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YOGYAKARTA CITY BRANDING IN THE LENS OF MEDIA AND BEYOND

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ABSTRACT

Yogyakarta province has carried out a city branding with the tagline "Jogja Never Ending Asia", since 2004. However, that city branding did not fit the expectation and failed. The stakeholders should feel confused with it. After more than one decade, in 2015, the Government of Yogyakarta Province launched city re-branding with a new tagline "Jogja Istimewa". This study has an objective to evaluate the new city branding. The result of this study could be an input or recommendation for the Government of Yogyakarta in order to implement a successful city branding and avoid failures in the past. The methods used in this research are content analysis and qualitative descriptive method. Researchers use two newspapers as an object of content analysis, the biggest national newspaper, "Kompas" and the most prominent local newspaper "Kedaulatan Rakyat". Subsequently, interviews with stakeholders, such as government, and city branding team, were used to complete the data for the content analysis. The results of content analysis indicate that the news about Yogyakarta does not provide the information which conventionally identifies Yogyakarta such as tourism, education and culture. In the news, there is no information mentioned about "Jogja Istimewa". In fact, a criminal news is categorized as the highest rank of all news about Yogyakarta. Further exploration of the data shows that there is no guidance how to implement city branding. Therefore, every region implements city branding in accordance with their own interpretation. In brief, no special projects carried out to support the new city branding.

Keywords: city branding, rebranding, content analysis, newspaper, Jogja Istimewa

BACKGROUND OF RESEARCH

Regional autonomy as a consequence of changing the concept of centralized development becomes a decentralization which brings many impacts toward Indonesian society. If previously all affairs are managed by central government, the application of regional autonomy thenceforth contains a concrete classification between region and central government. According to Institutional Law (UU) No. 29 year 2014 about Local Government, it is obviously mentioned that the government affairs cover an absolute government affair, concurrent government affair and general government matter. The absolute affair is inevitably managed by central government namely related to the aspect of foreign policy, protection, security, judicial, monetary and national fiscal as well as religion along with some other affairs. Meanwhile, the concurrent affair is a government task that is divided between central government with province area and regional area/city. For examples; education; health; public work and spatial planning; public housing and residential area;

serenity, public order and social protection; and a social. The other affairs are also managed by the Institutional Laws in which the management is divided between central and local government.

The case above demonstrates that the existence of regional autonomy brings some implications. The significant implication is the growing extension of region in managing city/district. Region is also required to be more creative in order to maintain the welfare of society. In consequence, every region today competes to showcase the best thing that it has. This case means that they could be in competition, thereby the economy, politic and social life getting better.

We realize it or not, every single region conserves potency and strong competition. In Indonesia, along with the diverse characteristic of region, the potency can be easily discovered. For instances, Pekalongan with the main industry batik, Madura Island as the largest producing – salt areas in Indonesia, Bandung with the region of creative industry or Surabaya which is known as a city with the largest gardens in Indonesia. The region competes to design its territory, markets its potency as well as shows up its uniqueness. In this context, the strategy of *city branding* is expressed.

City branding is a part of city or urban planning through various attempts to develop a differentiation and strengthen an identity of city in order to compete with other cities as the effort to attract tourists, investments, skilled human resources, industries and to improve a quality of relation between the citizen and the city (Yananda and Salamah, 2014:34). The output of *city branding* is a positive image. According to Rainisto (in Yananda and Salaman, 2014: 40 – 41) image becomes very important at least because of two reasons. First, as a central of economic growth, a city must be able to invite entrepreneur to create a business and investor to make an investment. This aspect includes tourists or travelers who are expected to come and visit that city. Besides, as an entity of politic, Rainisto expresses that a city must do a public diplomacy as well as support a marketing of goods that produced. In other words, either in the side of politic or economy, *city branding* generates a significant construction and involves many stakeholders to develop it.

As well as other cities in the world which keep exploring potency and formulate it in the form of *city branding* strategy, Yogyakarta also runs the same thing. The necessary of *city branding* becomes a must.

