ecotourism are nature based, environmentally educated, and sustainably managed. Blamey constructed a model that explain those principles. Ecotourism is alternative of mass tourism, tend to small group and personalize. But popular ecotourism also built by education and interpretation and well managed.
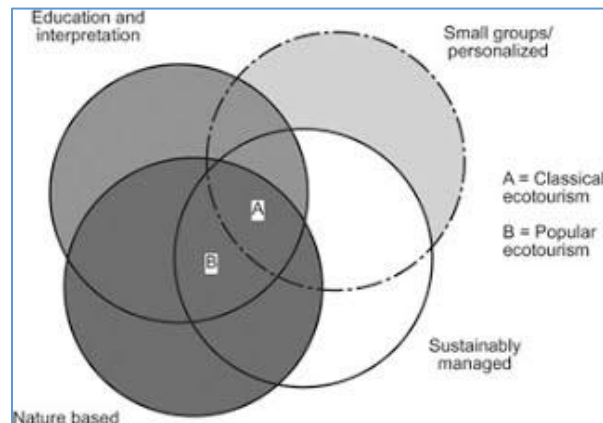
Image 1

Principles of Ecotourism (Blamey, 2001)

Understanding of ecotourism has evolved over time. However, in essence, the definition of ecotourism is a form of tourism which is responsible for the preservation of the area's natural (natural arena), provide economic benefits and maintain the cultural integrity of local communities. On the basis of this understanding, the form of ecotourism is basically a form of conservation movement carried out by the world's population. Ecotourism has the advantage of sustainability and nature conservation. In social, ecotourism increase revenue, expenditure and production assets (Tafalas, 2010). The city branding strategy certainly does not only come from the potential of ecotourism, but ecotourism has various advantages regarding sustainable development.

City Branding

Local governments can obtain certain benefits by implementing city branding strategies. With a strong brand, a city can "sell itself" and open wider employment opportunities, both through tourism excellence (culinary, tourist objects, crafts, cultural arts), as a center of education, as well as industrial excellence that has the potential to attract domestic and foreign investors of the country. The impact will affect the increase in Regional Original Income and the welfare of citizens. In this case, the development of ecotourism should be used as material for the preparation of city branding

There are three main concepts related to city brands according to Moilanen and Rainisto (2009), which consist of (1) identity, (2) communication, and (3) city image.

1. Identity

In this context City Branding, identity allows a city to be different from other competitors, Rainisto (2009). The search for identity is the first step in shaping the image of a city. Anholt (2007) explained three important components in the process of building a competitive city identity, namely:

a) strategy (strategy), is to know what and where a place or city is in the perception of stakeholders and know where a city will be located below.
b) substance (substance) is the execution of the strategy chosen in the form of new activities, innovations, structures, legislation, reforms, investments, institutions or policies that are actually carried out to bring the place or city closer to the desired goal.

c) Symbolic actions (symbolic actions) are substances that have the power of communication. The action is a substance that is surging, prominent, easy to remember, has news value, is topical, touching and contains dramatic elements.

2. Communication

City Branding in the context of communication from a city through the stages of communication, namely primary, secondary and tertiary kavaratzis (2004). The framework describes how a city communicates both functionally and symbolically meaningfully. Primary communication is related to the potential influence of actions taken by a city but has the effect of unintentional communication. Secondary communication is related to intentional and planned city marketing activities while tertiary communication is an uncontrolled exchange of messages such as media reports and word of mount. Meanwhile Kavaratziz and Ashworth (2007) suggest that in City Branding there are at least two aspects or dimensions that must be communicated to various parties. These two aspects or dimensions should be comprehensive, integrative and integrated to support the image of a city or region to be better and more competitive. The main aspects or dimensions of City Branding communication consist of four main aspects, namely in the form of landscape strategies (urban design, public space, public art), behavior (city vision, events, service quality), organizational (public private partnership) and infrastructure. While the second dimension or aspect is in the form of publications and advertising, public relations, design and slogans.

3. City Image

City Image is an image of a city that is formed in the minds of the people because there is a characteristic of the city and can also be interpreted as Brand Image. Lynch (1960) explained about the forms of cities which states that cities are formed by five basic types of basic elements. These five basic basic element types are used to build a mental picture of a city. The five elements are the pathways, boundaries (edges), districts, the point of orientation or activity (nodes) and landmark, each of which can play a role in providing an image for a city, both specifically or in general.

Place imagery can be divided based on four components, namely: Cognitive (what someone knows about a place); Affective (how someone feels about a particular place); Evaluative (how someone evaluates a place) and Behavioral (does someone consider migrating, working, visiting, and investing in a particular place
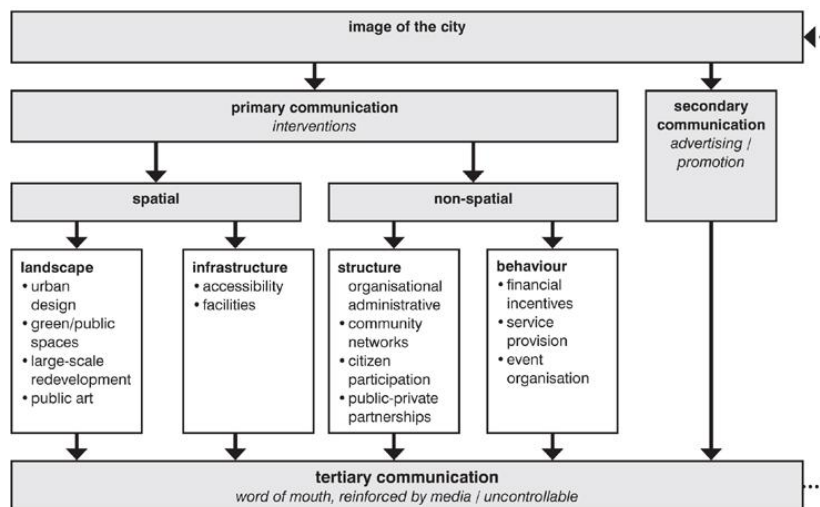
Image 2

City Image Communication (Karavatzis, 2009)

II.   METHODOLOGY

This research was conducted in Pinrang, Mataram, Samarinda, Tanjung Jabung, and Ternate in the period 2018-2019. The first research was carried out in Pinrang and produced a model of utilizing the potential of ecotourism as a city branding. Furthermore, research in the next four cities was carried out as a benchmarking effort.

