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Dynamic Website of Gresik City'S Halal Life Style as the Implementation of Online Branding in a Smart City

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DYNAMIC WEBSITE OF GRESIK CITY'S HALAL LIFE STYLE AS THE IMPLEMENTATION OF ONLINE BRANDING IN A SMART CITY

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Abstract – Understanding potential of a city can be defined by some indicators. One of them is by identifying six indicators that well known as Nation Brand Hexagon. Nation Brand Hexagon are: People, Tourism, Exports, Governance, Investment and Immigration, and Culture and Heritage. By understanding and identifying those six indicators, a city can be more understand about its potential and developing it into City Branding activity. City Branding is the use of marketing techniques to give a City a unique identity in the minds of citizens, visitors, companies and investors. The needs of City Branding for a certain city or area is currently being a marketing strategy that often work effectively. The result of an effective City Branding is particularly giving a profit and a significant increase of economy value. Gresik City (older spelling: Grissee); (Javanese: *Nggersik*) is a regency within East Java Province of Indonesia. It includes the offshore Bawean Island, some 125 km to the north of Java and Madura. The regency's administrative center is the town of Gresik, about 25 km to the northwest of Surabaya City. Gresik City is known as a city which having a charm of Moslem religion tourism. A lot of activities based on Moslem religion in the city. The total population of 1,2 million people made Gresik City as plural cultures and also producing some products that contain high spiritual value. Beside, Gresik City is also being a city who has many industrial activities. In 2010, Gresik City's income is being the most higher in East Java. Even, the average labour's income in Gresik City is also most higher than other cities in East Java. In 2017, have been done the identification of Nation Brand Hexagon against GresikCity. As for the method that been done is through the Observations, Focus Group Discussion, as well as In-depth Interviews. Through the method of Focus Group Discussion that bring representatives of businessmen/Artists, Government, Academia, and Communities; formulated a mapping of Halal Activity in Gresik as Halal Activity octagon or 8 activities of Halal in Gresik which include : Culinary, Religion Tourism, Art, Fashion, Product and Service, Movement, Education, and Culture. As the continuity of City Branding activity in Gresik, Halal Activity octagon is being core of communication that aimed at outlining potential of Gresik City. City Branding strategy nowadays is not only a forming of City's identity but also representing the identity of digital media that contain a lot of human interaction. By using the technology and internet access, it is possible to build an dynamic website that contain Halal Activity Octagon's information, including: research, text, documentation, people who involve, etc. Dynamic website is a platform that make a possibility of two way interaction between both website's maker and user; or user and user. The function of the website is not only as the center of information about the City, but also as the promotional tools and media, marketing tools and media, and digital data of the City. By having a dynamic website, it will be easier to do some measurement about the city, such as: about satisfying, suggestion, and also the value of economy by numbers and data. In this particular research, will be done some analysis about the effectivity of mapping's projection of Gresik City's Halal Activity based on dynamic Website according to answer: the society's need and want, effective marketing, and access. The result of research is an integrated system about City Branding activity based on dynamic website that can be mapped from upstream to downstream. Moreover, this research also wished to create an innovation regarding of center of information about City's potential that can be the open bank data and can be accessed by anyone without any time and distance limitation.

Keywords: Branding, Gresik, Dynamic Website, Smart City

Introduction

The economic growth of a City or region is affected by the condition of tourism in the city itself. Tourism activities also have a significant share of income to the area. This is because tourism activities often involve not only the local tourist but also international tourist (Hasan, 2016). In a study that conducted by Wibowo (2010), it is explained that there were several different types of tourism, such as: Cultural Tourism, Recuperational Tourism, Commercial Tourism, Political Tourism, Social Tourism, and Religion Tourism. Each region typically has its own mapping against the purpose of tourism which is then communicated in the form of promotion of a city or region.

City Branding is defined as the activity of promotion in a city or region (Eka, 2009). Many of city or region attract the attention of tourists (foreigners and foreign) to be able to travel to the city and doing activities that are expected to add another revenue in the areas, such as: touring, shopping, work, invest, or even just simply share experiences via social media (Hasan, 2016). However, before it all can be done, a city or region need venetian a focus toward tourism destinations that can be appointed as the identity. The identity of the future that will be built into the activities of City Branding, where it includes several activities, among others: creating visual identity, conduct promotional activities, create events, and others.

