

SMART BRANDING AWARD: ASSESSING DIGITAL BRAND AWARENESS AND IMAGE OF THE RECIPIENTS

Sri Milawati Asshagab

Research Centre for Economics of Industry, Services, and Trade, Badan Riset dan Inovasi Nasional, Indonesia

Correspondence: asshagab@gmail.com

Article Info	Abstract
<p>Keywords: City Branding, Digital Brand Awareness, Digital Brand Image, Smart Branding.</p> <p>Received: September 9, 2023</p> <p>Approved: June 4, 2024</p> <p>Published: June 30, 2024</p>	<p>City branding refers to a government initiative to highlight a local region's distinctiveness and competitive strengths to increase citizen satisfaction and pride, attract tourists and investments, and stimulate the local economy. In contemporary times, the practice of city branding can be enhanced through the utilization of information and communication technology to introduce the potential of a region, referred to as smart branding. This research aims to expand our understanding of smart branding in Indonesia by examining the Smart City Award given by the Ministry of Communication and Information, which only granted the Smart Branding Award to 15 out of 145 regions in 2021. The methodology employed in this study is a qualitative research design, utilizing a descriptive statistical approach and content analysis. The study found that some regions awarded the Smart Branding Award lack favorable brand awareness and image due to low rankings of government websites, insufficient website and social media management, and negative sentiments in online news and comments, highlighting the need for local governments to prioritize citizen engagement and information dissemination to strengthen their position and attract investment and tourism for sustainable economic and social benefits. Continuous improvement of digital branding is also crucial to adapt to digital trends.</p>

How to cite:

Asshagab, S. M. (2024). Smart Branding Award: Assessing Digital Brand Awareness and Image of the Recipients. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian dan Pengembangan Kepariwisata Indonesia*, 18(1), 95–116. <https://doi.org/10.47608/jki.v18i12024.95-116>

© 2024 Author(s)



INTRODUCTION

City branding is a government program aimed at promoting the uniqueness and competitive advantages of a local area compared to others (Ashworth, 2009) to build a positive perception and image of the city that can enhance citizen satisfaction and pride (Castillo-Villar, 2018), as well as attract visitors and investments (Dinnie, 2004; Ginesta & de San Eugenio, 2020) to boost the local economy. This approach has gained increasing attention from various local governments in Indonesia in recent years. Currently, there are at least three types of awards dedicated to local governments that have successfully promoted their cities through digital media. The first is the City Branding Award, organized by SuaraPemerintah.ID and TRAS N CO Indonesia, which evaluates the city's digital awareness, interest, and image (SuaraPemerintah TV, 2022). The second is the Indonesia Smart Nation Award (ISNA), held by Citiasia, which uses innovation profile, planning, implementation, and post-implementation parameters to assess the success of the branding efforts (Citiasia, 2022). Thirdly, the Smart City Award hosted by the Ministry of Communication and Information of the Republic of Indonesia (Kemkominfo), has smart branding as one of the award categories, which refers to the utilization of information and communication technology (ICT) to introduce the potential of a region (Rizkinaswara, 2022).

In today's digital era, city promotion activities can be more effective when utilizing social media (Acuti et al., 2018; Basit et al., 2020; Ramadhani & Indradjati, 2023), which can reach audiences wider and faster and allow for co-branding efforts between local governments and potential partners. However, the rapid development of digital technology poses both new challenges and opportunities for local governments to compete globally for visitors and investments. Therefore, in promoting their region, local governments should also consider international target/market/viewers, by providing content in English that represents internationalism, economic rationales, and quality assurance (see language commodification in Kholifah et al., 2021)

Despite the emphasis placed by both scholars and professionals on the crucial role of city brand management (Green et al., 2016), there has been little research conducted on smart branding, which refers to city branding that utilizes information technology and innovation to market the region and enhance competitiveness by developing the city's image, business, and tourism (Kemkominfo, 2021). This strategy promotes the region's potential at the local, national, and international levels (Kemkominfo, 2021). A search for articles related to smart branding using keywords on Scopus, such as "smart brand*" or "smart city brand*" or "smart place brand*" or "smart destination brand*", only yielded 34 articles between 2006 and 2023, indicating that smart branding, as one of the components of smart cities, has received little attention from academics and practitioners. The research focuses on evaluating citizen perspectives (C. S. Chan, 2023; Wang, 2023), as part of smart city projects (Arku et al., 2022; Grebosz-Krawczyk, 2021; Noori et al., 2020; Sobey, 2023; Ulimaz et al., 2021), and in the realm of smart tourism (C. S. Chan et al., 2019; Gretzel & Collier de Mendonça, 2019; Trinchini et al., 2019). This narrow focus reveals a significant gap in both the theory and practice regarding the broader application of information technology and innovation in city branding strategies.

In 2021, at least 145 cities/regencies throughout Indonesia received the Smart City Award, but only 15 were granted the Smart Branding Award (Table 1). The award

recipients are cities/regencies participating in the Towards Smart City Movement Program, organized by the Ministry of Communication and Information Technology (Kemkominfo), which has been ongoing since 2017. The evaluation focuses on the implementation of the Smart City Master Plan, assessing the progress and achievements of the smart city development program in the region. The evaluation method involves completing a self-assessment form, which is then validated through interviews by practitioners and academics with expertise and experience in smart city development (Kemkominfo, 2023).

Table 1. Count of Regions Awarded for Smart City in 2021 by Category

No.	Category	Number of Recipients		Total
		Regency	City	
1.	Smart Economy	11	6	17
2.	Smart Environment	9	7	16
3.	Smart Society	8	9	17
4.	Smart Governance	10	6	16
5.	Smart Living	8	8	16
6.	Smart Branding	9	6	15
7.	Masterplan Smart City 2021	43	5	48
		98	47	145

Source: Rizkinaswara, 2022

This study will focus on two elements in the branding dimension: brand awareness and brand image. According to Huh (2006), brand awareness is significant in achieving tourist satisfaction. Increasing brand awareness is essential for the government to effectively communicate, engage citizens, and achieve its goals. By building a strong and reputable brand, the government can enhance trust, transparency, and accountability, leading to better outcomes for society as a whole. The methods that can be undertaken by the government to increase its brand awareness include socializing city applications through strategic dissemination to schools, citizens, and government offices, along with utilizing word of mouth and social media (Martina et al., 2019; Wijaya et al., 2020), developing informative and creative branding strategies (Saleh et al., 2022), improving infrastructure, promoting regional identity, utilizing television ads, establishing sales centers, and organizing tourism events (Martina et al., 2019), intensive media campaigns, sponsored familiarization tours, and involving stakeholders in brand formulation (Chigora & Zvavahera, 2015).

The primary objective of destination marketing activities is to enhance brand awareness and improve the overall image of the destination (Lai & Li, 2015; Lee et al., 2016). Brand awareness refers to how strongly a brand is embedded in the consumer's memory (Kapferer & Valette-Florence, 2016), and it is determined by the extent to which a brand is remembered by consumers, ranging from recognition – recall – top of mind – dominant (Aaker, 1998). It is noteworthy that increased levels of brand awareness do not ensure acquisition or experimentation (Konecnik & Go, 2007) since this may be due to product curiosity. Nonetheless, if tourists are unaware of a destination, they are unlikely to consider it an alternative to visit (Veríssimo et al., 2017). Meanwhile, the appeal of a city is strongly associated with its identity and image (Papanikolaou et al., 2022). As cities worldwide face growing competition and escalating globalization resulting in greater investment, immigration, and job opportunities outside the city, numerous cities consistently renovate and improve their assets to showcase an attractive image. Tracking

these two aspects is essential when discussing the success of branding activities and building branding equity. Therefore, this study aims to provide knowledge enrichment in the field of smart branding, which has not been extensively explored. By examining awards related to smart branding in Indonesia, namely the Smart City Award given by the Ministry of Communication and Information Technology, we can gain a deeper understanding of how effective strategies are being implemented and recognized. These awards highlight cities that have successfully integrated technology and smart solutions into their efforts, setting benchmarks for other destinations to follow.

METHODOLOGY

This research was conducted from March to April 2023 to assess the digital brand awareness and digital brand image of the Smart Branding Award recipients through several digital media: search engine pages and the most popular social media platforms (based on the number of followers/subscribers) used by each region using the parameters in Table 2. The object of analysis in this study is the 15 Smart Branding Award recipients, which consist of nine regencies (Banyuasin, Gunungkidul, Kutai Kartanegara, Morowali, Muara Enim, Musi Banyuasin, Padang Pariaman, Pematang, and Sukoharjo) and six cities (Ambon, Kediri, Kupang, Pontianak, Samarinda, and Semarang).