The results of the first year of research become a reference for testing the city branding strategy model by utilizing the potential of ecotourism that has been previously designed. This is an important part of finding a fit model that can be applied as a model of city branding in Indonesia. In the second year, the expected outcome is the formulation of a strategy model for formulating a city branding strategy. Aside from being the application of scientific studies, researchers can assist local governments in planning and determining their city branding strategies.

Modules that have been prepared will be verified to policy makers and also carried out benchmarking efforts to the regions. The chosen regions mainly represent the regions of Sumatra (Jambi), Kalimantan (Samarinda), Nusa Tenggara (Mataram), and eastern Indonesia (Ternate, North Maluku). The selection of these regions represents the West, Central and Eastern regions of Indonesia.

Each city was chosen because of its own peculiarities. Samarinda carries river ecotourism as the center of city activity, Tanjung Jabung Timur was chosen because of the existence of ecotourism supported by CSR of large companies, Mataram is projected as a halal tourism destination and Ternate represents cities in Eastern Indonesia. In addition, ease of access to city branding stake holders is a consideration given the limited time and resources.

This study uses documentation of data from mass media and online media coverage, as a preliminary research. The documents reviewed are official documents from the local government, especially the RJPMD and Tourism Planning RIPDA. In addition, in-depth interview techniques are used. The in-depth interviews were carried out continuously from March 2018 to September 2019. Interviewees

were stakeholders in the establishment of a city branding consisting of academics, community leaders, and the government. We also had field observations while in-depth interviews as fieldworks.

THE CITIES AND TOWNS

a) PINRANG, SOUTH SULAWESI

Pinrang has considerable ecotourism potential which includes mountain tourism and coastal tourism. Pinrang has 20 waterfalls that are visited by the public even though they have not been officially opened, including Kalijodo Waterfall, Karawa, and Lette Pitu. Pinrang also has beaches, dams, hot springs, and islands in the middle of the lake. I This is supported by the potential of the Pinrang district landscape, local government facilities and infrastructure, and the culture of the community. However, this potential cannot be utilized maximally precisely because of the lack of awareness and the need to establish city branding. This situation can be caused by insufficient knowledge and no expert can help formulate city branding as programmed by the central government through the Ministry of Tourism. Therefore, this research was conducted to explore deeply the potential and support of stakeholders in the field of ecotourism in developing and establishing city branding strategies.

Tourism in Pinrang Regency has not yet developed. However, in the Development Plan of Pinrang Regency in 2014-2019, it was stated that the tourism allocation area had a main function, among others:

Introducing, utilizing, and preserving historical values / local culture and natural beauty,

Supporting efforts to employment which in turn can increase incomes in areas where these attractions are located. The type of tourist attraction that is cultivated and developed in the allotment area of tourism can be either ecotourism or historical tourism and cultural conservation.

In Law / 9/1990 concerning Tourism, it is stated that the exploitation of cultural tourism objects and attractions is an effort to use national art to become a tourist target. Tourism development in an area must be planned and developed in an environmentally friendly manner by not depleting or destroying natural and social resources, but maintained for sustainable use.

In Pinrang Regency, tourism activities are one of the sectors that need to be boosted by developing tourist attraction areas, considering that the tourism sector will be able to develop a multiplier effect related sectors. The development plan for the tourism sector in Pinrang Regency consists of cultural tourism, ecotourism, and artificial tourism.

However, the development of tourism in Pinrang Regency has not fully been able to contribute to GDP because the object of tourism can only be visited by domestic tourists, while for foreign tourist visits is still very low. The Pinrang in Figures book (2014) noted that tourist visits to Pinrang in 2013 were 19,272, down from the previous 20,630 (2009). From these data, it is known that tourist attractions in Pinrang prioritize cultural tourism from historic heritage aside from natural tourist attractions.

As discussed previously, the development potential of ecotourism in Pinrang not get priotitas of stakeholders in this regard is the government. The survey of the community and visitors to tourist attractions also resulted in the finding that there is no potential for ecotourism to build a Pinrang city branding.

The limitation of tourism objects, related to land ownership, complained by the organizers. Through in-depth interviews with sources at the Department of Youth and Sports Tourism, it is known

that there are potential conflicts regarding the status of the land. Tourism destination of Karomba Peak, one of the well-known ecotourism potentials of Pinrang in the mass media and social media, is not a tourist object that is a government program because it is privately owned and is in a dispute with Perhutani regarding protected forest areas. Another example is Kamarrang Island.

The high number of historical and cultural relics that are of high value in Pinrang Regency is strength in itself as a tourism resource that can compete with other regions as cultural-based tourism. The unique culture and historical heritage of Pinrang Regency is a potential for tourists who have an interest in cultural tourism

In mapping the city branding potential, ecotourism is not seen as having the potential to be developed related to the inadequate infrastructure in that place. However, special interest natural tourism is indicated to develop through social media. In Instagram accounts like those discussed, post tourist visits to places that are difficult to reach in Pinrang.