An awareness of the importance of *city branding* actually has been already experienced by the city stakeholder in Indonesia since some years ago. In the beginning of 2001, the brand image "Jogja Never Ending Asia" was initiated by the Governor DIY Sri Sultan Hamengku Buwono X. There are three reasons why the brand "Jogja Never Ending Asia" was created. First, the economic crisis which continued to be the multidimensional crisis had brought a serious impact toward the political, economic and social condition. Second, globalization which is reflected in 4 I (industry, investment, information, and individuality) has driven the emergence of competition between countries and regions to reach the global market. Third, Yogyakarta has realized that marketing places will promote the growing of trade, tourism and investment or TTI (trade, tourism, investment) to support the economic growth. (<http://jogjaprovince.go.id/pemerintahan/kalender-kegiatan/view/jogja-never-ending-asia>)

According to Hermawan Kartajaya in Hermawan Kartajaya on Marketing (Kartajaya, 2002: 573) positioning Jogja with "Never Ending Asia" is because the regions in Indonesia which

are going to do branding should not limit themselves within the scope of Indonesia, but it is also regional or might be even global. Furthermore, Hermawan exemplifies Singapore as the territory which is not only ended up with logo or new account and then promotion, but it should also keep showing the differentiation that is unique and solid. The things that today built by Singapore cannot be separated from the research efforts which are conducted continuously in order to find out challenges dealt by Singapore Tourism Board. As a result, according to the research entitled Singapore's Image As Tourist Destinations (in Yananda and Salamah, 2014: 173) the challenges which are not confronted by Singapore is searching for the uniqueness of this country compared with the others such as Malaysia, Thailand and Hongkong. Several things that later become the identical characteristics of Singapore is a modern city, a territory with the stable political condition and an exact place for shopping. That superiority is utilized in terms of festival form and various others events. Singapore has also several times changed its slogan such as New Asia, Instant Asia, Surprising Singapore and Uniquely Singapore then lastly YourSingapore.

The same thing is experienced by Yogyakarta. After quite long using the branding "Yogyakarta Never Ending Asia", nowadays Yogyakarta is known by the brand "Jogja Istimewa". Jogja Istimewa was not created easily, the idea about the importance of new brand identity was first time proposed by Governor DIY Sri Sultan Hamengku Buwono X in the program Urun Rembug the New Jogja: Rebranding Initiative di Ambarukmo Plaza at the end of October 2014 (<http://urunrembugjogja.com/news/10>). In that conference, finally it was negotiated that rebranding should be conducted one of which begins with the creation of new logo combining values, progressive characters and strong determination to welcome newness. Officially, the logo which indicates rebranding Yogyakarta was launched in February 5 2015 in the Pracimosono building, Kepatihan block. The leader of team 11 – team that signed rebranding Jogja – Herry Zudianto declared that tagline "Istimewa" reflects the feature of Jogja which is progressive, integrity and it has a strong differentiation compared with other regions. (<http://urunrembugjogja.com/news/11>).

Nevertheless, the image which is promoted through the concept of city branding is not an entity that stands for itself. It needs audiences and tools for the purpose of city branding to the society. As the brief achievement, a perception of society can correspond to the positive image that is going to forward.

One of the mediums to generate an information about region is mass media. From mass media, people can find out how Yogyakarta looks like. The concept "Istimewa" that is suggested by the stakeholder certainly can be defined by many things in which those can be found through mass media. Mass media until today has a significant power in constructing an image of city. According to Avraham (in Yananda and Salamah, 2014:80) mass media takes a responsibility to build up an image through the reports of printed media, television and film. Mass media works based on a newsworthy. The interesting place and unique region never missed from the media reports. Reciprocally, the strategic region, criminal cases and other negative things mass media capture and share them to public such as Jakarta. As the capital city of Indonesia, Jakarta is precisely more popular as the center of traffics, full of criminals and it becomes an area which always gets flood from year to year. It is hard to picture the positive image of Jakarta either from media reports or other channels.