Table 2. Measurement Parameters for Digital Brand Awareness and Digital Brand Image

No.	Channel	Parameter	
		Digital Brand Awareness	Digital Brand Image
1.	Search engine	Count of search results related to the region using the keywords “ <i>nama daerah</i> ” (region name) “ <i>wisata daerah</i> ” (regional tourism) “ <i>investasi daerah</i> ” (regional investment)	Count of positive and negative sentiments towards headline news on the first five pages of search engine results (or 50 news articles) using the keyword “ <i>nama daerah</i> ” (region name)
2.	Website	Number of visitors in one year	Additional features available: multilingualism, emergency contact, live chat, dan social media integration
3.	Social media	Count of social media platforms utilized and the number of followers/subscribers on each platform	Count of positive and negative sentiments towards comments in the top 50 comments on the most popular social media platforms used by each region

Source: Adapted from parameters used in City Branding Award by SuaraPemerintah.ID and TRAS N CO Indonesia, 2022

The indicators and keywords mentioned above align with the smart branding framework delineated in the smart city masterplan preparation guide published by Kemkominfo (2021). Within this framework, it is articulated that smart branding initiatives may be implemented across various dimensions, including tourism branding, business branding, and city appearance branding.

In carrying out this research, several stages were undertaken. Initially, the researcher assessed digital brand awareness in each region through three key digital platforms: examining the quantity of search results on search engines, tracking the annual website visitation rates for each region, and evaluating the usage of social media platforms alongside the corresponding follower counts. Specifically, the evaluation of social media presence focused on four commonly utilized platforms—Instagram, YouTube, Facebook,



and Twitter—to facilitate comparative analysis. Data were collected over a specific period to ensure consistency and accuracy in the results. Additionally, a cross-verification process was conducted to enhance the validity and reliability. The results gathered from these assessments were then organized into graphs and tables, allowing for easy identification of disparities.

The subsequent phase entailed the assessment of digital brand image using the same three components: search engine, website, and social media. Here, the researcher delved deeper into gauging the sentiment towards each region. For example, in the search engine analysis, the researcher scrutinized the top 50 news articles about each region, discerning whether they conveyed positive, negative, or neutral sentiments based on the language used. The evaluation of brand image through websites involved examining various features aimed at benefiting the broader community, such as multilingualism, emergency contact information, live chat support, and integration of the website with other social media platforms owned by the respective regions. This emphasis on website evaluation acknowledges their significant role in shaping organizational impressions and public perceptions (Huang & Ku, 2016). Additionally, the assessment of social media sentiment was narrowed down to the platform with the highest follower count, with comments categorized into positive, negative, or neutral sentiments based on their linguistic cues. In evaluating the sentiment within the top 50 news articles and 50 comments, the researcher collaborated with an academic expert to ensure rigor and precision in determining these sentiments.

Overall, the data were analyzed using qualitative method, presenting the findings through figures, tables, and descriptive statistics. The data obtained from the measurement results were analyzed using the content analysis method, which is also described as studying traces to make sense of messages' (often unstructured) content, be they texts, images, symbols, or audio data (Gheyle & Jacobs, 2017). This method can be useful not only in condensing the factual content of written material, but also in portraying the author's attitudes or perspectives (Oleinik, 2021). In content analysis, whether examining news headlines or delving into comments, each piece undergoes meticulous categorization and scoring based on its sentiment: positive (1), negative (-1), or neutral (0) sentiment. This process is overseen by a language professional, ensuring both accuracy and consistency. Although conducted manually with guidance from a linguistic expert, this methodology adheres closely to the established criteria outlined in the Indonesian Sentiment Lexicon, as demonstrated in the research conducted by Koto and Rahmaningtyas (2017). With 3,609 positive words and 6,609 negative words, the lexicon provides a comprehensive framework for evaluating sentiment.

Guided by this lexicon, keywords are meticulously assessed and assigned scores reflecting their sentiment classification. For instance, a keyword aligned with a positive term earns a score of (+1), while one corresponding to a negative term receives a score of (-1). Keywords not found in the lexicon are deemed neutral and assigned a score of zero. Consider the sentence "*Hebat! Bupati Padang Pariaman Suhatri Bur, 2 sekaligus terima penghargaan* (Great! Regent of Padang Pariaman Suhatri Bur receives two awards simultaneously)". Here, the keywords "great" and "awards" evoke positivity, earning a positive score. Conversely, in the sentence "*Tolong pak walikota/wakilnya dengarkan keluhan masyarakat. Jangan diam aja* (Please listen to the people's complaints, Mr. Mayor/Deputy. Do not just stay silent)", words like "complaints" and "silent" carry

negative connotations, resulting in a negative sentiment score. Further examples can be found in the Appendix.

Following the scoring of all keywords, these values are aggregated to derive an overall sentiment score for the text. This comprehensive methodology enables us to discern prevailing sentiments within news headlines or comments across different regions. A higher aggregate score signifies a predominantly positive portrayal of the region across digital platforms, while a lower score suggests a less favorable depiction. For instance, the maximum sentiment score attainable on search engines is 50, indicating positive coverage in the top 50 news articles related to the region. Similarly, on social media platforms, a maximum score of 50 implies that the top 50 comments concerning the region convey predominantly positive sentiments. Adhering to the guidelines and categorizations provided by the Indonesian Sentiment Lexicon enables the distillation of complex textual data into actionable insights, fostering a nuanced understanding of public sentiment. The entire process conducted in this study can be illustrated in Figure 1 below.

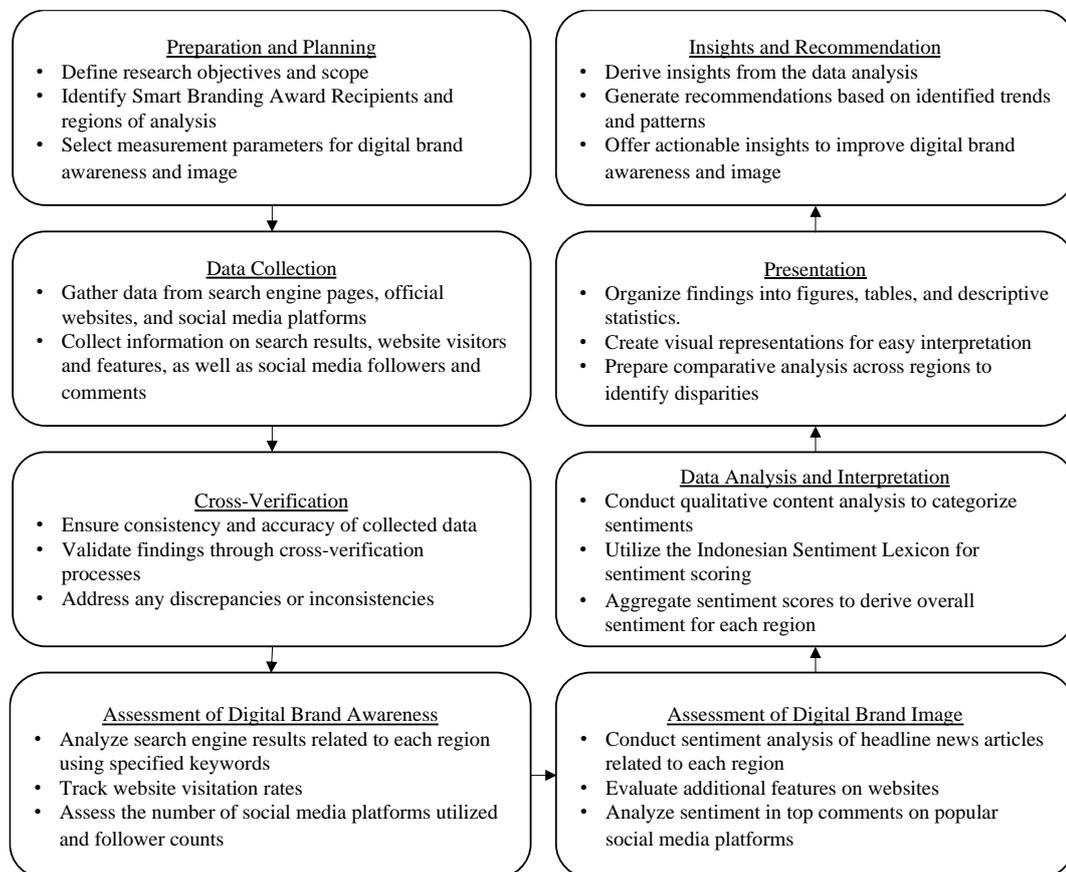


Figure 1. Research Framework
Source: Author’s analysis, 2023

FINDINGS AND DISCUSSION

Digital Brand Awareness

Search Engine

Search engine optimization (SEO) is vital in evaluating digital brand awareness, as it allows organizations to enhance their website’s ranking on search engine result pages

(SERPs). It leads to better brand recall and recognition, ultimately increasing brand awareness. As Dwivedi et al. (2021) discussed, social and digital marketing present considerable opportunities for organizations, including reduced expenses, enhanced brand recognition, and elevated sales. SEO is an essential component of digital marketing that can help organizations achieve their branding objectives. In the context of smart branding, the goal is to improve tourism, business, and city appearance, thereby enhancing local, national, and international competitiveness. To assess digital brand awareness, keyword combinations are used on search engines: “*nama daerah*” (region name) “*wisata daerah*” (regional tourism) “*investasi daerah*” (regional investment) (see Figure 2a). The results of the 15 regions analyzed are shown in Figure 2b, with most of them having search results ranging from zero to four, while only Kediri City and Semarang City had search results of eight and nine, respectively.