This special interest nature tour, based on observations, is not available in Pinrang Regency. Tourists who visit tourist attractions that are difficult to reach generally use private vehicles or seek special ways such as trekking and hiking to the location of the waterfall or the mountains. Puncak Karomba, for example, based on observations, requires a special vehicle to navigate the difficult terrain because of the steep and steep slippery road.

The description of natural potential and government policy as capital for developing ecotourism potential is also complemented by the tourism identity plan of Pinrang Regency. As a Market Development Strategy and Tourism Marketing, identity is established. Identity and positioning are specific identities that must be informed and communicated intensively to tourists and tourism actors in Pinrang Regency.

The direction of the slogan on every tourism product development in Pinrang Regency is (RIPDA, 2016: V-17) as the Longest Sunset in South Sulawesi. Pinrang Kabupten Tourism has a unique natural phenomenon that is potentially combined with a unique culture that is also legendary. The lives of fishermen and farmer communities co-exist harmoniously. Morphologically decorated natural beaches along 97 km more and facing west. Mountainous scenery / beautiful view even more fantastic when the afternoon.
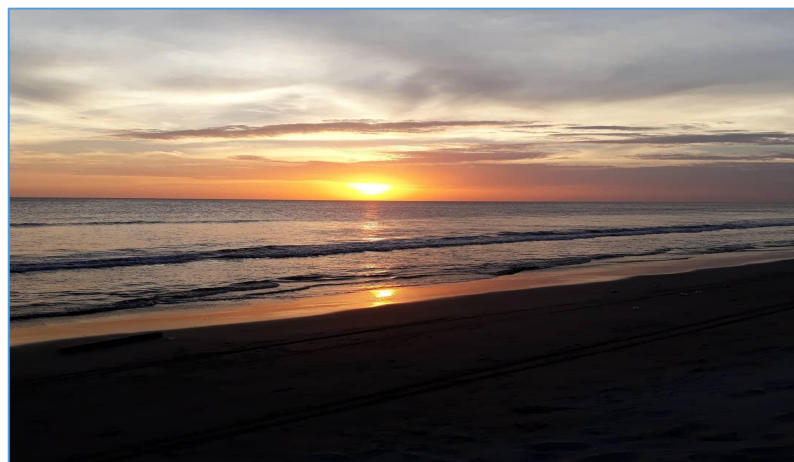

Image 3: Amani Beach, Pinrang
(Personal documentation)

The tourism identity can be associated with the development of ecotourism and further to serve as city branding. However, the development of this identity requires in-depth study concerning utilization of the coast for tourism development in terms of ecological and sociological.

This identity can achieve the goal of obtaining the distinctiveness of Pinrang. Research data (surveys, interviews, focus group) demonstrated the significance Pinrang to find and define his trademark. According to the source, if you want to develop certain characteristics of your existing conditions, you need more strategic packaging. Resource persons from the Department of Information and Communication suggesting the culinary aspect and the atmosphere or landscapes. Conversely, giving a city a brand is needed to provide identity for the city. With the identity, the city will have its own characteristics that are ideally not owned by other cities. Cities that do not have uniqueness will not be remembered, have no differentiation and will not be able to compete with other cities. Related to this, the creation of a local identity is important to make it easier for an area to introduce its uniqueness to the outside world. This identity is packaged into a brand that has added value to the products, services or activities offered.

Planning for this Regional Development Planning Agency can be developed as a city branding in Pinrang Regency by utilizing the potential of ecotourism. To go in that direction, a series of strategies are needed. Development of ecotourism as Pinrang's city branding has a great opportunity to be implemented by developing the tourism identity plan of Pinrang Regency "The Longest Sunset in South Sulawesi" (Pinrang Tourism RIPDA, 2016: v-17) utilizing 97 km of coastline in Pinrang Regency facing west. Another opportunity is to integrate the potential of Pinrang ecotourism which is close to KPN Tana Toraja so that by utilizing the geographical location of Pinrang which is on the Makassar-Tana Toraja line and also has more complete natural potential than Tana Toraja

b) TANJUNG JABUNG, JAMBI

West Tanjung Jabung Regency is an area in Jambi Province. Located on the island of Sumatra, this regency has an area of   5,009.82 km² with a population of 293,594 inhabitants in 2012. I Tanjung Jabung Barat Regency has a varied topography ranging from 0 meters above sea level in the east to a height above 500 meters above sea level, to the west the morphology of the land is higher where in the western part is the Bukit Tiga Puluh National Park (TNBT) bordering Tebo Regency and Riau Province, for the lowlands which range from 0 - 25 meters above sea level, the soil structure is partly large is peat soils and is affected by tides.

In the development of composite composite liberalica coffee, known as liberal coffee, the district government. Tanjung Jabung Barat made a commitment with PetroChina Internasional Jabung Ltd. The fostering and development of liberica coffee farmers is part of the company's Corporate Social Responsibility (CSR) activities. The CSR program from the upstream oil and gas company is carried out by programming together with the government and the community, both in the form of plans and aspirations with the readiness of the people who will get the program.

Tanjung Jabung Barat, which is a peat area with the main production of liberal coffee, is being developed by companies and the government to be part of ecotourism which is part of efforts to build the district's identity. The pioneering development program for liberalized coffee ecotourism in Mekar Jaya Village, in addition to having a large coffee plantation area, there is also a small and medium enterprises (SME) outlet center which is also the target of the company.

Liberica coffee ecotourism is expected to provide benefits as a place of education for the community related to the process of breeding to the marketing process of liberica coffee. Thus, in improving the welfare of the community and also maintaining the conservation value of the coffee ecosystem.

