

Local Wisdom, Local Culture, and Global Market Post-Pandemic Covid-19: Rebranding the City of Tuban, Indonesia

Santi Isnaini^{1*}, Dina Septiani², Satrya Wibawa³, Aqila Nur Rahmalia⁴

^{1,2,3,4}Universitas Airlangga, Surabaya, Indonesia

*Email: santi.isnaini@fisip.unair.ac.id

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Abstrak

Penelitian ini bertujuan mendeskripsikan implementasi kearifan lokal dalam strategi pencitraan kota Tuban, Kabupaten Tuban, Jawa Timur, pasca pandemi Covid-19. Menggali pemahaman mengenai implementasi kearifan lokal dalam strategi pencitraan Kabupaten Tuban pasca pandemi Covid-19 menjadi penting dilakukan. Dalam penelitian ini, teori yang digunakan meliputi teori city branding, strategi pencitraan kota, dan kearifan lokal. Ketiga teori ini menjadi landasan memahami dan menjelaskan implementasi kearifan lokal dalam strategi pencitraan Kabupaten Tuban. Hasil penelitian menunjukkan bahwa Kabupaten Tuban melakukan berbagai macam usaha pencitraan kota. Implementasi kearifan lokal dalam strategi pencitraan kota meliputi sejarah, proses, stakeholders, elemen city branding dan event. Model penelitian implementasi kearifan lokal dalam strategi pencitraan Kabupaten Tuban berkaitan erat dengan sejarah yang meliputi inisiatif branding dalam visi kota, tradisi & budaya, peraturan kota serta visi kota.

Kata Kunci: *strategi; city branding; kearifan lokal; sustainable cities and communities*

Abstract

This study aims to describe the implementation of local wisdom in the imaging strategy of the city of Tuban, Tuban Regency, East Java, after the Covid-19 pandemic. It is crucial to explore the understanding of implementing local wisdom in the imaging strategy of Tuban Tuban Regency after the Covid-19 pandemic. In this study, the theories used include the theory of city branding, city imaging strategies, and local wisdom. These three theories become the basis for understanding and explaining the implementation of local wisdom in the imaging strategy of the city of Tuban Regency, East Java. The results showed that Tuban Regency carried out various city imaging efforts. Implementing local wisdom in urban imaging strategies includes history, processes, stakeholders, city branding elements, and events. The research model on the implementation of local wisdom in the imaging strategy of Tuban Regency is closely related to history, which includes branding initiatives in the city vision, tradition and culture, city regulations, and city vision.

Keywords: *city branding; local wisdom; strategy; sustainable cities and communities*

INTRODUCTION

The research aims to describe the implementation of local wisdom in the branding strategy of Tuban, East Java, after the Covid-19 pandemic. Like humans, each city has its own identity. The emergence of global cities (world cities) with various representations of identity articulated in various taglines or logos is an effort to build a competitive advantage for a city or place. Each city or place can build a unique identity, which makes the place or city more

attractive than other places. In this global era, cities will compete to enlarge further their city or place's role in global capitalism. A city must have a promotional strategy to attract investors, business people, and tourists or increase community satisfaction. Kavaratzis states that increased competition between cities is one of the effects of globalization (Riza et al., 2010). Therefore, every city today must establish and strengthen its position as a city with business value and potential investment to contribute to the economic development of a country. Moreover, in the current era of global competition, competition occurs not only between countries but also cities in terms of trade and business, tourism and investment (Lestari, 2016).

City Branding is also a strategic effort of a city to create a strong positioning in the region and globally. With city branding, it can form a city identity that is useful for marketing all city activities, facilities, and culture. Anholt (2007) states that city branding is an idea of how to apply an identity that is usually used for a product into a place identity (place branding) that is desired by related stakeholders and becomes more valuable in the view of a consumer. City branding is also related to city planning, which can be used as a strategy of a city to create a strong positioning in the marketing target, just like the positioning of a product or service. In developing a strong branding concept, policymakers need to identify a set of brand attributes that the city has, and this will also be the basis for creating a positive perception of the city to the target audience. The selected attributes need to be effectively communicated through mass media channels and digital media (Dinnie, 2011). City branding has a broad audience and strategic objectives (Moilanen & Rainisto, 2009). Therefore, in building this image, city image management is needed through strategic innovation, economic coordination, and commercial, socio-cultural, and local government policies (Anholt, 2007).