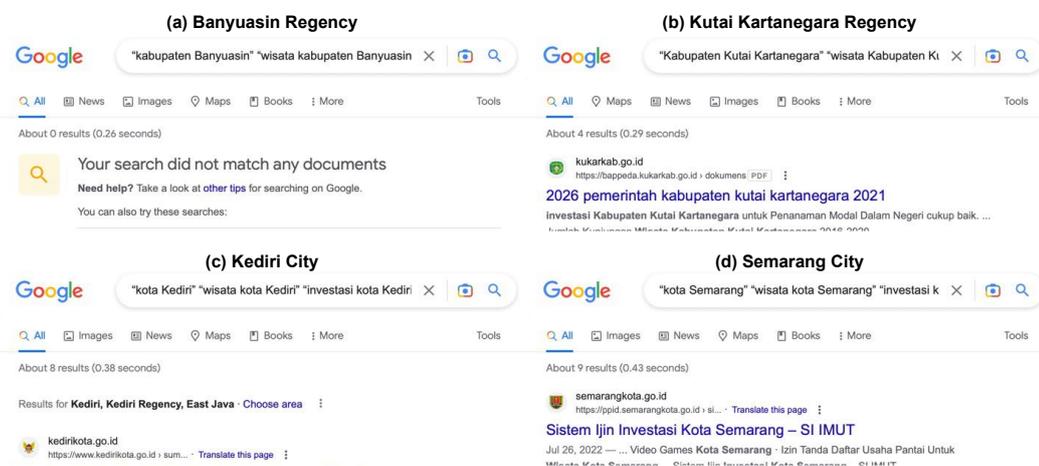


Figure 2a. Example of Search Results Using Three Keywords
 Source: Author’s analysis, 2023

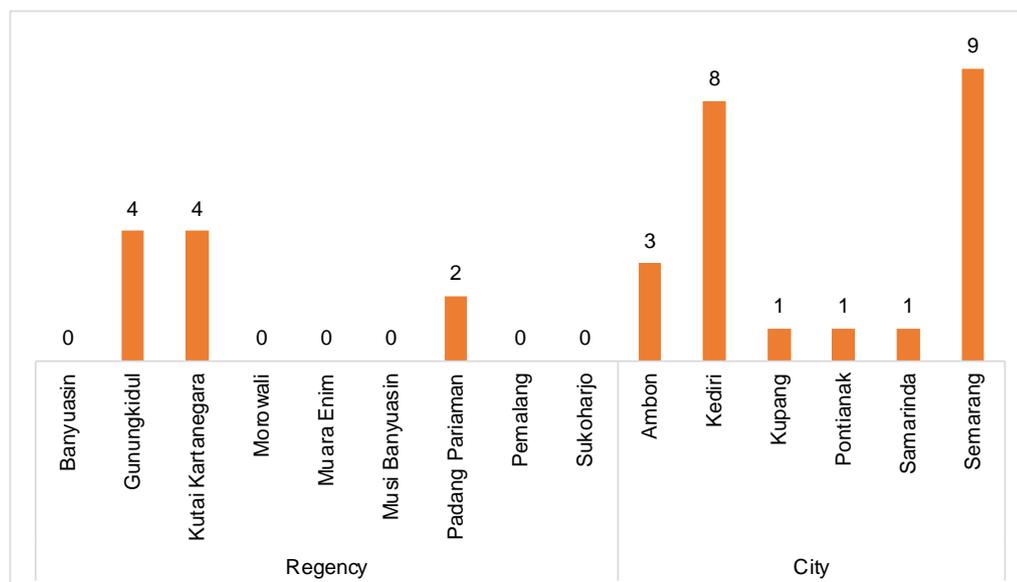


Figure 2b. Search Results on Search Engine (processed on March 30th, 2023)
 Source: Author’s analysis, 2023

As a comparison, Figure 3 displays the results of a search conducted using the combination of keywords (“city name” “city tourism” “city investment”) for two cities in the world that ranked first (New York) and second (London) in brand value in the category of leading cities worldwide in 2021 (Statista Research Department, 2022). The search for the city of New York yielded only six results, while the search for London produced a staggering 12,400 results. This finding demonstrates that it is not simple to rank high in search engine results using a specific combination of three keywords. It highlights the challenges faced by website owners in optimizing their online presence and underscores the importance of implementing effective search engine optimization strategies.

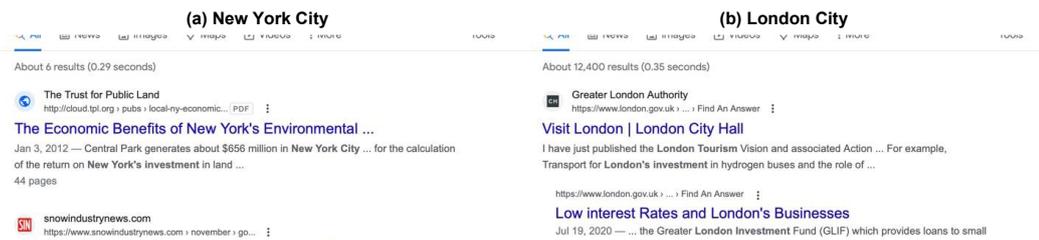


Figure 3. Search Results Using Three Keywords for New York and London (processed on April 2nd, 2023)
Source: Author’s analysis, 2023

Website and Social Media

In the realm of branding, websites and social media have become essential tools for promoting a brand. As Dinnie (2008) emphasized, an aesthetically pleasing and user-friendly website that provides comprehensive details about a particular city and its attractions is vital for effectively reaching prospective tourists, investors, and residents. Consequently, it is imperative for a great website to meticulously track and analyze visitor traffic to gain a deep understanding of user behavior and assess the effectiveness of branding strategies. By monitoring the number of unique visitors to a website, one can gain valuable insights into the scale of exposure to the content for first-time viewers. However, not all regional government websites provide visitor statistics on their pages, making measuring the website’s audience reach challenging. Of the 15 regional websites analyzed, only four displayed visitor statistics on their pages, namely Musi Banyuasin Regency, Pontianak City, Samarinda City, and Semarang City. According to Benoist (2008), not all websites provide visitor statistics due to varying reasons such as privacy concerns, lack of awareness about data sensitivity, and potential misuse of collected data. Therefore, regional government websites need to recognize the importance of tracking visitor statistics to enhance their branding efforts and ensure they are effectively reaching their target audience. By doing so, they can optimize their impact and strengthen their presence in the digital realm, fostering greater engagement and connection with their community and beyond.

In addition to website traffic, social media followers/subscribers play a crucial role in contemporary branding practices. Social media platforms facilitate two-way communication, encouraging participatory branding and leading to an authentic brand that fosters a sense of ownership and affiliation among stakeholders (Uzunoglu, 2017). As depicted in Table 3, the smart branding award-winning regions effectively utilized social media by leveraging multiple platforms. Notably, nine regions, including Banyuasin Regency, Gunungkidul Regency, Kutai Kartanegara Regency, Morowali Regency, Musi

Banyuasin Regency, Pemalang Regency, Sukoharjo Regency, Kediri City, and Semarang City, exhibited proficiency in using social media platforms. Despite this, some regions encountered challenges in managing their social media accounts. For example, Muara Enim Regency had its Twitter account suspended, while Samarinda City experienced an Instagram hack (see Figure 4). Nevertheless, both social media accounts are still listed on each region’s website.