In Jambi, liberal coffee producers are concentrated in the Tanjung Jabung area, where more than 50% of this area is peatlands with an altitude of 0-100 above sea level. The liberica ecotourism development program is in line with the conditions of the community, especially in Mekar Jaya Village, where the community's general livelihood is 78% as a farmer, 64% of households own a liberica coffee farm with an average area of   2 ha. In the Mekar Jaya region, generally the type of liberica coffee planted is around 8-10 years old, so that the community based liberica ecotourism program is considered very potential.

Development of destination identity or destination branding in Tanjung Jabung Barat is based on the community of coffee farmers who have close links with the Company's CSR. Where the company conducts CSR activities through the development of a liberica coffee ecotourism pilot.

This is different from other regions that are generally self-developed by the Regional Government, for example Pinrang Regency. In Tanjung Jabung Barat, the role of the private sector or companies is quite large in assisting the development of district identity. The development is not only related to the commodity of liberal coffee, but other aspects that can work together with the tourism industry, such as: Jambi Creative Program. In the Jambi Creative program 15 SMEs have been joined that can support the ecotourism of coffee liberica.

In the discussion forum held on October 8, 2018, related to the pioneering development of the ecotourism concept with the liberica coffee concept, aside from involving the community, companies, representative heads, the local government, also involved academics from Jambi University, and even presented presenters from outside the region. In the discussion forum, it was stated that liberalized coffee which is a potential in the West Tanjung Jabung Regency to become an icon in branding. In addition to branding, narratives about liberica coffee can be sold. For example: Preserving Liberica, Preserving Peatlands.

PetroChina International Jabung Ltd, which operates in the Jabung Block, covers the West and East Tanjung Jabung areas. As part of CSR activities, the company has committed and cooperated with the district government for community development. In Tanjung Jabung Barat, the company has carried out various CSR activities, related to the fields of economy, education, health and the environment. In the context of massive communication between the government and companies in community development, a Corporate Social and Environmental Responsibility forum has been made, consisting of elements of government and various groups in Tanjung Jabung Barat. One program that has been carried out by the company in Tanjung Jabung Barat is the Composite Tungkal Liberica Coffee Development Program

c) SAMARINDA, EAST BORNEO/KALIMANTAN

Samarinda City is the Capital City of East Kalimantan Province which is directly adjacent to the Regency of Kutai Kartanegara. Samarinda City based on Government Regulation No. 21 of 1987 concerning the Determination of Regional Level Areas of the Regional Municipality of Samarinda is astronomically located between 17003'00 "- 117018'14" East Longitude and 00019'02 "- 00042'34" South Latitude with an area of   territory is 718 km2 (71,800 hectares). The minimum temperature ranges between 23.9oC and the maximum temperature ranges from 32.9oC. The lowest average humidity is 77%

and the highest humidity is around 86%. Kota Samarinda has a tropical climate; it rains throughout the year with an average rainfall of 201.7 mm / yr.

Mahakam River which divides the city of Samarinda makes this city as a gateway to the interior of East Kalimantan, namely to the surrounding Regencies such as East Kutai District, West Kutai, Kutai Kartanegara and other Regencies. The Long-term Regional Development Plan of Samarinda City in 2005-2025 has set the Samarinda City's vision towards "Realizing Samarinda as the Leading-Edge City in Kalimantan", Samarinda City's vision in the Samarinda City's Medium-Term Development Plan for 2016-2021, namely "The realization of Samarinda City as a Metropolitan City that is Competitive and Environmentally Friendly ".

The concept of smart city management is believed by many, at present, as an answer to the various problems of cities in Indonesia. Increasingly complex urban community services in smart city management are carried out by integrating all existing sectors to overcome various city problems such as the availability of electricity, clean water, floods, congestion, and others. The smart city initiators emphasized that all population problems can be solved through integration in all sectors, especially information technology infrastructure.

Ecologically, the life of a part of the people of Samarinda City which is highly dependent on the Mahakam River, remains a major foothold in developing the "dream of the city's future". Therefore, the Mahakam River which divides the city, remains an icon attached to Samarinda City, and is in accordance with the regional song title "Samarinda Kota Tepian Mahakam".

In line with the aspirations to be realized in the five years of development in Samarinda City is the realization of "Samarinda City as a metropolitan city that is competitive and environmentally friendly". The greatest meaning contained in this Vision is Samarinda City as a Metropolitan City. Establishing Samarinda as a Metropolitan City is an effort to improve the welfare of the community amidst rapid population growth, taking into account the principles of sustainable development to prevent the uncontrolled physical growth of the city. The aspects of sustainable development that are the focus of the Samarinda City government consist of core aspects (social, economic, environmental) and supporting aspects (Good Governance, regional finance) with the Smart City as the foundation for its achievement as stipulated in the Samarinda City Development Plan 2005-2025.

The development and development of trade and service areas is a basic concept that is the mainstay of the Samarinda City Government. This is done to improve the competitiveness and resources of Samarinda City which start at the service and trade sectors. The development and development of service and trade zones is one of the efforts to improve the level of welfare of life and reduce welfare disparities between regions.

In general, the city is directed towards developing south. The south direction is more towards the Mahakam River. On the north side of the city, known as the new magnet, there is the APT Pranoto Airport. On the South side, there is a magnet that is the Container Port on an international scale. This is a necessity because along with the development of the times, Samarinda can no longer rely on conditions in the city, namely the river. Need to follow developments with the characteristics of the city today. The hope is that it can trigger development, regional development growth or can also prepare a regional development master plan around the Palaran Container Port and already have a master plan around APT Pranoto Airport.