Due to the discussion, how the news patterns of mass media particularly the printed media about branding Yogyakarta becomes very interesting to be understood. This research will take into account of how branding Yogyakarta is seen from the news pattern of two printed

media namely Kedaulatan Rakyat and Kompas. In addition, this research is going to see how the public relations strategy of government DIY to improve its *city branding*.

The purpose of this research is to understand *city branding* Yogyakarta in the news patterns on Kedaulatan Rakyat and Kompas related to Yogyakarta and to discover the strategy of public relations of DIY government to improve its image according to city branding that has been decided.

METHOD

Method of research that is used in this research is mix-method. There are two strategies that can be used this method, they are *within methods* and *between methods*. *Within-methods* means using a similar method for different situation. *Between-methods* uses a different method for the same object of study (Noeng, 2007: 371). The researchers use *between-method strategy*. There are two methods that are used by the researchers, namely quantitative content analysis to know the patterns of news report and deep interview.

Generally, this quantitative analysis can be defined as a scientific research technique which is intended to know the view of content characteristic and to draw references from the content. Furthermore, content analysis is intended to systematically identify the content of communication which is visible (manifest) and conducted objectively, valid, reliable, and can be replicated (Eriyanto, 2011: 15). Before this analysis was conducted, the researcher firstly determines the period of newspaper being analyzed as well as the unit analysis being used. The period of newspaper chosen by the researcher is April-June 2016 of Kompas and Kedaulatan Rakyat. Especially for Kedaulatan Rakyat, the researcher only analyzed the first page. The period and duration being decided is considered enough to see the pattern of news from each printed media.

Moreover, deep interview is also conducted in this research. Deep interview is a process of gaining information for research purposes by giving questions and asking for answer, face to face between interviewer and interviewee with or without using guide of interview where interviewer and interviewee were involved in a relatively long social life (Bungin, 2011: 111).

Deep interview toward the interviewee is conducted to know how city branding strategy that is conducted by the stakeholders, in this case is the Public Relation of Local Government of Yogyakarta, and members of team 11 who in charge of rebranding Yogyakarta.

THE RESULT OF RESEARCH

News reporting pattern of Kedaulatan Rakyat and Kompas related to Yogyakarta

Newspaper delivers news every day. From that regular news, a particular pattern appears. So do Kompas and Kedaulatan Rakyat newspaper in the way they report about Yogyakarta. This pattern can appear as something that is unintentional and without being designed previously, but it can be known by the consistency that emerges.

Table 1. Unit Analysis of Paragraphs of Kompas and Kedaulatan Rakyat

NO	UNIT ANALYSIS	% Kompas	% KR
1	< 8 paragraphs	3.9	55
2	8-10 paragraphs	27.3	15.7
3	> 11 paragraphs	68.8	29.3
Total		100	100

Source: data of research

The table above shows that most of the news about DIY in Kompas daily is written in more than 11 paragraphs. Otherwise in Kedaulatan Rakyat daily, the news about DIY is mostly written in less than 8 paragraphs.

Table 2. Unit Analysis of News Position of Kompas and Kedaulatan Rakyat

NO	UNIT ANALYSIS	% Kompas	% KR
1	Headline	37.7	31
2	Non- headline	62.3	69
Total		100	100

Source: data of research

The table above is quite interesting because in both national and local newspaper, the portion of news about DIY that become headlines is still so small. Headline of mass media especially printed newspaper, in fact has strategic meaning. Events that are related to DIY are not considered as an important issue to be known by society. This matter also shows that for Kedaulatan Rakyat, issues in the capital city have higher news value than DIY which is geographically and physically very close to the readers.

Table 3. Unit Analysis of Illustration Used by Kompas and Kedaulatan Rakyat

NO	UNIT ANALYSIS	% Kompas	% KR
1	Illustration	50.6	83.8
2	No illustration	49.4	16.2
Total		100	100

Source: data of research

From table 3 we can find out that even though there is not much news about DIY becomes the headline but generally, the news often uses illustration such as pictures, infographic, etc. News with picture is usually related to tourism and art, or related to things about place. In such case, pictures or illustration becomes very important to help readers understand the news and attract their attention.

