MAGETAN REGENCY BRANDING:

THE COMMUNICATION STRATEGY OF "MAGETAN NGANGENI" AS A NEW CITY BRANDING

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Department of Communications The International Program

Faculty of Social and Cultural Sciences

Universitas Islam Indonesia

Yogyakarta

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APROVAL SHEET

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Thus, I truly agree with this remark.

Yogyakarta, 22 Maret 2026

Sincerely,

Khoridho Abdillah Sofyan

MOTTO

“Jangan pernah merasa tertinggal, setiap orang mempunyai proses dan rezekinya masing masing.”

- Q.S Maryam: 4

We’re afraid that we will never escape our past. We’re afraid of what the future will bring. We’re afraid we won’t be loved, we won’t be liked. And we won’t succeed.

- Lady Bird (2017)

DEDICATION

I dedicate this final thesis to my beloved parents and my uncle. I would not have been able to complete this without their everlasting love, sacrifice, and encouragement.

FOREWORD

Assalamu'alaikum Wr. Wb.

All praise and gratitude are devoted to Allah SWT for His blessings, mercy, and guidance, which have provided the writer with health, strength, and perseverance to complete this thesis successfully. May peace and blessings always be bestowed upon Prophet Muhammad SAW, his family, companions, and followers until the end of time.

This thesis entitled Magetan Regency Branding: the Communication Strategy of "Magetan Ngangeni" As a New Regency Brand aims to analyze the social media strategies implemented by Batam City in attracting foreign tourists. This thesis is submitted as one of the requirements for obtaining a Bachelor's Degree in Communication Science at the Faculty of Social and cultural science, Islamic University of Indonesia.

Appreciation and gratitude will also be extended to these individuals :

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Yogyakarta, 22 Maret 2026

Khoridho Abdillah Sofyan

TABLE OF CONTENT

CHAPTER 1 15
INTRODUCTION 15
1.1 Background 15
1.2 Research Questions 21
1.3 Research Objectives 22
1.4 Research Benefits 22
1.5 Literature review 22
1.5.1 Previous relevant Research 22
1.5.2 Theoretical Framework 28
1) Communication Strategy in City Planning 28
2) Place Branding as Communication 29
3) City Branding in Connective World 30
4) Tourism Communication 31
1.6 Research Method 32
1.6.1 Research Type and Approach 32
1.6.2 Research Time and Location 33
1.6.3 Resource Persons / Research Informants 33
1.6.4 Data Collection 34
1.6.5 Data Analysis 35
CHAPTER 2 37
OVERVIEW OF THE RESEARCH OBJECT 37
2.1 RESEARCH OBJECT AND DESCRIPTION 38
2.1.1 Magetan Culture and Tourism Office 38
2.1.2 Organizational Structure Magetan Culture and Tourism Office 39
2.1.3 Tourism Visitors in Magetan 41
2.1.4 Tourist Attractions and Potential in Magetan 42
2.1.5 Tourism Development Programs and Strategies 44
2.1.6 Constraints and Challenges in Tourism Development 45
2.2 City and Tourism in Magetan 46
2.2.1 The History of Magetan Regency 46
2.2.2 Development of Tourism in Magetan 47
2.2.3 East Java Province Tourism Statistics 2024 50
2.2.4 Magetan Regency Tourism Statistics 2024 52
CHAPTER 3 55

FINDINGS **55**
3.1 The Beginning of the Formation of Magetan's New City Branding 56
3.2 Brand Identity Formulation Process (Logo, Tagline, and Philosophy) 61
3.2.1 Identity Visualization Logo Design 61
3.2.2 Narrative Formulation and Tagline Selection 62
3.2.3 Interpretation of Identity Values and Philosophy 64
3.3 Communication Strategy in Promoting Magetan New City Branding 65
3.3.1 Branding Launch and Promotional Events 65
3.3.2 Press Conference and Media Relations 67
3.3.3 Digital Branding through Social Media Channel Platforms 68
3.4 Public Receptivity to Magetan City Branding 69
3.4.1 Level of Public Awareness of the “Magetan Ngangeni” Branding 69
3.4.2 The Role of Social Media and Government Information Channels 70
3.4.3 Citizen response through local government activities 72
3.5 Tourists' Perceptions of Magetan City Branding 73
3.5.1 Tourist First Impressions of the Visual Identity of “Magetan Ngangeni” 73
3.5.2 The Suitability of the City's Image with the Actual Tourist Experience 74
3.5.3 The Impact of Branding on Tourists' Interest in Returning 75
3.6 Challenges and Evaluation in Implementing Magetan City Branding 76
3.6.1 Information Distribution Gaps Across Different Segments of Society 76
3.6.2 Consistency and Sustainability of Branding Programs in the Long Term 80
3.6.3 Analysis of the Level of Recognition of the “Magetan Ngangeni” Identity 81
3.6.4 Depth of Public Understanding of Branding Philosophy 82
3.6.5 Level of Acceptance and Support from the Public and Tourists 84
CHAPTER 4 ..... **85**
DISCUSSION **85**
4.1 City Branding and Strategic Communication in Magetan's City Planning Process 85
4.1.1 The Need of City Branding 85
4.1.2 Development 87
4.1.3 Shaping Place Identity 88
4.1.4 City Identity Selection 90
4.2 Communication Strategies in Promoting Magetan's New City Branding 91
4.2.1 The Use of Social Media in Promoting Magetan's new City Branding 91
4.2.2 Event Launching City Branding 93
4.2.3 Public Response to Magetan New City Branding 94
4.2.4 Visitor Response to Magetan New City Branding 95
4.3 Challenges in Magetan New City Branding 96
4.3.1 Obstacles in Forming Place Identity 96

4.3.2 Obstacles in Communication in City Branding..... 97
4.4 Implications Place Identity As Magetan City Branding..... 98
CHAPTER 5..... 100
CONCLUSION..... 100
5.1 Conclusion..... 100
5.2 Research Limitations..... 101
5.3 Recommendations..... 101
5.3.1 Recommendations for Future Researcher..... 101
5.3.2 Recommendations for Magetan Regency Culture and Tourism Office..... 101
Bibliography..... 103
APPENDIX..... 109
Interview Transcript..... 113

LIST OF PICTURES

Picture 1.1 Magetan Culture and Tourism Department Office…….31
Picture 1.2 Organizational structure of Magetan Culture and Tourism Department 2024……...33
Picture 1.3 Table of Number of Tourist Visitors by Month in Magetan 2023 BPS……..34
Picture 1.4 Growth in the Number of Hotels in East Java,2015–2024 BPS East Jawa……44
Picture 1.5 Number of Visitors to Sarangan Lake Nature Tourism 2023-2024……46
Picture 1.6 Hotel Room Occupancy Rate (TPK) in Magetan Regency, 2023-2024…….47
Picture 1.7 Magetan New City Branding……..55

LIST OF TABLE

Table 1.1 Informant About Participant…….……50

ABSTRACT

Khoridho Abdillah Sofyan (22321210). ***Magetan Regency Branding: The Communication Strategy of "Magetan Ngangeni" as a New City Branding.*** **Communication Science (International Program), Faculty of Social and Cultural Sciences, Universitas Islam Indonesia.**

This study examines the communication strategy in the formation of Magetan Ngangeni as the new regency branding of Magetan. The urgency of this research lies in the need to strengthen regional identity to support tourism promotion and the development of the creative economy. The selection of this research focuses on the strategic role of government and stakeholders in shaping and communicating the new city branding. This study employs a qualitative approach with data collection techniques through in-depth interviews with 11 informants consisting of government representatives, stakeholders, and community members. The findings indicate that Magetan Ngangeni is a strategic rebranding effort that effectively represents the regency's tourism and creative economy potential. The branding functions as a communication tool and a unifying language among stakeholders, including government, local communities, businesses, and tourism actors. In addition, this initiative supports Magetan's integration into a smart city framework. However, several challenges remain, including unequal information distribution across digital and non-digital audiences, maintaining message consistency across platforms, and ensuring long-term sustainability. Therefore, more adaptive and inclusive communication strategies are required to enhance the effectiveness and sustainability of the city branding.

Keywords: city branding,communication strategy,tourism communication,creative economy.

CHAPTER 1

INTRODUCTION

1.1 Background

Magetan Regency is one of the regencies located in East Java Province. This regency boasts stunning natural beauty, one of which is Sarangan Lake. Sarangan Lake is an iconic landmark of Magetan Regency, attracting tourists from various provinces and local residents (Magetan.go,2022). Bordering Karanganyar Regency in the Central Java region offers numerous attractions, including culinary delights and leather crafts (Fitriani, 2022). With a population of 692,300 people, the regency possesses significant potential and is currently implementing tourism marketing strategies to enhance its appeal to visitors (Databooks.id, 2024). Unique tourist attractions exist throughout the regency's rural areas, indicating substantial potential for broader economic growth.

Located at the foot of Mount Lawu, Magetan Regency offers tourist attractions for both local and international travelers. Its natural beauty, rich history, and cultural heritage make it a destination of interest, particularly for sites reflecting the Hindu-Buddhist legacy, such as sanctuary or sacred pools that reflect the interaction between humans and their natural environment. The Dewi Sri Sacred Pool in Simbatan Village demonstrates how the community utilizes the volcanic conditions of Mount Lawu's slopes for social, economic, and religious activities (Saputra, 2019). Magetan Regency's cultural icons remain preserved, exemplified by the Labuh Sesaji ceremony and the routine Ngalap Berkah ritual, which are regularly held by the local community. These activities are not only rituals honoring ancestors and nature but also serve as a means to instill educational, social, and cultural values in the younger generation. Through the introduction of these traditions, the younger generation develops an appreciation for the customs and norms prevalent in their environment (Ani, 2019).

The iconic lake of Magetan, Sarangan Lake, has a history and culture closely tied to the traditions surrounding the lake, representing the community's local wisdom and identity. Sarangan Lake is not only known as a tourist attraction but also as a center for traditional ceremonies that hold deep religious and social significance. One such tradition is known as the Gebyar Labuhan Sarangan. This tradition is held annually on Friday Pon in the month of Ruwah,

preceding Ramadan. The ceremony serves as an expression of gratitude by the community to the Almighty God for the blessings of nature bestowed upon them, as well as a means of warding off disasters and calamities. Collectively, the traditions and history originating in Magetan, particularly around Sarangan Lake demonstrate how the local community integrates faith, culture, and social values into a sustainable ritual system. These traditions not only serve as a spiritual medium but also as mechanisms for cultural preservation and the reinforcement of the identity of the local community (Dwi et al., 2020).

Administratively, Magetan Regency located in East Java Province is currently led by Regent Hj. Nanik Endang Rusmiati and Deputy Regent Suyatni Priasmoro. Magetan, with its abundant natural resources and fertile environment, requires strategic development and the alignment of national policies, particularly in the agricultural and economic sectors. Initiatives include developing an agricultural agribusiness program as a national model, focusing on enhancing human resource quality and environmentally sustainable natural resource management, in line with the vision of Tapak Village. This village leverages its fertile natural potential at the foot of Mount Lawu, with a tropical mountain climate, stable rainfall, and rich biodiversity, including rainforests and natural water sources that support the local water system. The village administration encourages innovation through technological improvements, farmer training, market access, and the development of agribusiness-based MSMEs integrated with the tourism sector, specifically agrotourism and historical tourism. This approach not only increases farmer productivity and income but also creates sustainable and environmentally friendly agricultural development, while strengthening the local economy (Dwi Handoyo et al., 2024).

To address challenges arising from the COVID-19 pandemic, the Magetan Regency Government implemented a national model policy featuring a micro-business capital program. This initiative, supported by Magetan Regent Regulation No. 51 of 2020 outlines guidelines for distributing capital assistance to expedite pandemic recovery efforts. This program provides capital assistance to around 2,000 micro-businesses to help them recover during the pandemic. Additionally, the guidelines for the new normal during the COVID-19 pandemic serve as a reference for implementing micro-business development programs while strictly adhering to health protocols (Alfu Nur Auliya, 2021).

Through agricultural development and broader sectoral enhancements, Magetan is conducting a regency branding initiative designed to establish a distinctive identity. This strategy aims to modify key regional characteristics to increase tourist interest and attract new visitors. City branding presents significant challenges, as it requires synthesizing a region's unique characteristics into a cohesive identity that leaves a memorable impression on visitors. Yogyakarta has successfully carried out a city branding strategy centered on its logo. Through this rebranding, Jogja has successfully created a new image with a simple, warm, and distinctive logo (Sudarmanto, 2022). Magetan is establishing a new city brand focused on the tourism sector, achieved by developing the tagline "Magetan Ngangeni" and a logo featuring its iconic symbol, Mount Lawu (Magetan.go.id, 2024). Recent data indicates that revenue in the tourism sector reached 20.3 billion rupiah. Driven by these city branding initiatives, Magetan is projected to further enhance its tourism appeal in the coming years (Agungnoe, 2024).

The phrase "Magetan Ngangeni" means "an unforgettable city," inviting visitors to return again and again to enjoy its natural beauty, the hospitality of its people, and its memories. The visual elements of the logo are inspired by the mountains of Magetan and the majestic Mount Lawu, reflecting the region's natural wealth and amazing local wisdom (Magetan.go.id, 2024). This rebranding initiative enhances the appeal of the logo and slogan, aiming to evoke positive memories of Magetan among visitors and attract people outside Magetan Region to visit. The revisions to Magetan branding logo convey significant symbolism, highlighting diverse regional potentials and reflecting Magetan's unique character in terms of natural resources, tourism, cuisine, and the local economy.

Communication strategies play a crucial role in developing an institution's communication functions. These strategies are not only to disseminate information, but also to build support for national development programs, social objectives, and specific policies. Through an effective communication strategy, organizations can effectively communicate their strategic vision to internal and external stakeholders, thereby supporting the sustainability and success of the institution (Nugroho et al., 2025). Communication strategy is very important because it is a social action that not only serves to disseminate information, but also expands stakeholder understanding and encourages them to actively participate in the process of delivering public information. In the context of city branding, communication strategy is vital

for building the city's image and identity among the general public and other stakeholders. Additionally, communication strategy encompasses how an organization or entity, including the city government, positions itself as a social actor in shaping public culture and discourse on public issues (Lestari et al., 2016). The effectiveness of communication strategies can also be measured by the extent to which desired objectives are achieved, such as changes in knowledge, attitudes, and behavior of the audience. Strategy evaluation is an important step in determining the success of communication programs and serves as a basis for making the necessary adjustments to optimize the achievement of communication objectives. These adjustments are made based on the results of the evaluation to improve and optimize communication strategies (Nisrina Meitibellina, 2020).

City branding is a strategic approach to creating a unique and recognizable identity for a city, linking the city's internal identity with external perceptions. City branding aims to attract and retain tourists and investors by highlighting the city's distinctive characteristics through symbols, logos, and tailored promotional strategies. The importance of city branding also lies in its ability to enhance a city's reputation, foster innovation, investment, and competitiveness. City branding can increase tourist appeal, attract external funding, and create a positive image for sustainable regional development. A city with a good reputation will find it easier to attract tourists, foreign investment, and talent, which ultimately supports the city's economic and social growth (Zedan & Al-Moqaram, 2024). City branding is necessary because it can boost economic development while also serving as an identity for city residents. Building a city brand will strengthen the competitiveness of existing resources, increase investment, and boost tourism. In addition, city branding is also useful for addressing pressing social issues in a particular area (Siregar & Hendri, 2019).

Effective city branding is built on the potential and uniqueness of a region, enabling the creation of a strong identity and positive image. This branding must involve various stakeholders, including the government, investors, businesses, tourists, and local communities, to foster harmony and collective support. Additionally, effective city branding must be consistently implemented and supported by an integrated communication strategy, including primary, secondary, and tertiary communication channels, to reinforce positive perceptions in the public eye. As a result, the region can compete successfully with others, attract investment,

and draw tourist visits (Utami & Kamil, 2017). The challenges of city branding include many things, such as facing resistance or skepticism from the public in communication strategies. A primary challenge lies in establishing empathetic and open communication to cultivate mutual understanding and trust. Effective communication strategies must account for public sentiments and perspectives of the public, thereby reducing mistrust and increasing support for the image being built. Communication that is not managed properly can cause conflict and hinder the achievement of communication goals (Nurrachmah, 2024). Incorporating public opinion is essential for developing effective communication for city branding from the community's perspective.

Public opinion is a manifestation of the views, attitudes, and perceptions of society that often form the basis for decision-making by individuals, organizations, and governments. Public opinion plays an important role because it can influence government policy, consumer behavior, and the success of a social movements. Therefore, public opinion is a highly strategic aspect in a social and political context (Hajar & Syaesti, 2024a). Public opinion is very important for the government because it acts as a mirror of the views and aspirations of the people, which can influence government policy and legitimacy. Furthermore, public opinion facilitates the identification of citizen needs and desires, ensuring that formulated policies are more responsive and effective. Additionally, public opinion functions as a social control mechanism that can promote transparency and accountability in government. In the digital age, social media accelerates the formation of public opinion and enables broader participation, requiring that governments remain attuned to the evolving dynamics of public opinion in society (Suhendra & Selly Pratiwi, 2024).

The image of a region also depends on public opinion because it influences people's trust in institutions and perceptions of regional conditions. A positive image formed from public opinion can support the running and effectiveness of institutions in carrying out their duties, as is the case with the West Sumatra Regional Police. In this context, good public opinion helps build trust, which is the main asset of institutions in carrying out their functions, as well as maintaining social stability and security in the region (Fatma Sjoraida, 2025; Hajar & Syaesti, 2024b). In the digital age, public opinion is highly influential and can be formed quickly through social media. Social media allows information and opinions to reach a wider audience and be analyzed by

users, thereby quickly influencing attitudes and voting behavior. Research indicates that the use of social media in political communication has a positive effect on public opinion, with an influence level 81.5% (Fatma Sjoraida, 2025). This indicates that public opinion in the digital age can be formed and changed quickly through interactions on social media. Additionally, feedback regarding government policies serves as crucial input for booth stakeholders, helping to instill understanding, motivation, and participation. It also serves as an early warning system to help anticipate trends and changes effectively in government management. By leveraging public opinion, administrative bodies can better serve public interests and enthusiasm while adapting to societal needs (Mutiara et al., 2018)

Public opinion regarding Magetan Regency's new city branding has been met with a positive response. The introduction of Magetan's new city branding generated significant optimism for the region’s future, particularly regarding tourism, cuisine, and the picturesque landscapes that are cherished by both its residents and tourists who hold fond childhood memories of Magetan. This feedback is invaluable for the further development of Magetan. During the official launch, many residents of Magetan Regency attended with great enthusiasm. The event was also accompanied by the launch of the 2025 event calendar alongside the formal introduction of the city branding initiative.

