

Place Brand Experience of Bandung City as UNESCO's Creative City Network in City Economy Development

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ABSTRACT

Creative city has become one of the current urban issues and a highlight in many areas like Indonesia or other countries. Bandung is set to become one of the creative cities by UNESCO in the Creative Cities Network in 2015. The aim of this research is to develop a model of Place Brand Experience of Bandung creative city in the framework of City Economic Development. This research used qualitative research method. Qualitative research is an unstructured explorative research methodology based on a small sample intended to provide insight. The research design used is qualitative explorative. The results of this research show that Bandung as a creative city provides place branding experience for its citizens and non-citizens. The place branding experience is divided into three phases: pre-place experience (before arrival), place experience (real experience in the actual place), and post-place experience (memories of the place experience). Place brand experience of Bandung contributes to the economic growth and increases employment in Bandung. The economic growth of Bandung in 2017 was recorded at 7% and became one of the best economic growth achievement in Indonesia. It is influenced by several things, such as the tourists coming to the city, the number of tourist destinations, its creative events, the emergence of the creative economy and creative communities, and other things that encourage the economic growth.

Keywords: place brand experience, place branding, creative city, creative cities network

1. INTRODUCTION

At the moment, the world economy has entered the era of the creative economy which is the fourth era after the agricultural economy, industrial economy, and information economy. Creative economy including creative industry is currently experiencing rapid

growth and has a considerable contribution to economic growth in many countries including Indonesia. Various aspects of life today become the impact of creative economic development. In its development, the creative economy has an expanding concept in creative industries, creative people, and even creative cities.

Creative city was originally thought out by Charles Landry in his book *The Creative City: A Toolkit for Urban Innovators* in 1995. Then, in 2004 UNESCO drafted the Creative Cities Network program to identify cities in the world considered as a creative city and to create a network among them. Indonesia itself manifests creativity in the context of government through the Minister of Tourism and Creative Economy (Menparekraf) which was then led by Marie Elka Pangestu. The Ministry of Tourism and Creative Economy is also the one who pushes five cities—Solo, Bandung, Denpasar, Yogyakarta, and Pekalongan—to submit an application and then to be feasible to be assessed to entering the UNESCO Creative Cities Network in 2012. Although in the end, it was only Pekalongan which passed in 2014 (<http://www.sccn.or.id/news/konferensi-kota-kreatif-indonesia.html>). In November 2015, Bandung was finally designated as a creative city listed in the UNESCO Creative Cities Network.

Such achievement of Bandung as a creative city is an achievement that requires a long process and support from various parties. There are many reasons that make Bandung determined to realize the ambition to become a city famed as the world level of the creative city. Maintaining the predicate of Bandung as the creative city in the world requires the commitment of various parties, especially the citizens of Bandung in order to be able to provide continuous values to the city.

A city with a strong brand can be different among other cities. With branding, a city is able to direct its preferences and choices that the city's stakeholders have. By applying branding, a city is able to establish a clear identity, a strong association and to embed a positive attribute in order to be able to position itself and to win the competition with other cities. The way the city develops will ultimately be like a company setting up its image of the product (Asworth & Kavaratzis, 2007 in M. Rahmat Yananda and Umami Salamah, 2014: 55).

The achievements made by Bandung should be maintained so it will continue to provide benefits for lots of sectors. One sector that greatly benefits from the achievement of Bandung as a creative city is the economic sector. An indicator of the creative city says that a creative city is a city that can meet the basic needs of urban communities, a city that always tries to improve prosperity, happiness, and quality of life of society. A creative city is also a place where there are citizens living in it and they have imagination, motivation, skills, creativity, and other various innovations that will become an urban resource that will definitely create benefit for the regional economy. In 2015, the creative industry has contributed about 7% to the National GDP while for Bandung and its creative industry contribution is above the national average of 12%.