Table 4. Unit Analysis of Words in Lead by Kompas and Kedaulatan Rakyat.

NO	UNIT ANALYSIS	% Kompas	% KR
1	Pilkada/pemilukada	3.0	0
2	Jogja Independent (JOINT)	6.1	0
3	Malioboro	7.6	11.9
4	Keraton Yogyakarta	4.5	2.1
5	Kota Yogyakarta/Yogyakarta/DIY	72.7	78.7
6	Kekerasan	1.5	1.0
7	Pembangunan	3.0	6.2
8	Kemacetan/ macet	1.5	0
9	Kriminalitas	0	0
Total		100	100

Source: data of research

Unit Analysis of words in lead is intended to know what words appear more often in lead. Lead in a straight news or direct news is the news digest. In this part, the most important information appears more often. Meanwhile in non-straight news such as feature or soft

news, lead is the part used by reporter to drive readers to read the news until the end. From the table above, it can be seen that the dominant word is "Kota Yogyakarta/Yogyakarta/DIY". These words appear more often in news related to events so the use of these words is to refer to places indicator. Meanwhile other words which are pretty dominant in Kompas daily is "Malioboro" and "JOINT", this is related to two important events namely Malioboro structuring and the appearance of Jogja Independent movement (JOINT) that is intended to carry a candidate for mayor of Yogyakarta through non-party candidate's recruitment. In Kedaulatan Rakyat daily, the appearance rate of words "Malioboro" and "pembangunan" is pretty high. It shows that the issue of Malioboro structuring becomes an interest for both national and local newspaper. If it is to be connected to Jogja Istimewa city branding program, Malioboro area structuring indeed becomes a main concern for the government. Malioboro structuring as the landmark of DIY to date is considered as a controversial issue because it has not been finished yet. The only thing recently done by the government is moving the parking area alongside Malioboro to Abu Bakar Ali Parking Area.

Table 5. Unit Analysis of News Type of Kompas and Kedaulatan Rakyat

NO	UNIT ANALYSIS	% Kompas	% KR
1	Straight news	72.7	22.7
2	Non straight news	27.3	79.3
Total		100	100

Source: data of research

Table 5 shows the significant differences between Kompas daily and Kedaulatan Rakyat in writing the news about DIY. In Kompas daily, news about DIY is mostly written in straight news format, meanwhile in Kedaulatan Rakyat, news about DIY is mostly written in non-straight news. Straight News is the news written in an upside-down pyramid format and accentuates the important element. Meanwhile in non-straight news, the event being reported does not accentuate the important element but tends to human interest issue. It means that in local media like Kedaulatan Rakyat, events in DIY are often highlighted through the angle of human interest. Meanwhile in Kompas, events in DIY can be seen from 5W+1H element.

Table 6. Unit Analysis of Theme of Kompas and Kedaulatan Rakyat

NO	UNIT ANALYSIS	% Kompas	% KR
1	Education	9.1	4.7
2	Politics	10.4	17.9
3	Tourism	6.5	8.4
4	Social	6.5	2.1
5	Transportation	3.9	1.6
6	Public Facility	9.1	4.7
7	Criminal	19.5	20.5
8	Culture	1.3	3.2
9	Economy	2.6	3.2
10	Art	6.5	6.3
11	Others	24.7	27.9
Total		100	100

Source: data of research

The important result from content analysis about news source is most of interviewees being cited are police, meanwhile table 6 shows the tendency that news about DIY in April-June period is mostly about crime. This is indeed in contrast with city branding vision and "Jogja Istimewa" tagline. Generally, ISTIMEWA is not just a "political status" but also a "soul" of living in Yogyakarta which is embodied in "work hard" attitude to reach the "maqom keistimewaan" therefore Yogyakarta can be better than others. DIY identity as the city of students, tourism, culture, and arts are not exactly shown in media reporting.