Tourism is an activity undertaken by individuals traveling to locations outside their residential area for recreational, entertainment, or other purposes. Additionally, the tourism sector extends beyond visitor arrivals to encompass diverse aspects, including the promotion of MSME products, human resource management, and infrastructure development. Through improved accessibility, infrastructure, and effective marketing, coupled with community involvement, a tourism area can create job opportunities for its residents and boost local income. Therefore, tourism that is developed in a planned and responsible manner has significant potential to support the equitable distribution of economic and social benefits in a particular region (Soltani et al., 2018).

Tourism serves as a critical driver of regional progress; increased tourist arrivals enhance a city’s visibility through organic marketing, creating sustainable recognition. The tourism sector ranks as Indonesia’s third-largest contributor to national foreign exchange earnings. With a

significant increase every year, tourism in Indonesia needs to be developed as well, with the aim of being more widely recognized nationally and internationally (Elistia, 2020). Magetan Regency offers numerous tourist destinations worthy of exploration. Beyond Sarangan Lake and Wahyu Lake, Magetan Regency features diverse village tourism options, including Genilangit Village, Sumberdodol Village and Randugede Tourist Village (Haryani, 2020). Development evenly in various regions and in parts that have not yet explored their tourism potential is also very important for an area that seeks to improve the economy and culture and create jobs, as well as improve a positive image in the eyes of tourists (Anggarini, 2021). Tourism plays an important role in city branding because it can increase a city's tourist appeal through the development of attractive and sustainable tourism concepts. Active community involvement in the development process ensures that outcomes align with objectives to improve community well-being while strengthening the city's image and identity. Sustainable tourism development must consider environmental and social aspects to avoid damaging local culture, thereby supporting urban development and enhancing the quality of life for surrounding communities (Oktaviani et al., 2023).

Consequently, this research aims to evaluate the effectiveness of the city branding initiative implemented by the Magetan Regency Government’s Culture and Tourism Office in increasing visitor arrivals. Magetan is already known for its natural beauty, which has helped boost the economy for small and medium-sized businesses and increase regional income. This study evaluates the government's strategic marketing communication program through city branding to increase both local and international tourist visits. Furthermore, it seeks to establish a sustainable positive image for Magetan Regency by leveraging the active participation of the community and stakeholders.

1.2 Research Questions

1.What communication strategies have been employed by the Magetan Regency Culture and Tourism Office to rebrand the region through “Magetan Ngangenin”?

2.What are the challenges and implications of the city rebranding in Magetan Regency as experienced by the local government ?

1.3 Research Objectives

This study aims to determine how the new city branding strategy attracts tourism interest in Magetan Regency. Additionally, the study seeks to identify communication barriers in promoting the new city branding of Magetan Regency.

This study aims to examine the communication strategies implemented by the Magetan Regency Culture and Tourism Office in its efforts to build a new city image through "Magetan Ngangeni." Additionally, this study aims to analyze how these strategies are implemented through various communication channels, identify the challenges faced and the effectiveness of the branding efforts, and assess the perceptions of the public and tourists.

1.4 Research Benefits

1. To evaluate the effectiveness of the city branding initiative.
2. To contribute to the broader understanding of city branding within the field of Communication Studies.
3. To assist the Magetan government in evaluating the communication strategies implemented to promote city branding and attract tourism.

1.5 Literature review

The following review examines previous studies concerning city branding, tourism, and communication strategies, highlighting their dynamic interrelationships. In addition, these articles serve as foundational references for establishing research relevance and identifying existing gaps in the literature. This section synthesizes prior studies that share a similar context but exhibit distinct dynamics. By analyzing these works, the review identifies adoptable frameworks and highlights specific gaps that this current study aims to address.

1.5.1 Previous relevant Research

Strategi Komunikasi Humas Pemerintah Kota Kalimantan Timur Dalam Membangun Citra Positif Ibu Kota Nusantara (Aditya Arta Listanto, 2024).

This research was submitted to the Faculty of Psychology and Social Cultural at Universitas Islam Indonesia in partial fulfillment of the requirements for a Bachelor's degree in Communication Science. This study examined the effectiveness of social media usage in constructing a positive image of the new capital, Ibu Kota Nusantara (IKN). while community involvement is crucial, a significant challenge remains in reaching unreached populations who hold negative perspectives on the development, particularly given the complex context of relocating the national capital city. Through strategic efforts to build a positive image of Kalimantan in anticipation of the capital relocation, the initiative has proven effective, attracting significant visitor interest to the province, especially the Ibu Kota Nusantara.

A key similarity between this study and the current research lies in their shared focus on city branding. Both studies utilize branding strategies to construct a distinct regional identity, leveraging complex cultural assets to enhance the region's image and attract visitors. Both studies employ similar marketing context, specifically constructing regional identity through social media and multi-platform advertising to rise public awareness. Furthermore, both analyze the communication strategies implemented to cultivate a favorable public image (Listiato, 2024).

Strategi City Branding dalam Meningkatkan Kunjungan Wisatawan (Alika Fathinnah, Agus Rochani, and Mailla Karmilah, 2024).

This research was submitted to the Department of City and Regional Planning at Universitas Islam Sultan Agung Semarang. This examines city branding initiatives in Surabaya, Batu, and Bandung, noting that each municipality possesses distinct potential and uniqueness. In all three cases, the branding strategies leverage characteristics that are already inherent in the community. Effective image marketing can maximize tourist arrivals. For instance, Surabaya employs diverse attractions, including natural sites, historical landmarks, cultural experiences, culinary offerings, and frequent events. Similarly, Batu and Bandung utilize their unique characteristics to attract visitors. Helpful in increasing tourism, the city branding efforts carried out by the government have been very influential in increasing the number of tourism visitors.

A key similarity between this study and the current research is their shared focus on analyzing how city branding efforts have an impact on increasing the number of tourists. The study concludes that identifying effective strategies for attracting tourists is crucial, particularly highlighting how dynamic activities and events are effective in inviting local and foreign visitors. Furthermore, the study suggests measuring a city's brand through visitor testimonials and recognition, focusing on attributes that reflect the region's beauty and uniqueness, often reinforced by a distinctive slogan (Fatinnah, 2022).

Analisis City Branding "Depok a Friendly City" dalam Rangka Meningkatkan Minat Berkunjung Wisatawan ke Kota Depok: Study pada BAPPEDA dan Dinas Pemuda, Olahraga, Kebudayaan, dan Pariwisata Kota Depok (Dinda Mei Diana, 2017).

The third study, conducted by Dinda Mei Diana, was submitted to the faculty of administrative sciences at Universitas Brawijaya. Titled 'Analysis of City Branding Depok as a Friendly City to Improve Tourist Visits': A Study on BAPEDDA and the Youth, Sports, Culture, and Tourism Office of Depok City, this work originates from Brawijaya University Malang. The study examines Depok's city branding efforts aimed at increasing tourist visits, highlighting the city's competitive advantages in the service and tourism sectors. Collaboration between BAPPEDA and the Youth, Sports, Culture, and Tourism Office of Depok City led to the establishment of the "Friendly City" slogan, reflecting the residents' hospitality. This branding strategy leverages both natural landscapes and man-made attractions unique to Depok.

A key similarity between this study and the current research lies in their focus on city branding through community involvement and inter-agency government collaboration to boost tourist visit. However, while the study notes that specific outcomes were limited in effectiveness, it acknowledges that the implementation of strategic elements proceeded successfully. The study identifies critical internal constraints, including government budget limitations affecting tourism development and a lack of transparency between public authorities and private tourism stakeholders (Diana, 2017).

Building a City Brand for International Retirees:case of Chiang Mai city, Thailand (Koblarp Chandrasaptha, Natalia Yannopouloub,Kongsak Boonyapranaic and Patchara Tantiprabhaa, 2024)

The fourth study examines city branding initiatives implemented by the Chiang Mai municipal government, focusing on destinations tailored to older adult consumers and retirees. By using a methodological approach and thematic analysis, the study examines online marketing strategies targeting international retirees through the lens of place branding, anthropomorphism, and shared brand equality. Chiang Mai, which is one of the destinations of foreign tourists, leverages its diverse attractions to foster brand resonance and equity. By empowering stakeholders, the city creates significant opportunities for local business to gain visibility among foreign visitors.

A similarity between this research and study and the current research lies in the integration of brand equity, as demonstrated in the Chiang Mai case. Both studies emphasize engaging business stakeholders who directly contribute to a positive impact on tourism. Similarly, the current study investigates how new city branding can attract many tourism visitors to Magetan Regency by collecting primary data directly from the community, business stakeholders, and tourists.

Branding for cities: A Case Study of Baghdad (Wahda Sh. Al-Hinkawi and Sheren K. Zedan, 2021)

This fifth study examines the conceptualization of a city as a brand, analyzing its role as a source of competitive advantage and a driver of sustainable growth. This research utilizes qualitative methods by interviewing resource persons with knowledge of city branding and sustainable development strategies. This research develops a comprehensive theoretical framework for city branding as a sustainable development approach, focusing on the identification of key strategies that need to be implemented to achieve these objectives. The four proposed strategies include differentiation, creative city development, experience city, and tourism city. Furthermore, the study identifies indicators to enhance the city competitiveness of Baghdad’s city branding by emphasizing sustainability in preserving the city's culture.

A similarity between this study and the current research lies in the utilization of qualitative interviews as a methodology. Additionally, both studies share aligned objectives regarding the evaluation of city branding effectiveness. Onthe implementation of a cultural branding sustainability strategy in Baghdad, the study finds that the city currently lacks distinct characteristics and future aspirations stemming from the city's historical identity (Hinkawi,Zedan, 2021).

Exploring City Branding Strategies and Their Impact on Local Tourism Success: A Case Study of Kumamoto Prefecture, Japan (Soltani et al., 2018).

The sixth study examine the city branding strategy implemented in Kumamoto Prefecture, Japan, focusing on the use of the regional mascot Kumamon as a city branding tool. This strategy provides uniqueness and identity to the city, enhances its local image, and significantly boosts the economy. The success of Kumamoto's mascot-driven branding is attributed to several factors, including government support and the power of emotional attachment. Branding is also considered a planning process involving stakeholders to create competitive advantages and enhance tourism and investment in the city.

A key similarity between this study and the current research is the emphasis on fostering a deep emotional connection between visitors and the destination, leveraging the region's unique appeal. The implementation of strategic city branding facilities sustained economic sustainability and improving the destination's popularity. Another parallel lies in the critical role of government involvement in developing regional potential. Just as the Kumamoto study highlights government support for local assets, the current research examines the Magetan Regency Government's efforts to leverages iconic features such as iconic Sarangan Lake and leather crafts *(Soltani et al., 2018).*

History, Modernity, and City Branding in China: a Multimodal Critical Discourse Analysis of Xi'an's Promotional Video on Social Media (Wang & Feng, 2023).

The seventh study examines city branding through videos promoted on social media, specifically on the TikTok platform, which combines the image of a modern city with its history. The city of Xi'an is closely associated with its rich historical heritage, particularly

from the Tang Dynasty. The blend of modern and historical elements highlights the city's symbolic economy. By leveraging social media through short videos, Xi'an has successfully established itself as an attractive tourist destination and a popular city on social media.

A similarity between this study and the current research lies in the strategic use of social media to promote tourism, which holds significant potential for exploration. Given that the Magetan Regency government emphasizes the use of social media in its marketing to further promote its tourism, this study can serve as a reference for further development from an economic perspective. Utilizing these platforms can enhance destination popularity and reach a wider audience through social media, which will create potential to further increase tourism popularity and attract more visitors in the future (Wang & Feng, 2023).

Exploring Street Graphic: Strategies and Challenges for City Branding in Kumasi, Ghana (Marful et al., 2023).

The eighth study discusses city branding strategies, specifically differentiation and diversification aimed at enhancing the unique image of Kumasi, Ghana. By emphasizing the cultural and creative aspects of the city through visually appealing urban image promotion, this results in an intriguing blend of urban actions and structures. City branding involves building a new identity by exploring the culture of the city's community, ensuring the developed visual identity reflects the city's authentic character and attracts tourists.

Similarities between the cited study and the current research include the premise that by enhancing the city's image, a region can gain attention to be better introduced, and its infrastructure can be improved by prioritizing its community and also the city's tourists. Both regions process unique characteristics that require strategic highlighting. Additionally, the study highlights the importance of visual identity, paralleling the situation in Magetan Regency, where iconic landmarks require broader promotion and infrastructure enhancements to support sustainable development *(Marful et al., 2023).*

A review of the aforementioned studies reveals no significant theoretical differences; rather, the distinctions lie primarily in the specific case study objects and contextual dynamics. These contextual variations provide a valuable foundation for the future research,

highlighting the complex challenges and unique characteristics inherent in city branding initiatives. While existing studies employ diverse approaches, the collectively offer robust frameworks and methodologies for a more comprehensive understanding characteristics of each city that conducts city branding, although some studies have different approaches that can be used to develop theoretical frameworks and methodologies that are more comprehensive in the study of city branding.

1.5.2 Theoretical Framework

This section outlines the conceptual foundation and the theoretical framework for this research. It explains the relevant theories and concepts to provide a comprehensive understanding of communication strategy, city branding, and tourism. The relevant frameworks used for this research draw on various theoretical perspectives, including communication strategies and city branding models. Specifically, it incorporates the concept of “smart branding in a connected world” which explains strategies for promoting urban destinations through effective and sustainable marketing practicles. Tourism communication can increase tourist visits to regions possessing significant natural assets or untapped tourism potential.

1) Communication Strategy in City Planning

Communication strategy is an organization's deliberate use of communication to achieve its mission. It involves various disciplines such as management, marketing, public relations, technical communication, political communication, and information/social marketing campaigns (Holtzhausen, Fullerton, Lewis, & Shipka, 2021). In the context of urban planning, applying communication strategy theory is instrumental for enhancing policy implementation and establishing clear long-term objectives. This approach ensures that planning initiatives adapt to the lifestyles of both local residents and visiting tourists (Hijikata, Tagaka, 2010).

Understanding communication as a critical component of organizational strategy is essential, and the term “communication strategy” is increasingly accepted and applied in a variety of sectors, including corporations, non-profit organizations, and governments.

Communication strategy is emerging as a framework that incorporates advertising, public relations and related fields in academic programs and professional practice. This framework is particularly relevant in today's complex communication landscape (Hallahan, Holtzhausen, van Ruler, Verčič, & Sriramesh, 2007).

According to Richard Halloran, communication strategy involves several important elements. First, a communication strategy should start with a defensible policy, a respectable identity, and strong core values. In commercial marketing, the products sold must be of high quality and desirable. Ultimately, communication strategies cannot compensate for flawed policy decisions. Next, a communication strategy should start with identifying the target audience. The most significant challenge lies in effectively conveying the message to the intended audience. This involves using all available channels, as effective messaging often requires a combination of media (Halloran, 2007).

2) Place Branding as Communication

Place branding functions as both a promotional effort and a strategic process for constructing a locale's identity. This complex undertaking involves the comprehensive development of a place's identity through the participation of various stakeholders. Place branding also emphasizes the importance of communication as the core of the strategy, especially in the digital age where interaction and dialogue between relevant parties are crucial. Communication not only functions as a means of conveying messages, but also as a medium for collaboration that enables co-creation or joint creation of place identity, resulting in authentic and meaningful experiences for both local communities and external audiences. Thus, place branding must be understood as a strategic process that combines social, cultural, and economic aspects through effective communication and participation to build a strong and sustainable image and reputation for a place (Fernández-Cavia et al., 2018).

Place branding serves as a sophisticated form of communication, going beyond mere identification, aiming to attract visitors and spark public debate through unique and multimodal logos that are distinctive and adaptable across various media and languages. These logos operate as "hyper-mediatized" symbols, designed and created for mainstream lifestyle audiences through top down discourse, combining local cultural elements with

global appeal to create a meaningful and flexible city identity. This approach reflects a broader trend toward “new writing,” in which city brands are standardized yet remain contextually relevant, enabling cities to position themselves effectively in a competitive global landscape (Järlehed, 2021).

Place branding is a strategic communication process that aims to build and strengthen the image of a city in the minds of the public, both residents and visitors. This process involves the development and dissemination of symbols and narratives that represent the unique identity and values of a place, thereby creating a positive perception and competitive differentiation at the global level. In the context of communication, place branding is also a collaborative effort involving diverse stakeholders, including government entities, local communities, businesses, and tourists. This involvement is important to ensure that the image being built is not only top-down, but also reflects the social and cultural realities that exist within the city. To fortify the multidimensional aspects of city branding, it is essential to establish a relational network that support the city’s sustainability and credibility, ensuring place branding as communication becomes a dynamic process that combines identity, perception, media, and social participation to build a positive city (Ye & Jeon, 2023).

3) City Branding in Connective World

The “city branding in a connective world” framework offers significant value for enhancing urban marketing strategies, particularly by strengthening the link between branding and tourism through relevant segmentation. By integrating elements such as natural resources and unique urban characteristics, regions can develop authentic and attractive branding. This approach aims not only to increase arrivals but also to loyalty and emotional attachment to the area (Chan, Marafa, 2015).

City branding is a practice that seeks to change people's perception of the city through various marketing and branding strategies. Although this practice has been around for centuries, research on the phenomenon and management of city branding has only begun in recent decades. City branding involves stakeholders, such as residents, media, and tourists, who create a city brand. The city's brand is complex and cannot be

fully controlled, requiring a more collaborative and participatory approach to city brand management (Lucarelli & Olof Berg, 2011).

The history of city branding shows that in the 19th century, governments and urban elites began to consciously design and promote the identity of a place to an obscure target audience. In the 20th century, despite the increase in resources, implementing most formal city marketing plans remained limited to simple and fragmented promotions. Since 2000, city branding has increasingly become a standard practice throughout the western nation and rapidly developing Asian metropolises, such as Singapore and Shanghai (Green, Grace, & Perkins, 2016).

4) Tourism Communication

Tourism communication integrates marketing principles tailored to specific destinations. Rosendahl (2009) argues that tourism marketing greatly influences the interest of visitors to come to tourism by providing new experiences to visitors such as cultural and culinary tourism and various other tourism potentials. Furthermore, effective marketing must highlight natural beauty and unique local assets to attract visitors (Park, Choi, 2018).

Tourism communication has emerged as a distinct academic field, driven bgt the strategic promotion of a region's natural assets to attract visitors. In marketing context, applying tourism communication theory is instrumental for identifying a region’s unique characteristics, facilitating attractive branding and comprehensive strategic development. Bungin (2015) argues that the development of tourism communication science is very instrumental in its utilization to develop an area with great potential in the field of tourism. Tourism in an area includes many sectors such as cultural tourism, culinary tourism, health tourism, maritime or marine tourism and also nature reserve tourism.