Table 3. Number of Visitors/Followers/Subscribers on Website and Social Media

No.	Region	Website		Followers/Subscribers Number			
		Visitor	Rank	IG	YT	FB	TWT
Regency							
1.	Banyuasin	243.6K	309	15K	5.09K	12K	248
2.	Gunungkidul	349.4K	222	31.1K	1.67K	2.68K	3K
3.	Kutai Kartanegara	423.0K	171	9.5K	611	5.3K	202
4.	Morowali	84.5K	594	859	678	3.14K	79
5.	Muara Enim	103.3K	756	4.14K	604	3.2K	Suspended
6.	Musi Banyuasin	163.1K	415	4.26K	896	1.1K	130
7.	Padang Pariaman	219.7K	881	n/a	279	5.8K	2.3K
8.	Pemalang	226.2K	257	7.09K	3.29K	2K	10.2K
9.	Sukoharjo	300.6K	157	25K	3.34K	7.1K	4.99K
City							
10.	Ambon	163.3K	770	n/a	9.09K	6.3K	n/a
11.	Kediri	712.3K	104	83.8K	3.11K	37.25K	1.83K
12.	Kupang	38.2K	829	7.7K	713	9.49K	n/a
13.	Pontianak	49.4K	890	31K	n/a	6.2K	3.2K
14.	Samarinda	698.9K	97	Hacked	1.47K	14K	2.92K
15.	Semarang	3.9M	33	149K	25.2K	12K	15.6K

Note: Website visitor is a sum of all visits on desktop and mobile from the last three months as of April 14th, 2023. Meanwhile, the website rank is from Indonesia’s government websites ranking list (<https://www.similarweb.com>). The number of followers/subscribers as of March 24th, 2023. Bolded figures indicate dominance

Source: Compiled from various sources, 2023

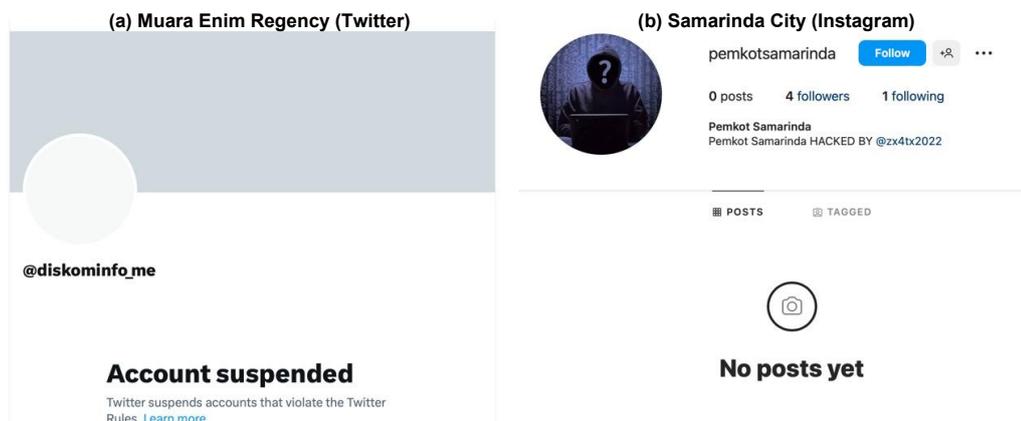


Figure 4. Suspended and Hacked Social Media Accounts
 Source: Author’s analysis, 2023

One interesting aspect is the varying social media platforms each region uses. Instagram is the most widely used platform, with nine regions predominantly utilizing it,

namely Banyuasin Regency, Gunungkidul Regency, Kutai Kartanegara Regency, Muara Enim Regency, Musi Banyuasin Regency, Sukoharjo Regency, Kediri City, Pontianak City, and Semarang City, which have the highest number of followers/subscribers compared to other social media platforms. Facebook is in second place, with four regions having the most followers on this platform: Morowali Regency, Padang Pariaman Regency, Kupang City, and Samarinda City. This finding aligns with the data reported by Kemp (2022) that Instagram and Facebook are the two most commonly used social media platforms in Indonesia, followed by WhatsApp. It is worth noting that a slightly different approach was taken on the website of Musi Banyuasin Regency, where the linked Facebook and Instagram accounts belong to the regent's social media instead of the region in general. Furthermore, the least popular platforms are YouTube and Twitter, each used by only one region, namely Pemalang Regency (Twitter) and Samarinda City (YouTube).

Meske and Stieglitz (2013) highlight the challenges social media managers face such as proving the value of social media and lacking decision-making power regarding staff and budget allocation. Therefore, it is imperative for regions and organizations to address these challenges strategically. Firstly, by adopting analytics tools to measure and demonstrate the return on investment (RoI) of their social media efforts. Secondly, granting social media managers decision-making power regarding staff and budget allocation is essential. Moreover, enhancing social media security measures and diversifying the social media presence can significantly contribute to effective management. By adopting a strategic approach that includes analytics, empowerment, security measures, and diversification, regions and organizations can effectively manage their social media accounts and leverage them to enhance their branding efforts.

Digital Brand Image

Search Engine

One element that shapes or influences a region's image and reputation is its coverage in mass media (Kearns et al., 2013). Therefore, the keyword "*nama daerah*" (region name) is used in the "news" section of a search engine to determine the extent of media coverage for the regions under study (see Table 4). The results indicate that five regions had over 10,000 news articles (Sukoharjo Regency, Ambon City, Kediri City, Samarinda City, and Semarang City). In comparison, six regions had fewer than 5,000 news articles: Kutai Kartanegara Regency (2,480 articles), Morowali Regency (1,650 articles), Muara Enim Regency (3,540 articles), Musi Banyuasin Regency (2,960 articles), Padang Pariaman Regency (3,300 articles), and Kupang City (4,900 articles). This discrepancy underscores the significant variation in media coverage among the regions, which in turn has a substantial impact on their visibility and reputation. Understanding the extent of media coverage is crucial for regional governments to develop effective branding strategies and enhance their image both nationally and internationally. It is advisable for regions with lower media coverage to invest in strategic communication approaches to increase their visibility and reputation, subsequently attracting more attention from potential tourists, investors, and residents.

Subsequently, the first fifty news headlines that appeared on each region's search page were examined using content analysis. The results are presented in Table 4, where the Banyuasin, Padang Pariaman, and Muara Enim regencies obtained the highest scores of 42, 39, and 39, respectively. These scores indicate that the top news in these three regions was

dominated by positive sentiment. Conversely, Musi Banyuasin Regency, Gunungkidul Regency, and Ambon City obtained the lowest scores with -3, -2, and 8, respectively, suggesting that the top news in these regions tended to be dominated by negative sentiment. This finding highlights the significant impact of media portrayal on a region’s image and reputation. Positive news coverage can significantly enhance a region’s appeal to tourists, investors, and potential residents, while negative coverage can potentially deter them. Therefore, regional governments need to actively manage and influence the narrative about their regions through strategic communication approaches. By doing so, they can shape a positive perception of their region, leading to increased attention and interest. This underscores the importance of comprehensive branding strategies that encompass both media management and online presence to establish a favorable image and reputation for the region.

Table 4. Results of Brand Image Search on Search Engine

No.	Region	Search Results (000)	Sentiment			Score
			Negative	Positive	Neutral	
Regency						
1.	Banyuasin	5.51	3	45	2	42
2.	Gunungkidul	7.10	20	18	12	-2
3.	Kutai Kartanegara	2.48	9	32	9	23
4.	Morowali	1.65	7	29	14	22
5.	Muara Enim	3.54	6	42	2	36
6.	Musi Banyuasin	2.96	23	20	7	-3
7.	Padang Pariaman	3.30	1	40	9	39
8.	Pemalang	7.27	3	30	17	27
9.	Sukoharjo	10.90	5	37	8	32
City						
10.	Ambon	12.30	16	24	10	8
11.	Kediri	16.90	7	31	12	24
12.	Kupang	4.93	6	30	14	24
13.	Pontianak	8.08	4	31	15	27
14.	Samarinda	26.40	1	36	13	35
15.	Semarang	44.10	6	19	25	13

Note: The keyword “nama daerah” (region name) was used on the news section of the search engine (processed on March 30th, 2023). See the Appendix for examples of online news headlines by category.