Creative business by Bandung people is highly known to be the reason in creating innovative culinary variety and other unique products. It invites tourists' curiosity to be able to try the product. Creativity is highly supported by a comfortably unique place so that the tourists do not infrequently perpetuate the moment and even to share in their social media. (Chan, Tresna and Suryadipura, 2017: 185)

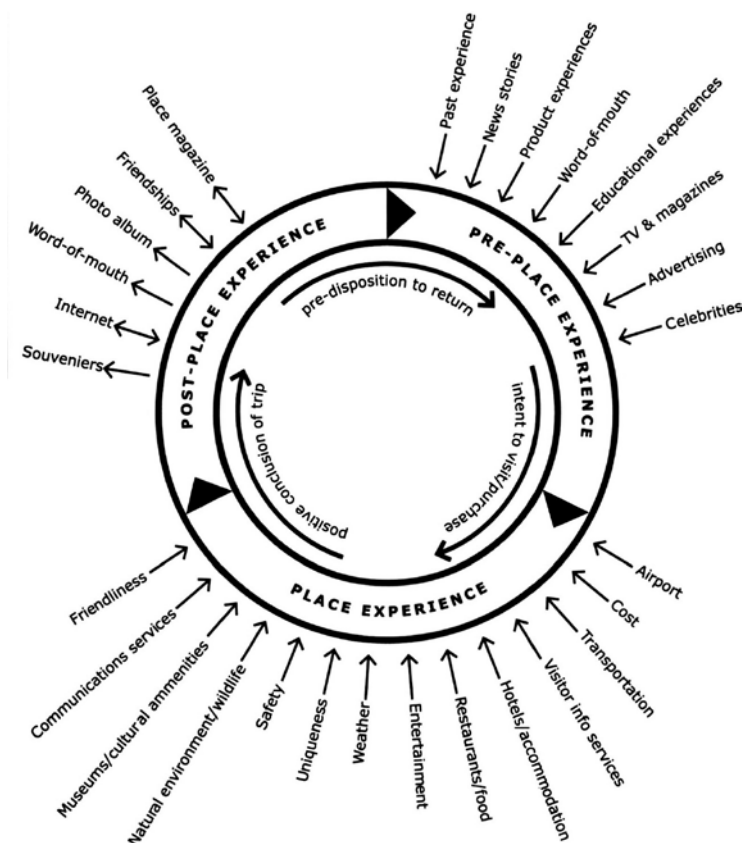
One way to continue maintaining Bandung's predicate as a creative city is by improving the experience of citizens and non-citizens of Bandung. The experience of this place begins with the news in the form of word of mouth, visualization in the form of images on social media, talks in various other media that make people curious about a particular place. After that, it will be followed by the actual experience and end with the post experience of this place.

2. LITERATURE REVIEW

2.1 Place Branding Concept

The discussion of place branding becomes a topic that often arises because of the growing awareness in which the place managers increasingly want to have a positive association in the mind of consumers by building and promoting the place they own. As listed on the emerging city brand ranking released by Anholt - GMI City Brands Index (Anholt, 2006) and Saffron European City Brand Barometre (Hildreth, 2010 in Yananda and Salamah, 2014: 54), places could fundamentally provide experience by providing a combination of indoor and outdoor environments, products, psychological experiences, experiences from time to time and all sorts of sensory encounter. The choice of tourists when traveling to a place is determined by the image of the place. It is therefore increasingly important to create a brand experience through physical experience as well as the assistance of information technology especially the internet which could help to enrich the pre-experience and the post-experience in visiting a place. (Allen, 2007: 61).

From the description of the picture above, we can conclude that the *pre-place experience* can be shaped from past experiences, stories in news, word-of-mouth talks, experiences from various education, TV and various magazines, advertising and even celebrities. The experiences when visiting the place (place experience) can be formed from hospitality, communication service, museum or cultural facilities, environment, security, uniqueness, air, entertainment, restaurant and food, hotel and accommodation, information service for visitors, fees and airports. *Post place experience* can be seen from magazines that consist of what they say about the place. The influence from friends can be documented in photo albums, recommended, to friends, influenced by the internet with a wide range media especially social media and the last form of post-visit experience can be realized through souvenirs.