Table 7. Unit Analysis of Tone of Kompas and Kedaulatan Rakyat

NO	UNIT ANALISIS	% Kompas	% KR
1	Positive	46.6	44.0
2	Negative	20.9	30.9
3	Balance	32.5	25.1
Total		100	100

Source: data of research

Table 8 shows that the tone of news about DIY in both Kompas daily and Kedaulatan Rakyat shows positive tendency. Even though there is still a lot of crime news in both media, they generally show the attempt by security officials to be responsive and quick in solving the problem. The case of murder of UGM student is also finished quickly. The case of razor attack in some areas is also finished quickly. It means that even though crime news is published more often in Kompas daily and Kedaulatan Rakyat, some of the news is still in positive tone because it shows the spry of security officials in handling it. However, the tone of negative news is also in a not relatively small percentage.

Public Relation Strategy of DIY Government to Improve its Image According to The Chosen City Branding

After the launch of Jogjakarta rebranding, the citizens welcomed this event merrily, and it was especially because some of the citizens participating in this making process have the sense of belonging toward Jogjakarta. The information released by mass media and social media also showed that there was a big hope toward this rebranding.

This research was conducted after this branding had been launched for a year. Now this is crucial to evaluate the new branding of Jogjakarta after the euphoria was decreased.

This research was conducted by interviewing several parties related to the implementation of this branding. One of the sources chosen for this interview is the chief of public relation in Jogjakarta, Trihastono. He stated that the branding of "Jogja Istimewa" (The Special Jogjakarta) is for the province, not for the city of Jogjakarta.

The new branding was chosen a year ago, moreover there were some logos turned up with the various icons with red and blue colors such as Tugu, sea, Merapi Mountain, andong, becak, Alun-alun, and lamps that show the nuance of Jogjakarta. Therefore, how far the branding of "Jogja Istimewa" is related to the city/region and its meaning also has different perspective.

Yogyakarta city has a branding "Segoro Amarto" (taken from the source) that stands for "Semangat Gotong Royong Agawe Majune Ngayogyakarta". This tagline was launched by the governor of DIY, Sri Sultan Hamengku Buwono X, in 2010 when the mayor leading in Jogjakarta city is Herry Zudianto. Sultan said that "Segoro Amarto" reflects the efforts of all citizens in Yogyakarta to end the poverty by improving the value in attitude, behavior,

lifestyle, and unity so that these can cover the whole aspects both material and non-material. (http://mediainfokota.jogjakota.go.id/detail.php?berita_id=601).

"... Then if the province changes the tagline Jogja "Never Ending Asia" and "Jogja Istimewa", there must be the obligation in Jogjakarta to manage the products in the local government to have this tagline "Segoro Amarto". "Segoro Amarto" has the regulation to manage it, but "Jogja Istimewa" does not have it. This is in a city, and if "Jogja Istimewa" is for the province, the message is unrelated, for example the newest bus of Trans Jogja, now the color is blue. My question is why the bus or the taxi is not designed with the symbol of "Jogja Istimewa".

According to Trihastono, Public Relation of Local Government of Yogyakarta, there is no specific rule over this branding. The tagline of Jogjakarta "Jogja Berhati Nyaman" still exists up to now, so does "Segoro Amarto". The tagline "Segoro Amarto" still exists because it is the agreement on philosophical spirit that the activities and duties done by the citizens must reflect the spirit of mutual cooperation and help each other, so that is why it is called as "Segoro Amarto".

Trihastono also emphasized that there is no rules to implement the branding "Jogja Istimewa". Therefore, the policy in Jogjakarta to implement the spirit of a tagline "Jogja Istimewa" has been open and improved, for example the hotels in Jogjakarta. There is always a special characteristic that shows the identity of Jogjakarta dominantly or not, such as an exterior ornament on the façade of the building that shows Batik with various patterns, like *kawung* and many others.

The hotels built after the launch of the tagline "Jogja Istimewa" is recommended to adapt to the environment. Kota Baru becomes the regional heritage with European Indische Dutch. Malioboro also becomes the oriental China and Javanese building. The other places also have elements that represent the building of Jogjakarta, and it must have the minimalist aspect or trend as the hallmark. The policy in Jogjakarta also tries to give the meaning not only literally or physically but also the symbol of the context in order to make the all people recognize that this city is Jogjakarta.