Source: Author’s analysis, 2023

Website and Social Media

According to Dinnie (2008), a region’s website has the potential to improve its image and reputation greatly. However, this depends on the effective design and maintenance of the website, which includes regular updates and user engagement as critical factors. Just like product packaging, the website and social media platforms used by a region can be considered the packaging of a city. Similar to a product’s packaging, a city’s online presence through its website and social media accounts can significantly shape the public’s perception of the city. A well-designed website and active social media accounts have the ability to establish a favorable perception of the city, attracting potential visitors and investors, as Giannakopoulos et al. (2015) noted. Conversely, a poorly designed website and negative social media content can create a negative image of the city, deterring potential visitors and investors. Thus, cities must pay attention to their online presence and utilize sentiment analysis to monitor the public perception of the city.



Online social platforms, including forums, micro-blogs, and social networking sites, allow users to share their content, such as opinions and emotions related to a particular city (Fang & Zhan, 2015). Thus, sentiment analysis is useful for extracting valuable insights from a vast amount of textual data (Lamba & Madhusudhan, 2022). Analyzing the content of a city’s website and social media presence makes it possible to gauge the public’s perception of the city and pinpoint areas that require attention and improvement.

In this context, several indicators are used to assess how well a city manages its “city packaging” (website and social media). The first indicator is the multilingual menu. It is noted that only Semarang City provides a multilingual feature on its website. The availability of English as an international language is crucial if a city intends to target not only local and national audiences but also international audiences. Interestingly, Semarang City provides both English and a local language (Javanese) and Chinese (see Figure 5). It indicates that Semarang City recognizes the importance of preserving local languages. Indigenous languages are historically significant and essential to protect Indigenous peoples’s cultural identity and dignity and preserving their traditional heritage (United Nations, 2016). Meanwhile, the City of Pontianak also provides a link for English, but the link does not function properly. Other regions should consider adopting this feature to cater to a broader audience, especially if they aim to attract investors, tourists, and international residents. Implementing these improvements will not only enhance the user experience but also contribute to the city’s growth and global outreach.



Figure 5. Multilingualism on the Semarang City Website
Source: Author’s analysis, 2023

Second, the availability of emergency contact information is vital to ensure that the public knows how to obtain the necessary services during crises. Concurrently, it is crucial to ensure that the residents respond suitably to any unforeseen emergencies that may arise (Kubás et al., 2022). Song et al. (2015) asserted that the effectiveness of an organization’s information dissemination positively influences citizen participation. In emergency situations, prompt and relevant information dissemination enables citizens to remain



vigilant and respond accordingly by sharing situational updates. Consequently, local governments can promote citizen engagement and preparedness by utilizing online platforms such as social media and websites to disseminate emergency information and contacts. Effective government action is imperative during times of emergency, including emergency management and citizen engagement. The importance of stable and effective government in managing emergencies and how actions taken during an emergency or crisis can have long-term implications for citizens' health and safety. In this case, an evaluation of 15 city websites revealed that only two provided emergency contacts (Banyuasin Regency and Kutai Kartanegara Regency), including hospital, police, firefighter, and public order enforcers police (known as *satpol PP*) contact numbers (see Figure 6). Meanwhile, Kediri City only listed emergency contacts related to COVID-19.



Figure 6. Regencies Websites Providing Emergency Contacts
Source: Author's analysis, 2023

Emergency contact information is a crucial part of crisis management that can significantly impact the city's brand image. According to Junek et al. (2004), effective crisis management plays a crucial role in enhancing the destination's image post-disastrous events, aiding in restoring visitor confidence and positively influencing the city's brand image. Additionally, as stated in Avraham and Ketter (2012), crisis management strategies, including media campaigns, can effectively improve a city's negative image, attracting tourists, investors, and residents. Therefore, it is essential for cities to ensure the availability and functionality of emergency contact information to maintain their brand image and effectively promote public safety.

Third, the availability of direct interaction through live chat on the regional website. Virtual public forums, including live chat, have been recognized as an important and intentional avenue for public participation during emergencies (Park et al., 2022). Live chat facilitates the rapid and effective distribution of important messages that can be customized to suit diverse audiences. Moreover, it empowers communities to exchange and enhance pertinent information actively (Hyland-Wood et al., 2021). As such, incorporating live chat into city websites is imperative, as it promotes efficient communication between the government and citizens in times of emergency. In this regard, it is noteworthy that the Ambon City website is the only one that offers live chat services during business hours, from Monday to Friday, between 08:00 and 16:30 Eastern Indonesian Time. Although not available 24/7, this service provides a valuable platform for citizens to seek immediate assistance and information during critical situations, thereby enhancing public engagement and ensuring timely responses from the authorities.

Finally, integrating all social media platforms the local government uses into their website is crucial, as social media linking can enhance engagement, broaden reach, optimize search engine performance, and strengthen brand marketing efforts. In this study,

only four of the most commonly used social media platforms by local government websites are evaluated: Instagram, YouTube, Facebook, and Twitter. Generally, all local governments have integrated social media into their websites. Some have even integrated all four platforms simultaneously, such as Banyuasin Regency, Gunungkidul Regency, Morowali Regency, Pemalang Regency, Sukoharjo Regency, Samarinda City, and Semarang City. Furthermore, Semarang City provides various other social media platforms not found on other local government websites, such as Line, Pinterest, and WordPress. However, some local governments provide social media buttons that do not function properly, such as broken links (Instagram and Twitter of Ambon City) or failure to open the desired sites (Instagram, Facebook, and Twitter of Padang Pariaman regency). The selection of social media platforms used typically depends on the target audience and the nature of the content shared. A variety of platforms allows for more comprehensive engagement, as different demographics prefer different social media channels. It is recommended that all regions ensure their social media links are fully functional to maximize the potential of social media integration, ensuring effective communication and engagement with the public.

Overall, it's crucial that the regions address the issues highlighted and implement the missing features to provide a more comprehensive and user-friendly online experience. In summary, the four indicators discussed above are presented in Table 5 below.

Table 5. Website Features by Region

No.	Region	Multilingual	Emergency Contact	Live Chat	Social Media Integration			
					IG	YT	FB	TWT
Regency								
1.	Banyuasin	-	Available	-	Yes	Yes	Yes	Yes
2.	Gunungkidul	-	-	-	Yes	Yes	Yes	Yes
3.	Kutai Kartanegara	-	Available	-	-	Yes	Yes	-
4.	Morowali	-	-	-	Yes	Yes	Yes	Yes
5.	Muara Enim	-	-	-	Yes	-	Yes	Yes
6.	Musi Banyuasin	-	-	-	-	Yes	-	-
7.	Padang Pariaman	-	-	-	Broken link	Yes	Broken link	Broken link
8.	Pemalang	-	-	-	Yes	Yes	Yes	Yes
9.	Sukoharjo	-	-	-	Yes	Yes	Yes	Yes
City								
10.	Ambon	-	-	Available	Broken link	-	Yes	Broken link
11.	Kediri	-	Only for Covid-19	-	Yes	Yes	Yes	Yes
12.	Kupang	-	-	-	-	Yes	-	-
13.	Pontianak	Broken link	-	-	Yes	-	Yes	Yes
14.	Samarinda	-	-	-	Yes	Yes	Yes	Yes
15.	Semarang	a. English b. Mandarin c. Javanese	-	-	Yes	Yes	Yes	Yes

Note: "Broken link" denotes a link that failed to direct to the desired page.

Source: compiled from various sources



Next, the top fifty comments that appeared on posts made by each region on social media with the highest number of followers/subscribers were examined using content analysis. The results can be seen in Table 6, where Ambon City, Kupang City, and Kutai Kartanegara Regency obtained the highest scores with values of 44, 30, and 25, respectively. This result indicates that the public’s response to posts made by the government or directly to the government tends to be dominated by positive sentiment comments. Meanwhile, the regencies of Pematang, Morowali, and Padang Pariaman obtained the lowest scores with values of -22, -5, and -5, respectively. It indicates that the top comments that appeared in these three regions tend to be dominated by negative sentiment comments. This finding suggests that there is a need for these regions to improve their online presence and communication strategies to foster more positive interactions with the public.