The people who create place brand (or at least those who decide on what should or should not be created, stimulated and applied) are often working in government or semi-governmental organizations. Typically, destination marketing organizations (DMOs) are involved. However, the 'promise of value' and 'worthwhile experiences' are created on location, by all actors, public or private, making their small or large contribution to the process of hosting visitors, in all their variety, in order to induce behavior beneficial to their own organization, but also, they hope, to the country, region or city as a whole and to all stakeholders involved. While branding using the term 'destination' to imply a tourism perspective, place branding provides an even wider perspective that would include all interactions between a place and its environment, including political, outside investment, trade, immigration, and media issues. Both destination branding and place branding could include country, region or city branding. (Govers & Go, 2009: 14)

An image of a place can be formed internally by residents or people nearby the place or externally through potential customers. The importance of understanding image formation from a branding perspective is that it has a potential impact on some major brand elements such as brand identity, service, and alignment of stakeholder interests and marketing strategies. This place branding involves multiple layers of stakeholder groups and various communication channels. (Allen, 2007: 62)

Some researches have shown that place brand (including destination brand) are multidimensional (Kaplan, Yurt, Guneri, & Kurtulus, 2010; Zenker, 2011). These brands comprise a large variety of variables, such as place's building, history, economic

and geographical aspects, and demographic characteristics. In addition to these basic associations, place brand also includes associations attributed to these variables that are more evaluative such as modern, successful, old fashioned or central. All these variables are stored as the association in consumers' mind (Zenker, Braun, and Petersen, 2017).

2.2 Creative City Concept

Today's city and in the future will certainly be different from the understanding of the city in the past in which emphasizing the endeavor of urban activities that are routine, planned and tend to be rigid. A city in the future should be able to present a comfortable place for city dwellers, not only as a place to live and work but also more than what is expected by its citizens. The citizens could continue to contribute to the city via creativity and to create many positive benefits.

Charles Landry, one of the experts in the creative industry, defines a creative city in his book *The Creative City: A Toolkit for Urban Innovators* (2008). To him, a creative city is "a city that creates an environment that supports people to think, plan, and act with imagination in taking advantage of the city's opportunities and problems, turning opportunities into solutions."

There is another understanding of a creative city proposed by Nancy Duxbury (2004: 1). It is a city where the arts are respected for their aesthetic importance and for their ability to foster understanding and communication; cultural diversity is embraced and the expression of creativity in all its forms is encouraged; people can enjoy creative activities in their everyday lives; the arts are viewed as an educational necessity and the creativity is recognized as an invaluable skill in the Age of Information; the arts are valued for their important role in the economy as well as for their spiritual, intellectual and social benefits. (Nancy Duxbury, 2004: 1)

From the understanding above, a city is considered as a creative city if art is respected for aesthetic interests and their ability to foster understanding and communication. The cultural diversity is embraced and the expression of creativity in all its forms is encouraged. People could enjoy creative activities in their daily life as creativity is recognized as an important aspect of the information age.

3. OBJECT AND RESEARCH METHODS

The research method used in this research is qualitative research. Qualitative research is an unstructured explorative research methodology based on a small sample intended to provide insight and understanding of the problem situation (Malhotra, 2009: 42).

Data Collection Techniques:

1. Observation

In this section, the writers have made an observation to the City of Bandung which becomes the object of the research. The observation was made in several places in Bandung, especially the aspects that make Bandung as a creative city.

2. In-depth Interview

Interview technique that the writers use in this research is an individual depth interview. It is not intended to remain to focus on the corridor of pre-planned intent and purpose but also remain the flexibility in the field.

3. Document Study

The writers perform data collection by investigating documents such as books, papers, documents, previous research results, diaries and so forth for an in-depth understanding of Branding City Creative Strategy as the object of research.

4. Triangulation

Triangulation technique is done by the writers to get the information and data from the internal government of Bandung and the team of BCCF (Bandung Creative City Forum), as well as the academics as policymaker of branding strategy of creative city and parties that assist the local government in arranging the performance of creative city indicator. The writers conducted interviews, observations and documentation studies to find out activities related to branding strategy for Bandung as a creative city and to know the opinion of Bandung community and outside of Bandung represented by some participants through interviews using an interview guide tool.