Tourism is also part of branding, urban planning and economic development, transforming cities into compelling destinations that attract a significant number of visitors. Consequently, tourism theory examines the specific factor that enhance a destination’s attractiveness. Key steps incorporated into the communication model involve integrating public development with other factors, such as local wisdom and

development in an area (Tanjung, Wibowo, 2021). Tourism communication must be linked to the satisfaction of visitors, serving as a vital link between service delivery and customer satisfaction, often mediated by social media platforms (Akbar, Auliya, Oktadiana, 2024).

1.6 Research Method

This study uses a qualitative approach with a case study method. This approach was selected to gain an in-depth understanding of the communication strategies employed in Magetan Regency's city branding process and their impact on tourist interest (Yin, 2016). The research was conducted in Magetan Regency, focusing on the following research subjects: 1) Magetan Regency Tourism Office as the agency responsible for regional branding; 2) stakeholders in the tourism industry, including managers of tourist destinations, hotels, and restaurants; 3) local community members and tourist, who constitute the primary targets of the city branding communication strategy.

This study uses several data collection techniques to obtain valid and comprehensive data: 1) In-depth interviews with Tourism Office officials, , and tourists; 2) Observation of promotional and branding activities implemented by both government and private sectors; 3) document analysis of promotional materials, social media, government policies, and publications related to Magetan city branding.

The data obtained were analyzed using the interactive model proposed by Miles and Huberman (1984), which comprises the following: 1) data reduction, filtering, and summarizing relevant data; 2) data display, entailing the compilation of information into narratives, tables, or visualizations; 3) Conclusion drawing, used to interpret patterns, strategies, and communication effectiveness in city branding.

1.6.1 Research Type and Approach

This study uses a qualitative approach with a case study method. This approach was selected to gain an in-depth understanding of the communication strategies employed in Magetan Regency's city branding process and its impact on tourist interest. Qualitative

descriptive research prioritizes analysis of qualitative data to describe phenomena as they naturally occur, without manipulation or excessive data processing. Often used to uncover realities and conditions with specific contexts, this study examines Magetan's new city branding initiative, focusing on the communication strategies deployed for regional rebranding. Therefore, the qualitative approach is highly suitable for understanding the realities faced by Magetan Regency as it undertakes new city branding with the goal of enhancing tourism and creating a better image for the city (Yin, 2016).

This study uses in-depth interviews with relevant key stakeholders, specifically officials form the Magetan Culture and Tourism office, local community members, and tourism industry partitioners, including managers of tourist destinations, hotels, and restaurants. Data was collected in September 2025 and concluded in December 2025, coinciding with the finalization of the report and conclusions. During the data collection phase, interviews will be conducted face-to-face to obtain comprehensive information about the communication strategies for city branding implemented by the Magetan Regency Department of Culture and Tourism Office. Once the data has been collected, it will undergo an analysis process involving simplification, sorting, and focusing of the data, presentation, and finally, drawing conclusions

1.6.2 Research Time and Location

The research was conducted over a period of six months, from February to August, focusing on gathering primary information through surveys and interviews, alongside comprehensive secondary data analysis. All phases, from design to data analysis and conclusion drawing, were managed systematically to ensure the completeness and relevance of the data collected, in line with the research objectives.

1.6.3 Resource Persons / Research Informants

This study employed purposive sampling, as described by Morgan (2022), wherein participants are selected based on specific criteria and researcher judgment to determine who will be included in the sample. The use of purposive sampling in research allows the study to focus on addressing specific research questions by visiting locations

such as specific cities to collect data. The process continued until data saturation was achieved, ensuring that sufficient depth of information was obtained through iterative selection. Additionally, purposive sampling is often used in qualitative and experimental research to obtain in-depth data from the appropriate subjects (Firmansyah et al., n.d.).

The research was conducted in Magetan Regency, with the following research subjects:

1) officials from the Magetan Regency Culture and Tourism Office, the agency responsible for regional branding. The inclusion criterion was direct involvement in the rebranding process.

2) Tourism industry partitioners, including managers of tourist destinations, hotels, and restaurants. Inclusion criteria required that information were aware of the rebranding initiatives and had operated their business continuously both prior to and following its implementation.

3) The community and tourists who are the target of the city branding communication strategy. Inclusion criteria require awareness of the rebranding initiatives. For tourists, additional criteria included having visited Magetan Regency at least once prior to the rebranding and once after the rebranding.

1.6.4 Data Collection

This study uses several data collection techniques to obtain valid and comprehensive data:

1) In-depth interview is a data collection method that involves in-depth interviews between researchers and respondents on important and detailed information. The interviews are semi-structured or unstructured, allowing researchers to explore answers further based on the responses provided by the sources. In the context of tourism, in-depth interviews serve several purposes, such as facilitating a deeper understanding of the policies and strategies of the Magetan Regency Tourism and culture office. In addition to government policies, this method aims to capture practical perspectives and

identify the challenges faced by tourism industry players, as well as to explore the experiences of tourists who visit the area, while also exploring visitor experiences to inform improvements in tourism services and products offered (Firmansyah et al., n.d.; Roque et al., 2024).

2) Participatory observation of promotional and branding activities carried out by both government and private sectors. Participatory observation is a method wherein researchers participate in the activities being observed to gain a direct understanding of the processes, interactions, and context of the activities taking place. The researcher observes branding and promotional initiatives executed by the government, tourism sector, and local economic stakeholders through active participation and field presence. This method also allows for direct observation of marketing strategies, audience, engagement, and the effectiveness of these activities (Roque et al., 2024).

3) Document analysis of promotional materials, social media, government policies, and publications related to Magetan city branding. The promotional materials analysis method is used to examine written or visual documents such as brochures or pamphlets, promotional materials, government policies, social media, and related publications. Data analysis is very important for obtaining secondary data relevant to the research and facilitates the identification of patterns and materials being analyzed (Morgan, 2022).

1.6.5 Data Analysis

Data analysis is defined as the process of classifying and interpreting linguistic or visual material to make statements about the dimensions and structure of implied and explicit meaning within the dataset. In addition, this process also aims to understand the subjective or social meaning contained therein, and is used to identify and describe issues, structures, and processes in specific practices or routines. In this data analysis, techniques such as summarization and condensation are often combined with detailed analysis such as category elaboration and heuristic interpretation, with the ultimate goal of generating generalizable statements through the comparison of various materials or cases (Morgan, 2022).

The collected data were analyzed using the interactive model proposed by Miles and Huberman (1984), which comprises the following activities:

1) Data reduction, filtering, and summarizing relevant data. This covers the third element used, whereby the process filters out irrelevant information and summarizes only the important points with the aim of producing sharper and more organized data. In addition, the analysis becomes clearer and facilitates the extraction of activities that took place during the research, ensuring that essential context is preserved.

2) Data display involves compiling information into structured narratives, tables, or visualizations. The objective is to facilitate the description, sorting, explanation, and prediction of the collected data. This form of presentation greatly helps researchers to see patterns and relationships in the data more clearly and systematically.

3) conclusion drawing involves interpreting the reduced and displayed data to identify patterns, strategies, and the effectiveness of communication in city branding. This process involved drawing meaning from the relationships and patterns that emerged, as well as verifying the findings to ensure their validity, thereby enabling the study to understand how communication strategies contribute to the overall success of city branding.

CHAPTER 2

OVERVIEW OF THE RESEARCH OBJECT

This section provides a more detailed explanation of Magetan, such as the Magetan Culture and Tourism Office, which covers its organizational structure and explains the vision and mission of the Magetan Culture and Tourism Office. It also explains that Magetan has a certain number of tourist visitors according to BPS data from 2023 to 2024. The section also outlines potential tourist attractions across Magetan Regency, alongside its traditional arts and unique culinary offerings. Magetan has a variety of potential that can be strategically leveraged through a new city branding initiative, implemented by the government in collaboration with various related parties.

Magetan's current potential is not limited to Sarangan or Mount Lawu, as shown by data from the Central Statistics Agency (BPS) indicating that there are 12 other areas that are popular with both local and outside visitors. This data can be used as an indication for further efforts to promote areas in Magetan that are favorites among visitors. The government is also implementing various programs to continue developing these areas, by formulating various programs and strategies that highlight the quality of infrastructure, strengthening cultural events, and accelerating digitalization. These initiatives are consolidated within the government's "2025 Event Calendar".

Subsequent analysis incorporates multi-stakeholder perspectives to provide a comprehensive overview of regional development, aiming to stimulate visitor arrivals and bloster the local economy. Building community engagement is critical for regional progress, particularly in raising awareness and familiarizing local communities with the newly established city branding. Collaboration between various parties will greatly contribute to better progress from various aspects, not only in tourism but also in the welfare of the people of Magetan Regency.

2.1 RESEARCH OBJECT AND DESCRIPTION

2.1.1 Magetan Culture and Tourism Office

Picture 1.1 Magetan Culture and Tourism Office's Building

The Magetan Regency Tourism and Culture Office plays a strategic role as a driving force in the tourism and cultural sectors of the region. This institution is also tasked with managing existing tourist destinations and ensuring that Magetan's potential can be developed into a high-value attraction for both domestic and foreign tourists. In its main function, the Magetan Tourism Office designs sustainable tourism promotion policies and programs. Through various media and activities, the Tourism Office actively promotes Sarangan lake as an icon of Magetan's natural tourism, while also encouraging the emergence of alternative destinations such as Mojosemi Forest Park, Tirtosari Waterfall, and man-made attractions that are now beginning to develop.

The vision of Magetan Regency, “Magetan nyaman, Maju, dan Berkelanjutan” (Comforttable, Advanced, and Sustainable Magetan), transcends mere rhetoric to embody the strategic future aspirations of the region. Guided by this vision, the magetan Culture and Tourism Office strives to continuously create tourist destinations that are comfortable for visitors through

adequate infrastructure and hospitality-oriented services. To realize this vision, particularly the pillar of sustainability, the office has established the following strategic missions:

1) Developing reliable and competitive human resources, including local tourism operators, through training, mentoring, and empowerment.

2) Developing the agricultural sector, MSMEs, and creative economy that support tourism products, such as culinary specialties, leather crafts, and regional souvenirs.

3) Promoting a professional and adaptive government bureaucracy to ensure that tourism-related public services are efficient, transparent, and responsive to visitor needs.

4) Improving community welfare through the empowerment of tourism villages and the development of community-based destinations.

5) Enhancing investment attractiveness and stregthening the tourism sector as key drivers of the local economy, expanding employment opportunities, and reducing unemployment rates.

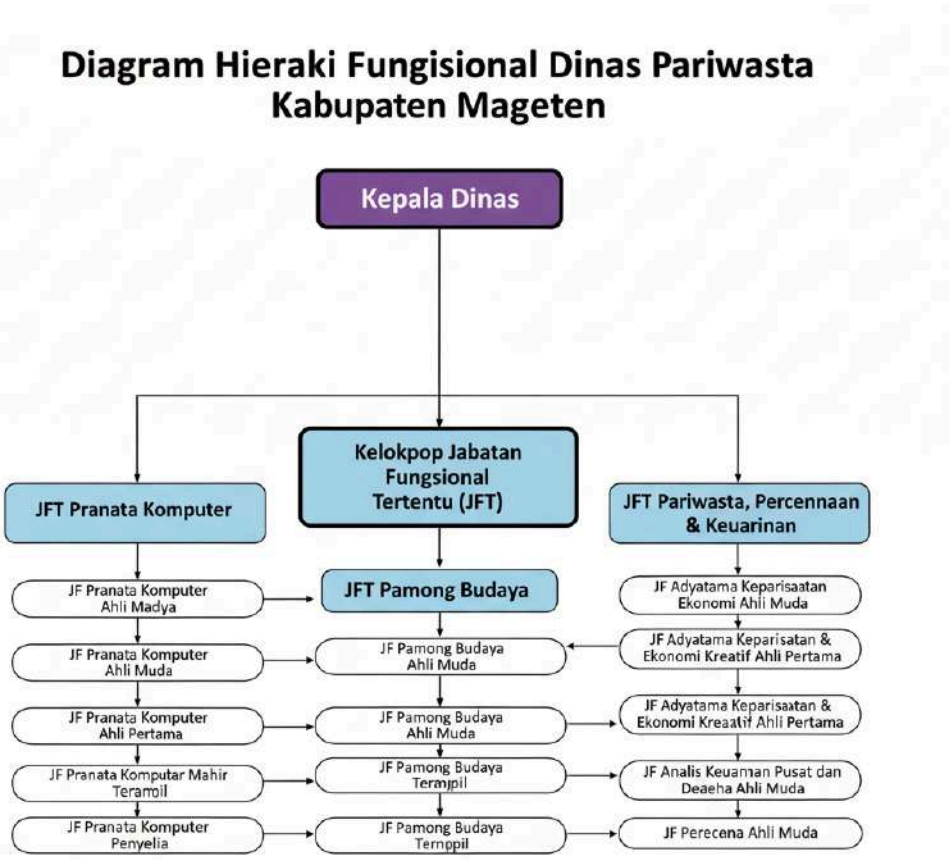
6) Developing strategic tourism infrastructure, including road access, transportation, sanitation facilities, and public facilities that support tourist comfort.

7) Preserving local culture and maintaining harmony with the environment, ensuring that all tourism development remains grounded in local wisdom and ecotourism principles.

Guided by this vision and mission, the Magetan regency Culture and Tourism Office functions not merely as a destination manager but as primary catalyst in positioning Magetan as the ‘Gem of Mount Lawu Tourism,’ capable of competing at regional, national, and international levels.

2.1.2 Organizational Structure Magetan Culture and Tourism Office

The Magetan Regency Tourism and Culture Office was established based on Magetan Regent Decree No. 92 of 2021 concerning the position, organizational structure, description of duties and functions, and work procedures of the tourism and culture office. The office is led by a head of department who reports directly to and is accountable to the Regent through the Regional Secretary. The Office’s organizational structure comprises several primary divisions that work synergistically to carry out functions related to creative economy, tourism and culture. The following is the organizational structure chart :



Picture 1.2 Organizational structure of Magetan Culture and Tourism Office, 2024

The Tourism and Culture Office is led by a Head of Office who reports directly to the Regent through the Regional Secretary. The main duties of the Head of Office are to formulate strategic policies, oversee all operations, and serve as a bridge of communication with external parties to ensure that Magetan's development vision can be realized. Under his leadership, the Tourism and Culture Office is divided into several primary divisions that work synergistically to achieve common goals.The Secretariat serves as the operational center that manages all administrative, financial, and personnel matters, ensuring that all aspects of the organization run smoothly and efficiently. Meanwhile, the Tourism Division focuses on developing and promoting tourist destinations, striving to enhance the appeal of iconic sites to increase visitor arrivals. The Culture Division has the noble responsibility of preserving ancestral heritage, protecting cultural heritage sites, and developing local arts and traditions through various events and community development programs. Finally, the Creative Economy Division is tasked with fostering

entrepreneurship, providing training and assistance to UMKM actors, and facilitating the marketing of flagship products derived from local creativity. Through this structured functional division, the Magetan Culture and Tourism Office aims to function not merely as an administrative body but as to be not only a government office, but also a driving force that will make Magetan a more advanced, cultured, and prosperous region.

2.1.3 Tourism Visitors in Magetan

The number of tourist visitors per month in Magetan Regency in 2023 provides an overview of tourist visitation dynamics throughout the entire year. The data below not only reflects the number of tourist arrivals but also shows a strong seasonal pattern that is closely related to the holiday calendar, major celebrations, and tourism activities organized by the local government. Throughout 2023, there were significant fluctuations, as shown in the table below.

Picture 1.3 Table of Number of Tourist Visitors by Month in Magetan 2023 BPS

In certain months, there is a significant spike in visitor numbers, especially during school holidays and public holidays. conversely , visitor arrivals decline in subsequent months as the holiday season comes to an end. This phenomenon confirms that Magetan's appeal, especially its

leading destinations such as Sarangan Lakes, remains a major magnet capable of attracting large numbers of tourists, while other destinations show a smaller contribution. Disparity highlights the need for diversification strategies and strengthened promotion of less popular destinations, so that the economic benefits of tourism can be felt more evenly across various tourism areas.

In fact, the data also confirms that factors such as accessibility, quality of facilities, weather, and the effectiveness of digital promotion greatly influence visitor numbers. Therefore, tourism management in Magetan needs to emphasize capacity management during peak seasons and the enhancement of service quality. Adopting this approach will enable Magetan Regency to not only sustain consistent tourist visits throughout the year, but also strengthen its position as one of the leading destinations in East Java.

The number of visitors, both local and foreign, is an important indicator that Magetan is increasingly recognized as a leading tourist destination in East Java. The increasing number of visitors shows the strong appeal of various tourist attractions, ranging from natural attractions such as Sarangan lake to cultural attractions and interesting events organized by the Magetan government. To sustain and expand tourist interest, the Magetan Regency Culture and Tourism Office consistently implements strategic development initiatives, including cultural festivals that showcase traditional arts, annual events that attract visitors from various regions, and the opening of new destinations that provide alternative choices for visitors. These programs not only serve as entertainment but also preserve culture and promote regional tourism to a wider audience.

2.1.4 Tourist Attractions and Potential in Magetan

Magetan has a variety of potential leading tourist destinations such as Sarangan lake, located at the foot of Mount Lawu at an altitude of about 1,200 meters above sea level. Sarangan lake is one of the leading tourist destinations in Magetan, East Java. surrounded by green hills and characterized by a cool mountain climate, this lake offers captivating natural scenery and a relaxing atmosphere. Covering an area of approximately 30 hectares and reaching a depth of 28 meters, Sarangan lake is not only a place to relax, but also a favorite location for various activities such as boating, horse riding, and enjoying local cuisine such as rabbit satay.

Every weekend and holiday season, this area is crowded with tourists who want to enjoy the fresh air while witnessing the beauty of the mountains. Around the lake, there are also various supporting facilities such as lodging, playgrounds, and souvenir centers. Moreover, Sarangan Lake is often chosen as the venue for cultural events and annual festivals, further enhancing its tourist appeal. Due to its natural beauty, comprehensive amenities, and the distinctive mountainous ambiance, Sarangan Lake has become the main tourist attraction in Magetan, continuously drawing visitors from various regions.

Magetan's natural attractions include not only Sarangan lake, but also Cemoro Sewu, located on the slopes of Mount Lawu. This destination has long been known as the main gateway for climbing to the summit of Mount Lawu, with strategic access located in Magetan-Tawangmangu and trails that are beginner-friendly. The natural beauty of this area lies mainly in its dense pine forests, dominated by mountain pine and Maritime pine species, which give this area at an altitude of ±1,820 meters above sea level its name, A Thousand Pines. It offers cool air and soothing, Instagram-worthy views. The latest information indicates that in addition to its role as a hiking gateway, Cemoro Sewu is evolving into a dedicated ecotourism destination where visitors can now enjoy the shaded pine forest atmosphere and well-maintained trails, supported by expanding amenities such as parking lots, prayer rooms, rest stops, and food stalls serving warm local delicacies like rabbit satay, making it an ideal destination for picnics, camping, or simply taking photos without having to complete a full hike.