Ecotourism in Samarinda and still not support due to mining activities. However, it has been developed, among others, with urban forests. The concept of urban forest refers to existing regulations. Law number 26 or 27 regarding spatial planning requires each city to allocate 30% of the total area of the city as green open space in this case urban forests. This urban forest policy sets at least every district in the city. it must be available in urban forests. Obviously carrying out the commitment, but constrained is the budget plan. Samarinda is a city, so it does not have PAD and only relies on the service sector.

During this time, the city branding or city branding step that has been carried out in general seems to be more severe to the destination of tourism development, specifically attracting tourists and investors. In fact, city branding or city branding should also usually bring in investment and increase funding in the city or region. Most regions and cities / regencies in Indonesia, especially East Kalimantan, including Kota Samarinda are only limited to introducing, have not raised the unique and interesting side in terms of emotional. Still limited to promoting and not highlighting the unique advantages of each region.

In this case the Department of Tourism of the Creative Economy and Communication and Information of Samarinda City in managing the branding of Samarinda city. Because the Office of Creative Economy and Communication and Information Technology is a very strategic institution in managing Samarinda city branding, because the Office of Creative Economy and Communication and Information Technology of Samarinda City has the advantage of being a source of information and can control information to be given to the public.

From interviews with informants the researchers found that not many people knew about the Samarinda City branding even though the process of the Samarinda City branding process was ongoing until now. Actually their Mayor wants Samarinda city branding is Samarinda TEPIAN City (TEPIAN was abbreviation for Teduh Rapi Aman Nyaman or Shady, Neat, Safe and Comfortable) and restore the function of the Edge as it should be the extension of the Edge itself wants to make Samarinda City become a Shady City , Neat, Safe, and Comfortable to live so memorable for tourists visiting the city of Samarinda. But behind it all is not easy because they have to coordinate with stakeholders and meetings with the Regional Work Unit in order to be the expected branding.

The inhibiting factors of the management of Samarinda City's "branding" include the heterogeneous population of Samarinda City, which consists of various ethnic and ethnic groups, infrastructure and transportation are very minimal to Samarinda City, lack of follow-up management of recreational or tourist objects and lack of cooperation in the Regional Work Unit. Factors supporting the Office of Tourism, Creative Economy, Communication and Information in Managing the "Branding" of Samarinda City are the success of the Tourism, Creative Economy, Communication and Information Office in promoting existing tourist objects so that they attract tourists to Samarinda.

The Role of the Office of Tourism, Creative Economy, Communication and Information in Managing the "Branding" of Samarinda City, namely the role is a dynamic aspect of life (status), if a person performs his rights and obligations in accordance with his position, then he performs a role. From the foregoing further see other opinions about the predetermined role called the normative role. As a normative role in relation to duties and obligations. While the ideal role, can be interpreted as the role expected by the role holder. (Soekanto 2002: 246).

To manage the area referred to in Law No. 12 of 2008 concerning amendments to Law No. 23 of 2004 the Government of Samarinda City appoints the Office of Tourism, Creative Economy,

Communication and Information because the management process must be institutionalized in a special task force so that its implementation is sustainable and has accountability. In particular the Office of Tourism, Creative Economy, Communication and Information Technology does have a role in formulating the management and subsequently conducting reports and evaluations on the Mayor and Regional Work Unit involved.

It is known that the budget of the Regional Budget (Regional Revenue and Expenditure Budget) is very minimal so that the process of forming the "branding" of Samarinda City is constrained and other factors are seen from the residents of Samarinda City consisting of various ethnic and ethnic groups that are heterogeneous and difficult, seemingly compared to Samarinda City which has a lot of cultural background and unites thoughts so that it makes a branding in Samarinda City.

In conclusion, Samarinda City with the Mahakam river characteristic cannot develop ecotourism potential to become city branding. The city chose to focus on being a smart city because of the demands of the situation with its dependence as a service provider. SAmarinda has no specific efforts to develop the potential of ecotourism to become city branding

d) MATARAM, WEST NUSA TENGGARA BARAT

Mataram City is the Capital of West Nusa Tenggara Province and is also the Government Center, Education Center and Economic Center for Goods and Services. The city of Mataram has a land area of 61.30 Km2 (6,130 Ha) and 56.80 Km2 of sea waters and a coastline of 9 km. The total area of the City of Mataram is only 0.30 percent of the total area of   the West Nusa Tenggara (WNT) Province which is 20,153.15 Km², making Mataram City as the city with the smallest area of   the 10 districts / cities in the WNT Province.

Tourism areas will usually cause multiple effects, so as to generate income for an area. The strategic areas of tourism in the city of Mataram are determined in the following locations:

Ex area. Selaparang Airport in Rembiga Village and North Ampenan Village as a tourism area with the concept of MICE (Meetings, Incentives, Conferences, and Exhibitions) which is environmentally based and has been regulated in Mataram Mayor Regulation No. 12 of 2014, as a solution to the transfer of function of the Selaparang Airport which moved to the Selaparang Airport Lombok International Airport (BIL) in Central Lombok on October 20, 2011;

Mayura area consisting of Mayura Park, Meru Temple, and Mayura bathing pool in Mayura Village as a religious cultural and spiritual tourism area;

Sekarbela Pearl Area in Pagesangan Village, West Pagesangan Village (Mataram District), and Karang Pule Village (Sekarbela District) as shopping tourism areas;

Mapak area in Tanjung Karang Village and Jempong Baru Village Sekarbela District consist of beach tourism, Loang Baloq tomb site, recreational park and tourist port area as natural, religious and man-made tourism areas;

City of the Waterside Cities in Bintaro, Ampenan Tengah and Ampenan Selatan (Ampenan District) as artificial tourism areas

Lombok declared itself as a halal tourist destination (the Provincial Government of West Nusa Tenggara has issued Regional Regulation No. 2 of 2016 concerning Halal Tourism). Related to this, Lombok has adequate achievements. Meanwhile, WNT's tourism branding for international circles is