To making outline about the activities of City Branding more depth, then, it is required the early study against the conditions of the city or the region. According to the Roll (2006), mentioned that the scheme of the Nation Brand Hexagon referable beginning from the study of a city or region. The nation Brand Hexagon or 6 basic of imaging area is a benchmark that will be able to determine the direction of imaging a city or area. After reviewing the Nation Brand Hexagon, a city or region are expected to be able to have a better understand about its potential that can be used as a visual identity. As for the Nation Brand Hexagon includes several things, among others: Tourism, Exports, Governance, Investment and Immigration, Culture and Heritage, and People (Community).

Become a city adjacent to the capital of East Java, Surabaya, Gresik is an interesting case of study. Gresik is known as a city of Muslim students because it has a very strong Islamic nuances. There are numerous cultural and relics relating to the history of Islam. In addition, there are also many Islamic-based education center (boarding schools). However, on the other hand, the town of Gresik, also known as an industrial city. According to the data of Central Statistic Agency in 2014, Gresik is the most densely populated industrial cities in East Java. In addition, Gresik also has the highest intake of East Java. This certainly followed with a high income or salary in Gresik. Gresik is not only dominated by large companies, but Gresik also known as a producer of craft and small and medium businesses. In 2014, recorded more than 500.000 of small to medium enterprises continue to grow in Gresik. As for flagship products which are produced in the town of Gresik is: songkok, mukenah (shalat wear), moslem apparel, sarong, the traditional food of the farming, food, crafts, and more.

In 2017, conducted a study of the Nation Brand Hexagon in Gresik. This qualitative research conducted by the research team of Universitas Internasional Semen Indonesia

(UISI). According to Nastiti, dkk (2017) mentioned that the results of Focus Group Discussion along with representatives from employers, a character, and a representative Government in the town of Gresik, brainstorm that there are several hypotheses that can be used as the identity of Gresik. One of these is the emergence of Islamic-based products. The phenomenon has also become a trigger for the researchers to declare the city of Gresik as city with an identic identity with Islamic activities. Through the formulation of, then, Nastiti, dkk (2017) formulate Gresik as downtown which is identified with the Islamic halal activities. Hence, comes the identity named of Gresik Halal Life Style, a city that moves with the potential of halal activities with the basic Islamic resources. As for the Gresik Halal Life Style Activities is formulated in the Octagon or 8 halal activities based in the town of Gresik.

Then, the rise of the city's identity can not be as silence as that. As presented above, that the identity of a city should be communicated and promoted in order to be known by many parties. One of the media effectively to do City Branding is through social media. Social media is nearly 80% used Instagram users to promote or communicate their campaigns, then followed by media Facebook and Twitter (Hasan, 2016). However, in terms of providing information in the form of City Branding, which has a lot of information like text, images, or video, it takes a more complex media and has a high level of engagement. In 2016, the Agency's creative economy of Indonesia (Badan Ekonomi Kreatif-BEKRAF) makes a map of potential of towns and districts in Indonesia named Creative City's Map. This creative shaped map is a dynamic website that contains a variety of information about the city in Indonesia, but can interact with users. The emergence of interactive media website can be one of the new media which can be developed as a media that contains City Branding because it is considered capable of providing complete information, ranging from visual, address or location, and references. Here's a Creative Map Indonesia which is developed by BEKRAF. This page can be accessed at www.kotakreatif.com.



Picture 1. Dynamic Website about Creative City's Map in Indonesia
Source: www.kotakreatif.id

In this study, researcher will develop a new medium that combines the concept of City Branding Gresik, i.e. the Gresik Halal Life Style in a dynamic website that encapsulates the 8 halal activities in Gresik (Halal Activities Octagon). Moreover, Gresik is one of 100 cities that are being developed into a city-based Smart City in Indonesia. The city-based

Smart City is the concept of city that designed to help various community matters, especially in an effort to manage resources efficiently, as well as provide ease of access to the information society, to to anticipate unexpected occurrences before. This website will be a dynamic data center that can be accessed by either society Gresik, Governments, businessmen, and tourists to be able to contribute as the complementary content and interact in it.