Magetan has a wealth of cultural tourism based on Javanese agricultural and spiritual traditions, making it interesting to study from the perspective of cultural preservation and sustainable tourism development. Recent information highlights the strengthening of cultural identity through annual rituals that are neatly packaged as tourist attractions, such as the Labuhan Sarangan Tradition, which is routinely held at Sarangan Lake as an expression of gratitude by the community for the abundance of blessings. In particular, the Labuhan Sarangan Tradition not only involves sacred processes such as the slaughter and burial of a goat's head at the ancestral shrine, while being augmented by a procession and artistic performance, demonstrating cultural revitalization efforts that combine ancestral spiritual values with the appeal of tourism promotion. In fact, the Thek Thur parade in several villages and the Ledug Sura tradition every Islamic New Year's Eve, which has now been developed into a festival, reflect the important role

of local government and community participation in preserving cultural heritage as an asset that strengthens regional identity amid the challenges of globalization. These phenomena offer significant scope for analyzing heritage tourism strategies and the socio economic impact of traditional rituals.

On the other hand, Magetan's unique culinary wealth offers another crucial dimension as a supporting element and tourist attraction. Magetan cuisine is known for its authentic flavors, rich with Javanese spices. Iconic dishes such as Ayam Panggang Gandu, cooked with special spices and traditional methods, and the popular Sate Kelinci in the Sarangan Lake area, not only delight tourists' taste buds but also reflect the strong local economic potential. In fact, more comprehensive and recent information highlights the uniqueness of other traditional cuisines that are gaining popularity, such as Sego Rogoh from Pacalan Village, served in clay pots, and snacks like the legendary Jenang Candi, as well as Tepo Tahu, known for its sweet and savory broth characteristic of Magetan. The increasing popularity of these culinary delights, supported by festivals such as the Panekan Durian Festival, demonstrates efforts to diversify tourism products through gastronomy tourism. This opens up opportunities for in-depth studies on the role of culinary Micro, Small, and Medium Enterprises (MSMEs) in the regional tourism ecosystem, as well as effective digital marketing strategies to elevate Magetan's signature culinary products to the national level.

2.1.5 Tourism Development Programs and Strategies

The Magetan Regency Government has demonstrated a strong commitment to making the tourism sector the driving force of the regional economy through the formulation of the latest integrated programs and strategies (Disbudpar, 2024-2025). The main strategy focuses on three pillars: improving infrastructure quality, strengthening cultural events, and accelerating digitalization. In terms of cultural events, Magetan has ambitiously launched the “2025 Calendar of Events,” which includes up to 75 tourism and cultural events throughout the year. This agenda not only relies on iconic annual events such as Labuhan Sarangan and Ledug Suro, but also introduces new thematic festivals based on local potential, such as the Nak'nan Panekan Durian Festival, Jenang Candi Festival, and the Pamelo Festival at the Kebun Buah Segoro. This step signifies a strategic shift from relying solely on the main natural destination Sarangan Lake

toward developing experiential tourism based on cultural and agricultural wealth. Concurrently, infrastructure enhancement priorities focus on the spatial planning and revitalization of the Sarangan Tourism Area through a Building and Environmental Site Plan (locally known as Rencana Tata Bangunan dan Lingkungan or RTBL). This plan aims to create a sustainable, eco-friendly tourist zone by expanding facilities, optimizing parking zones, and improving road accessibility, which explicitly targets an increase in Local Own-Source Revenue (locally known as Pendapatan Asli Daerah or PAD) of up to tens of billions.

The most relevant and up to date innovations in Magetan's tourism development strategy are the adoption of digital platforms and the strengthening of city branding. Magetan Regency has officially launched a new city branding, “Magetan Ngangeni,” which aims to strengthen the region's image as a destination that creates a longing to return. This tagline is supported by a synergistic digital promotion strategy, one of which is through the development of the “Magetan 360 Degrees” application that provides virtual visual information about destinations, as well as the use of “Ministry of Tourism and Creative Economy’s Tourism Village Network”(Jadesta) platform to promote dozens of pioneering and developing Village Tourism destinations. In fact, strategic collaborations with leading higher education institutions, such as the involvement of the UGM Center for Tourism Studies (locally known as Pusat Studi Pariwisata or Puspar) in formulating development plans, demonstrate the local government's seriousness in designing competitive and sustainable tourism. The integration of these programs, from upstream destination planning to downstream digital promotion and massive events, is key for Magetan to position itself as a leading tourist destination in East Java and increase the positive impact of tourism on the empowerment of local communities, particularly through the One Tourism Village pilot project scheme, which is the main focus of the Tourism Awareness Group (locally known as Kelompok Sadar Wisata or Pokdarwis).

2.1.6 Constraints and Challenges in Tourism Development

The development of tourism in destinations with significant potential often faces numerous structural obstacles and managerial challenges that require strategic policy intervention. Fundamentally, infrastructure and connectivity issues are often the main obstacles. In Magetan, for example, accessibility to leading destinations such as Sarangan Lake and the

Mount Lawu area, despite improvements, still faces challenges in the form of limited road width and quality at several critical points, as well as a lack of integration of efficient public transportation modes to and from the city center or main terminal. In fact, the quality and capacity of local tourism human resources still need improvement. The challenge lies in developing personnel who possess not only basic services skills but also expertise in digital marketing, an understanding of global travel trends, and competence in cultural interpretation, which is crucial for transforming traditional rituals such as Labuhan Sarangan into a profound educational tourism experience. Without strengthening this aspect, regional competitiveness will be eroded by competition from more advanced neighboring destinations.

Another crucial macro-level challenge is the increasingly fierce competition between regions, especially from nearby destinations with similar natural characteristics, requiring Magetan to identify and capitalize on its unique cultural and culinary attractions more aggressively. In the context of promotion, reliance on conventional methods must shift to integrated and sustainable digital marketing strategies, utilizing tourist big data and social media platforms to reach specific target markets. Equally important is the issue of environmental impact and sustainability, a global challenge that has now become an important indicator in tourism. The increase in tourist visits to the Sarangan Lake area, for example, poses the risk related to waste accumulation, water pollution, and potential damage to the ecosystem on the slopes of Mount Lawu. Therefore, the development of tourism in Magetan must adopt the principles of Responsible Tourism, balancing economic growth with strict environmental conservation and fair empowerment of local communities, to ensure that the benefits of tourism can be enjoyed across generations.

2.2 City and Tourism in Magetan

2.2.1 The History of Magetan Regency

In 1645, the Mataram Kingdom underwent a major political transition following the death of Sultan Agung Hanyakrakusuma. The throne was then inherited by his son, Sultan Amangkurat I (1645–1677). The direction of the kingdom's policies also shifted. While Sultan Agung was known for his firm stance against the VOC, Amangkurat I tended to be more lenient and open to cooperation with the Dutch. Treaty of 1646 further consolidated the VOC’s

geopolitical standing in Java, directly contributing to the decline of Mataram's trade. These policies galvanized opposition from diverse factions, ranging from religious leaders to regional warlords, ultimately precipitating several rebellions, most notably those led by Prince Giri and Trunojoyo.

Amidst this political instability, allegations emerged implicating Basah Gondokusumo and Patih Nrang Kusumo were involved in the opposition movement. Basah Gondokusumo was eventually exiled to Semarang, where his grandfather, Basah Suryoningrat, lived. Meanwhile, Nrang Kusumo chose to leave his position and retreat to the eastern region of Mount Lawu. subsequently, Basah Suryaningrat accompanied his grandson to the eastern region of Lawu, an area that was being opened up as a new settlement by Ki Buyut Suro on the orders of Ki Ageng Mageti.

Ki Ageng Mageti was known as a respected elder in the region, a wise, religious local leader who was considered to have spiritual abilities. When Basah Suryoningrat met Ki Ageng Mageti, a test was conducted to confirm his identity as an elder of Mataram. Once his identity was confirmed, Ki Ageng Mageti granted him a plot of land north of the Gandong River, now the Tambran area, for settlement. After settling down and the situation stabilizing, Basah Suryoningrat appointed his grandson, Basah Gondokusumo, as the leader of the new region. He was given the title Yosonegoro, who later became known as the first Regent of Magetan. The appointment was carried out simply by handing over an heirloom keris as a symbol of legitimacy. The region was then named Magetian to honor Ki Ageng Mageti as the land donor, which later evolved into Magetan.

Magetan, located between Central Java and East Java, has a culture, language, and customs that are heavily influenced by the Surakarta region and its surrounding areas. The Cemorosewu route on the slopes of Mount Lawu, which has long been a link between regions, has also strengthened Magetan's position as an area with a long history. To this day, various sites and relics such as ancestral tombs, ancient buildings, and traces of old government centers can still be found as evidence of Magetan's historical evolution throughout the centuries.

2.2.2 Development of Tourism in Magetan

In the early 20th century, Magetan emerged as a pioneer in tourism development, particularly centered on Lake Sarangan. During this period, Sarangan Lake underwent

substantial infrastructure expansions across multiple sectors in various aspects to support tourist activities. This included the construction of many hotels, bungalows, and lodgings. The Sarangan area itself was already very famous among European tourists between 1920 and 1930. With its geographical advantages, Sarangan Lake offers a cool climate and a peaceful atmosphere, making it an attractive destination for tourists seeking to escape the heat and noise. The beautiful natural surroundings, such as lakes, waterfalls, and sulfur springs, further enhanced its appeal, along with the local community, which is also known for its friendliness.

The development of tourism facilities in Sarangan began during the colonial period. In 1934, access to Sarangan Lake was still limited and difficult. The government then planned the construction of a highway from Tawangmangu to Sarangan in 1936, and the road was inaugurated in August 1937 with the presence of local officials and Duke Mangkunegara VII. In addition to road access, the government also provided basic facilities such as a clean water distribution network sourced from Cemara Telu (formerly Tjemara Telo) in 1933. These efforts show that tourism development was intrinsically linked to improvements in supporting facilities so that tourists can visit more easily and comfortably.

Other public facilities were also developed in the areas of health, lighting, and lake area management. In 1937, the V.O.S.O. The association, in collaboration with local government representatives and medical personnel, discussed the provision of health services and recommended the establishment of an outpatient clinic. Meanwhile, the provision of electricity on the main road and the road leading to the lake was initiated by the hotel management with the support of local community leaders. By 1941, the government again improved the quality of the tourist area through an embankment project along the lake's southern and eastern shores, aimed at stabilizing the shoreline and increasing tourist appeal. These efforts show that from the beginning, the development of tourism in Sarangan has not only focused on access, but also on the comfort and safety of visitors.

In response to evolving global trends, Magetan's tourism sector has undergone a transformation from a traditional nature tourism area to a modernly managed destination. The local government comprehensive improvements to supporting infrastructure to facilitate easier and more comfortable access to Sarangan and the other regional attractions. The construction of new parking areas, culinary centers, prayer rooms, and gazebos has been carried out to increase visitor comfort and capacity. In addition, the repair and maintenance of roads leading to

Sarangan have become a regular agenda for the government, given that mountainous areas are prone to landslides and road damage. These efforts to provide facilities demonstrate the government's commitment to developing tourism not only as a place of recreation but also as a source of regional income and a driver of the local economy.

In the modern era, tourism promotion in Magetan no longer uses conventional methods such as printed brochures, becoming increasingly integrated with digital technology. The Magetan Regency Tourism and Culture Office actively publishes information through official social media, especially Instagram @magetantourism, to disseminate information about destinations, events, and cultural activities. The government has also launched an annual Calendar of Events featuring dozens of tourism activities as a strategy to attract tourists, while coordinating with MSMEs, communities, and tourism stakeholders. The presence of the Magetan Regency Tourism and Culture Office as an official institution has made tourism management more structured through capacity building, sectoral collaboration, and the organization of regional festivals. Through a combination of infrastructure development and digital promotion, Magetan has successfully positioned itself as a more modern, competitive, and widely recognized tourism destination at both the regional and national levels.

In 2024, the tourism sector reaffirmed its status as a critical pillar of East Java's economy. The economic contribution extends beyond the hospitality sector, driving activity in supporting industries such as transportation, culinary, retail, and creative services, thereby generating a multiplier effect that extends the benefits to the local community.In the provincial context, Magetan Regency shows a different dynamic. In terms of star-rated hotel occupancy rates, Magetan records one of the lowest figures in the province at approximately 9.23%, indicating that the flow of overnight tourists is still limited as compared to other regions that are more economically developed and tourism-developed regions.

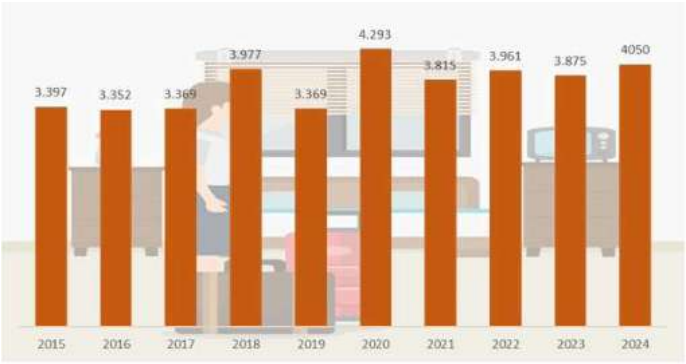
This condition indicates that despite Magetan having strategic tourism assets such as Sarangan Lake, its economic potential has not been fully utilized. The high occupancy rate also indicates that the length of stay of tourists is relatively short, thus the contribution of tourism to the local economy is still at a minimal level. Accordingly, Magetan has considerable room to strengthen its tourism bargaining power through diversification of attractions, improvement of service quality, and development of supporting infrastructure to increase a more sustainable economic impact.

2.2.3 East Java Province Tourism Statistics 2024

In 2024, the performance of the tourism sector in East Java showed a stronger recovery after a period of slowdown due to the pandemic. The increase in foreign tourist arrivals through Juanda International Airport surpassed 322,000, representing an approximate 47% increase compared to the previous year. This trend shows that tourist confidence in East Java as a tourist destination is regaining strength. In addition to being an indicator of the recovery of international mobility, this finding also confirms East Java's role as one of the most strategic entry points for foreign tourists in Indonesia.This positive performance is in line with the strengthening of the accommodation and food and beverage sector, as reflected in the increase in the gross regional domestic product of the relevant sector. Hotel occupancy rates also increased compared to 2023, especially in star-rated hotels, which recorded an occupancy rate of more than 53 percent. In addition, the average length of stay of both domestic and foreign tourists showed stability, which supported the recovery of hospitality activities. Foreign tourists stayed an average of nearly two days, longer than domestic tourists, thereby generating a greater economic impact for accommodation providers.

The distribution of tourists in East Java throughout 2024 showed quite a notable variation between regencies or cities, as reflected in the occupancy rates of star-rated hotels. Gresik Regency emerged as the region with the highest performance, recording an occupancy rate of 75.05%, far surpassing other regions. This high figure is inseparable from Gresik's function as a large industrial area that attracts business visits and short-term trips. Trailing closely, the cities of Surabaya and Malang recorded occupancy rates of around 59 percent, indicating that both remain strong tourist magnets and centers of economic activity in East Java.

On the other hand, a number of regions showed relatively low occupancy rates, illustrating the disparity in tourist distribution at the regional level. Magetan Regency recorded the lowest occupancy rate, at only 9.23 percent, followed by Pasuruan and Tuban with rates of around 31–32 percent. These differences show that the attractiveness, connectivity, and availability of tourist activities offered by each region greatly influence tourist flows. Regions depend on nature tourism or the domestic market tend to exhibit lower overall performance compared to large cities that are oriented towards business and services sectors.



Picture 1.4 Growth in the Number of Hotels in East Java Province, 2015–2024 BPS East Jawa

A comprehensive analysis of the average length of stay also highlights how tourist characteristics vary across regions. Gresik Regency once again ranked highest with an average stay of 2.45 days for star-rated hotels, followed by Jombang and Surabaya City with an average stay of around 1.6–1.9 days. This tendency shows that some areas not only receive more tourists, but are also able to retain them longer through a variety of activities or more complex travel needs. Meanwhile, areas with shorter lengths of stay show that tourists tend to only take short trips or transit, so the economic impact is more limited. Collectively , the 2024 inter-regional comparison confirms the concentration of tourism activities in major cities and industrial areas, while other regions still have considerable room for strengthening their tourist appeal and developing supporting infrastructure.

In the provincial context, Magetan Regency shows a different dynamic. By the occupancy rate of star-rated hotels, Magetan ranks lowest at around 9.23 percent, indicating that the flow of overnight tourists is still limited as compared to other regions that are more developed economically and in terms of tourism. Magetan's position on the East Java tourism map shows a clear contrast compared to other regencies and cities that have a more diverse range of attractions. Despite its advantages, such as mountainous landscapes, cool air, and strategic proximity to Solo and Madiun, Magetan has not been able to convert this potential into strong accommodation performance. The room occupancy rate, which only reaches 9.23%, shows that visitor stay remain brief to generate optimal economic activity. Compared to areas such as Surabaya, Malang, or Gresik, which have diverse attractions and strong connectivity, Magetan still lags behind in terms of destination variety, access quality, and tourist engagement with the overnight experience.

Nevertheless, substantial development opportunities exist for Magetan by focusing on strengthening nature tourism and short trips, which are now increasingly popular among domestic tourists. The potential for integrating cross-regional routes, such as the Karanganyar-Magetan-Madiun route, can expand the market reach and provide more reasons for tourists to extend their stays. By diversifying supporting attractions, developing nighttime activities, and improving service quality and accessibility, Magetan has the opportunity to transform from a day-trip destination into a more competitive overnight destination within East Java's tourism network.

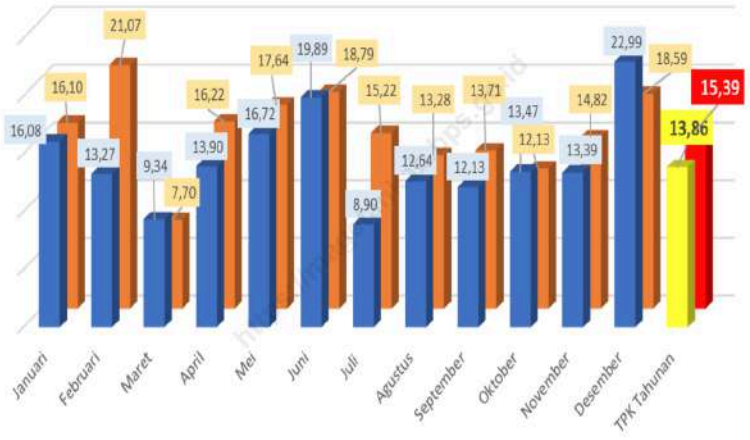
2.2.4 Magetan Regency Tourism Statistics 2024

Sarangan Lake, which has become an icon and a source of pride for Magetan, continues to show consistent appeal that is difficult to rival. The popularity of this destination is evident in the number of tourists visiting Sarangan Lake in Magetan Regency in 2024, which reached 1,072,577, showing a very positive change compared to the previous year, 2023, which saw 1,008,155 visitors. Data from the Magetan Regency Central Statistic Agency and the region Tourism Office confirm a rise in arrivals at the region's main tourist attraction,Sarangan Lake. Specifically, there was a surge in April, although there were monthly fluctuations indicating a decline in tourist interest throughout the year.