Friendly Lombok. Meaning, Lombok must become a tourist destination that is truly friendly to tourists, especially for Muslim tourists because it was formed as part of halal tourism, given the achievements of Lombok as the world's best halal tourist destination. This slogan also applies universally, because it applies to all tourists both Muslim and non-Muslim. With this slogan, it certainly shows that the people of Lombok have good behavior, for example if there are tourists who come to Lombok, they are greeted with a smile. Likewise for tourism sector actors in terms of services, competence of human resources who understand ethics and intelligence is important, for that the Tourism Culture Office takes 100 halal tour guides from 'pesantren' (Islamic Boarding School) whose quality to the world as tourist-friendly regions, starting from quality of service, accommodation, quality of food and drinks, tour guides, and several things that support Lombok as a tourist destination. Specifically, with a focus as a halal tourism provider, Lombok provides infrastructure that meets the requirements including halal service certification and ease of places of worship.

Image 4: Ampenan Beach, Mataram
(Personal documentation)

One of the tourism areas that is being developed is the Sekotong (sub-district) area. This has been directed in the document of the Zoning Plan for Coastal Areas and Small Islands of West Lombok Regency in 2011 - 2031. In the field, several tourist destination objects in the Sekotong area have already existed, including Nambung Beach, Batu Surat Beach, Bangko Beach -bangko, Elaq-elaq Beach, Mekaki Beach, Sepi Bay, Panggang Bay, Tanjung Jagog Nambung, Gili Nanggu, Gili Asahan, Gili Rengit, Gili Lontar, Gili Poh, Gili Gede, Belongas Bay, and Pandanan Beach. Among these destinations, almost all of them present the attractions of white sand beaches, swimming, snorkeling, diving, water sports, enjoying sunset / sunrise. No one has presented a specific type of mangrove ecosystem-based tourist destination.

In 2016, the Denpasar Coastal and Marine Resource Management Center initiated a coastal area rehabilitation program by planting mangroves. In planning this area will be used as an ecotourism area. This new tourist destination is expected to be an alternative new tourist destination on the Mataram/Lembar- Sekotong route, complementing the existing tourist destinations on the route. The potential of developing mangrove tourism destinations is quite good considering it is located in the tourist route of Mataram /Lembar - Sekotong. Tourists can visit this mangrove area at the end of their journey and also enjoy the view of the ferry ships in the Lembar Harbor. Tourist attractions that can be enjoyed include mangrove planting (adoption), mangrove trekking, mangrove rides with canoe / lepak boats, cycling on pond embankments, fishing, sports, mangrove camps / natural outbound, and coastal culinary.

However, observations in the field show that the ecotourism program as conceived is not widely known. Search in the field shows that the potential for ecotourism to be a city branding in Mataram lacks prospects, especially from the aspect of community engagement. However, the city of Mataram does not yet have a specific city branding. Mataram has already been identified as Lombok, even though Lombok is the name of the island and has four cities and districts. In addition, the current condition is that MAtaram is slowly beginning to be 'abandoned' and the area is changing (Mihardja, 2019). The city of Mataram is more likely to prioritize aspects of its heritage, namely the Old City and the city of government. Therefore, efforts to realize the potential of ecotourism as a Mataram city branding strategy still require a long way and harder efforts.

e) TERNATE, NORTH MOLLUCAS

Ternate is one of the islands located in the North Maluku (Mollucas) province. As is generally the case in North Maluku, which is dominated by sea areas, Ternate City is strongly influenced by the marine climate because it has a tropical climate type consisting of two seasons (North-West and East-South) which are often interspersed with two transition periods each year. The topographic condition of Ternate City is also marked by the diversity of altitude from sea level (Low: 0-499 M, Medium: 500-699 M, and High: more than 700 M). Under these conditions, Ternate City is an archipelago consisting of 8 islands. 5 inhabited islands, namely Ternate, Hiri, Moti, Mayau, and Tifure Island, while for 3 smaller islands namely Maka, Mano and Gurida Island, are uninhabited.

The economic sectors that have contributed greatly to economic growth in Ternate City are the trade, hotel and restaurant sector, the transportation and communication sector and the service sector. These three sectors have contributed more than 40% to the value of Ternate City's GRDP over the past five years

Ternate City has a coastal area that holds potential for regional economic development. Ternate City has long been known as a center for trade in leading commodities such as nutmeg and cloves, which have excellent domestic and export marketing networks.

In the North Maluku Development Planning, Ternate is focused as an urban tourism area. For this reason, strategies for revitalizing and developing Urban Tourism in the Ternates region are formulated, including:

a) developing the Swering area as a waterfront area;
b) develop Ternate Palace area as MICE Tourism area and art center;
c) developing Tolire Lake area (the foot of Gamalama Mountain) as a tourist area of   tirta and ecotourism;
d) developing Benteng Telukko area as a Heritage and enterteinment tourism area;
e) developing the Batu Angus area as a pilgrim tourism and geotourism area; and
f) develop Sulamadaha beach area as a beach tourism area.

Ternate City has quite rich and varied tourism potentials, namely natural attractions such as Sulamadaha Beach, Batu Angus, Tolire Lake and others, as well as cultural tourism such as the Sultanate Palace of Ternate and some fortresses of Dutch and Portuguese heritage. Ternate City has an airport that serves national flights as well as local flight routes, which can be used as an alternative transportation between regencies / cities in North Maluku Province.