Gresik as Halal Life Style City

If talk about branding, up to now, Gresik does not yet have a specific concept. However, Gresik is the city as known as kota Santri (Muslim student), it is because in Gresik is famous with the public who still religious (religious observant), in this case, the majority society in Gresik is still based on Islamic activities (Gresik Pocket Books, 2010). From previous research (Nastiti dkk, 2017), formulated that various activities that occur in the city of Gresik has a multitude of little activities refer to activities of Muslim or will be referred to as the Halal Activities.

The definition of Halal is something that are advantageous and not harming each other (Eka, 2010). According to Nastiti dkk (2017), the conduction of Focus Group Discussion (FGD) figures that Gresik city needs to build a new campaign of its identity. Gresik city is still very preserve cultural with contains spiritual elements and a deep religion. This situation could create as a movement which can be communicated as an attraction/potential city that can be converted into a tourist/artificial conservative. Based on previous research, based on existing study, and also FGD, the Halal based activities in Gresik are mapped out into Halal Activities Octagon, as can be seen in next picture.



Picture 2. Halal Activity Octagon in Gresik

As a city which is dominated by a lot of Halal based activities, it means Gresik has a strong Halal movement and it could be a strong point to communicate this city branding. As delivered by Thames & Hudson (2008), that the imagery of a city should be based on the potentiality and the elements that is pure and original so as to make the area easy to be expressed and loved. But, as for the movement of city branding, needs to

begin with the introduction of a tagline: “*Gresik: Halal Life style.*” As a town or city that having a high Halal based activities, this tagline is considered as a prefix to the establishment of the the imagery of a city that is effective and accurate, because it is sourced from something original and continuous.

Website as the City Branding Implementation

As the goal to communicate the Gresik identity, then needed a proper and effective media. Website to be one of the options is considered to be effective because the website is a popular medium, especially if associated with target of Gresik itself. The website is a collection of pages that display a variety of information, data, text, still pictures or moving data, animation, sounds, video or a combination of all of them, whether it is static or dynamic, which form a series of interconnected buildings in which each is connected to the network page or hyperlink (Altstiel and Grow, 2007).

Usually a Web page documents that are written in the format of Hyper Text Markup Language (HTML), which can be accessed via HTTP. HTTP is a protocol to convey various information from the website server to be displayed to the user or users through a web browser. As for the website consists of several types. According to Altstiel and Grow (2007), there are 3 types of websites that are most frequently used, among others, are as follows.

1. Static Website is a website that has a page that doesn't change. The meaning is to do a change on a page can only be performed manually by editing the codes into the structure of the website itself.
2. Dynamic Website is a website that has the structure intended to update as often as possible. Usually in addition to the main ones which can be accessed by the users (user) in General, has also provided the backend i.e. page to edit the content of the website.
3. Interactive Website is a website which indeed at this time is indeed notable. On this website the user can interact and also you met arguments about what is their thinking.

In this research, a website that will be discussed will be more dynamic website. Where dynamic website will be combined into a data center of City Branding Gresik, i.e. Gresik Halal Life Style. Dynamic website was chosen because researchers expect a website that can be accessed not only by the website maker but also the local community Gresik, Government, businessmen, even tourists.

Online Branding

The definition of City Branding (the image of the city) is a city of the strategy's efforts to create a strong positioning in the regional as well as in global. In the presence of city branding can make a shape of the identity of a city that is useful for marketing activities, also as suggestions as well as cultures in the city (Thames Hudson &, 2008). After that, the city should be marketed like product or service supplied in order to obtain feedback from the user or in the matter of helping the travellers destination (Wheeler, 2013).