Table 6. Results of Brand Image on Social Media Comments

No.	Region	Social Media	Category			Score
			Negative	Positive	Neutral	
Regency						
1.	Banyuasin	Instagram	10	25	15	15
2.	Gunungkidul	Instagram	15	19	16	4
3.	Kutai Kartanegara	Instagram	11	36	3	25
4.	Morowali	Facebook	24	19	7	-5
5.	Muara Enim	Instagram	2	23	25	21
6.	Musi Banyuasin	Instagram	12	22	16	10
7.	Padang Pariaman	Facebook	22	17	11	-5
8.	Pematang	Twitter	33	11	6	-22
9.	Sukoharjo	Instagram	18	16	16	-2
City						
10.	Ambon	YouTube	2	46	2	44
11.	Kediri	Instagram	11	22	17	11
12.	Kupang	Facebook	6	36	8	30
13.	Pontianak	Instagram	1	21	28	20
14.	Samarinda	Facebook	7	31	12	24
15.	Semarang	Instagram	3	11	36	8

Note: The analyzed social media platform is the most popular platform used in each region, as determined by the number of followers/subscribers compared to other social media platforms. See the Appendix for examples of public comments on government social media by category.

Source: Author’s analysis, 2023

Brand awareness and brand image are crucial components of brand equity (Górska-Warsewicz, 2020). City brand equity refers to the perceived value of a city based on people’s perceptions and experiences. Like commercial brands, cities can have strong or weak brand equity, influenced by their image and reputation among residents, tourists, investors, and others. Strong city brand equity attracts more tourists, generating revenue and boosting the local economy. A positive city image appeals to investors, leading to economic development and job creation, while also enhancing residents’ pride and attachment, fostering community participation (Tang et al., 2023).

Regarding residents’ pride and attachment, Social Identity Theory posits that individuals’ self-concept is partially determined by the social groups they belong to, and they tend to view their own group more favorably (Masinga, 2022). According to this theory, positive comments about a region could enhance the citizens’ sense of belonging,



contributing to a more positive public image. On the other hand, negative comments might undermine citizens' confidence and trust in their local government, potentially causing a negative impact on the city's image. By addressing the issues highlighted in this analysis, local governments can enhance their online engagement and strengthen their relationship with the community, ultimately contributing to the improvement of public perception and the promotion of a positive city image. Effective management of social media platforms can significantly impact public perception and satisfaction, thereby fostering a stronger sense of trust and connection between the government and the citizens. Cities with a positive image are also better equipped to handle crises, as they possess a strong support base and a solid reputation to uphold (An et al., 2023; Hoelscher et al., 2022; Katsinas, 2019).

Furthermore, according to Information Processing Theory, individuals process information differently based on the medium through which it is presented (Lang, 2000). Positive interactions online, especially via social media platforms, are instrumental in highlighting a city's tourism potential and influencing how people perceive it. Advances in information and communication technology have enhanced the role of social media in the tourism industry (Dwivedi et al., 2021), altering the relationship between tourist destinations and tourists' behavioral intentions (T. J. Chan & Imad, 2024). In the context of tourism promotion, social media provides a dynamic platform for showcasing a city's attractions, cultural richness, and unique experiences. By strategically leveraging social media channels, cities can effectively capture the attention of potential tourists and investors. Through engaging visual content, informative posts, and interactive features, cities can shape perceptions and evoke curiosity about their tourism offerings. When individuals encounter favorable narratives and authentic portrayals of a city's charm and hospitality on social media, they are more likely to consider it as a destination for their travels. Therefore, enhancing the management of social media platforms becomes crucial not only for maintaining a positive city image but also for fostering economic growth through tourism. By aligning with the principles of Information Processing Theory, such as tailoring content to suit the characteristics of each platform, cities can optimize their communication strategies to reach a wider audience.

CONCLUSION

The assessment of digital brand awareness and image among recipients of the Smart Branding Award offers crucial insights for local governments in Indonesia. Through analyzing various digital channels, including search engines, websites, and social media platforms, this study highlights disparities in online presence and reputation management among regions. The research findings reveal that not all regions receiving the Smart Branding Award have achieved good brand awareness and image. It is evident, among other things, from the low ranking of regional government websites in the government website category and the inadequate integration of website and social media management. Additionally, online news headlines and public comments are still dominated by negative sentiments.

In today's tourism management realm, effective digital branding strategies are essential for attracting tourism and investment opportunities. Regions with strong online visibility and positive sentiments tend to project a more appealing image, while those facing



challenges in managing their online reputation may struggle to attract stakeholders. Understanding theories like Social Identity Theory and Information Processing Theory becomes vital. They emphasize the importance of aligning narratives with tourists' perceptions and how they process information, all while making the most of digital platforms for dissemination.

To operationalize these insights, local governments should take several strategic steps. First, they should collaborate with digital marketing experts by forming partnerships with professionals who specialize in enhancing online visibility and managing online reputation. For example, partnering with local universities can leverage expertise in digital marketing campaigns aimed at promoting cultural tourism. Second, investing in digital literacy programs is crucial. By enhancing digital literacy among community members, governments can empower individuals to engage positively online and contribute to the region's digital brand. Implementing workshops and training sessions in collaboration with tech companies can boost digital skills among local entrepreneurs and residents. Third, developing adaptive regulatory environments is essential. Governments should create flexible policies that can adapt to the fast-evolving digital landscape. Establishing guidelines that encourage innovative digital marketing practices while ensuring the protection of local culture and heritage is a vital step. Additionally, addressing residents' needs and grievances proactively is important. Local governments should transparently communicate efforts and achievements through various digital channels. Utilizing social media platforms to regularly update citizens on development projects and solicit feedback can foster community engagement. Lastly, facilitating knowledge exchange platforms can be highly beneficial. Establishing a collaborative network for regional governments to share best practices in digital branding and online engagement could be achieved through a national forum organized annually, where representatives from different regions present their successful strategies and discuss common challenges.

Amidst intensifying global competition, local governments play a significant role in supporting national development by strengthening their position from within (by fostering a sense of pride among their residents) to outside (by creating attractions for tourists and investors). Initiatives should kick off with local governments attentively addressing residents' needs and grievances, and disseminating vital information through diverse channels. Citizens, in turn, should provide constructive feedback, actively contribute to the community, and monitor governmental performance. This positive collaboration not only enhances the region's image but also attracts foreign investment and tourists, thereby fostering sustainable economic and social benefits.

Moreover, continuous monitoring and enhancement of digital branding initiatives are imperative to adapt to evolving digital trends. Policymakers could facilitate the establishment of a collaborative platform or network for regional governments to exchange best practices and lessons learned in digital branding and online engagement. This platform would serve as a knowledge-sharing hub where regions exchange strategies, tools, and resources for enhancing digital presence and reputation. By fostering collaboration and knowledge exchange, policymakers can cultivate a supportive ecosystem for effective digital branding across regions, thereby driving collective improvement in online visibility and impact.

While this study sheds light on the digital brand awareness of Smart Branding Award recipients in Indonesia, its findings may not fully generalize beyond the specific

regions examined. The focus on digital media data overlooks offline branding efforts' impact and could be complemented by offline data sources. Future research could explore a broader range of regions, incorporate offline data sources, and employ more sophisticated qualitative methods to deepen understanding. These steps would enhance the research's applicability and contribute to a more comprehensive understanding of smart branding strategies and their implications for tourism policy.

ACKNOWLEDGEMENT

The author extends sincere thanks to Dr. La Maronta Galib for his invaluable insights and suggestions that significantly enriched this research. The author also wishes to express gratitude to the anonymous reviewers whose constructive feedback contributed to improving the quality of this manuscript.