However, Ternate also faces problems due to limited urban land and inconsistencies in spatial planning policies that make large-scale land use changes occur both in coastal areas and protected forest areas. In addition, spatial integration has not been integrated in any strategic node in the urban area. This condition is exacerbated by the unavailability of green open space for city residents due to the commercialization policy of urban areas and spatial design that has not been in favor of public needs. Another problem is also the neglect of the potential of the coastal area with the unavailability of marine infrastructure and facilities that have resulted in decreased economic empowerment activities of coastal communities.

These four issues, namely the increasing population increase, limited urban land to meet development needs, traffic density and growth in the number of vehicles are not proportional to transportation infrastructure access, service and trade sector growth and the need for access to infrastructure and supporting infrastructure

The Vision of Ternate City Government as outlined in the 2016-2021 Development Plan document is "The Realization of Ternate into a City of Cultured, Religious, Harmonious, Independent, Just and Environmentally Friendly". To realize the achievement of the vision target to the fullest, it is necessary to formulate it into a number of Missions, where the missions of one another are interrelated as a unified whole, as follows: (1). Building a Ternate that is independent just and prosperous; (2). Building Ternate City as a cultural and religious city; (3). Creating a service infrastructure and trade that is evenly distributed between urban areas; (4). Building Ternate City as a coastal and maritime city; and)5). Building the city of Ternate as a center for leading tourist destinations based on culture, history and maritime.

Historical journey Ternate is known as one of the regions that has the oldest Islamic empire in Indonesia and also as the center of world trade in the 13th century, when Arab traders arrived in North Maluku. Then, in the 16th century Europeans arrived from the Portuguese, Spanish, Dutch and English. Their aim is the same, to find the abundant spices in this region. Ternate City has a lot of potential that can advance its region, starting from its geographical location, tourism, agriculture, culture, local wisdom, education, special handicraft products and so forth.

However, the obstacle currently faced is that there are still many people who do not know Ternate City. Though the city is rich in potential that can attract people widely and has a difference with other cities. Therefore, all the potential of an area or city must be published or introduced

But the factors that can affect City Branding in each region or city must be different, depending on the potential that exists in an area or city. In particular the city of Ternate, currently does not have City Branding, the identity of a city that can be valued as a city that is able to provide selling points for increasing local revenue. This shows that there are still many people who do not know the identity of the City of Ternate and the City of Ternate City Branding has not been registered with the Director General of IPR to be patented Ternate, along with Tidore, proposed to establish territory branding as "Ternate-Tidore: The Spice Islands" (Astuti, 2012). The vision carried is Vision: "The spices victory" in the past will be "the greatest factory" in the future. Brand: Branding is expected to be developed agriculture investment and management by local farmers and developed agro-industry investment and management by local entrepreneurs, good public services by local government, supported infrastructure for people living and industry, natural and cultural events, strong brand and image . The branding will push the territory to be stronger in its economy (for the first time) by consistently performing actions.

In line with Astuti, in Ternate there has been a growing community that was stimulated by the Indonesia Creative Cities Network (ICCN) conference in September 2019. Ternate has a history, which is no less important: becoming the zero point of the world's spice path. In fact, the theory of evaluation was born in this city, through Letter From Ternate by Alfred Russel Walacea, sent to Carles Darwin, and the birth of the theory of evolution. Wallace's residence in Ternate in 1858, concluded the key to the theory of evolution through natural selection in a scientific article entitled On the Tendencies of Varieties to Depart Indefinitely from the Original Type: "Only superior individuals will survive," he wrote. The claim that Ternate as the birthplace of the theory of evolution is also mentioned by Van Wyhe and Rookmaaker (2012) who postulated a series of events to support their claim that Wallace's 'evolutionary' letter, posted in Ternate in Maluku in the spring of 1858, arrived at Darwin's house in 18 June 1858 . If this is true, then 66 pages of new material on the Divergence aspect that Darwin put into the 'big' species book in the weeks before acknowledging that he had received the letter could be interpreted as an attempt to present Wallace's ideas as his own.

Ternate, in fact, has tremendous ecotourism potential. This small island is so complete: nautical and mountain. Attractions in Ternate that were developed with the concept of ecotourism include beach tourism and underwater attractions in various locations, such as the Nukila Marine Park attraction, Cengkih Afo .; Batu Angus, Sulamadaha Beach, and Lake Tolire. (Fadel, 2014).

Image 5: Batu Angus Beach, Ternate
(Personal Documentation)

However, the management system of 3A (attractions of amenity, accessibility) and promotion of ecotourism in the three research sites (Batu Angus, Sulamadaha Beach, Tolire Lake) has not been carried out optimally. This is due to the limited human resources, especially in the field of tourism, lack of financial support, lack of cooperation between the government, the private sector and the community, and the lack of tourism awareness socialization from the Office of Culture and Tourism of Ternate City so that public awareness is still very minimal in the field of tourism

Observations and results of field interviews indicate that ecotourism has not been recognized as an opportunity to be appointed as Ternate's city branding. The researcher concludes that policy makers and the driving force for the formation of Ternate city branding are of the opinion that the potential of

ecotourism is considered to be less attractive compared to historical and cultural wealth. 'Natural resources are everywhere, but historical and cultural richness is unique.'

Ternate City Government actually applies the concept of ecotourism as an effort to preserve the environment, including with a program to clean the beach and a campaign to not litter. This program is implemented in Nukila, Lake Tolire, and Cengkhi Afo. However, it turns out, the implementation of strategic planning program activities has not been fully managed properly, the lack of quality of facilities and infrastructure and the low level of supervision have an impact on the emergence of environmental problems in the tourist attraction area of the city of Ternate. Therefore, the model of developing natural tourism or ecotourism must follow the development-oriented paradigm towards environmental protection and preservation as well as community empowerment and support in ecotourism activities (Nurdina, 2010). Efforts to realize the Vision and Mission of the development of the city of Ternate as a city of Culture and Tourism are based on the potential and diversity of tourist attractions. However, as happened in the Sulamadaha coastal area is one of the priorities as well as a reliable tourism development icon, however, the impact of tourism development causes environmental degradation in the tourist attraction area.