4. RESULT

Place Branding Experience of Bandung City

Bandung City was chosen to be one of the creative cities in Indonesia according to UNESCO in 2015. It is an achievement that must be maintained because it could provide great benefits for the City of Bandung, especially in terms of income growth and creative economy growth in Bandung. The number of tourists who come to the city of Bandung provide many benefits, especially in the field of creative economy. The tourists who come to Bandung spend the time to go to various attractions like nature tourism, educational tour, shopping, culinary tour, and many more places visited by the tourists. The arrival of tourists in Bandung also gives a huge impact on the development of Bandung City, especially at the creative economy sector which over time continues to innovate and develop. The tourists who come to Bandung get a diverse experience in which they could experience and feel for themselves. The experience of place branding of Bandung can be seen through three aspects stated in place branding experience model according to Allen (2003). They are pre-place experience, place experience, and post-place experience. Based on the model, Bandung place branding experience result is as follows:

4.1 Pre-Place Experience

Pre-place experience is an experience before visiting the city of Bandung formed from past experiences, stories in various news, word of mouth, experiences from various education, TV and various magazines, advertising and celebrities who represent the city.

4.1.1 Past Experience

Past experience is an experience felt by someone before visiting the city of Bandung. The arrival of a tourist to the City of Bandung could be driven by memories that have been felt in the past which raises a longing for the city. This past experience is usually remembered in a photo album, peers, and other things that give memories to someone who wants to come back to Bandung.

4.1.2 News Story

The news story is news about Bandung published in various media, both in print and electronic media such as newspapers, television, and radio. In the era of technology, today's internet users are able to quickly get the news about Bandung through their own gadgets. As one of the creative cities in Indonesia, Bandung has its own attraction for news media to cover Bandung in news about tourist attractions, news about culinary, shopping tour and another type of news. The news is reported on national television and West Java's local television which specifically cover the City of Bandung. The news coverage to the City of Bandung could form the experience for the tourists before visiting Bandung. Currently, many television stations that have Bandung's local channels so the channel is able to tell the story and discuss the City of Bandung as a whole.

4.1.3 Product Experience

Product experience is an experience provided by the products from Bandung to the tourists which indirectly shape the experience before visiting Bandung. This product experience could be felt when someone uses or feels the product of Bandung who has previously visited Bandung or from souvenirs once purchased in the City of Bandung.

Bandung city is known as a creative city that has a variety of creative products ranging from culinary, fashion, music and other products. These creative products indirectly represent the City of Bandung as one of the creative cities and give their own value for the city. Some examples of well-known creative products from Bandung are Brodo leather shoes, Matoa wood watches, Amanda brownies, Kartika Sari and other creative products that are often served as a souvenir by tourists to be taken home to their hometown. The development of this creative industry continues to be supported by the local government of Bandung itself, both in terms of capital and promotion, in order to increase sales volume for the creative economy actors in the City of Bandung.

4.1.4 Word-of-Mouth

Word of mouth or mouth-to-mouth conversation is one way for a person to get information, references and real images of a city before deciding to come directly to the city. In the context of pre-place experience, word-of-mouth conversation is naturally occurring. Someone who wants to visit Bandung usually would find the latest information from the City of Bandung. The information could be popular tourist attractions in Bandung, culinary recommendation, and so forth.

4.1.5 Educational Experience

Educational experience is a person's experience about Bandung obtained from the side of education, both formal education and informal education. Bandung is a city that is rich in history written in various textbooks. Furthermore, the history of Bandung is often discussed at school. Not only at school, but the history of Bandung City could also be reviewed easily and quickly through YouTube channels that give an overview of Bandung in the past. This educational experience is what drives someone to come to Bandung to see the development of Bandung's current history.

Bandung city has many places and historical events that could be used as a medium of education for the younger generation today. One of the historical places and events in Bandung is "Bandung Sea of Fire" which is currently remembered through a monument located on Tegalega Street in Bandung. Other famous histories in Bandung is the jail of Ir. Soekarno at Banceuy Street and Asia Africa Conference event which is currently immortalized into KAA Museum at Asia Afrika Street and many more histories of Bandung that could be visited in the city.