REFERENCES

- Aaker, D. A. (1998). *Building Strong Brands*. Free Press.
- Acuti, D., Mazzoli, V., Donvito, R., & Chan, P. (2018). An Instagram Content Analysis for City Branding in London and Florence. *Journal of Global Fashion Marketing*, 9(3), 185–204. <https://doi.org/10.1080/20932685.2018.1463859>
- An, N., Yu, Q., & Wang, M. (2023). Social Media Reconstructions of Urban Identity During the COVID-19 Pandemic. *Geographical Research*, 61(1), 71–80. <https://doi.org/10.1111/1745-5871.12569>
- Arku, R. N., Buttazzoni, A., Agyapon-Ntra, K., & Bandauko, E. (2022). Highlighting Smart City Mirages in Public Perceptions: A Twitter Sentiment Analysis of Four African Smart City Projects. *Cities*, 130, 103857. <https://doi.org/10.1016/J.CITIES.2022.103857>
- Ashworth, G. J. (2009). The Instruments of Place Branding: How is it Done? *European Spatial Research and Policy*, 16(1), 9–22. <https://doi.org/10.2478/V10105-009-0001-9>
- Avraham, E., & Ketter, E. (2012). *Media Strategies for Marketing Places in Crisis: Improving the Image of Cities, Countries and Tourist Destinations*. Routledge. <https://doi.org/10.4324/9780080557076>
- Basit, A., Nurlukman, A. D., & Kosasih, A. (2020). The Effect of Social Media Destination Branding: The Use of Facebook and Instagram. In D. W. Utama, W. P. Sari, & M. P. Sari (Eds.), *Proceedings of the Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2019)* (pp. 23–27). Atlantis Press. <https://doi.org/10.2991/ASSEHR.K.200515.005>
- Benoist, E. (2008). Collecting Data for the Profiling of Web Users. In M. Hildebrandt & S. Gutwirth (Eds.), *Profiling the European Citizen: Cross-Disciplinary Perspectives* (pp. 169–184). Springer Dordrecht. https://doi.org/10.1007/978-1-4020-6914-7_9
- Papanikolaou, Z., Kefala, F., Karelakis, C., Theodosiou, G., & Goulas, A. (2022). Cities in Competition: Is There a Link between Entrepreneurship and Development? *World*, 3(4), 913–927. <https://doi.org/10.3390/WORLD3040051>
- Castillo-Villar, F. R. (2018). City Branding and the Theory of Social Representation. *Bitácora Urbano Territorial*, 28(1), 33–38. <https://doi.org/10.15446/bitacora.v28n1.52939>
- Chan, C. S. (2023). From the Perspective of Local Brand Equity, How do cCitizens Perceive Green, Creative and Smart Brand Potential of Future Hong Kong? *Place Branding and Public Diplomacy*, 19(4), 500–513. <https://doi.org/10.1057/S41254-023-00307-4>



- Chan, C. S., Peters, M., & Pikkemaat, B. (2019). Investigating Visitors' Perception of Smart City Dimensions for City Branding in Hong Kong. *International Journal of Tourism Cities*, 5(4), 620–638. <https://doi.org/10.1108/IJTC-07-2019-0101>
- Chan, T. J., & Imad, A. R. (2024). The Mediating Role of Green Image Between Social Media Attributes and the Intention to Revisit Green Resorts. *Journal of Applied Structural Equation Modeling*, 8(1), 1–23. [https://doi.org/10.47263/JASEM.8\(1\)04](https://doi.org/10.47263/JASEM.8(1)04)
- Chigora, F., & Zvavahera, P. (2015). Awareness Completes Brand Loyalty: Reality of Zimbabwe Tourism Destination. *Business and Management Horizons*, 3(2), 60–69. <https://doi.org/10.5296/BMH.V3I2.8547>
- Citiasia. (2022). *Indonesia Smart Nation Award 2022 Berhasil Digelar, Inilah Daftar Daerah yang Raih Penghargaan!* <https://citiasiainc.id/?p=2743>
- Dinnie, K. (2004). Place Branding: Overview of an Emerging Literature. *Place Branding and Public Diplomacy*, 1(1), 106–110. <https://doi.org/10.1057/PALGRAVE.PB.5990010>
- Dinnie, K. (2008). *Nation Branding: Concepts, Issues, Practice*. Elsevier. https://www.culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Nation_Branding_-_Concepts,_Issues,_Practice_-_Keith_Dinnie.pdf
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the Future of Digital and Social Media Marketing Research: Perspectives and Research Propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/J.IJINFOMGT.2020.102168>
- Fang, X., & Zhan, J. (2015). Sentiment Analysis Using Product Review Data. *Journal of Big Data*, 2, 5. <https://doi.org/10.1186/S40537-015-0015-2>
- Gheyle, N., & Jacobs, T. (2017). *Content Analysis: a Short Overview*. <https://doi.org/10.13140/RG.2.2.33689.31841>
- Giannakopoulos, T., Papakostas, M., Perantonis, S., & Karkaletsis, V. (2015). Visual Sentiment Analysis for Brand Monitoring Enhancement. In S. Lončarić, D. Lerski, H. Eskola, & R. Bregović (Eds.), *9th International Symposium on Image and Signal Processing and Analysis (ISPA) 2015* (pp. 1–6). University of Zagreb. <https://doi.org/10.1109/ISPA.2015.7306023>
- Ginesta, X., & de San Eugenio, J. (2020). Rethinking Place Branding From a Political Perspective: Urban Governance, Public Diplomacy, and Sustainable Policy Making. *American Behavioral Scientist*, 65(4), 632–649. <https://doi.org/10.1177/0002764220975066>
- Górska-Warsewicz, H. (2020). Factors Determining City Brand Equity—A Systematic Literature Review. *Sustainability*, 12(19), 7858. <https://doi.org/10.3390/SU12197858>
- Grebosz-Krawczyk, M. (2021). Place Branding (R)evolution: the Management of the Smart City's Brand. *Place Branding and Public Diplomacy*, 17(1), 93–104. <https://doi.org/10.1057/S41254-020-00167-2>
- Green, A., Grace, D., & Perkins, H. (2016). City Branding Research and Practice: An Integrative Review. *Journal of Brand Management*, 23(3), 252–272. <https://doi.org/10.1057/BM.2016.8>
- Gretzel, U., & Collier de Mendonça, M. (2019). Smart Destination Brands: Semiotic Analysis of Visual and Verbal Signs. *International Journal of Tourism Cities*, 5(4), 560–580. <https://doi.org/10.1108/IJTC-09-2019-0159>
- Hoelscher, K., Geirbo, H. C., Harboe, L., & Petersen, S. A. (2022). What Can We Learn from Urban Crisis? *Sustainability*, 14(2), 898. <https://doi.org/10.3390/SU14020898>
- Huang, S.-L., & Ku, H.-H. (2016). Brand Image Management for Nonprofit Organizations: Exploring the Relationships Between Websites, Brand Images and Donations. *Journal of Electronic Commerce Research*, 17(1), 80–96. http://www.jecr.org/sites/default/files/Paper6_0.pdf

- Huh, J. (2006). *Destination Branding as an Informational Signal and its Influence on Satisfaction and Loyalty in the Leisure Tourism Market* [Doctoral Dissertation, Virginia Polytechnic Institute and State University]. <http://hdl.handle.net/10919/28212>
- Hyland-Wood, B., Gardner, J., Leask, J., & Ecker, U. K. H. (2021). Toward Effective Government Communication Strategies in the Era of COVID-19. *Humanities and Social Sciences Communications*, 8(1), 30. <https://doi.org/10.1057/s41599-020-00701-w>
- Junek, O., Binney, W., & Deery, M. (2004). Disastrous Events and Destination Image. In C. Cooper (Ed.), *CAUTHE 2024: Creating Tourism Knowledge: Proceedings of the 2004 Council for Australian Tourism and Hospitality Education conference* (pp. 376–387). CAUTHE. https://dro.deakin.edu.au/articles/conference_contribution/Disastrous_events_and_destination_image/21002929/1/files/37303615.pdf
- Kapferer, J.-N., & Valette-Florence, P. (2016). Beyond Rarity: the Paths of Luxury Desire. How Luxury Brands Grow Yet Remain Desirable. *Journal of Product and Brand Management*, 25(2), 120–133. <https://doi.org/10.1108/JPBM-09-2015-0988>
- Katsinas, P. (2019). The International Face of Thessaloniki: The “Greek Crisis,” the Entrepreneurial Mayor, and Mainstream Media Discourses. *Area*, 51(4), 788–796. <https://doi.org/10.1111/AREA.12545>
- Kearns, A., Kearns, O., & Lawson, L. (2013). Notorious Places: Image, Reputation, Stigma. The Role of Newspapers in Area Reputations for Social Housing Estates. *Housing Studies*, 28(4), 579–598. <https://doi.org/10.1080/02673037.2013.759546>
- Kementerian Komunikasi dan Informatika. (2021). *Buku Panduan Penyusunan Masterplan Smart City 2021: Gerakan Menuju Smart City*.
- Kementerian Komunikasi dan Informatika. (2023). *Laporan Hasil Evaluasi Implementasi Kota Cerdas (Smart City) Tahun 2023 Tahap II Kota Kediri*. https://satudata.kedirikota.go.id/file/download/497?hash=dcc9638bc8a67264a52b6c4d557f3c37&updated_at=2024-03-05+11%3A18%3A34
- Kemp, S. (2022, February 15). *Digital 2022: Indonesia*. Datareportal. <https://datareportal.com/reports/digital-2022-indonesia>
- Kholifah, A. N., Sholikhah, I. M., & Wardani, E. (2021). Power and Branding: Language Commodification of Tourist Resorts. *Humanus: Jurnal Ilmiah Ilmu-Ilmu Humaniora*, 20(1), 21–35. <https://doi.org/10.24036/humanus.v20i1.111026>
- Konecnik, M., & Go, F. (2007). Tourism Destination Brand Identity: The Case of Slovenia. *Journal of Brand Management*, 15(3), 177–189. <https://doi.org/10.1057/PALGRAVE.BM.2550114>
- Koto, F., & Rahmanyngtyas, G. Y. (2017). InSet Lexicon: Evaluation of a Word List for Indonesian Sentiment Analysis in Microblogs. *Proceedings of the 2017 International Conference on Asian Language Processing, IALP 2017, 2018-January*, 391–394. <https://doi.org/10.1109/IALP.2017.8300625>
- Kubás, J., Bugánová, K., Polorecká, M., Petřlová, K., & Stolinová, A. (2022). Citizens’ Preparedness to Deal with Emergencies as an Important Component of Civil Protection. *International Journal of Environmental Research and Public Health*, 19(2), 830. <https://doi.org/10.3390/IJERPH19020830>
- Lai, K., & Li, X. (Robert). (2015). Tourism Destination Image: Conceptual Problems and Definitional Solutions. *Journal of Travel Research*, 55(8), 1065–1080. <https://doi.org/10.1177/0047287515619693>
- Lamba, M., & Madhusudhan, M. (2022). Sentiment Analysis. In *Text Mining for Information Professionals: An Uncharted Territory* (pp. 191–211). Springer, Cham. https://doi.org/10.1007/978-3-030-85085-2_7
- Lang, A. (2000). The Limited Capacity Model of Mediated Message Processing. *Journal of Communication*, 50(1), 46–70. <https://doi.org/10.1111/J.1460-2466.2000.TB02833.X>