Just as products and companies have brand images, all inhabited places also have images. City image is closely related to how a city is perceived, including the quality of its products and services, how attractive it is culturally, as a destination, and a place to live, to business opportunities and factors including politics, economics, and diplomacy (Moilanen & Rainisto, 2009). In other words, city image is the inherent identity of a region that is created and maintained to benefit all sectors of local life. Image is an essential dimension for cities, as they offer many economic, social, and emotional benefits, including opportunities to share information, form close social ties, and engage in various activities (Insch, 2011). It further explains that as a means to increase the awareness and attractiveness of a city, local governments have begun to embrace the process of imagery as part of city marketing communications and urban development. However, the image of a place appears to be more complex and random than that of products and companies (Anholt, 2007).

In developing a solid brand, it is necessary to identify a set of brand attributes the city possesses that serve as the basis for generating positive perceptions about the city. A city branding strategy should identify, define, and ultimately express the city's character (Dinnie, 2011). Moilanen and Rainisto (2009) suggest a place branding strategy consisting of five stages: (a) inception and organization, (b) research stage, (c) brand identity establishment, (d) plan creation and enforcement, and finally (e) implementation. The five stages described by Moilanen and Rainisto (2009) correspond to Kavaratzis' (2008) city branding process, which begins with the city government/authority opening discourse and deciding on a particular

vision for the future of the city as well as the brand strategy that will best achieve this vision. In the second stage, the city image management process involves how the culture is propagated internally, engaging the local community and mobilizing the local people to support the formation and refinement of the vision and brand strategy. This stage also requires synergy with all stakeholders concerning roles, including the city's infrastructure, physical landscape, and opportunities offered. Finally, all forms of local branding activities and strategies are communicated and promoted.

The urban branding strategy described by Kavaratzis (2008) is not a linear process. It occurs simultaneously and on several levels, where each component is complexly interrelated. Each stage produces interactions that define each component. Kavaratzis (2008), therefore, explains that in a city branding strategy, the vision and strategy components appear at every stage. They are initial decisions based on city analysis the result of stakeholder input, and feedback from planned and implemented actions.

As part of city branding goals and aspect, sustainability of cities is needed and closely related to the local wisdom embraced by the people living in them. The image of a sustainable city is driven by values that are shared within the local community and become a communal identity. The value of local wisdom as a communal identity is manifested in the attitudes, behaviors, and relationships of local communities created through experience and articulation of local social practices and understandings. The value of local wisdom attached to the community, according to Farouk (2017), provides the ability to survive. Thus, it is vital for urban development to implement local wisdom in developing the city.

A sustainable city image is driven by values shared within the local community and become a communal identity. The value of local wisdom as a communal identity is manifested in the attitudes, behaviors, and relationships of local communities created through experience and articulation of local social practices and understandings. The value of local wisdom attached to the community, according to Farouk (2017), provides the ability to survive. Local wisdom, which is part of the culture of a community, has various forms of traditional rituals that characterize and characterize the region (Muthohar, 2011). In other words, local wisdom guides community members toward a mutually agreed value system (Ashima & Shri, 2007).

Local wisdom is conceptualized as wisdom, knowledge, and genius. Wagiran (2012) explains that local wisdom plays a fundamental role in the community in various dimensions of life, including social, economic, political, and environmental fields. Therefore, local wisdom is explained as a way of life, knowledge, and strategies for living everyday life by the people of the place (Fajarini, 2014). The implementation of local wisdom in the city image strategy manifests communal identity built from specific interactions and mutual articulation of social practices and understandings. Stokowski (2002) in Campelo (2015) mention that communal identity in city image is not only because others mediate it but also because it can be reproduced and maintained through contact with others. In other words, interactions and narratives about a city reaffirm symbolic meanings and community discourse, renew memories and rituals, and reinforce myths, fables, and traditions (Campelo, 2015).