Bulan	2024	2023
(1)	(2)	(3)
Januari	120.822	118.520
Februari	79.193	53.824
Maret	40.031	45.453
April	180.256	106.225
Mei	106.765	144.520
Juni	84.912	80.782
Juli	92.243	134.567
Agustus	52.868	57.832
September	76.526	62.993
Oktober	53.871	74.620
November	67.526	70.446
Desember	117.564	58.373
TOTAL	1.072.577	1.008.155

Picture 1.5 Number of Visitors to Sarangan Lake Nature Tourism by Month (people), 2023-2024

This increase in tourist visitors is also reflected in the key indicator of within the hospitality sector. The room occupancy rate in Magetan rose from 13.86% in 2023 to 15.39% in 2024, with this increase occurring in both star-rated and non-star-rated hotels. Foreign tourists usually spend an average of 2.48 nights in Magetan, which is much longer than domestic visitors who generally only stay for about 1 night. This difference illustrates that foreign tourists tend to enjoy a longer time exploring the local atmosphere and activities. Various supporting facilities are available, ranging from adequate parking areas, clean toilets, information centers, restaurants, friendly residents, to excellent service, all of which make the visiting experience more comfortable. The support of these facilities not only increases comfort but also creates a positive impression that encourages tourists to return. In addition, the growing MSME centers make Magetan even more worthy of being included in the list of destination choices.



Picture 1.6 Hotel Room Occupancy Rate (TPK) by Month in Magetan Regency, 2023-2024

Overall data highlights that the tourism sector in Magetan has significant economic potential. The increase in the number of tourist visits and improving occupancy rates indicates stable and growing demand. The government needs to play a role by strengthening infrastructure, which must be improved in various aspects and specific areas. This positive trend not only impacts the hospitality industry and tourist attractions but also contributes to an increase in the Regional Domestic Product of the area. Sarangan Lake, as a leading natural tourist destination in Magetan Regency, consistently attracts tourists, especially during the holiday season. Data shows that the peak number of visitors occurs in January and April, with 120,000 and 150,000 visitors respectively in 2024. The pattern of visits, characterized by dramatic surges in certain months,

such as January and April, and decrease in other months, such as March and August, clearly indicates that tourism in Magetan, especially in Sarangan Lake, tends to be seasonal. Addressing these seasonal dynamics strengthens, Magetan's position as a leading destination is strengthened, while also encouraging the emergence of more adaptive management innovations. By maximizing this potential, Sarangan lake can become a model for resilient and future-oriented tourism development.

Stepping into 2026 and beyond, Magetan's opportunities can be strengthened through the development of supporting infrastructure, improved quality of accommodation services, and innovative tourism products that can extend the length of stay of tourists. Attempts to convert daily visits into overnight stays need to be prioritized, given that the average length of stay indicator is a factor that directly affects the local economic contribution. The utilization of digital promotion, collaboration with creative communities, and the accommodation of destinations within the western East Java tourism route can expand Magetan's reach on the regional tourism map. Through a comprehensive approach, Magetan has a strong opportunity to transform from a transit destination into a primary destination, while also increasing its contribution to the future growth of East Java's tourism industry.

CHAPTER 3

FINDINGS

The findings of this research are to answer the research questions that have been formulated beforehand. The data was presented after conducting interviews with informants who had been interviewed by researchers, including the Head of Marketing for the Magetan Regency Culture and Tourism Office, members of the Magetan Regency community, and 16 tourists who had visited Magetan Regency. The research interviews were conducted by meeting each informant individually, based on certain criteria and characteristics that were relevant to the research topic and informant criteria.

Table 1. Informants

Code	Age	Gender	Categori
YCW	51 years old	Man	Govern
KAS	26 years old	Woman	City dwellers
TPKW	25 years old	woman	City dwellers
RNP	32 years old	woman	City dwellers
IS	30 years old	Man	City dwellers
SB	27 years old	woman	City dwellers
ACA	24 years old	Woman	Tourist
MRF	27 years old	Man	Tourist
JV	25 years old	Woman	Tourist
AD	25 years old	Woman	Tourist
NH	24 years old	Woman	Tourist

An in depth interview was conducted with the head of Tourism Marketing and Creative Economy Development, Mr. Yosep Cahyo Wibawanto S.T. The interview was conducted face-to-face at the Magetan Regency Culture and Tourism Office. The interview process took place in a formal yet communicative atmosphere, where the researcher used semi-structured interview guidelines, which aimed to explore information flexibly and obtain details that might not be available in books, journals, or the internet, while still focusing on the research topic. During the interview, the informant explained the background of the formation of the "Magetan Ngangeni" campaign, as well as the communication strategies used, such as strategic considerations in the process of forming this New City branding and plans for the future. The entire conversation during the interview was recorded with the informant's consent using a cell phone and noted down in order to be processed in the next stage of analysis.

Interviews with local residents of Magetan and tourists were conducted in person at various locations such as informants' homes, coffee shops, and the area around Magetan Square. The researchers used a semi-structured approach to maintain flexibility during the discussions. During the interviews, the informants explained their views on their understanding of Magetan's new city branding and offered suggestions on how to make Magetan's new city branding more widely known to the community and tourists.

3.1 The Beginning of the Formation of Magetan's New City Branding

Before the new city branding, Magetan's image in the eyes of the public and tourists was still limited and not widely known. In addition, there were also limitations in access, such as social media, which was unfamiliar to the public. Magetan was better known specifically through its tourist icons, such as Sarangan and Mount Lawu, which were the main attractions for local visitors around Magetan and visitors from other areas. However, this perception tends to be objective because it only focuses on certain tourist attractions without describing the overall character and other tourism potential in Magetan as a whole.

> *So Magetan's new city branding is "Magetan Ngangeni," which means "missing." It is hoped that people who visit Magetan will miss and remember the beauty of its nature and the warmth of its people. (RNP, 32 years old, City Dweller)*

On the other hand, the source said that the general public, especially those who are not active on social media or rarely follow information from the local government, are unaware of the new city branding efforts or broader promotions. This shows the limitations in the dissemination of information and communication, which means that Magetan's image has not effectively reached all levels of society. The limitations of the old image are also evident in the lack of emotional appeal attached to Magetan's identity. Before the new branding, Magetan did not have a strong and memorable message that could build an emotional bond with visitors and Magetan residents themselves. The old branding emphasized physical aspects and natural attractions without touching on the values of warmth and longing that are now highlighted in the new city branding.

> *As a long time resident of Magetan, I must admit that I am not really aware of the new city branding among the community. Some people who follow local government news or are active on social media may know about it, but many ordinary residents who only work at home or sell at the market are unaware that Magetan has a new city branding. (IS, 30 years old, City Dweller)*

The effort to establish Magetan's New City Branding stems from the local government's need to have an official identity that can comprehensively represent the character and potential of Magetan Regency. Based on interviews with the Magetan Regency Tourism and Creative Economy Office, it is known that Magetan has never had a city branding that has been formally approved by a local government decree, so this initiative is not a rebranding process, but rather the creation of the first city branding for Magetan Regency. This was also confirmed by the office, which stated that the use of the term “rebranding” was inappropriate because there had been no official identity previously.

> *"The creation of Magetan's city branding is not a rebranding, but rather an effort to create a city identity for the first time. Until now, Magetan has not had an official branding established through local regulations, so the development of this new city branding aims to build a unifying symbol for all tourism and creative economy players. This new identity is expected to represent the character of Magetan and increase the effectiveness of regional promotion." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office, Interview)*

In general, Magetan's image before the new city branding was still focused on certain aspects of nature tourism and was unable to reach the wider community or build a strong emotional impression and unique identity. This became a challenge that was then addressed

through a new, more comprehensive and communicative branding strategy. This branding has had a significant impact in many areas, such as tourism and the creative economy. The new branding has also attracted many new tourists to Magetan, not only to Sarangan or Mount Lawu.

Awareness of the importance of city branding in Magetan has emerged as a new strategic initiative. The Magetan Regency Tourism Office has stated that this effort is the first to be carried out officially and legally, rather than a rebranding of the previous image.

> *"It's not rebranding, because constitutionally or according to our regulations, we have never officially approved branding, so this is the first time. So we have never officially and legally done it, so it's not rebranding but new city branding as an effort to increase promotion and the creative economy in Magetan." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

This indicates a new recognition of the need to proactively build and communicate Magetan's identity. This moment is reinforced by Magetan's membership in the smart city program, which requires a city branding tagline to enhance promotion and the creative economy, with branding efforts beginning in 2024. Several key factors underlie this emerging awareness. Although not explicitly mentioned as competition between regions, the need for increased promotion and creative economy implies a drive to make Magetan more superior and prominent among other regions. In addition, there is a shift in tourism trends towards more immersive experiences, creating an image that evokes positive nostalgia.

> *"Evoking nostalgia among the public about Magetan, so that visitors, as well as the local community itself, will feel the memories that once existed in Magetan. That way, they will come back to visit and satisfy their longing." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

Digital promotion demands are also a crucial factor, with the Tourism Office actively utilizing various channels such as websites, Instagram, TikTok, and YouTube to disseminate promotional content. The sources, especially from the Tourism Office, view city branding as an essential need, not just a slogan or logo. They emphasize that taglines such as "Magetan Ngangeni" serve as a unifying language for tourism service providers and all stakeholders in Magetan. This branding is considered a bridge to communicate tourism and creative economy potential to producers and consumers, as well as a symbol of pride, unity, and motivation for the community.

> *"It is very important in communication, because it represents Magetan, tourism, and the creative economy. And the tagline itself is like a unifying language for tourism service providers and any stakeholders in Magetan in order to discuss, communicate, or bridge the gap between producers and consumers. We need a bridge, which is the tagline." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

Overall, awareness of the importance of city branding in Magetan is a response to external and internal dynamics that demand a more structured and strategic approach to communication. Branding is understood as a vital instrument for enhancing promotion, unifying various elements of the region, and building a strong and memorable image, which in turn is expected to drive tourism and local economic growth.

The background to the initiative to establish a new city brand in Magetan shows a strategic shift in regional promotion efforts. This idea was primarily conceived by the Magetan Regency Tourism Office. The agency explained that this is not a rebranding in the constitutional or regulatory sense, as there has been no officially approved branding previously. Therefore, this initiative is the first legal and official attempt at new city branding, with the main objective of enhancing the promotion and creative economy of Magetan. This initiative did not arise suddenly, but was driven by several important factors. One of them is Magetan's membership in the smart city program, which requires a city branding tagline. This need prompted the Culture and Tourism Office to begin the branding search process in 2024. This process involved collaboration with an external party, namely Faculty of Social and Political Sciences, Sebelas Maret University Communication Science, with the assistance of Mr. Andre, to find the right tagline and words through Focus Group Discussions (FGDs).

Internal discussions and the involvement of various parties were key in formulating this new city branding. The FGD aimed to listen to and explore the cultural, culinary, and tourism potential of Magetan from various elements. The parties involved are very diverse, including representatives from 17 creative economy sectors, community leaders, local government, and the Communication and Information Agency. In addition, the process of selecting a new concept and identity also involved a poll to determine the most representative tagline and logo. The reason for using the word new in this branding is very fundamental. This confirms that Magetan has never had a legally recognized branding before. Therefore, this initiative is the creation of a new identity from scratch, not merely a change from an existing identity. This new city branding

approach reflects a comprehensive effort to build a fresh and relevant image, which is expected to be more effective in promoting Magetan and attracting public attention.

Since the beginning of the initiative to establish a new city branding for Magetan, the involvement of non governmental actors has been a crucial element. The process of selecting the concept and identity, including the logo and slogan “Magetan Ngangeni,” involved various elements such as community leaders, business people, and academics. More specifically, Focus Group Discussions (FGDs) were held to explore Magetan's potential, involving representatives from 17 creative economy sectors and community leaders. In addition, the selection process for the tagline and logo was also conducted through surveys and polls, demonstrating an effort to obtain input from a wider audience from the early stages of formulation.

The speakers considered public participation and non-governmental stakeholders to be crucial to the success of branding. Branding is not only a promotional tool, but also a “common language” that unites stakeholders. This involvement aims to instill a sense of pride and motivation in the community to promote Magetan. After the launch, collaboration continues with tourism industry players and MSMEs, who are encouraged to use the logo and tagline on their products and services. However, there is recognition that socialization needs to be expanded so that this branding is more widely known by the people of Magetan and tourists alike, thus demonstrating that public participation is an ongoing process that continues to be pursued.

3.2 Brand Identity Formulation Process (Logo, Tagline, and Philosophy)

3.2.1 Identity Visualization Logo Design

Picture 1.7 Magetan New City Branding

The process of formulating Magetan's New City Branding identity through its logo, tagline, and city identity values was carried out in stages involving various stakeholders. Based on interviews with the Magetan Regency Tourism and Creative Economy Office, this concept was developed in 2024 and was formatted as a collaborative process between the government, academics, and tourism and creative economy industry players. The local government collaborated with a team of academics led by Dr. Andre Noevi Rahmanto, S.SOS., M.Si., a lecturer in Communication Studies at the Faculty of Social and Political Sciences, Sebelas Maret University, specifically from the Communication Studies Program, to facilitate Focus Group Discussions (FGDs) and formulate an appropriate branding identity. This phase was conducted to explore the cultural potential, local values, natural wealth, and character of Magetan society in greater depth.

As stated by Yosep Cahyo Wibawanto, Head of Marketing, this process involved FGDs that brought together various strategic elements, including tourism industry players, 17 creative economy sub sectors, Bappeda, Diskominfo, community leaders, and academic consultants. He explained that the process was carried out comprehensively to explore the local potential and cultural values of Magetan.

> *"We were assisted by Dr. Andre Noevi Rahmanto, S.SOS., M.SI. FISIP UNS Communication Science to find the right tagline or words through FGD by listening and*

exploring the potential of culture, food, and tourism from various elements. We involved tourism services, the creative economy, community leaders, Bappeda, and Diskominfo." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)

The FGDs and field observations produced several alternative taglines and visual identity concepts, such as Magetan Ngangeni, Bangga Magetan, and Magetan Mantap. These alternatives were then tested through a polling mechanism involving the community and relevant stakeholders. The purpose of this participatory method was to ensure that the chosen branding identity not only represented local values but also resonated emotionally with the community. The polling process showed that the tagline "Magetan Ngangeni" was the strongest choice, as it was able to reflect the emotional atmosphere and unique experiences of Magetan. The source emphasized that the tagline was selected based on its relevance and potential to strengthen the city's image.

"Ngangeni comes from the word kangen, which means to miss someone or something. We want to evoke a positive sense of longing, whether it be for the beauty of nature, the friendliness of the people, the cuisine, or the creative economy. The point is, people want to return to Magetan." (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)

Through Magetan's new logo, many feel that it is a representation of identity that is very familiar and close to the hearts of some people who feel that the Magetan logo itself is very profound and clearly created with deep thought. The logo selection process was directly chosen by the people of Magetan and tourists, using a Google form with many options. The final logo that was selected became the current Magetan logo and was made into a new visual icon that was well received by the community and tourists because it adequately represents Magetan with its natural beauty and is also home to the people of Magetan themselves.

3.2.2 Narrative Formulation and Tagline Selection

Magetan's new city branding is based on the evocative tagline, "Magetan Ngangeni." This phrase, which is derived from the word "*kangen*," was strategically chosen to encapsulate the emotional essence of Magetan. The goal is to create a warm, memorable, and emotionally resonant image for the city, inviting visitors to feel positive nostalgia and a desire to return, especially for those familiar with Magetan as a popular tourist destination from surrounding areas such as Madiun, Ngawi, Ponorogo, Nganjuk, and Solo. The philosophy behind "Magetan

Ngangeni" is to evoke a positive sense of longing for various aspects of the region. This includes its natural beauty, such as the tranquil scenery around Mount Lawu and Sarangan Lake, the warmth and hospitality of its people, the deliciousness of its unique cuisine, and its vibrant creative economy. The word "ngangeni" is considered to perfectly represent Magetan's simple yet charming character, building connections that go beyond mere tourist visits and instead create deep emotional bonds.

The selection of "Magetan Ngangeni" was a deliberate and inclusive process, reflecting a commitment to community input. This process involves surveys and polls to gauge public preference among several options, including "*Bangga Magetan*" and "*Magetan Mantap*." This participatory approach ensures that the chosen tagline resonates with the community and accurately reflects their collective perceptions and aspirations for Magetan, making it a truly representative voice for the city. Complementing the tagline is a carefully designed logo that visually reinforces Magetan's identity. The logo incorporates icons such as Mount Lawu, Sarangan Lake, and the Lawu starling, representing the region's unique natural and fauna heritage. Together, this simple yet emotional logo and tagline work synergistically to reinforce Magetan's image as a tranquil, natural, and friendly destination, deeply connected to its environment and community.

The tagline "Magetan Ngangeni" has been widely considered appealing, memorable, and highly effective in conveying the character and uniqueness of Magetan. Many feel that this tagline accurately captures the city's calm, cool atmosphere and rich local culture, influencing their decision to return. This emotional connection has motivated both residents and tourists to feel more pride in Magetan and actively promote it, reinforcing its positive image as a place that truly makes people long to return.

> *"What exactly is Magetan's charm? It comes from the word kangen, which aims to evoke positive feelings of longing, although there are also negative memories. However, in this case, we are discussing its natural beauty, the hospitality of its people, its cuisine, and its creative economy. As a result, the people of Magetan feel a constant longing for Magetan." (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)*

3.2.3 Interpretation of Identity Values and Philosophy

The core philosophy behind “Magetan Ngangeni” is to create a strong emotional bond with its audience, both local communities and tourists. The word “*Ngangeni*” was specifically chosen to evoke a positive sense of longing, rather than merely visual or functional appeal. It is an effort to instill a deep impression that makes people want to return or stay connected to Magetan. This branding aims to convey a warm, emotional, and memorable image that effectively strengthens the identity of this city at the foot of Mount Lawu.