4.1.6 TV & Magazine

TV and magazine become one of the alternative media to get information before coming to Bandung City. TV and magazine provide information and references for visitors who want to visit Bandung to see the portraits of the city and attractions in Bandung. Currently, many television programs make Bandung as a place for them to take pictures or selfies. This gives a positive impact on Bandung because it could increase the promotion of the city and could improve the image of Bandung through soap operas that air on national television. In addition, there are many other television programs that can be used as a reference for visitors to come to the City of Bandung. Almost all national television stations have a special West Java program and most of the channels are discussing portraits of the City of Bandung like tourism, education, entertainment and culinary that become hits in Bandung.

In addition to television, the City of Bandung often becomes a topic in various magazines, both Bandung local magazines, and national magazines. It could provide information and references for tourists who want to come to Bandung. The magazines usually publish the news about Bandung extensively and explain anything in Bandung. So, it could facilitate potential tourists who would come to Bandung in search of a reference spot of tourist destinations in Bandung.

4.1.7 Advertising

Advertising becomes one of the information media for tourists before coming to Bandung. The City of Bandung is promoted by many newspapers, radio, and Bandung's local TV and a number of social media accounts that participate in promoting the City of Bandung. There are approximately fifty-nine Bandung local radios and ten local Bandung TVs that help to promote the City of Bandung through the programs they have created.

In addition, the government also plays an important role to promote the City of Bandung. Through the account of official public relation, Bandung also does promotion by continuing posting activities, city programs, and progress made by the local government of Bandung. Even, the private social media from the Mayor of Bandung has a big role in promoting the City of Bandung. Ridwan Kamil as The Mayor of Bandung currently has nearly 12 million followers in his personal Instagram account. This certainly provides benefits for the City of Bandung in terms of promotion and socialization to the community, particularly in West Java and throughout Indonesia in general.

4.1.8 Celebrities

Celebrities who were born in Bandung indirectly become a representative for the City of Bandung itself. Bandung city is known to give birth to numerous celebrities, artists and musicians. One example of the celebrities who represent Bandung is Sule the comedian. The comedian has a Sundanese character that strongly reflects the personality of Bandung.

4.2 Place Experience

Place experience is an experience that is felt when someone is in the city of Bandung. The tourists directly feel the atmosphere of Bandung, like experience when arriving at the airport, public transportation, hotel convenience, restaurants, places of entertainment, the air of Bandung, historical places in Bandung and so forth.

4.2.1 Airport

An airport is one of the starting gates for domestic and foreign tourists to come to the City of Bandung. Bandung has one airport commonly used for the outflow of tourists. The airport is Husein Sastranegara located on Padjadjaran Street number 156, Bandung.

Along with the constantly increasing tourists who come to Bandung, Husein Airport continues to get things done, so the tourists always feel comfortable at the airport. In 2016, Husein Sastranegara Airport completed the renovation in terms of artistic design, facilities and comfort as well as passenger capacity added to 2.4 million per year.

4.2.2 Cost

As a creative city, Bandung offers a lot of diversity of products that could make tourists want to spend their money. The price of products and meals is still classified as not too expensive and affordable. The tourists who come to Bandung usually shop in factory outlet area, shopping mall, Bandung distro area, and others.

The tourists with high purchasing power spend their money to shop from fashion, culinary and many more because Bandung has a variety of products that have good quality with the price that is not too expensive, for instance, shopping area at Riau

Street and factory outlets in Dago area. The places become the most popular places to shop for fashion and culinary.

4.2.3 Transportation

In 2015, there are 1,617,022 vehicles in Bandung. Motorcycles have the most number with 1,158,239 units of vehicles. Public vehicles with their various type of vehicle are 14,815 vehicles. The number of passengers departing from Husein Sastranegara Airport during 2015 was 1,284,224 domestic flight passengers and 344,588 international flight passengers.

4.2.4 Visitor Info Service

Information service for tourists is one of the things that should exist in every city because it could provide convenience and comfort for the tourists to get information about the city. Bandung has public information services that can be accessed and obtained by every tourist who visits Bandung. For instance, Bandung has an information service like city government website that contains lots of information about Bandung. The information service is also available in various facilities or public places such as railway station, airport, and terminal. Usually, these places have a separate information service for visitors.