As an ancient port city on the north coast of Java, Tuban has had its ups and downs. In the 15th century, the city was one of the most important ports of the Majapahit kingdom. However, in the 17th century, the city fell into decline due to its harbor's silting up and the

Mataram kingdom's invasion. During the colonial period, Tuban became a small regency town with little significance. However, Tuban City still stands with remnants of its past splendor. The endurance can be seen from the existence of alun-alun Tuban as one of the most expansive squares in Java with buildings around it. The influence of the ancient Javanese Hindu kingdom (square, regency office), the influence of Asian trade networks (temple and Chinatown), the influence of other Asian trade networks with the introduction of Islam (mosque and tomb of Sunan Bonang), and the influence of colonial bureaucracy (court office, prison, post office, and others) are all evidence of the city's history. At the beginning of the 21st century, the city tried reviving itself by reorganizing the alun-alun area as the city center and its identity.

With this solid historical aspect, the Regent of Tuban proclaimed the value of religion and local wisdom in governance. He said this is important to build the dignity and face of the virtuous Tuban people. According to several news reports, Tuban Regent Aditya Halindra Faridzky requires ASN and non-ASN to use Javanese every Wednesday in the second week of each month. Javanese is used in all government offices at the village level, educational environment, and community services. In addition, the Regent of Tuban also instructed the use of Batik Tulis and local Tuban products every Thursday and Friday. On another occasion, related to the promotion of local wisdom, the Regent and the Tuban Regency Government also encouraged the creativity of young people through the provision of mural spaces in several city parks that were built by highlighting local wisdom (Istihar, 2021; Mazda, 2021; Sudarsono, 2023).

However, since Indonesia's Covid-19 pandemic in 2020, all sectors and aspects of development, including urban development, have been affected, especially with government policies to prevent the widespread pandemic caused by this virus, where the health protocols were done by prioritizing physical distancing. At the end of 2021, with the decline in Covid -19 cases, several development sectors have begun to rise, as well as efforts to strengthen and promote the city to be superior to other cities, including Tuban City, East Java. Based on the historical trajectory, as well as the focus of the Tuban District Government on aspects of local wisdom, as well as the challenges in the development sector after the Covid -19 pandemic, this research will raise the Problem Formulation "How is the implementation of local wisdom in the image strategy of the city of Tuban, East Java after the Covid-19 pandemic?"

RESEARCH METHOD

The research method in this study is a case study. This method was chosen because of the unique and specific nature of the research locus and setting and the need for a complete understanding of the case and its context (Gillham, 2000). In the qualitative dimension, this method also helps the researcher explore the complexities in the selected case. The case study design in this research will take the form of an intrinsic design due to the particular and unique nature of the research case and does not allow it to be generalized to other cases (Hancock & Algozzine, 2006).

The type of case study chosen is descriptive, with the primary objective of presenting a complete analysis of the research answers and the context under study. Data collection techniques: document/literature study, in-depth interview with key persons who are used as sources and understand the substance of the issues discussed in this study, and observation.

Informants in the research will be selected purposively, meaning that individuals who become subjects are netted as needed (Bouma Gary D, 1993). The informants are selected with specific criteria, namely the relevant parties directly involved in implementing local wisdom in the image strategy of the city of Tuban, East Java, after the COVID-19 pandemic. There is no fixed rule in qualitative research regarding how many informants are selected and interviewed for the study. The number of informants will end until a reasonable level of saturation is reached or will stop at the point of redundancy (Lincoln & Guba, 1985: 202). The presence of the same answer or response from informants indicates that the point of redundancy has been reached. Interview results will be transcribed and analyzed by categorizing and interpreting data linked to observational and secondary data. The analysis consists of three activity streams: data reduction, data presentation, and conclusion drawing or verification (Maxwell, 1996).

RESULTS AND DISCUSSION

City Branding Elements of Tuban Regency

Tuban Regency is one of 38 regencies and cities in East Java Province. Tuban Regency is located on the Pantura (North Coast) route of Java Island. It has an area of 1,904.70 square kilometers, a coastal length of up to 65 km, and a population of 1 million. The average occupation of the population is close to agriculture, such as farming, and the rest are fishermen, traders, and civil servants.