> *“Magetan ngangeni sendiri means to miss something, derived from the word kangen, which aims to evoke positive feelings of longing... about its natural beauty, the hospitality of its people, its cuisine, and its creative economy.” (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)*

The identity values contained in “Magetan Ngangeni” strongly emphasize the character and uniqueness of the region. This branding is designed to reflect the calm, cool, and natural atmosphere of Magetan, as well as the hospitality of its people. The selection of a simple yet meaningful tagline and logo is considered highly appropriate for the essence of Magetan, making it an authentic representation that is easily accepted by various groups. This shows that branding is not just promotion, but also a reflection of Magetan's identity.

> *“In my opinion, this branding adequately describes the character and uniqueness of Magetan, which is calm, cool, natural, and makes people feel at home or long to return. The simplicity and emotional nuance of the word fits well with Magetan's identity as a friendly mountainous area that is not as crowded as big cities.” (IS, 30 years old, City Dweller)*

The “Magetan Ngangeni” philosophy also covers various aspects that make Magetan stand out. This branding not only highlights natural beauty such as Mount Lawu and Sarangan Lake, but also the hospitality of the people, culinary richness, and creative economic potential. The logo, which includes specific icons such as Mount Lawu, Sarangan, and the Lawu starling, further reinforces the message that Magetan is a destination rich in experiences. This demonstrates a comprehensive effort to showcase Magetan from various dimensions.

> *“Regarding this city branding, I think Magetan wants to convey that the new slogan and logo are intended to highlight Magetan's strengths in terms of its natural beauty and the sarangan icon in the letter M of its logo, as well as the jalak Lawu bird, which is also a unique feature of this logo.” (TPKW, 30 years old, City Dweller)*

The involvement of the Magetan community in the process of formulating and accepting this branding is very significant. “Magetan Ngangeni” has succeeded in fostering a sense of pride and motivation among local residents. This branding serves as a unifying language and symbol of pride, encouraging them to actively promote their region. The sense of ownership towards this branding makes it easier and more enjoyable for the community to share stories about Magetan with others, strengthening its positive image from within.

> *"Honestly, yes, I feel a little more motivated. The Magetan Ngangeni branding sounds nice and has a warm feel to it, so when friends from out of town ask about Magetan, it feels easier and more enjoyable to tell them about the interesting things here. The branding helps provide the right language to describe Magetan." (SB, 30 years old, City Dweller)*

For visitors, “Magetan Ngangeni” has succeeded in creating a strong impression and influencing their decision to return. Tourists feel that this branding matches the character and uniqueness of Magetan, such as its calm, cool atmosphere and authentic local culture. The emotional appeal offered by this branding makes Magetan not just a tourist destination, but also a place that leaves a lasting impression, encouraging them to always want to return.

> *“Magetan is a place that makes people feel nostalgic, with its cool atmosphere, natural scenery, and calm city vibe that feels really comfortable. So from that branding, I see that Magetan wants to be known as a destination that is simple but has a strong emotional appeal and makes people want to come back again.” (JV, 25 years old, Tourist from Madiun)*

3.3 Communication Strategy in Promoting Magetan New City Branding

3.3.1 Branding Launch and Promotional Events

Communication strategy is an important aspect in the process of introducing Magetan's New City Branding to the community and tourists. Based on interviews with the Magetan Regency Tourism and Creative Economy Office, the local government has implemented a multi-channel, consistent, and participatory communication approach. The goal is to ensure that the “Magetan Ngangeni” branding message is conveyed widely, evenly, and in a manner relevant to the characteristics of the target audience. One of the main strategies used is maximizing social media as a communication channel. The Tourism Office utilizes various platforms, such as Instagram, TikTok, YouTube, and the official website, to disseminate information, teasers, flyers,

and documentation of tourism promotion activities. Social media was chosen because of its effectiveness in reaching young people and tourists from other regions. Not only a digital platform, but also the launch event for the new city branding "Magetan Ngangeni" through the Plaza Ndoyo Magetan Festival.

> *"Our communication channels are very comprehensive: website, Instagram, TikTok, and YouTube. We provide content and frequently update flyers and teasers. Our content even made it to the For You Page." (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)*

In accordance with the concept of "Magetan Tourism," the Magetan Tourism Office has implemented a branding strategy that integrates the Magetan Tourism logo and tagline into various physical products. In addition to social media, communication strategies are also carried out through the distribution of logos and taglines on various physical products, such as employee sportswear, goodie bags, souvenir packaging, folders, and tourism merchandise. This step is intended so that the branding is not only recognized by tourists but also becomes an identity that is ingrained in the daily lives of the people of Magetan. The implementation of branding symbols through these functional objects is expected to create strong brand recall.

> *"We have printed it on various work uniforms, and the logo is larger than the OPD logo. The goal is for this branding to belong not only to the agency, but also to the community." (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)*

In terms of conveying the core message, the branding communication strategy emphasizes the emotional aspect, namely building a sense of longing for Magetan. This message is embodied in digital narratives, visual content, and campaign materials in the field. The government wants to instill the understanding that Magetan is a place that is calming, warm, and always worth revisiting. To ensure consistency, the local government provides communication assistance and ensures that every regional government agency, tourism operator, and stakeholder uses the logo and tagline uniformly. This process is carried out gradually and continuously to ensure that all parties understand the importance of branding consistency. In addition, periodic evaluations will be conducted to assess the effectiveness of the communication strategy that has been implemented. The source emphasized

“We will continue to consistently convey this branding and assist in its use. Magetan is vast, so it takes time to ensure that this branding is truly conveyed evenly.” (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)

Taken as a whole, the communication strategy implemented includes a digital approach, massive application of visual identity, consistency of messages, and the involvement of various stakeholders. This multichannel and participatory approach forms the foundation for expanding public acceptance and understanding of Magetan's new identity as a warm and memorable tourist destination.

3.3.2 Press Conference and Media Relations

The communication strategy to widely and evenly disseminate the “Magetan Ngangeni” city branding to the public is the main focus of the Magetan Regency Tourism Office. This effort is designed to ensure that the branding message reaches not only tourists but also all levels of Magetan society. This strategy includes the use of various communication channels, both digital and physical, with press conferences held through events such as the launch of Magetan's new city branding, which aims to strengthen the region's new image.

“To strengthen our strategy, we have printed it on various social media platforms, and we have also printed it on various work uniforms, where the logo is larger than the OPD logo, with the aim of introducing it not only to tourists but also to the general public.” (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency)

The launch of Magetan's new city branding took place on December 9, 2024, at the Plaza Ndoyo Magetan festival. This event not only marked the launch of Magetan's new city branding but also the 2025 calendar of events. The presence of the community at the launch event showed that there was a formal effort to announce and socialize this new branding directly to the public. In the context of spreading the branding message, the Tourism Office utilizes a complete range of communication channels. These include the official website, Instagram, TikTok, and YouTube, which are used to upload flyers, teasers, and other promotional content. Although the interview questions also mentioned the mass media, the Tourism Office's answers focused more on the use of digital media as the main means of introducing and spreading the branding message widely.

However, there are indications that the dissemination of branding messages through these channels has not yet reached all segments of society evenly. Several community sources stated

that this new branding is not yet familiar to the general public, especially those who are not active on social media or do not follow government news. This shows that despite efforts, there are still challenges in ensuring that branding messages reach all segments of the public, including through traditional media if used.

> *"I don't think it's familiar enough to the general public, where many people, such as older people, don't use social media." (TPKW, 30 years old, City Dweller)*

Overall, Magetan's communication strategy strives to ensure that the "Magetan Ngangeni" branding message is conveyed widely and evenly. Through launch events and the use of digital channels, the government is working to introduce this new identity to the public. The ultimate goal is for this branding to belong not only to the Tourism Office, but also to the entire community of Magetan Regency, who are permitted to use it, thereby creating a sense of ownership and active participation in promoting the region.

3.3.3 Digital Branding through Social Media Channel Platforms

Digital branding is a key pillar of Magetan Ngangeni's strategy, utilizing various online platforms to spread the city's new identity. The Magetan Regency Tourism Office explicitly uses a comprehensive set of digital channels, including its official website, Instagram, TikTok, and YouTube, to introduce and reinforce its branding message. This multi platform approach is designed to reach a wide audience and build a strong online presence for Magetan's new image. These digital channels are actively used to share a variety of content aimed at promoting Magetan Ngangeni. The Tourism Office regularly uploads flyers, teasers, and other promotional materials, ensuring that the core message of Magetan's new identity is communicated consistently. The goal is to create a unified and memorable impression across all digital touchpoints, making this branding easily recognizable and impactful for both potential visitors and residents.

The effectiveness of digital branding can be seen in how many individuals first learned about Magetan Ngangeni. A number of community members and tourists reported that they discovered this new branding through social media platforms such as Instagram, often through official accounts, local content creators, or shared posts. This highlights the significant role of digital channels in creating initial awareness and disseminating information about Magetan's

updated identity. Although the use of digital platforms has become widespread, there are still challenges related to accessibility and universal reach. Some community members, especially those who are less active on social media or digital technology, stated that this new branding has not yet fully penetrated all segments of society. This shows the limitations of relying solely on digital channels, as it can create an awareness gap for individuals who do not actively consume information through these modern media.

To optimize digital branding efforts and ensure a wider impact, it is recommended to enhance creative content strategies and encourage collaboration. Recommendations include closer cooperation with local content creators and influencers to produce engaging and potentially viral material, especially on platforms such as TikTok. This approach aims not only to increase visibility but also to make branding more relevant and effective in attracting a wider audience, including those outside the Magetan region.

> *"In my opinion, in order for Magetan's branding to be better known, its promotion must be more active and creative, especially through social media and collaboration with content creators." (AD, 25 years old, tourist from Ngawi)*

3.4 Public Receptivity to Magetan City Branding

3.4.1 Level of Public Awareness of the "Magetan Ngangeni" Branding

Public response to Magetan City's Magetan Ngangeni branding is an important indicator in assessing the extent to which this new identity is accepted and understood by the public. Interview results show that the level of public awareness and understanding varies, depending on their access to information and their proximity to government activities or social media. People who actively use Instagram or follow official local government accounts are generally quicker to recognize this new branding. One resident stated that he learned about the launch of the branding through the local government's account and attended the launch event.

> *"I found out about it on social media, especially Instagram. It appeared on my feed because many local Magetan accounts reposted the announcement about the new city branding." (SB, 27 years old, City Dweller)*

On the other hand, some people are not fully aware of the new branding due to limited internet access or minimal involvement in social media. This is especially true for older age groups or residents who are more focused on their daily routines and one source explained

> *Some people already know about it, especially those who frequently follow local government news or are active on social media, but for ordinary residents who only work at home or are market traders, many are still unaware that Magetan has a new city branding. (IS, 30 years old, City Dweller)*

Public awareness varies greatly, with some learning about it from various media outlets, such as social media and billboards, while others learn about it directly from the government. because some of them work as civil servants, so they are quite familiar with it and spread it further to the community, such as students and people living in rural areas who are difficult to reach, to introduce and raise awareness of Magetan's new city branding.

Public perceptions of this new city branding are also quite varied. While many positive responses have been received, there are likely still many people who are unaware of it. Some people know about this new city branding through social media, and only a few learned about it directly at the launch event. Additionally, many people have learned about it through advertising logos on billboards. Therefore, while public response remains positive, there are still many segments of the population that need to be reached to increase awareness through various platforms, such as digital channels and in-person events.

3.4.2 The Role of Social Media and Government Information Channels

Social media and government information channels play a central role in the “Magetan Ngangeni” city branding strategy. Digital platforms such as Instagram, TikTok, and YouTube, along with official websites and podcasts, have been identified as the main channels for introducing and reinforcing this branding message. This approach demonstrates Magetan's commitment to utilizing modern technology in its efforts to promote tourism and the creative economy, reaching a wider and more diverse audience in the digital age. Specifically, official government accounts and social media platforms such as Instagram have proven effective in implementing and reinforcing the “Magetan Ngangeni” image. The logo and tagline are consistently used in various posts, digital campaigns, and online promotional materials. The goal

is to ensure that the branding message is conveyed consistently and continuously, so that it sticks in the minds of the public and potential tourists, and builds a positive and sustainable image.

> *“The logo and tagline are used on social media, product packaging, clothing, and events to introduce and strengthen the brand.” (YCW, Head of Marketing for the Magetan Tourism and Creative Economy Agency, Interview: November 18, 2025)*

The effectiveness of this digital information channel is also reflected in the awareness of the public who know about Magetan's new branding through social media. For segments that are active on these platforms, information about Magetan Ngangeni can be absorbed well, creating initial awareness and understanding of the city's new identity. This shows that social media has succeeded in becoming an important bridge of information for most of the target audience.

> *“Of course, I am also motivated because even before this new city branding, I had already introduced it to my friends when I was traveling. Moreover, Magetan is indeed very memorable at Sarangan lake, especially with the new city branding, which makes it very attractive.” (TPKW, 25 years old, City Dweller: November 15, 2025)*

However, there is recognition of the limitations of this digital promotion. Some people, especially those who are not active on social media, feel that the Magetan Ngangeni branding is not yet sufficiently visible and widely heard. This indicates a gap in the dissemination of information, where digital channels alone are not yet able to reach all levels of society evenly, thus requiring complementary strategies outside the online realm.

> *"As a youth who uses social media, I understand that people who are less familiar with social media may not be aware of this. Therefore, awareness could be increased through billboards or signs placed in various visible locations." (KAS, 26 years old, City Dweller)*

To increase the effectiveness of promotion, the source suggested that more intensive creative promotion be carried out on social media, including collaboration with local content creators and influencers. Digitalization and promotion through platforms such as TikTok are also considered important to expand reach and make Magetan better known outside East Java. This strategy aims not only to disseminate information, but also to create interesting and engaging content so that the branding message can spread more virally and relevantly.

> *“Maybe so that it can be known to the public, it can be disseminated through digital platforms. Social media is very easy and accessible, and it is also active in interacting at major events held even in remote areas. So, it is often mentioned so that people who do*

not use social media know and understand that Magetan has a new branding. In addition, it involves other stakeholders." (RNP, 32 years old, City Dweller)

Overall, social media and government information channels have become the backbone of efforts to spread Magetan Ngangeni's city branding. Although they have proven effective in creating awareness and motivation, challenges in message penetration and consistency across various channels still need to be overcome. By continuing to enhance creative promotion, involving more parties, and expanding reach to previously untapped segments, it is hoped that this branding can achieve its maximum potential in building a positive image for Magetan.

"The main challenge is the penetration and consistency of messages across various communication channels." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)

3.4.3 Citizen response through local government activities

Public response to local government activities, particularly in the launch and promotion of Magetan Ngangeni city branding, shows varying levels of direct involvement. Some residents actively participate in events organized by the government, which serve as the main platform for introducing this new identity. Their presence at these events is an early indicator of public acceptance and interest in the city branding initiative. One of the most obvious forms of direct involvement is the community's presence at the city branding launch event. Several sources explicitly mentioned that they learned about Magetan's new branding by attending the launch event. Moments like this not only serve as an official announcement but also as an opportunity for residents to directly experience the spirit and vision behind the new branding, creating an initial connection with the city's identity.

Including the launching events, other local government activities, such as celebrations of important days or events at the district and agency levels, also serve as a means for the community to interact with the Magetan Ngangeni branding. In these events, the branding is often mentioned or displayed, and even used as part of activities such as photo opportunities. This shows that the government consistently integrates the branding into public activities, and the community responds by recognizing and adopting the branding elements. Community involvement is also evident in the government's collaboration with local communities. Although not always in the form of formal launch events, the cooperation between the government and the

community in promoting the new branding shows the active participation of community elements.

This reflects the government's efforts to not only announce, but also involve citizens in the process of developing the city's image, so that branding feels more inclusive and belongs to everyone. Overall, the public response to the government's activities in introducing Magetan Ngangeni shows direct involvement and a good level of awareness, especially among those who actively participate in regional activities. Participation in the launch event and other public activities is proof that the community is responding to the government's initiative to build a new identity for Magetan.

> *"I happened to find out about it on Instagram a while ago, and I happened to attend the launch event." (KAS, 26 years old, City Dweller)*

3.5 Tourists' Perceptions of Magetan City Branding

3.5.1 Tourist First Impressions of the Visual Identity of "Magetan Ngangeni"

Tourist perceptions play an important role in assessing the effectiveness of Magetan's new city branding, given that tourists are one of the main targets in the region's tourism communication strategy. Based on the interview results, tourists generally responded positively to the Magetan Ngangeni branding, especially in terms of its emotional appeal, clarity of visual identity, and relevance to Magetan's character. Most tourists recognize the tagline as memorable and in line with their personal experiences when visiting Magetan, which often involve feelings of peacefulness, cool temperatures, and a desire to return. Tourists mostly learn about this new branding through digital platforms, especially Instagram and TikTok, indicating that the government's communication strategy through social media has been effective in reaching audiences outside the region. Other tourists also highlighted that the visibility of branding on official government accounts and local creators contributed to their awareness

> *"I found out about it from government social media and stories from my friends who are from Magetan." (MRF, 27 years old, tourist from Aceh)*

Tourists generally understand Magetan Ngangeni as a depiction of Magetan's emotional essence, its tranquility, cool climate, and soothing atmosphere that encourage repeat visits.

> *"Magetan is a place that makes people miss it. The atmosphere is cool, calm, and makes you want to come back again." (JV, 25 years old, tourist from Madiun)*

Some tourists expressed that the branding strengthened their interest in returning to Magetan because the logo and its message capture the uniqueness of the region. However, some tourists emphasized that better facilities and the overall tourist experience remain the main determining factors for repeat visits

> *"If I return, it won't be just because of the branding, but if there are new things or better facilities." (MRF, 27 years old, tourist from Aceh)*

3.5.2 The Suitability of the City's Image with the Actual Tourist Experience

The city branding "Magetan Ngangeni" has significantly succeeded in creating an image that is in line with the actual experiences of tourists and the community. The branding promise to evoke a sense of longing and a deep impression has proven to be in line with what visitors feel at Magetan's tourist attractions. Many tourists feel that this tagline perfectly captures Magetan's character and uniqueness, such as its peaceful atmosphere, cool climate, and rich local culture, creating an authentic and memorable experience. Experiences in Magetan, especially in popular destinations such as Sarangan Lake and the area around Mount Lawu, directly support the "*Ngangeni*" narrative. The cool atmosphere, stunning natural scenery, and calm city vibe are truly comfortable, in line with the message that the branding wants to convey. This shows that branding is not just a slogan, but a true representation of what Magetan has to offer.

The alignment between the image that has been built and the actual experience greatly influences tourists' decisions to return. The sense of comfort and strong identity created by branding and reinforced by direct experience creates an emotional bond. Tourists feel that Magetan is a simple place but has a strong emotional appeal, making them want to return to experience the same longing. In addition, the visual elements of branding, such as the logo depicting Mount Lawu and Sarangan, also reinforce this alignment. Travelers who have visited can easily associate the logo with their experiences in Magetan, especially since Magetan is

synonymous with the beauty of mountainous nature. This shows that the branding design effectively reflects the geographical reality and main attractions of the city.