Another thing applied by the city branding is the arrangement of Alun-alun to assert the privilege of Jogjakarta. Alun-alun and Sultan Palace are the landmarks which have been contaminated with the economic interest. Even though it is for the economic interest of grass root citizens, it makes the symbol of Keraton covered with this economic activity. That is why the local government of Jogjakarta cleans this area even though there is a question where the sellers now go.

Another area concerned by the local government of Jogjakarta is Malioboro. Philosophically Malioboro is the marker of the imaginary line between Merapi mount, Tugu, Malioboro, Keraton, and Parangtritis. Trihastono also added that imaginary line is one of the special parts of DIY even though it does not show or is not designed with the tagline "Jogja Istimewa".

Another meaning from the local government regarding the branding "Jogja Istimewa" comes from the mass media. The local government examined and produced the programs. Right now the trend of talk show is not really interesting so that the program format also changed. Right now, the local government has many programs such as "Greget Kampung, NGOBRAS Jogja, MBangun Kampung". "MBangun Kampung" is a mini drama produced to socialize and promote the various job descriptions or the activity that can be made by the local government.

If the socialization is usually only done through talk shows and dialog, this program uses a mini drama to socialize to the citizens easily. The program "Mbangun Kampung" was inspired by a similar program namely "Mbangun Desa" that quite popular to the public in the 1990s on TVRI. The program of "Mbangun Kampung" is aired through TVRI Yogyakarta on the 4th Wednesday at 4.30 – 5.00 p.m.

Greget Kampung is a combination between a reality show and a traveling program that explores the activities of people in a rural area or in the city of Jogjakarta. This program is aired on TV on the 2nd Thursday at 5 p.m. For an hour, the presenter of this program tries to explore the potential that is owned by the village to live, for example culinary potential, SMEs (Small and Medium Entyties), education, tourism, and other potential. Showing the potential possessed by one of the villages in Jogjakarta is one of the objectives to make the village better. NGOBRAS that stands for "Ngobrol bareng Komunitas" is aired in Radio Best 91.5 FM to get the information about a community.

Public relations in Jogjakarta always make print media clippings even though the analysis on how is the branding in Jogjakarta has not been made yet. The local government of Jogjakarta felt assisted by the print media. The status and activity of the local government reputed have more appeals than any other city so that the city of Jogjakarta gets more services. The local government also accommodates the local media in Jogjakarta. From the observation, it shows that Jogjakarta gets more special attention than the other cities. Public Relations analyze whether this news will be prolonged or not and whether profitable or not. If they are not, what the reasons are.

For the case of incision that occurred in early 2016, it was related to the crime that in the domain of law enforcement. Public relations often have a dialogue with the media regarding the perception and provide input. Media can inform the news but forbidden to make it longer, not only the incision but also the juvenile delinquency. The local government also formed a community of journalist and facilitated it with the internet, computers, and office. Additionally, Yogyakarta also tries to implement the "privilege" to service the citizens like the implementation of new admissions to use the online system and the launch of Pratama Hospital.

This is the hospital without any class. It also has the same facility. It is the commitment of the local government because it is the only one in Indonesia. This hospital is clean and the specification is far from RSUD Jogjakarta in the context of health service. In Jogjakarta, the issues of health are not in the ratio context of adequacy in bed with plus condition. How to handle the patients is the issue in Jogjakarta, and the other cities sometimes turn the patients down because the limitation of the room or the front offices that is not really friendly.



Figure 1

UPT Hospital of Class D "Pratama" Kota Yogyakarta

(Source: <http://www.jogjakota.go.id/news/RS-PRATAMA-Rumah-Sakit-Tanpa-Kelas-Berfasilitas-Bintang>)

To get the suggestion from the citizens, public relations manage UPIK (Unit Pelayanan Informasi dan Keluhan) or the center of information service and complain that becomes the facility for the citizens to deliver the advice, questions, information, and suggestion to develop the government service of Jogjakarta and the development of Yogyakarta. UPIK can be reached on SMS in 081228800001, through the telephone/fax (0274) 561270, through the email upik@jogjakarta.go.id or you can directly to the people in Jogjakarta, Komplek Balai Kota, Jl. Kenari Nomor 56 Yogyakarta number 56 Yogyakarta 55165.