Therefore, the potential sources of Tuban Regency include food crops, horticulture, plantations, fisheries, livestock, woodworking and firewood, tourism, and so on. The advantages of Tuban Regency lie in the agricultural sector, especially food crops, one of which is rice. Rice is the top commodity and is followed by other commodities such as corn, peanuts, and cassava. Meanwhile, other potentials that can be further improved are dolomite mining, oil and gas, tourism, and seaports. In addition, Tuban Regency also has diverse indigenous cultures, including sandur, Reog in Jatirogo, and the commemoration of the Haul of Sunan Bonang tradition.

A logo is one of the significant elements in city brandings. The use of city branding "Tuban Bumi Wali, The Spirit of Harmony" is poured into various elements of city branding to convey the right message following its planning. Here is the logo of "Tuban Bumi Wali, The Spirit of Harmony":



Figure 1. Logo of Tuban Bumi Wali, The Spirit of Harmony

Source: <https://eprints.umm.ac.id/69003/4/BAB%20III.pdf>

The logo also uses an elliptical shape and green as the base color of the logo. Obviously, the selection of this color and shape has a deep meaning. The selection of the elliptical shape

is based on the meaning of adjustment to the times, where the ellipse shape represents the position of rotation in general. The shape is also related to spiritual travel in the form of climbing and preaching carried out by the saints to guide and lead people in various parts of the archipelago.

Furthermore, the use of green is related to several things, starting from the existence of Tuban Regency as a new "promise" of the formation of physical and mental prosperity through fertile land, based on the distinctive color of the religious song created by Sunan Kalijaga entitled *Lir Ilir*, to the meaning of green which represents a symbol of sustainability, hope, innovation, and development (Aini, 2020).

Typography of "Tuban Bumi Wali" and "The Spirit of Harmony" has special design and word selection. According to Aini (2020), the selection of the words "Tuban Bumi Wali" and "The Spirit of Harmony" as well as the selection of fonts, the size of Arabic nuanced writing complemented by the use of light green and dark green colors coated with white symbolizes several things that have a deep meaning for Tuban Regency. "Tuban Bumi Wali" describes Tuban Regency as an area with the most Walisongo heritage and wants to highlight that heritage. As a complement to the previous writing, the phrase "The Spirit of Harmony" symbolizes equality and social harmony in Tuban society. The meaning is symbolized by the word harmony, which means the absence of something that can cause a conflict based on a feeling of mutual care to form peace.

The use of Arabic nuances symbolizes the existence of religious or spiritual norms and values that have always been the basis for Tuban Regency for all socio-economic activities of the community as well as the unity that occurs between the government, ulama, and the community or commonly referred to as the ummah to achieve the goal of a developing and increasingly religious Tuban. Next is the emphasis of the letter "W", which uses a font similar to waves that illustrate the role played by Tuban Regency to create a national history of the spread of Islam in Indonesia. As a picture of a vast and deep place without end, the sea describes Tuban Regency as an area with a meaningful role.

An image or painting of the World Ball representing the Unitary State of the Republic of Indonesia (NKRI) is located at the end of the logo. The existence of this painting illustrates the spirit of "rahmatan lil alamiin" brought by Tuban Regency as one of the regions in the Republic of Indonesia to create Tuban as a country of "baldatun thayyibatun wa rabbun ghafuur" to be able to face globalization that occurs every day. This painting also depicts tolerance and adaptation that must always be upheld by all Tuban people in the face of the times and as a symbol of the tombs of guardians scattered in various regions of the Tuban Regency.

Tuban Regency also conducts branding through print media, namely books, as one of the supporting elements of city branding. The books are "700 Years of Tuban" and "Tuban Bumi Wali: The Spirit of Harmony". These two books are based on research results involving 15 sub-districts and interviews with 20 informants. In addition, this book also discusses the guardians in Tuban so that it can be the thing that plays the most prominent role in increasing revenue and profits.

Tuban City Branding Efforts on Digital Platform

As a official platform, the website is related to the city branding of Tuban Regency, which can be seen in the tourism, economic, and social sectors. In addition, the existence of this website can also give many people who access it some information related to what website they open. The wider community can use the official website of Tuban Regency to obtain information related to several aspects of Tuban Regency itself. On the Tuban Smart City website (<https://tubankab.go.id>), Tuban gives the impression of being a Smart City with technological advances used by the government and the people of Tuban.