> *The logo features Mount Lawu. Magetan itself is closely associated with Sarangan and Mount Lawu, so I find it very appealing. In terms of the logo, I think it truly represents Magetan." (MRF, 27 years old, tourist from Aceh)*

Overall, Magetan Ngangeni's branding has proven to be very effective because the promise it conveys is in line with the actual experiences of tourists. This alignment not only builds a positive image, but also creates a deep emotional connection, fostering local pride and motivating tourists to return. This confirms that strong branding is one that is able to capture the true essence of a place and convey it honestly.

> *"From what I know about city branding, I find it quite interesting. The inclusion of a mountain illustration further reinforces the fact that Magetan is located at the foot of Mount Lawu." (AC, 24 years old, tourist from Ngawi)*

3.5.3 The Impact of Branding on Tourists' Interest in Returning

The impact of Magetan Ngangeni branding on tourists' interest in returning to Magetan shows significant success in creating emotional bonds and triggering the desire for repeat visits. This branding has succeeded in creating a strong and memorable first impression for tourists. The word "ngangeni" itself has an emotional appeal that directly touches the heart, making tourists feel connected to Magetan even before or during their visit, which is an important foundation for building the desire to return. The appeal of this branding is further strengthened because it is in line with the real experiences felt by tourists in Magetan. The city's peaceful atmosphere, beautiful natural scenery, and the comfortable vibe at tourist attractions like Sarangan Lake directly validate the promise of "Ngangeni." This alignment makes the branding feel authentic and not just empty promotion, but a reflection of the reality that exists.

The comfort and tranquility offered by Magetan, as expressed by its branding, creates a deep emotional bond. Tourists don't just visit, they experience a soul soothing experience that makes them feel at home. This is a key factor that triggers the desire to return, as these positive experiences leave a lasting impression. The most significant impact of Magetan Ngangeni's branding is its ability to influence tourists' decisions to return. By creating a strong impression and a clear identity, this branding successfully plants the seeds of longing that encourage tourists

to plan their next visit. This demonstrates the effectiveness of branding in creating visitor loyalty and turning single visits into repeat visits.

Through this branding, Magetan has successfully positioned itself not only as an ordinary tourist destination, but as a place that offers a unique emotional experience. Tourists see Magetan as a simple place with a strong emotional appeal, which makes them want to relive the atmosphere again and again. This perception is very important in building a long term image that distinguishes Magetan from other destinations. Overall, the Magetan Ngangeni branding has proven highly effective in sparking tourists' interest to return. The combination of an appealing tagline, experiences that align with the branding promise, and the emotional connection created makes Magetan a destination that is always missed. This is evidence of the branding's success in creating long term appeal and encouraging repeat visits.

> *"As a tourist, yes, the branding is attractive and easy to remember because the word 'ngangeni' is unique and immediately resonates with the atmosphere of Magetan. So from that branding, I see that Magetan wants to be known as a destination that is simple but has a strong emotional appeal and makes you want to come back again." (JV, tourist from Madiun, Interview: November 18, 2025)*

3.6 Challenges and Evaluation in Implementing Magetan City Branding

3.6.1 Information Distribution Gaps Across Different Segments of Society

The impact of Magetan Ngangeni branding on tourists' interest in returning to Magetan shows significant success in creating emotional bonds and triggering the desire for repeat visits. This branding has succeeded in creating a strong and memorable first impression for tourists. The word "*Ngangeni*" itself has an emotional appeal that directly touches the heart, making tourists feel connected to Magetan even before or during their visit, which is an important foundation for building the desire to return. The appeal of this branding is further strengthened because it is in line with the real experiences felt by tourists in Magetan. The city's tranquil atmosphere, beautiful natural scenery, and the comfortable vibe at tourist attractions like Sarangan Lake directly validate the promise of "*Ngangeni*" This alignment makes the branding feel authentic and not just empty promotion, but a reflection of the reality that exists.

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> *"Sure, if I have time later, maybe I'll go there to enjoy the cool air and eat the delicious rabbit satay." (NH, 24 years old, tourist from Bantul)*

Although Magetan Ngangeni city branding has been heavily promoted through various digital channels, there is a significant gap in the distribution of information that limits the reach of its message across various segments of society. Efforts to optimize social media and the official website face challenges in ensuring that the branding message is conveyed evenly to all levels of society. This shows that reliance on digital platforms alone is not enough to achieve comprehensive penetration, especially for certain audience segments. One of the main obstacles is the level of digital literacy and access to social media among the community. Not all Magetan residents have adequate internet access or are accustomed to using social media platforms. Groups that are less digitally literate, such as the older generation or those whose daily routines do not involve online interaction, tend to be overlooked when it comes to branding information disseminated digitally.

"As a long time resident of Magetan, I must admit that I am not really aware of the new city branding among the community. Sure, some people know about it, especially those who follow local government news or are active on social media, but for ordinary residents who just work at home or are market vendors, many are still unaware that Magetan has a new city branding." (IS, 30 years old, City Dweller)

The result of this limited accessibility to digital media is that the Magetan Ngangeni branding message has not been fully seen and heard by the entire community. Although this branding may already be familiar among social media users or those who actively follow government news, for most of the general public, awareness of Magetan's new identity is still low. This hinders efforts to build a broader sense of ownership and public participation in regional branding. This gap shows that communication strategies that are too focused on digital platforms, while efficient for certain segments, can neglect an important part of the population. Information disseminated through Instagram, TikTok, or YouTube may not reach those who do not have accounts, do not have stable internet access, or are simply not interested in consuming digital media.

To overcome these obstacles, the source suggested the need to diversify communication strategies by integrating traditional media and physical presence. Installing billboards or branding signs in various easily visible corners of the city can be an effective solution to reach people who are not active on social media. This approach will ensure that the Magetan Ngangeni message is accessible to everyone, regardless of their level of digital literacy or media usage habits. Overall, even though digital infrastructure has been used a lot, challenges in media accessibility and digital literacy are still a big deal in optimizing the spread of Magetan's city branding. To achieve widespread awareness and maximum public participation, communication strategies must be hybrid, combining the power of digital media with the reach of traditional media and physical presence. This will ensure that the philosophy and values of Magetan Ngangeni truly permeate every aspect of Magetan society.

“So maybe it could be improved with billboards or signs in various easily visible locations, because as a young person who uses social media, I wonder how people who are less familiar with social media would know about it...” (KAS, 26 years old, City Dweller)

3.6.2 Digital Infrastructure and Media Accessibility Constraints

Although Magetan Ngangeni city branding has been heavily promoted through various digital channels, there are significant obstacles related to digital infrastructure and media accessibility that limit the reach of its message. Efforts to optimize social media and the official website face challenges in ensuring that the branding message is conveyed evenly to all levels of society. This shows that reliance on digital platforms alone is not enough to achieve comprehensive penetration, especially for certain audience segments. One of the main obstacles is the level of digital literacy and access to social media among the community. Not all Magetan residents have adequate internet access or are accustomed to using social media platforms. Digitally illiterate groups, such as the older generation or those whose daily routines do not involve online interaction, tend to miss out on branding information disseminated digitally. This creates an information gap that needs to be addressed.

As a result of this limited accessibility to digital media, Magetan Ngangeni's branding message has not been fully seen and heard by the entire community. Although this branding may already be familiar among social media users or those who actively follow government news, for most of the general public, awareness of Magetan's new identity is still low. This hinders efforts to build a broader sense of ownership and public participation in regional branding. To overcome this obstacle, the source suggests the need to diversify communication strategies by integrating traditional media and physical presence. Installing billboards or branding signs in various easily visible corners of the city can be an effective solution to reach people who are not active on social media. This approach will ensure that the Magetan Ngangeni message is accessible to everyone, regardless of their level of digital literacy or media usage habits.

> *"My suggestion is to increase promotion on social media and at events that are aimed at people who do not use social media. Perhaps the Tourism Office could promote more aggressively and engage content creators to increase tourism visitors." (TWPK, 25 years old, City Dweller)*

Overall, even though digital infrastructure has been used a lot, challenges in media accessibility and digital literacy are still a big deal in optimizing Magetan's city branding. To achieve widespread awareness and maximum public participation, communication strategies must be hybrid, combining the power of digital media with the reach of traditional media and physical presence. This will ensure that the philosophy and values of Magetan Ngangeni truly permeate every aspect of Magetan society.

3.6.2 Consistency and Sustainability of Branding Programs in the Long Term

The main challenge in maintaining the consistency and sustainability of the Magetan Ngangeni branding program in the long term is ensuring that this message does not become a passing trend, but is firmly embedded in the public perception. In the initial phase, the main focus is penetration, which is to continuously introduce the branding to a wide audience. This process requires time and continuous evaluation to ensure that the branding is accepted to the fullest extent possible and becomes an integral part of Magetan's identity.

> *"During the introduction phase, we will strive to continuously emphasize penetration and will evaluate it again in two years, so that we can maximize it first..." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

Consistency in delivering messages across all communication channels is crucial for branding sustainability. The Tourism Office recognizes the importance of consistently delivering and supporting this branding message in order to receive positive feedback from the public. This includes the use of a uniform logo and tagline across various media, from social media and product packaging to public events, in order to avoid confusion and strengthen recognition.

> *"We will consistently convey this and continue to assist until there is positive feedback from the public..." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

To prevent this branding from becoming just a passing trend, efforts are needed to deeply instill the values of Magetan Ngangeni in the minds of the community. This means that branding must be more than just a logo or slogan it must become part of the collective identity and local pride. This process requires time and repetition so that the message can sink in and become common knowledge, rather than just passing information. The sustainability of the branding program also depends heavily on continuous evaluation and adaptation. The Tourism Office acknowledges that it is still too early to claim the success of this branding because no official evaluation has been conducted. Therefore, measuring success through indicators, evaluations, and public feedback will be an important step to ensure that the branding remains relevant and effective over time and can be adjusted if necessary.

Ultimately, the long term goal is for the Magetan Ngangeni branding to belong entirely to the community, serving as a unifying language for tourism and economic actors and all stakeholders. When the community feels a sense of ownership and pride in this branding, they will actively participate in promoting it, making it more than just a government campaign, but a sustainable collective movement.

> *"so that it becomes the property of the community and a unifying language for tourism operators, the economy, and related stakeholders." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

3.6.3 Analysis of the Level of Recognition of the "Magetan Ngangeni" Identity

The success of the Magetan Ngangeni city branding can be seen from the extent to which the new identity is recognized, understood, and accepted by the community and tourists. Based on the interview results, this branding shows signs of initial success, especially in terms of public recognition, visual consistency, and the branding's ability to form emotional associations with Magetan. However, this success is still partial because it is not yet evenly distributed across all segments of society and is not yet fully supported by an optimal tourist experience. In terms of visibility, the branding has succeeded in reaching a young audience through social media. Promotional content uploaded by the local government and local creators has been quite effective in increasing the exposure of the branding.

> *"We provide content, flyer and teaser updates, and some of our content has made it to FYP." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

The success of branding is also reflected in the public's ability to understand the meaning of the tagline. Both the community and tourists consistently interpret *"ngangeni"* as a symbol of longing, tranquility, and warmth, values that are emphasized in this city branding. This shared understanding among the public shows that the core message of the branding has been conveyed effectively. From various aspects that can be derived from the meaning of branding, which has a deep meaning and also holds many things within it, it proves that Magetan has a deep meaning for local residents and visitors who often come just to vacation and enjoy its natural beauty, the tagline really captures the potential of Magetan from various aspects. Just by saying "Magetan ngangeni" makes visitors want to come back and visit again.

“Magetan is a place that makes people miss it. The atmosphere is cool and calming.” (JV, 25 years old, tourist from Madiun)

In terms of visual identity, the logo with mountain elements and local icons was considered recognizable and relevant to Magetan's geographical character.

“The logo clearly depicts Magetan, with mountains and Sarangan Lake.” (RNP, 32 years old, City Dweller)

Despite this, the evaluation also revealed several indicators that need to be strengthened. Information dissemination has not been evenly distributed, especially among communities that are not active on social media. Older age groups, rural communities, and residents with limited digital access are still largely unaware of the new branding. More importantly, tourists believe that strong branding still needs to be accompanied by improvements in facilities and tourist experiences. From the government's perspective, the consistent use of the logo and tagline by all stakeholders also requires a process of guidance. Overall, the evaluation shows that the Magetan Ngangeni City Branding has succeeded in establishing a strong initial identity that is recognized and understood by the public. However, full success still requires further strategies, particularly in expanding the reach of information, improving consistency in implementation, and improving the quality of tourism facilities that support the image of the region.The relevant agency emphasizes that the implementation of branding takes time due to the vastness of the region and the diversity of users

“We will continue to provide guidance so that this logo is used consistently across all sectors.”(YCW, Ketua bidang Pemasaran Dinas Pariwisata dan Ekonomi Kreatif Magetan)

3.6.4 Depth of Public Understanding of Branding Philosophy

Public understanding of the Magetan Ngangeni branding philosophy shows a fairly good level of depth, with most respondents grasping the core meaning of the tagline. They generally understand that “Ngangeni” means “kangen” or “to miss,” and associate it with the desire to return to Magetan. This understanding is not limited to the literal meaning, but also extends to the government's goal of creating an inviting and memorable impression on visitors.

“It starts with magetan ngangeni, which means ‘missing’ in Indonesian, because the city of Magetan itself is a place people want to visit again, and its tourism potential makes

many people want to return. That's how I see it." (KAS, 26 years old, City dweller : October 25, 2025)

More than just the meaning of the words, the community and tourists also understand the message that the government wants to convey through this branding. They interpret Magetan Ngangeni as representing the calm, cool atmosphere of Magetan, its beautiful nature, and the friendliness of its people. This message has successfully created an image of Magetan as a comfortable and peaceful place that can provide a positive emotional experience, not just an ordinary tourist destination.

"Magetan is a place that people miss. So the message I get is that Magetan wants to be remembered as a peaceful, friendly place that always makes people want to come back." (IS, 30 years old, City Dweller)

This branding philosophy is also understood as an effort to highlight the uniqueness and potential of Magetan as a whole. The interviewees realized that the newly designed tagline and logo were intended to showcase Magetan's strengths, including natural icons such as Mount Lawu and Sarangan, as well as local cultural treasures such as the Lawu starling. This shows that the branding message successfully communicated Magetan's distinctive and diverse identity. This deep understanding has a direct impact on tourists' perceptions and decisions. Many tourists stated that Magetan Ngangeni's branding influenced their decision to return, as the tagline successfully created a strong impression and a clearer identity for Magetan. The emotional appeal offered by this branding makes Magetan feel more special and inviting to explore again.

Overall, the Magetan Ngangeni tagline successfully conveys the philosophy desired by the government, which is to create a strong emotional impression and make Magetan known as a comfortable, peaceful place that people always want to visit again. The public's understanding of the meaning behind this tagline shows that the communication strategy used is quite effective in building a narrative that is more than just nature tourism, but rather an experience that touches the heart.

"I understand that Magetan Ngangeni's branding aims to portray Magetan as a comfortable, peaceful place that people always want to return to. The impression it conveys is more about emotional experiences, not just nature tourism." (SB, 27 years old, City Dweller)

3.6.5 Level of Acceptance and Support from the Public and Tourists

The level of acceptance and support from the public and tourists for Magetan Ngangeni city branding is generally very positive. Many sources, both local communities and tourists, expressed their pride and support for this new identity. They see this branding as a step forward that gives Magetan a clearer and more attractive identity, which it may not have had officially before. For the local community, the Magetan Ngangeni branding has succeeded in fostering a sense of pride and motivation to promote their region. They feel that this tagline represents the character of Magetan well and provides the perfect phrase to describe their city to outsiders. This sense of belonging encourages them to actively share positive information and stories about Magetan, even in their daily lives.

Support is also evident in the community's willingness to adopt this new identity. The Tourism Office itself has stated that this branding is intended to belong to the community and that everyone is welcome to use it. This creates opportunities for the community, including MSME players, to integrate the Magetan Ngangeni logo and tagline into their products or activities, thereby strengthening the organic spread and acceptance of the branding.

> *"So that this does not belong solely to the Culture and Tourism Office, but also to the people of Magetan Regency, and everyone is allowed to use it." (YCW, Head of Marketing at the Magetan Tourism and Creative Economy Office)*

From the tourists perspective, this branding has also been well received and has influenced their view of Magetan as a tourist destination. They feel that this branding gives Magetan a stronger identity, makes it more attractive, and easier to remember. This positive impression not only increases their interest in returning, but also motivates them to recommend Magetan to others. Overall, the level of acceptance and support for Magetan Ngangeni is very high. This branding has succeeded in creating a sense of pride among the local community and a positive impression among tourists, encouraging active participation in promoting Magetan. This shows that this new identity is not just a campaign, but has succeeded in touching on emotional aspects and collective identity, making it a valuable asset for the development of Magetan.

CHAPTER 4

DISCUSSION

In the chapter below, the researcher will discuss the results of data analysis discussing the previous theories, which are City Branding and Strategic Communication in Magetan's City Planning Process, Place Branding as Communication in Magetan City Branding, Magetan City Branding in a Connective World, and The Influence of City Branding Communication on Tourists' Perceptions obtained from findings based on previous research results, field data through interviews, and observations of tourism marketing communication strategies carried out by the Magetan Regency Culture and Tourism Office. The analysis was conducted using the following four components

4.1 City Branding and Strategic Communication in Magetan's City Planning Process

The development of a new city brand for Magetan Regency is driven by the strategic need to build a stronger and more competitive regional identity. Based on communication strategy theory (Holtzhausen, Fullerton, Lewis, & Shipka, 2021), planning is a crucial stage in designing effective and sustainable branding. In this context, the Magetan Regency Government has undertaken a series of strategic planning initiatives in response to the need for an identity capable of representing the region’s potential. The process of establishing the “Magetan Ngangeni” brand has involved various communication strategies from the outset, ranging from identifying needs to formulating the branding concept.

4.1.1 The Need of City Branding

The Magetan Regency Culture and Tourism Office stated that this branding is the first official step taken to attract the attention of tourists. The tagline “Magetan ngangeni” is also expected to serve as a unifying language or a bridge of communication for various parties involved in regional development. With one common message, all parties can convey and communicate Magetan with a consistent narrative. In addition, this city branding is also necessary for Magetan's membership in the smart city program, where as part of a smart city, it is important to have a city branding tagline (Satria, Fadilah, 2021). City branding can be a unifying

force and a source of pride for a region because the process of creating it identifies unique local values and promotes the culture and values of the local community. By promoting a unique identity, city branding not only strengthens the image but can also become a source of ownership and pride for the community at large.