Through UPIK, the local government directly knows what the question and suggestion from the citizens. Every day there are 30 contents delivered, and then these are managed and distributed to the related institution. This activity is one of the meanings in branding "Jogja Istimewa". It has spirit to be different, especially different to be positive. Trihastono also compared the branding of Yogyakarta in the past and now.

"...The communication language of Jogja Never Ending Asia shows it has market context. It means it focuses on the destination. Meanwhile "Jogja Istimewa" gives more philosophical background from the inside."

The efforts of the local government in Yogyakarta to find the meaning of "Jogja Istimewa" is with the affordable education fee, but not free. According to Trihastono, there is no free education fee because it is to keep them to be responsible. From the achievement, the students in Jogjakarta are kind. The other application is the context on facilities, economy, and traditional market.

"...The delegation of authority in Jogjakarta, there is the delegation of authority, like making the certificate to build the building (IMB) is not enough if it is only in the sub district, making HO is enough only in sub district so that the citizens are easier to do it. In one occasion, there is a mayor authority that can be delegated to the sub-district head, and the other areas also follow. This is how the local government finds a meaning of the tagline "Jogja Istimewa", or the internal consciousness. It is the result of internalization from the spirit of "Jogja Istimewa".

To communicate with the citizens, the local government of Yogyakarta has its web in www.jogjakota.id. They also have Facebook, but it is not the media that can be relied on. The local government prefers the size that is has high satisfied index of the citizens. Every activity but an event is measured, how the activity is, and it has fulfilled the expectation of the public.

Branding of Yogyakarta actually is the duty of the province government of DIY with Markplus (Hermawan Kertajaya). The problem is when the logo is published, there appears the feedback from the citizens that think the logo and tagline are not matching with Jogjakarta. Even, from the typography side, the word Jogja in the logo will be read as "Togua". Finally, the government through the Bappeda makes a team called Tim 11 to help finishing this problem. The duty of Tim 11 is to be the mediator between the governor and the citizens so that the identity of Jogjakarta can be more representative.



Figure 2
The First Logo designed by Markplus Inc.

(Source: http://www.kompasiana.com/wardhanahendra/togua-logo-baru-jogja-yang-dikritik-jadi-candaan-netizen-akankah-muncul-logo-tandingan_54f3fab745513a42b6c83bd)

Along the news of rebranding Yogyakarta and before Tim 11 was formed, actually the designers and the citizens have proposed their idea through social media like Facebook, Twitter, and Instagram. There were many ideas suggested by the society. After the government had known that there were many ideas proposed, Tim 11 gave the chance to the citizens to send the email. Even though it was not a competition, Tim 11 also appreciated those 10 creators that were preferable to get the reward 2 million rupiah for each creator. The function of Tim 11 is like an exhibition curator. The whole process was done in November and December 2014. Then, the branding was launched in March 7, 2015.

One of the members in Tim 11, M. Arief Budiman stated that his team has anticipated from the first to deliver some concepts of proposal to Bappeda that this logo could not be only announced or launched, but also there must be an implementation of it. This will be implemented in government and public space. But the reality Bappeda just plans it up to the launch only.

"...To arrange the budget of implementations including the guidance book for the application of the logo has never been done until right now. The weakness of our bureaucracy is its system because it must be submitted a year earlier. If the first promise was in 2015, actually in June or July 2016 the fund budget can be got. I also do not understand because it really wastes the time. That is why there is no further activity. It automatically was the fundamental mistake. I was always asked to socialize the logo, but until right now they never give branding to the office cars and

TransJogja. That is what makes me angry. I said strictly that painting the bus with blue, red, or yellow costs the same budget, but why they did not want to follow the guidance. They cannot answer it, and they never implemented it."