The six icons on this website include smart branding that serves to introduce what Tuban has, smart economy that focuses on online payment matters such as tax payments and so on, smart governance that focuses on government matters and information about the Tuban government, smart society that focuses on aspects of community comfort, smart living that focuses on aspects of health needs, and smart environment that focuses on the Tuban environment. In addition, this website also allows us to access news and further information about Tuban.



Figure 2. Tuban Smart City website

Source: <https://tubankab.go.id>

As a form of adaptation towards globalization and the times, Tuban Regency continues to make various efforts to survive and improve its image through city branding efforts, one of which is utilizing the current social media. Florida (in Caves, 2002) stated that the utilization of social media is closely related to the 3T model (Talent, Technology, Tolerance), where the growth of cities, including city branding, requires creativity, one of which is through the use of technology.

Using social media as a means of city branding also makes it very easy for everyone to find information about Tuban Regency without limited time and space. Tuban Regency utilizes the social media Instagram, YouTube, and TikTok as a city branding effort, with the following details:

As a means of disseminating all forms of information in Tuban Regency as well as interacting with the broader community, the Tuban Regency Communication and Informatics Office, which is part of the Tuban Regency government, manages an official Tuban Regency Instagram account with the username @kabupatentuban. Various kinds of content, including developments in Tuban Regency, achievements of Tuban Regency, events held in Tuban Regency, holiday greetings, and many other content, are uploaded on this Instagram account.

The hashtags #mbangundesonotokutho and #tubansejahtera are widely used in most of this Instagram content in various Instagram features such as feeds, reels, story, highlights, and IGTV. The positive response given by the community, as evidenced by the number of followers, views, likes, and comments on various Instagram content, shows that the name of Tuban Regency can be increasingly recognized and become one of the supporting factors for the success of Tuban Regency's city branding.



Figure 3. Instagram account (@kabupatentuban).
Source: <https://www.instagram.com/kabupatentuban/>

Based on research conducted by researchers, there is another Instagram account called @wisatakabupatentuban that can also support Tuban's city branding efforts by uploading various tourist wealth in Tuban Regency using a repost system or re-uploading various uploads using the hashtag #wisatakabupatentuban. Through Instagram, the enthusiasm felt by the people of Tuban Regency and the people of other regions can be seen through how many people upload photos or videos in Tuban Regency tourism using the hashtags mentioned earlier.

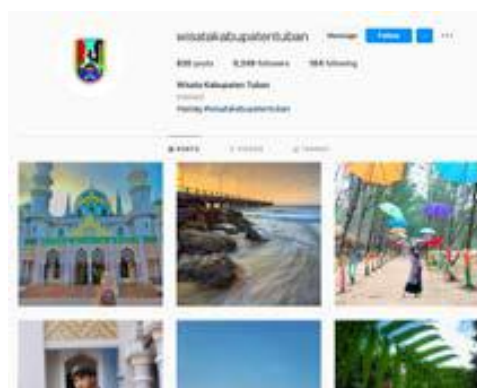


Figure 4. Instagram account (@wisatakabupatentuban).
Source: <https://www.instagram.com/wisatakabupatentuban/>

The following social media is YouTube. Based on the results of searches conducted by researchers, there is an official YouTube account of Tuban Regency called Pemkab Tuban,

which uploads Tuban-related content ranging from coverage of events held in Tuban Regency, such as government activities to other content. Through YouTube, which the wider community can access without exception, further audiences can better recognize the name of Tuban Regency.

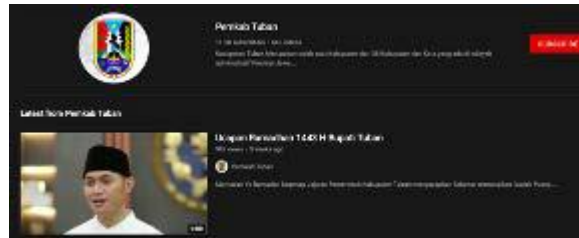


Figure 5. Youtube account of Tuban Regency Government
Source: <https://www.youtube.com/c/tubankab>

Not only that, Tuban Regency also has a YouTube account named DISPARBUDPORAPAR KABUPATEN TUBAN, which focuses on branding natural and cultural tourism in Tuban Regency. One of the community's content that has received great enthusiasm is a video upload entitled "TUBANKU, TUBAN KITA ALL, AYO NING TUBAN." as content introducing Tuban Regency along with its profile and potential.