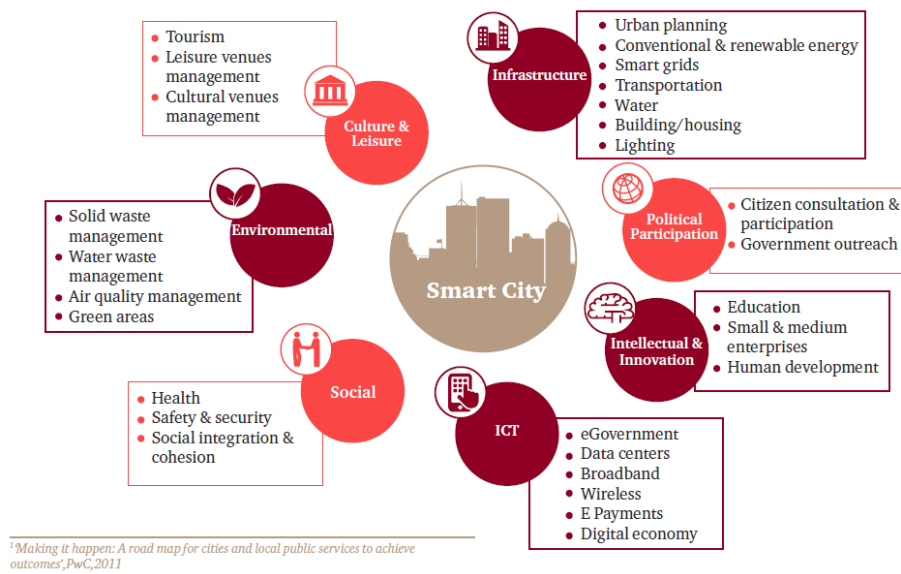
See the changes of the era who are now already leaning on the digital era, almost all marketing activities are more active in the online world. Likewise with the concept of city branding, according to Altstiel and Grow (2007), City Branding and thus can be more effective regarding to the targets if done by online. This is because almost 80% of tourists who will visit the destination, will find out or making a booking for hotel and transportation modes through online. Altstiel and Grow (2007) also stated that the level of existence of a county or city can be seen down the media-based online or online-based social media, such as: Website, Instagram, search the hashtag (# sign), blogs, and even YouTube. As for online city branding, can be done through two ways, firstly, is done internally by the Government or society-related and the second one, is done indirectly through the opinion/story/testimony uploaded by tourists on online media. This form is an example of good communication against the image of the city and indirectly is the promotion or campaign that support City Branding (Eka, 2009).

As an online marketing becomes more integrated into a total marketing communication campaign, website development can be one of the media that consider good to branding image. For the activity of City Branding, the existence of the website will build a positive image. It is because websites can include a variety of information either static or dynamic and combined with animation, flash, video, image and interaction with humans or in this case referred users (Altstiel and Grow, 2007). In line with the expected results of the study, the researchers tried to make a dynamic website that is also an open data center that can be access by the user (other than the website maker). This website is a projection map based on the potential of Gresik or Halal Activity Octagon that can support the identity Gresik Halal Life Style.

Concept of Smart City

Gresik has been known since the 11th century and since then the city of Gresik grow into trading center. As for trading activities in Gresik is already known not only between the Island, but also already widespread among countries. According to Central Statistic Agency data 2012, Gresik become destination that frequently visited by Chinese trade, Arabic trade, Gujarati trade, Siam trade, and others. This is certainly makes Gresik has quite a lot of historical relics of Islamic and smelling pretty much figures that become icon Gresik, such as: Sunan Giri and Sheikh Maulana Malik Ibrahim.

Development of Gresik has now become quite complex due to the strong value of the history and culture of Islam began to affected by the strength of the industrial era (both small and large industry) based in the town of Gresik. It is certainly expected to be triggers of Gresik to grow into an innovative city. In 2017, Gresik was elected as part of the development program 100 Smart City in Indonesia initiated by Kemenkominfo (Ministry of communication and Informatics) Indonesia. Undertstanding the concept of smart city, according to Dinnie (2011), Smart City is a smart concept that can help communities manage their resources with effectively and give the right information to the community or institution in conducting its activities or anticipating the unexpected tech events. Here is a Smart City development schemes can be integrated in a city.