The researcher further suggested using the storytelling strategy in forming Ternate city branding based on historical and cultural richness. The implementation of this strategy can also integrate the potential of ecotourism with the story of its rich history and culture. For example, Clove Afo. Located at an altitude, about 600 meters above sea level (masl), the area has long been famous for its three oldest clove trees. It's just that, through the information boards at that location, clove trees estimated to be 416 years old died in early 2000. While those currently in the middle of the activity, they are estimated to be 250 years old. The three oldest cloves are left with only one last stick. Residents use the area as a tourist destination known as Clove Afo. Together with the Afo Clove Community and Gamalama Spices, the residents organized the location and tried to preserve the glory of the spices. The pieces of clove trunks are stored in the Ternate City Education Office in Benteng Orange and narratives are being made for these artifacts. The storytelling strategy through narration was developed to support the Clove Afo ecotourism by providing an attractive and informative story.

f) THE CHALLENGES IN THOSE CITIES AND TOWNS

The results of research in Pinrang show great potential for ecotourism and are intended to be developed primarily by carrying out marine ecotourism. However, stakeholders prefer local hero figures as city branding or hero personage. This is not in line with the aspirations of young people. Through social media, they build storytelling about beautiful places in Pinrang. Precisely this opportunity can be utilized to develop better ecotourism and package it as city branding. Researchers suggest to use tourism branding as city branding, namely the Longest Sunset in South Sulawesi as stipulated in the Pinrang Regional Tourism Master Plan. The length of the Pinrang coast is unique that no other region has; used as a city identity to also ensure the preservation of natural conditions (Mihardja, et al 2018).

Tanjung Jabung Barat has superior coffee varieties. Potential ecotourism developed is integrated plantations as experienced tourism. The plantations are packed complete with processing industry and a place to enjoy coffee. CSR assistance from the petroleum industry is driving the development of this ecotourism. However, this great potential for ecotourism has not bothered policy makers to set it as a city branding strategy. One possible explanation is that this ecotourism location is far from the district government center. Liberika Coffee Plantation is located in a special area far from the hustle of the city. The researcher suggests to continue the effort of branding this coffee plantation towards the concept of destination branding because it has great potential to develop and support the preservation of nature and provide prosperity to the local community (Agustini et al, 2019).

Samarinda chose to prioritize smart city as its city branding. This seems to accommodate the demands as a service provider city. The potential of large river ecotourism that can be navigated by barges is not maximally utilized. The stakeholders prefer to build smart cities so they can keep up with the times and not depend on natural conditions. In this case, the city development towards the airport indicates that river culture has become an alternative. Many things can be analyzed, including the absence of a budget and the quality of nature that has been torn apart by coal mining, thus reducing the quality of the environment. These obstacles require commitment and partiality from all stakeholders to be able to minimize damage by preventing and repairing. But, of course, community awareness and participation is absolutely necessary to realize river-based ecotourism as their identity (Widiastuti et al, 2019).

Mataram has extraordinary natural potential, but this city functions more as a center of government. The natural potential is developed in other parts of the island of Lombok. In this case, the potential of Mataram is more to the location between the natural attractions. However, this potential is also constrained by the relocation of the airport location to Central Lombok district. Mataram is more able to develop heritage and cultural tourism as a city branding strategy. In some literature, Mataram city branding is more identified with Lombok city branding. This identification makes it difficult to form a city identity because Lombok is not only Mataram and the WNT region has changed.

Ternate City is an area with a long history and rich culture. During the fieldwork it was known that stakeholders and community activists forming the city branding directed the identity of their city as the Zero Point of the World Spice Path. Spice is Ternate's wealth that shapes their history and culture which is rich and worldwide. Spice is the origin of European imperialism (gold, gospel, and glory) of Europeans. Spices caused the small island of Ternate to be filled with fortifications. Spices encouraged Wallace to settle in Ternate and later established what we know today as Wallacea Line as a divider of the diversity of flora and fauna in the two regions on the equator. Wallace's thoughts from his observations in Ternate are said to have also contributed to Darwin's famous Theory of Evolution. In this case, Ternate's extraordinary natural potential cannot match the interest in historical and cultural riches. As a suggestion, the researcher formulated storytelling strategies to form Ternate city branding. Tracing the history and culture of Ternate City can be reached by circling the entire island along the waist of Mount Gamalama. The story that is woven along the island is related to nature tourism. The existence of the oldest spice tree in the world that survived the Hongi Expedition (the destruction of the clove tree to keep the world spice prices); melted rock former lava of Mount Gamalama in Batu Angus leaves horror will awesomeness eruptions and how people can survive, the beauty of the beaches Ternate clear and rich marine life communicating and sea traffic as the Spice Trails World and Magellan expedition in an effort to cruise around the world.

III.   CONCLUSION

Ecotourism has great potential and is useful if it is formed as a city branding strategy. However, interest and intention to utilize the potential of ecotourism as a city branding is still lacking. This is caused by several conditions, mainly from the preferences of decision makers.

City branding is a public policy product determined by the local government. Of the five cities in Indonesia taken as objects of study, abundant ecotourism potential is not a priority to be developed. Need further study about the causes of this low preference, it may be due to problems of knowledge and understanding.

Ecotourism is an activity with certain characteristics and requirements. Developing ecotourism requires a large commitment and the results cannot be identified strategically and instantly. This could be the cause of ecotourism not a popular choice to be favored as a city identity.

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