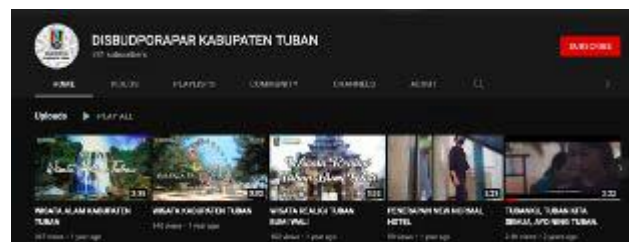


Figure 6. Youtube account of DISBUDPORAPAR KABUPATEN TUBAN
Source: <https://www.youtube.com/@disbudporaparkabupatentuba9501/featured>

As a form of adaptation to the development of digital media in Indonesia, Tuban Regency also has an official TikTok account containing content of 15-60 seconds videos using hashtags #mbangundesonotokutho and #tubansejahtera. The Tuban District Communication and Information Office also manage the TikTok account named @kabupatentuban.

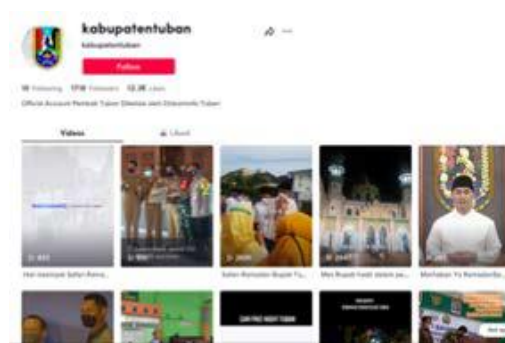


Figure 7. Tiktok account of Tuban Regency Government @kabupatentuban
Source: <https://www.tiktok.com/@kabupatentuban>

City Branding Elements on the Layout of Tuban Regency

Not only through the digital world, Tuban Regency's city branding efforts are also stated in the following sections: 1. on the placement of Tuban Regency and 2. elements of the layout of Tuban Regency. The researcher's search results show a logo and writing "Tuban Bumi Wali" and "Tuban Bumi Wali: The Spirit of Harmony" on several iconic buildings of Tuban Regency. Parks marked by the placement of the words "Tuban Bumi Wali: The Spirit of Harmony", such as Widengan Park, KingKing Go Green Park, Manunggal Kidul Park, and the park near KUA Tuban became the iconic park of Tuban Regency (Febri, 2018).

In addition, the placement of city branding elements in the form of writings and logos of Tuban Regency is also located at the gate and next to the gate (gapura) of Tuban Regency. The placement of these various city branding elements in the right places can also affect the success of city branding carried out by Tuban Regency.



Figure 8. Widengan Wali Earth Icon Park.

Source: <https://disparbudpora.tubankab.go.id/entry/taman-tuban-bumi-Guardian>



Figure 9. Gapura Tuban Bumi Wali The Spirit of Harmony Near Gapura Tuban.

Source: <https://kembangbilo.desa.id/artikel/2019/11/8/sejarah-hari-jadi-city-tuban>.

Tuban Regency Events

There are various events organized by the District Government Tuban in the context of socializing the city branding of Tuban Regency, including the commemoration of the National Santri Day in 2021 by planting trees with students, shadow puppet shows, pilgrimage to ancestral graves, tirakatan nights and other various national day commemorations. While the annual events owned by Tuban Regency itself are:

a. Anniversary of Tuban Regency

This event is held every November 12 to coincide with Ronggolawe's inauguration as Duke of Tuban. This event is included in the biggest event because it holds various series of events ranging from competitions, free medical treatment, grave pilgrimage, and others.

b. Haul Sunan Bonang

This event is held every Javanese Wage Friday night in the month of Muharram as a means to get closer to God, strengthen Ukhuwah Islamiyah, a means of da'wah, and emulate the services and struggles of Sunan Bonang. The term 'haul' in Indonesia is defined as commemorating the death of someone known among the community as a religious leader, saint, scholar, and Islamic fighter (Asiyah, 2010).

c. Tongklek Festival

This festival is held every Ramadan and is a tradition passed down from generation to generation by the Wali Songo. The festival is held at night after the tarawih prayer. Usually, all participants will perform by dressing as attractively as possible using costumes and frenzied attributes.