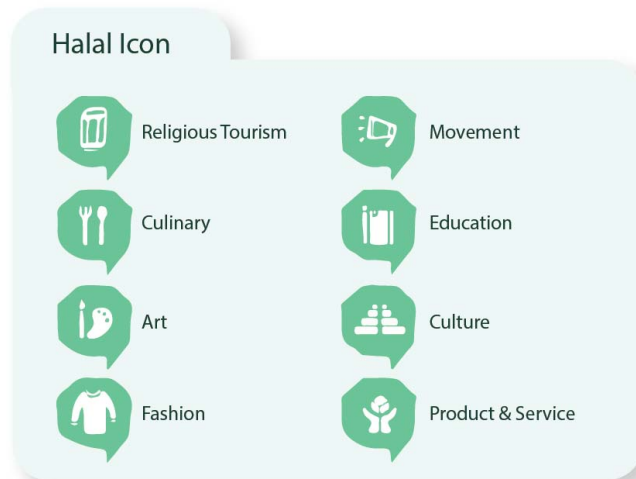


Picture 3. Mind Map of *Smart City*
Source: PwC, 2011

According to the statement of Kemenkominfo Smart City in Indonesia could be developed on: information technology-supported economic development synergy is smart (Smart Economy), Intelligent Participation Communities (Smart People), Intelligent Governance (Smart Government), Intelligent Transportation Management (Smart Mobility), Natural Resource Management Intelligent (Smart Living), Maintenance Of Intelligent Environments (Smart Environment). Smart City concept was expected to be implemented around the world. With Smart City, a wide range of data and information that are located in every corner of the city can be collected via sensors that installed in every corner of the city, also can be analyzed with the application intelligently, then it is served in accordance with user needs through applications that can be accessed by different types of gadgets. By the gadget, the user can also be the source of the data, they send the information to the data center to be consumed by another user.

Gresik Halal Life Style Identity

Based on previous research (Nastiti dkk, 2017), the identity of Gresik Halal Life Style is being the core activity of Halal activity octagon that has been described in the previous chapter. By those activities, then it formed each icon that is able to characterize each activity becomes part of Gresik Halal Life Style. According to Altstiel & Grow (2017), the icon was created to provide a simple reminder right on target against an identity. The use of the icon is typically used to replace a logo that is more complicated or complex. Based on the illustration of Halal activity octagon, researcher laid out these icon below to facilitate the imaging that will be implemented on a dynamic website of Gresik Halal Life Style.



Picture 4. Icon of Halal Activity Octagon

Each icon is then processed into a more complex identity, thus forming the logo of Gresik Halal Life Style. This logo was designed based on adjustments of Halal activity octagon, it contains green color and variety of pastel colors that adapted to the concept of halal which put forward as win win solution. So that it expect to give the impression of a secure and peaceful.



Picture 5. Gresik Halal Life Style Identity

As an identity, the logo of Gresik Halal Life Style will be implemented against a variety of things that aim as the campaign of the Gresik Halal Life Style. This logo will be included in dynamic website as the implementation of City Branding.

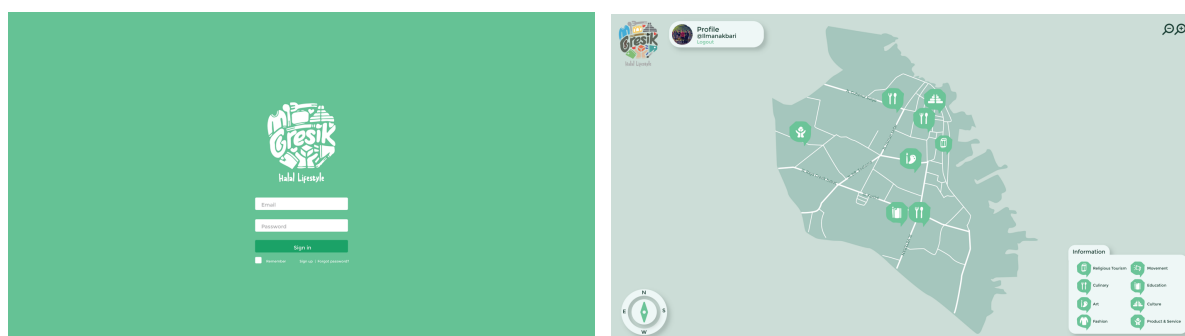
Dynamic Website: Gresik Halal Life Style