According to Arief, the most important thing in the process of city branding is quick win beside the application of this logo. Quick win is to apply a change or a system of the city as one of the city branding that can make the citizens understand the difference before and after the city branding.

The source shows that the government does not understand well what city branding is. This is proven by there is no program implementation that maximal after the launch of the branding.

"...The governor is the most responsible person in this regard. If the governor moves, the subordinates will move as well. The governor can give the instruction to the subordinates. The governor is the king, and that is why he does not need to directly go to and see the real action in the field. He just needs to see the all works are done. Jogja is more difficult. Actually the mayor must handle this. It is worse if the mayor also does not anything."

Compared with the previous logo, Jogja Never Ending Asia, the new logo is better. The previous logo is not interesting visually. If it is compared with the other logos, this logo is not really impressive. Besides, the meaning of this logo is blur or unclear. The words 'Never Ending Asia' do not have any roots. From its font, the word Jogja in Jogja Never Ending Asia is read 'Togja' not 'Jogja'. This is different from the new branding of "Jogja Istimewa" that has 'its soul'; there is a function of it. When the governor said that this logo is better than the previous logo, it means the previous logo is not better than the new logo.



Figure 3
Logo and Tagline of Yogyakarta

Different from 'Jogja Never Ending Asia', the concept of 'Istimewa' is quite memorable for Yogyakarta. Istimewa is not a promise. The party that must be referred to the first time is the bureaucracy because they are responsible to manage the tax and social service. The meaning of 'Istimewa' must be implemented to many building policies.

After the launch of logo, actually what is needed is quick win in some places. Like in Tugu, Malioboro pedestrian, Alun-alun, Beringharjo market, it was needed to be systemized. So not only put the logo. One of the areas proposed by Tim 11 to be systemized was Kaliurang area.

CONCLUSION

City branding is one of the developed ways to introduce a city. A city needs to make the citizens realize and want to visit, work, or stay in that city. In a global level, there are many examples of a city or a place that is successful to apply the city branding.

City re-branding of Yogyakarta with the tagline "Jogja Istimewa" was done in 2015, and it is to change the previous one, "Jogja Never Ending Asia." Since the first time, the plan of city re-branding was debatable because the government did not involve the citizens in Jogjakarta. After this polemic, the province government made a work group named Tim 11 to receive the citizens' aspiration and cooperation to make the new branding.

Compared with the previous branding, actually the branding "Jogja Istimewa" has superiority, but after the launch of the new branding, there was no real change that can be the comparator between the previous rebranding and the new rebranding. The local government that is in the province of DIY does not have the technical guidance to apply this branding. The impact is every city has its own interpretation to apply this branding.

In mass media, the branding of "Jogja Istimewa" is not drawn completely. The period chosen in this research proves that the news appears is not about the branding of Jogjakarta but about the crime. The identity of DIY as the student city, tourist city, cultural city or art city is not reflected in mass media. This is also proven by the sources chosen dominated by the police and the government. Other sources that are more identic with the identity of Yogyakarta like artists and lecturers were not given any space. The aspiration of the citizens related to the mayor election in Yogyakarta is they want the independent candidate that is not really famous in media. Malioboro as the landmark of Yogyakarta also get the high space of report, but it is related to the parking lot relocation and pedestrian system that has not finished yet. The newspaper Harien Kedauletan Rakyat as the biggest local newspaper in DIY also did not give a big space to the events in Yogyakarta. It proves that "Jogja Istimewa" and its implementation was not leading and did not have any special place in both local and national mass media.

The governor as the party that has the idea about the city brand and also has the highest authority in province did not have any plan to apply the branding technically. The local government always eludes that they did not have a specific budget to apply the branding

A year after the launch, the euphoria of branding "Jogja Istimewa" was decreased. Now what is needed is the effort to understand more the essence of city branding, not only the logo making. Logo is just one of the elements of branding.

Even though it is overdue, the evaluation result toward the city branding must be made as the foundation for the government to have a program to city and regency level to apply the city branding. The level of difficulty indeed will be higher than the launch of branding a year ago. If the revision is not done, there will be a failed branding "Jogja Never Ending Asia" again.

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