Stakeholders Involvement in Tuban City Branding

Furthermore, researchers also found the involvement of stakeholders in the city branding efforts of Tuban Regency. According to Hankinson (2007), consistent communication activities between city government and stakeholders can enhance stronger partnerships. One of the stakeholders embraced by Tuban Regency to participate in running the city branding is the Regent of Tuban Regency, the leader of this regency itself.

Aditya Halindra Faridzki has a profound role in building the image of Tuban Regency in the words mentioned in media coverage and uploaded on his social media. In addition to the involvement of the Regent of Tuban Regency as an internal stakeholder, the Tuban Regency also involves various external stakeholders. According to reports from Bhirawa Daily, Monitoring and Evaluation (MONEV) project of PT Semen Indonesia (Persero) Tbk (SIG) Tuban Factory's Corporate Social Responsibility (CSR) program as a community empowerment program was held (Supriyatno, 2021). Many parties who are stakeholders attended this MONEV activity, namely Bappeda of the Tuban Regency Government, PGRI Ronggolawe University (Unirow), Sunan Bonang University (Unang) Tuban, the Tuban House of Representatives (DPRD), local village governments, and the press in Tuban. Wider stakeholders also attended various other activities to improve the city branding of Tuban Regency itself.

Not only participating or organizing activities that involve many stakeholders, Tuban Regency also embraces various communities in Bumi Wali Tuban, such as the Pokdarwis (Tourism Awareness Group) community of Tuban Regency. As reported by Radar Bojonegoro, the Tuban government, specifically the Tuban Tourism, Culture, Youth, and Sports Agency (Disparbudpora), held a Pokdarwis Week together with Pokdarwis, BUMDes, and the Tuban Regency Government as one of the series of Tuban Regency's 728th Anniversary celebrations. Through this event, the city branding of Tuban Regency, especially

in the post-category of nature tourism, village tourism, cultural tourism, and religious tourism, can increase.

Local Wisdom Implementation Model in City Image Development

In completing this research process, researchers then compiled a model of local wisdom implementation in city imaging strategies developed based on the results of literature review and research data analysis. The following is a model of local wisdom implementation in city imaging strategy.

The city imaging activities, through the implementation of local wisdom potential, begin with defining the history of the city, in this case, by reflecting through the branding initiative in the city vision, local traditions and culture, local policies and regulations, and city vision.

Furthermore, this implementation also involves the role of stakeholders, including local government, companies and the private sector, community organizations, and the community. In this case, it is also manifested in city branding elements through city logos, books/biographies, official city websites and social media, infrastructure, layout, organizational structure, events, and community traditions. The process of the formation needs to be done simultaneously to conceptualize this local wisdom, including collecting ideas from sources and collecting data through surveys of various elements of society, validation, and socialization. In this case, the city's leading events can be an essential part of penetrating information to the public about the concept of city imaging that has been carried out.



Figure 10. Implementation of Local Wisdom in City Imaging Strategy
Source: Researcher Processed

CONCLUSION

The study results show that Tuban Regency conducts various city imaging efforts. Tuban uses the tagline "Tuban Bumi Wali, The Spirit of Harmony" as its city branding. Implementing local wisdom in city branding strategy includes history, process, stakeholders, city branding elements, and events. The research model of local wisdom implementation in Tuban city branding strategy is closely related to history, which includes branding initiatives in city vision, tradition and culture, city regulations, and city vision, followed by the process of

branding Tuban city in the form of idea gathering, data collection, surveys, endorsement, and socialization.

In addition, the involvement of internal and external stakeholders was also carried out to increase the reach of Tuban City branding. The city branding elements include logos, books, websites, social media, city infrastructure, city layout, organizational structure, and community traditions implemented with tourism events. The city imaging media are social media, such as Instagram, TikTok, and YouTube. The implementation of local wisdom in city imaging strategy in Tuban is carried out in a complex manner.

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