4.2.5 Hotels/Accommodation

Bandung city has various classes of hotels and guesthouses for tourists to stay, ranging from 5-stars hotel to 1-star hotel, all available in Bandung to meet the needs of accommodation for the tourists.

4.2.6 Restaurants/Food

As a creative city, Bandung is known to have a very diverse culinary from the restaurants on the roadside to the restaurants/cafe for the upper middle class. Many tourists come to Bandung specifically just want to spend time for a culinary tour. The food has a distinctive taste, affordable price. The place to eat is often unique and gives a nice impression on the tourists.

4.2.7 Entertainment

Bandung is a city that has a variety of entertainment places for tourists to spend their time with family. One reason why tourists come to Bandung is that Bandung has a very diverse entertainment such as music, fashion and culinary and even soccer. Bandung has lots of musical events held, ranging from indie music, Indonesian folk music to international music. Some of the regular music events in Bandung include Kampoeng Jazz, ITB Art Market, F2WL, Coopfest, Smilemotion, etc. In addition, Bandung also has an annual fashion event collaborated with music and culinary called Kickfest event which is able to attract many tourists to come and shop. Moreover, Bandung also has other entertainment places, here is the data of entertainment venues in Bandung.

4.2.8 Weather

Bandung city is known to have friendly cool weather and air. Its clean and cool air is one of the reasons for tourists to come to Bandung. These factors are influenced by the geographical location of Bandung which is located close to the mountains. There are also lots of city parks and trees. Unfortunately, nowadays the condition is slightly polluted by the number of vehicles that come to the city, so it damages the quality of the air and the temperature in Bandung.

4.2.9 Uniqueness

Bandung has a value of uniqueness that can give a character to the City of Bandung itself. The uniqueness of it can be seen from history and culture. From the historical side, Bandung is one of the nationally historical icons that has some important events during the struggle for independence like the Bandung Sea of Fire. In addition to national history, Bandung also has an important role in the chronology of Asian-African history. Thus, Bandung is known as 'Capital of Asia-Africa'. Not only known as the city that has a strong historical value, but Bandung also has strong cultural value. Given the status as the capital of West Java Province, Bandung becomes the representation of West Java, especially in terms of language, customs, and cultures. Another uniqueness of Bandung is that the city has a fashion trend and the fashion in Bandung is always up to date. The popularity of Bandung as a fashion trend of West Java generates new businesses for the city. The fashion businesses in Bandung are also imitated in some other area. For instance, distros that come from Bandung has many outlets outside the city. Almost all of these outlets have a local ownership status. With innovation, creation and adequate resources, Bandung manages to earn the nickname of *Paris Van Java*.

4.2.10 Safety

The factor of security is one of the things most noticed by tourists before visiting a place/area. Lately, security in Bandung gets special attention from the government apparatus and the city security because, in Bandung, it often occurs crimes that harm many parties. The crime can happen anywhere like in residential areas, crowded centers, campus or school and elsewhere.

In addition to the high number of general disturbances in Bandung, the security indicator of Bandung can also be seen from the disastrous incidents caused by nature such as floods, landslides, fallen trees, collapsed buildings and so forth.

4.2.11 Natural Environment/Wildlife

Bandung as a city that has cool air cannot be separated from the geographical location surrounded by mountains. Other than that, Bandung also has lots of green open space and many trees in some areas. The area includes Ir. H. Juanda Street (Dago), Bandung City Hall, Babakan Siliwangi (Sabuga), Taman Hutan Raya (Tahura, Dago Pakar) and so on. These places are green area in Bandung that contribute clean air for the city and become one of the lungs of Bandung.

Besides being a green area in Bandung, the places above also become a popular tourist spot visited by many tourists. The purpose of the tourists to come places is to enjoy the cool air in Bandung and to be closer to nature.

4.2.12 Museums/Cultural Amenities

As a city that is rich in history, Bandung has museums that have historical value and high educational value. The museums include Geology Museum, Sri Baduga Museum, Asian-African Conference Museum, Pos Indonesia Museum, and other museums. The museums are widely used as a place for the educational tour. Many visitors from outside the city who are deliberately far come to Bandung to take an educational tour to the museums and historical places in Bandung.