- Lee, R., Lockshin, L., & Greenacre, L. (2016). A Memory-Theory Perspective of Country-Image Formation. *Journal of International Marketing*, 24(2), 62–79. <https://doi.org/10.1509/JIM.15.0079>
- Martina, S., Hakim, L., Rahmasari, G., Andriani, R., & Somantri, P. R. (2019). Brand Awareness Strategy to Increase Tourist Purchase Decision in Sentra Rajut Binong Jati. In Y. Sariningsih & N. Nurdiani (Eds.), *Proceeding The 1st Inter-University Forum for Strengthening Academic Competency (IFSAC)* (Vol. 1, Issue 1, pp. 432–438). Lemlit Unpas Press. <https://proceedings.conference.unpas.ac.id/index.php/ifsac/article/view/202>
- Masinga, N. C. (2022). *Social Identity for Social Change*. Routledge. <https://doi.org/10.4324/9780367198459-REPRW102-1>
- Meske, C., & Stieglitz, S. (2013). Responsibilities and Challenges of Social Media Managers. In S. Yamamoto (Ed.), *Human Interface and the Management of Information: Information and Interaction for Learning, Culture, Collaboration and Business, HIMI 2013* (pp. 342–351). Springer Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-39226-9_38
- Noori, N., de Jong, M., & Hoppe, T. (2020). Towards an Integrated Framework to Measure Smart City Readiness: The Case of Iranian Cities. *Smart Cities*, 3(3), 676–704. <https://doi.org/10.3390/SMARTCITIES3030035>
- Oleinik, A. N. (2021). Uses of Content Analysis in Economic Sciences: An Overview of the Current Situation and Prospects. *Voprosy Ekonomiki*, 4, 79–95. <https://doi.org/10.32609/0042-8736-2021-4-79-95>
- Park, C. H., Richards, R. C., & Reedy, J. (2022). Assessing Emergency Information Sharing between the Government and the Public during the COVID-19 Pandemic: An Open Government Perspective. *Public Performance & Management Review*, 45(4), 828–859. <https://doi.org/10.1080/15309576.2022.2048400>
- Ramadhani, I. S., & Indradjati, P. N. (2023). Toward Contemporary City Branding in the Digital Era: Conceptualizing the Acceptability of City Branding on Social Media. *Open House International*, 48(4), 666–682. <https://doi.org/10.1108/OHI-08-2022-0213>
- Rizkinaswara, L. (2022, July 20). *Gerakan Menuju 100 Smart City*. Aptika Kominfo. <https://aptika.kominfo.go.id/2022/07/gerakan-menuju-100-smart-city-2/>
- Saleh, F. A. R., Chidtian, A. S. C. R. El, & Artanto, A. T. (2022). Branding: Meningkatkan Brand Awareness Wisata Pantai Lon Malang Sokobanah Kabupaten Sampang. *Jurnal Imajinasi*, 6(2), 103–111. <https://doi.org/10.26858/I.V6I2.38280>
- Sobey, A. (2023). Obligated Smart Freedom: The Singaporean Experience of Advanced Neoliberal-Developmental Governance. *Urban Studies*, 60(16), 3336–3352. <https://doi.org/10.1177/00420980231169206>
- Song, M., Kim, J. W., Kim, Y., & Jung, K. (2015). Does the Provision of Emergency Information on Social Media Facilitate Citizen Participation During a Disaster? *International Journal of Emergency Management*, 11(3), 224–239.
- Statista Research Department. (2022). *Leading Cities Worldwide in 2021, by Brand Value (in Billion U.S. Dollars)*. Statista. <https://www.statista.com/statistics/1242453/leading-cities-brand-value/>
- SuaraPemerintah TV. (2022). *Top City Branding Award dan Top Government Leader For Personal Branding Award 2022*. Youtube. <https://www.youtube.com/watch?v=s0n0k7xuTmo>
- SuaraPemerintah.ID, & TRAS N CO Indonesia. (2022). Top City Branding Award dan Top Government Leader For Personal Branding Award 2022 Berlangsung Sukses. *SuaraPemerintah.ID*. <https://suarapemerintah.id/2022/01/top-city-branding-award-dan-top-government-leader-for-personal-branding-award-2022-berlangsung-sukses/>
- Tang, S., Yang, H., Liu, W., Qiao, H., He, G., Lyu, L., & Wang, J. (2023). Multidimensional Analysis of City Images and Basic Information of Respondents in Multi-Areal Scale of Mega

- City. *Journal of Asian Architecture and Building Engineering*, 22(5), 3082–3099. <https://doi.org/10.1080/13467581.2023.2172339>
- Trinchini, L., Kolodii, N. A., Goncharova, N. A., & Baggio, R. (2019). Creativity, Innovation and Smartness in Destination Branding. *International Journal of Tourism Cities*, 5(4), 529–543. <https://doi.org/10.1108/IJTC-08-2019-0116>
- Ulimaz, M., Jordan, N. A., & Tufail, D. N. (2021). Characteristics of the Settlement Brand Index for Improving Environmental Safety in Balikpapan. *IOP Conference Series: Earth and Environmental Science*, 623, 012058. <https://doi.org/10.1088/1755-1315/623/1/012058>
- United Nations. (2016). *Protecting Languages, Preserving Cultures*. United Nations. <https://www.un.org/en/desa/protecting-languages-preserving-cultures-0>
- Uzunoglu, E. (2017). Using Social Media for Participatory City Branding: The Case of @cityofizmir, an Instagram Project. In *Global Place Branding Campaigns across Cities, Regions, and Nations* (pp. 94–116). IGI Global. <https://doi.org/10.4018/978-1-5225-0576-1.CH005>
- Veríssimo, J. M. C., Tiago, M. T. B., Tiago, F. G., & Jardim, J. S. (2017). Tourism Destination Brand Dimensions: an Exploratory Approach. *Tourism & Management Studies*, 13(4), 1–8. <https://doi.org/10.18089/TMS.2017.13401>
- Wang, H.-J. (2023). Smart City Branding Vision: Multiple Stakeholder Perspectives. *Innovation: The European Journal of Social Science Research*, 1–25. <https://doi.org/10.1080/13511610.2023.2296384>
- Wijaya, L. S., Vanel, Z., Huwae, G. N., & Kristianto, B. (2020). Socialization as Integrated Marketing Communication Strategy in Increasing Brand Awareness (Case study “Solo Destination” Application of Solo City Government). *Petra International Journal of Business Studies*, 3(1), 54–63. <https://doi.org/10.9744/IJBS.3.1.54-63>

AUTHOR PROFILE

Sri Milawati Asshagab, S.H., M.M.

ORCID-ID 0000-0001-6466-6272. She is serves as a researcher at the National Research and Innovation Agency of the Republic of Indonesia, positioned within the Research Centre for Economics of Industry, Services, and Trade. With a strong foundation in law and management, she delves deeply into a realm of interconnected research areas, spanning public policy, economy, marketing, branding, and tourism.