In a dynamic website, the website has several features that can not be changed by the user and can be changed by the user. As for the conditions of dynamic website according to Altstiel & Grow (2017) is a website that has flexibility in changing and adding data but still based on the consent of the website's maker. In this case, the website will facilitate user to register/signing up and contribute to provide data/opinion/testimony which can be uploaded on a special form. This form will be curated by the admin of website in order to be forwarded as published data. Publication of dynamic website Gresik Halal Life style is form as map that contain of Halal activity octagon. This map gives directions and information about Halal activity octagon. These are the hierarchy of the dynamic website that has been formulated.

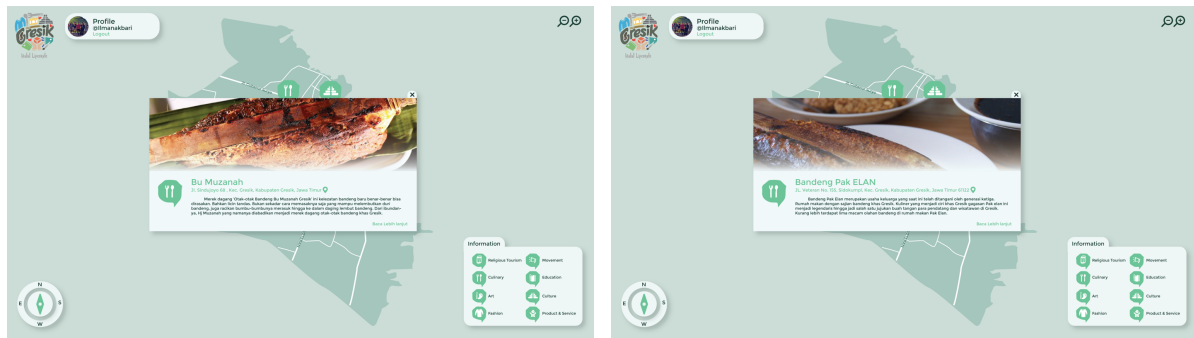
Log In page – Log in page is the home page that will show at the interface of dynamic website of Gresik Halal Life Style. This page contains a form for user to do a registration or signing up. As for the user who can apply are required to have an email or social media. It is expected that admin can verify the user easily. On the stage of the initial prototype, log in page will go directly to the main page of the website that forme as a map of Halal activity octagon. However, as long-term, researcher will create a dynamic form page for the user to upload the data related to Gresik Halal Life Style, such as: new tourist sites, places that have not been in explore in map, or testimonials.

The Mapping of Gresik Halal Life Style – The main page of the dynamic website contains of digital map that form as Gresik's map with the spread of icon of Halal activity octagon. The icon can show further information relating to the location or visual experiments that directly relate to their respective Halal activity octagon.

The Information of Halal activity octagon – After pressing the icon which is expected, the user will be directly to a particular link related to the information of any each of Halal activity octagon. In every icon of Halal activity octagon, the user will find the explanation of the details regarding location, video, and social media.



Picture 6. Prototype Design of Dynamic Website: Gresik Halal Life Style



Picture 7. Prototype Design of Dynamic Website: Gresik Halal Life Style (2)

Implementation and Recommendation

As for the implementation of dynamic website of Gresik Halal Life Style, it needs to think about both short-term as well as long-term planning of implementation. It requires active cooperation from various parties, such as: the Government, communities, businessmen, and public figures to be able to disseminate pertinent information of the existence of dynamic website of Gresik Halal Life Style. The researcher recommends to Governments to integrate a dynamic website with an existing website that appear to provide information to prospective travellers who would like to come or find out about the city of Gresik. Moreover, in the medium term, some related parties necessarily need to create an Integrated Marketing Communication which can promote exclusively regarding to the identity of Gresik Halal Life Style. These recommendations can be used as a reference for further research.

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