4.2.14 Friendliness

Bandung is known as a friendly city and has a friendly population to everyone who comes to Bandung. In the proverb of Sundanese, Bandung has the character of '*someah hade ka semah*' which means 'friendly to any outsider' who comes to Bandung. With such character owned by the citizens of Bandung, the tourists who come to Bandung feel comfortable. Things like this can give an impression/a good image for Bandung because indirectly the citizens of Bandung can represent the character of Bandung itself.

4.3 Post-Place Experience

Post-place experience is an experience felt by the tourists after a visit to Bandung. In addition, in post-place experience the tourists do something post-visiting from Bandung like telling experience during their time in Bandung to others, making a photo album, posting their moments to social media, telling it on the internet, giving souvenir from Bandung and so on.

4.3.1 Place Magazine

Place magazine is a magazine that discusses a place or a tourist destination. This magazine contains reviews and sharing experiences from a city that has been visited. For example, when the tourists visit Bandung, they enjoy Bandung and write their experience in Bandung into a magazine. Place magazine is created to provide a general overview and full review toward a city (in this case Bandung) and reference material for prospective tourists in Bandung. Bandung also has a magazine that discusses all Bandung, the *Potret Bandung* magazine, which reviews the City of Bandung like historic places, places of interest and culinary in Bandung.

4.3.2 Friendships

As a city known to have a friendly atmosphere for tourists, Bandung provides comfort for the tourists who come. That kind of feeling is indirectly provided by the engagement between the citizens of Bandung and the tourists who come. This cause many tourists who have visited Bandung feel that they have new friends in Bandung.

4.3.3 Photo Album

Tourism activities cannot be separated from what is called 'memories'. Memories are often perpetuated through a camera, either a digital camera or camera phone. The goal is that the memories felt in Bandung do not just disappear, but saved in a photo album. In this modern era, photo albums are no longer in physical forms like a book or booklet, but instead, tourists use social media application like Facebook to share photos with their friends. So the moments created in Bandung can be shared with their friends. This would encourage the curiosity of people who have never been to Bandung coming to Bandung.

4.3.4 Word-of-Mouth

The tourists who come to Bandung would feel the experience and new things when visiting places in Bandung. The experience would continue to be remembered in their mind and they would tell other people when they return to their hometown. In marketing, this phenomenon is known as the word-of-mouth or conversation from the mouth to mouth that produces information and reference to others about Bandung.

4.3.5 Internet

In a modern time like this, everyone could access the internet quickly and easily. In this context, the internet is used by tourists for media sharing experiences while in Bandung to others. For example, the tourists create personal blogs, tell their experience, review anything that they have visited, post it on the blog, and share it to others.

In addition, there are also various social networks to share experiences with others. As discussed earlier, besides sharing stories in social media, the tourists could also share a photo album on social media to add the impression that the tourists actually go to Bandung.

4.3.6 Souvenirs

Bandung city has many kinds of souvenir and handicraft that could be bought by tourists. The souvenirs are composed of various types such as key chain, t-shirts, bag, and so forth. The souvenir becomes one of the objects that would provide memories from experience that has been felt by the tourists when they come to Bandung. Besides, the souvenir could also be one kind of proof that evidently, the tourists have been to Bandung.

5. CONCLUSION

The conclusion of this research is to place branding experience of Bandung as a creative city, recognized by the UNESCO since 2015, has a role in improving the economy of Bandung City. One of the improvements is in the creative economy sector. After Bandung is elected as a creative city, citizens of Bandung establish a creative business that could absorb local labors and improve the economy of Bandung City, for instance,

the number of tourist destinations in Bandung, clothing outlets and culinary in Bandung that could attract the attention of tourists and investors to come to Bandung. Therefore, the writers suggest that the local government of Bandung could give more attention to the infrastructure, city facilities, skill of Bandung residents, and the regulation of the local government of Bandung, so that all these elements are able to synergize well with the hope that the status of Bandung as a creative city will continue to have a positive impact on the economy of Bandung.

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