This new city branding is needed as a communication tool to explain Magetan comprehensively, because it has many things that can be described well and also has a lot of potential, such as natural tourism and creative economy. With this new city branding, Magetan has an easily recognizable identity. This helps shape public perception of what Magetan has to offer (Wiradharma G, 2023). It is important for a region to have an identity through a combination of physical and non-physical cultural elements of the community as the main elements in building the city's image. This concept is based on city image management that integrates distinctive icons and local cultural values to create an authentic and attractive visual identity. City branding does not only focus on aesthetics but also on communicating the values and characteristics that distinguish a city from other regions.

The main purpose of establishing this new city branding is to build a new image for Magetan. Through a well designed communication strategy, it is hoped that by enhancing this image, Magetan will become better known for its specific characteristics and uniqueness, such as its nostalgic atmosphere, natural beauty, friendly people, and rich culinary culture, which has become widely known on social media platforms such as TikTok over the past year. It is hoped that this new image will attract more visitors. Overall, this new city branding is needed as an urgent strategic necessity for Magetan.

This branding serves as a foundation for enhancing regional competitiveness and uniting various elements of society and stakeholders under a single vision. In addition to building a strong and attractive image in the public eye, this branding initiative aims not only to attract visitors but also to instill pride among the residents of Magetan, transforming Magetan from a mere geographical location into a valuable experience. Thus, Magetan Ngangeni becomes an important instrument in promoting tourism and creative economy growth (Revi M, Imca P, 2021).

4.1.2 Development

The development process of Magetan's new city branding also involved a lot of cooperation, namely with FISIP UNS Communication Science in collaboration with the Magetan Regency Tourism and Culture Office. The formation of Magetan's new city branding was carried out through a series of focus group discussions involving various stakeholders, such as tourism industry players, creative economy players, community leaders, Bappeda, and Diskominfo. This approach aims to explore the potential of Magetan's culture, cuisine, and tourism comprehensively, resulting in a tagline and logo that are representative and easily accepted by the community and tourists. In addition, this collaboration also includes the process of selecting a tagline and logo through a polling mechanism involving various elements of society.

With the support of academics from Sebelas Maret University, the tourism office can ensure that the resulting city branding not only has beauty but also a strong philosophy that is relevant to the character of Magetan. This collaborative approach can strengthen Magetan's identity as a unique tourist destination and increase the effectiveness of promotion through targeted communication strategies (Pilving, Kull, Suškevics, Viira, 2021). The formation of this collaborative identity is important because the development of a region requires the involvement of various stakeholders with diverse social and cultural backgrounds. A shared collaborative identity, which is the main determinant of successful collaboration, is formed through the interaction of individual and collective identities. Local community governments and universities bring their own identities, such as place, culture, work, and environment, into this process, which then shapes a shared collaborative tourism identity.

In this regard, the government and the community have actively collaborated in establishing the Magetan New City branding. The government, through the Magetan Regency Tourism and Culture Office, involves community elements such as business actors, tourism services, creative economy, community leaders, and local communities in the process of discussion and selection of taglines and logos through focus group discussions and polls. This approach aims to ensure that the resulting city branding truly represents the potential and aspirations of the community while facilitating their acceptance and participation in promoting Magetan. Collaboration between the government and the community is also an important pillar

for achieving the sustainability of regional transformation, where the government must be able to embrace and invite all levels of society. The goal is to create a sense of ownership, strengthen local identity, and ensure that the plans to be implemented are in line with the aspirations of the community so that branding is not only an external communication tool but also a strong internal system (Liu, Park 2025).

We can see that Magetan collaborates with various parties with the aim of creating authentic, sustainable city branding for Magetan that has social validation. When various parties are involved from the vision formulation stage to program implementation, city branding serves as a shared space to unite economic, social, and cultural interests. This collaboration also fosters a sense of ownership towards the city branding that has been established, so that branding does not stop at symbols or slogans, but is manifested in policies, cultural activities, and the daily practices of the community. With the formation of these various aspects, city branding, based on collaboration, serves as a tool to strengthen social networks, enhance regional appeal, and provide a means for urban regeneration that is more open to local aspects and the needs of the community (Dalddanise, 2020).

4.1.3 Shaping Place Identity

From the creation of the Magetan new city branding concept, which produced the tagline "Magetan Ngangeni," rooted in a deep philosophy such as the "Ngangeni" philosophy, enriched with various aspects of Magetan that it wants to highlight. The longing referred to is not only limited to its natural beauty, but also includes the hospitality of the people of Magetan, its culinary wealth, culture, and other aspects. With this tagline, it can be a powerful medium to describe various advantages, making it a place that people always want to visit again and remember. This effort is to communicate that Magetan offers a memorable experience. Cultural communication functions as a communication mechanism that can bridge the symbolic and participatory dimensions in shaping the identity of a region. This is achieved through storytelling philosophy that allows for the preservation of local cultural and historical values, as well as the collective experiences of the community (Rahmanto A, Fariza M, 2025).

The visual aspects of Magetan's new city branding include a logo, which is specifically designed to reflect the philosophy of "ngangeni," a characteristic of Magetan, namely Mount

Lawu and Sarangan Lake, as well as the Lawu starling. These elements were chosen to give a strong and memorable visual impression, which is directly connected to the geographical and cultural identity of Magetan, thereby reinforcing the message of longing that it wishes to convey. According to Dwi Ismiati (2025), one important element in the strategy to build a positive image for a region is visual identity, particularly logos and taglines, which function as a medium of symbolic communication. A logo not only serves as a visual marker but also as a representation of the values, characteristics, and uniqueness of a region. Through this approach, the logo becomes a communication tool that summarizes various aspects of the region into a visual form that is easily recognized and remembered by the wider community.

Then, the process of forming this philosophy and identity was carried out collaboratively by the Magetan Culture and Tourism Office in collaboration with academics from the Communication Science Department of the Faculty of Social and Political Sciences at the University of Sebelas Maret and involved various stakeholders through focus group discussions. Participation from tourism services, community leaders, the Regional Development Planning Agency, and the Communication and Information Agency ensured that the philosophy was truly representative and accepted by various levels of society. This process included a poll to select the best logo and tagline, demonstrating a democratic approach to shaping the city's identity.

However, the philosophy of “Magetan Ngangeni” aims to create more than just an image, but a deep emotional bond between visitors and the people of Magetan. By highlighting Magetan as a simple place with a deep and powerful appeal, this new city branding strives to make visitors feel comfortable and always want to come back for another visit. This philosophy is also expected to become a symbol that encourages the entire Magetan community to work together to advance the region and ensure that Magetan always leaves an unforgettable impression. The philosophy of this city branding has three elements, namely brand identity, cultural identity, and logo transformation. “Magetan Ngangeni” becomes a strong brand identity in which the values, goals, and character of the city are formulated as a brand identity, while in terms of cultural identity, it emphasizes the distinctive characteristics of Magetan, namely the jalak Lawu bird and the keris, which form the foundation of the city's image. Logo transformation is understood as the process of refreshing the visual identity to remain relevant with the times without losing its

basic meaning. These elements are used to evaluate city branding that is not only relevant but also implementable through programs, cultural events, and tourism (Adjie, Anggina, 2023).

4.1.4 City Identity Selection

The selection of Magetan's city branding identity was carried out by involving the entire community through a voting or polling mechanism. After going through a process of identifying cultural, culinary, and tourism potential involving various elements such as tourism service providers, creative economy actors, community leaders, and related agencies, several tagline and logo options were compiled. The community was then given the opportunity to choose the identity that best represented the character and uniqueness of Magetan. This approach aimed to ensure that the selected city branding truly reflected the aspirations and hopes of the wider community so that it could be accepted and supported by the entire community.

Collaboration with various parties is an important part (Golestaneh, Manuela, Pinto, 2025) that distinguishes the old top-down approach from the new, more participatory approach. City branding is no longer seen as a promotional activity but as visual governance and communication involving the government, the private sector, local communities, cultural actors, and civil society. Through this collaboration, the city's identity is built collectively as a result of dialogue, negotiation, and collective learning. This approach emphasizes that the meaning and image of a city cannot be determined by one actor alone, but must also reflect the experiences, values, and aspirations of various parties in that area.

Involving the community in choosing this identity is also an important strategy to strengthen the sense of belonging to Magetan's new city branding. With the active involvement of the community in voting, the resulting branding is not only visual, but also becomes a unifying language that connects businesses, government, and the general public. This is expected to increase the effectiveness of promotion and strengthen Magetan's image as a tourist destination with a unique and attractive atmosphere in the eyes of the public. The selection process involves collaboration with the community, which is not only oriented towards the image of the city but also strengthens the relationship between colors and the identity of their place of residence. This community involvement also allows city branding to grow as a tangible experience, like a living cultural value. Through this collaboration, the community also acts as

the main source of meaning that guides the selection of the city branding narrative. Thus, branding is not only a concept imposed by the government but also a reflection of how the community perceives the city itself (Leal, Proenca, 2022).

4.2 Communication Strategies in Promoting Magetan's New City Branding

In the development of Magetan Regency's new city branding, this study also draws on the perspective (Lucarelli & Olof Berg, 2011) that emphasizes city branding as a multidimensional process involving various actors, messages, and media in shaping a city's image. In line with this, the Magetan Ngangeni branding is not only built through visual elements and a tagline but also through the involvement of the government, the community, and creative economy actors in conveying the region's identity. This process demonstrates that Magetan's city branding is the result of interactions among various parties who collectively shape the meaning and perception of the city. Thus, "Magetan Ngangeni" can be understood as a representation of identity constructed collaboratively and sustainably.

4.2.1 The Use of Social Media in Promoting Magetan's new City Branding

New City branding is a communication strategy in city planning that is formed as a communication process to showcase the image of Magetan, as described in (Habibi, 2020) theory, where the city is viewed as a space for communication, with the media serving as the primary tool in shaping the meaning and image of the city. The media not only represents the city but also cultural practices that enrich the character of the city through strategic representation and narration processes. Messages about the city are produced through branding and placemaking processes aimed at creating a specific image to attract the attention of potential tourists and city dwellers. The communication strategy is carried out through mass media, digital media, and official government narratives that integrate the city's image with national identity and local culture, thereby building the perception desired by the government and various people involved. With this communication strategy in city planning, media becomes an important tool in the city communication process, with digital media playing a major role in this communication process.

The use of social media has become an important part of promoting Magetan's new city branding. Platforms such as Instagram, TikTok, and YouTube are actively used to disseminate logos, slogans, and visual and narrative content that highlight the natural beauty, peaceful atmosphere, and hospitality of the people of Magetan. This strategy has proven effective in reaching a wide audience, especially the younger generation and potential tourists who are active in the digital realm. Local communities and tourists consistently cite social media as their main source of knowledge about Magetan New City Branding, with the accessibility and visual appeal of these platforms allowing the message of “Ngangeni”, which means to make one long for and want to return, to be conveyed quickly and effectively. However, the results of the interviews highlight the challenge of reaching segments of the community that are less active on social media, indicating the need for diversification of communication strategies alongside the digital focus.

Social media has become the primary medium for expanding the reach of the new city branding and attracting new potential tourists. TikTok is used as a means of promoting short videos about Magetan New City Branding, YouTube is used to introduce the city in more depth through podcasts, and Instagram is used to provide more detailed information by uploading all the activities of the Magetan Culture and Tourism Office as well as teasers about other content such as from TikTok and YouTube. This method has proven to be very effective in disseminating information, promotions, and special offers instantly and massively to a wider audience, beyond traditional geographical boundaries. As mentioned by (Wan, Li, 2024) in social media marketing theory, it also empowers various stakeholders to actively contribute to the promotion of Magetan New City Branding, which is crucial for attracting new visitors. The concept of value co-creation emphasizes how local residents can become branding ambassadors by sharing positive experiences and content from local influencers.

The use of social media to promote Magetan New City branding plays a crucial role because this platform not only serves as a channel to build massive brand awareness, but also fundamentally shapes cognitive perceptions and behaviors towards the city's new identity. As stated in this journal (Tran, Rudolf, 2022), its success lies in the ability to communicate the city's narrative authentically and evoke positive emotions. In addition, content produced by local

influencers from Magetan and tourists becomes a catalyst and attraction for the city's image. Therefore, the New City branding promotion strategy must actively utilize social media for multi-directional engagement, potentially fostering brand co-creation with various stakeholders, and adapting stakeholders to technological dynamics and the preferences of new generations to build a strong, relevant, and sustainable image in the digital era.

4.2.2 Event Launching City Branding

The launch of Magetan's city branding, specifically through the “Launching of the City Branding Logo & Tagline and Magetan 2025 Calendar of Events,” was a crucial moment in introducing Magetan's new identity. This event served as the official platform to launch the concept of “Magetan Ngangeni” along with its logo and tagline to the public, as it was attended by the people of Magetan, who have been involved since less than a year ago, on December 9, 2024. Through this launch event, it marked the beginning of initial promotions in public spaces such as banners and billboards, allowing the community to begin recognizing and understanding Magetan's new branding. Initial responses indicate that the “Magetan Ngangeni” branding is considered attractive, easy to remember, and capable of capturing Magetan's cool, natural, and friendly character.

At this city branding launch event, the theory outlined in the journal was strategically applied, particularly the concepts of “festivalization” and “place making.” The event utilized the power of making it into a festival to transform Magetan's public spaces into dynamic stages that not only introduced a new identity but also instilled symbolic meaning and powerful narratives to build a cohesive region. Through the collective experience created, this event functions as effective place making, allowing residents to visit and directly experience Magetan's new branding, increasing stability and fostering a sense of ownership. Thus, the launch event, designed with consideration for the nature of “contested public space” and the balance between commercial and community interests, will become an authentic and sustainable foundation for Magetan's city branding, building local pride while attracting outside attention (Smith et al., 2021).

In this journal (Scholvin, 2022), it is explained how city branding highlights natural beauty, tranquility, and cultural richness, so the event must be designed as a tangible manifestation of this new identity. Magetan has already done this very well in terms of culture. The launch event not only highlighted its two roots, namely the launch of Magetan New City branding and the Magetan 2025 event calendar, but also featured a variety of events such as dance performances, the announcement of a headdress design competition, and musical performances by local bands. Through this event, Magetan not only introduced a new logo or slogan, but also created an experience, showcased its appeal, and invited community participation. This event also strengthened Magetan's image as a unique and authentic destination, attracting visitors, investment, and talent in line with the values it wishes to promote, while avoiding shallow branding.

4.2.3 Public Response to Magetan New City Branding

The results of the research findings on the community's response to the Magetan New City branding “Magetan Ngangeni” were generally very positive and supportive. The concept with the slogan “Ngangeni,” which means to make one long for something, successfully touched on a powerful aspect. The community felt that this branding accurately represented the natural beauty, peaceful atmosphere, and hospitality characteristic of Magetan, making them feel proud and giving them a new sense of identity for their region. The design and message of this branding also received high appreciation, with the community considering the “Magetan Ngangeni” logo and tagline to be attractive, simple, and very memorable. The visual combination of Mount Lawu and other natural elements depicted in the logo, combined with the familiar word “Ngangeni,” is considered to be able to describe the character of Magetan as a cool, natural, and friendly region.

The deeper emotional impact of this branding does not stop at mere impressions, but also triggers positive motivation to introduce it more widely, whereby the community is happy to help promote tourism in Magetan. Thus, this branding becomes a symbol of pride and unity for the community, as this journal (Klijn, Warsen, 2021) states that the success of branding a region greatly depends on the response and involvement of the community, including economic actors

and other stakeholders. Effective branding should be viewed as a participatory governance process, not just a top-down marketing strategy. When the community is meaningfully involved, the process is transparent, and there are opportunities to contribute, they tend to feel a sense of ownership of that identity. Therefore, collaboration, stakeholder involvement, and transparent governance are key to achieving better and more sustainable branding results.

4.2.4 Visitor Response to Magetan New City Branding

The results of the Magetan New City Branding interview research were well received and created a strong positive image. Tourists generally learn about this branding through social media, particularly Instagram and TikTok, as well as from banners or information boards in tourist areas such as Sarangan Lake. They understand the main message of this branding as an invitation to experience the calm, cool atmosphere of Magetan, which has an emotional appeal that makes people want to return, which is very much in line with their experience. This journal (Kusumawati et al., 2023) explains that tourists play an important role in determining the response and success of a city's branding strategy. The theory in the journal shows that tourists' perceptions of city branding personality are directly related. Therefore, positive responses to city branding are not only measured by the image it builds but are fundamentally determined by how tourists internalize the brand through their experiences, the level of satisfaction they feel, and how safe they feel.

The positive response from tourists is also evident in their assessment of the appeal and memorability of this branding. The majority of respondents consider the Magetan Ngangeni branding to be very attractive, simple, and memorable. The word Ngangeni is considered unique and immediately “fits” with the peaceful and friendly atmosphere of Magetan. Magetan's new logo, with elements such as the letter M resembling Mount Lawu, is also considered very representative and effectively depicts Magetan's character and uniqueness. Several tourists also explicitly stated that this branding makes Magetan feel more identifiable, warm, and emotional, thereby increasing their interest in returning. It can be concluded that this branding not only creates awareness but also successfully builds emotional connections and encourages active participation from tourists. Therefore, visitors are the primary validators of city branding efforts, where their collective experiences and perceptions shape the success and sustainability of the destination.

4.3 Challenges in Magetan New City Branding

In the implementation of the Magetan New City Branding initiative, various challenges have emerged as efforts are made to integrate communication strategies with local conditions. According to (Tanjung & Wibowo, 2021), key steps in the communication model include integrating public development with other factors such as local wisdom and regional development. In this context, the challenges of Magetan's branding are not only related to message delivery but also to how to align the constructed identity with social and cultural realities and the community's level of readiness. Therefore, an adaptive and inclusive approach is necessary to ensure that the branding is accepted and sustainable.

4.3.1 Obstacles in Forming Place Identity

In establishing Magetan's new place identity, encapsulated in the city branding "Magetan Ngangeni," there are a number of significant challenges despite the success in creating a strong and harmonious identity. One of the main challenges is its young age, with the official launch having taken place less than a year ago. This means that the place's identity is still in the early stages of penetration and socialization, requiring continuous efforts to ensure that the "Magetan Ngangeni" message truly sinks in and becomes widely known, not only among tourists but also among all levels of Magetan society. Another challenge that has arisen is ensuring consistency in the use of the logo across various communication channels, both online and offline, even though social media has become the main effective channel. This journal (Murrell, 2023) explains that challenges in forming place identity are normal and even expected. Without support, validation from the community, and other external factors, many problems will arise, such as divisions and a lack of unity between the community, government, and tourists, which will hinder the crucial process of identity work.

Although social media has become an effective primary channel, there are still segments of society that are not fully exposed to or understand this new place identity, particularly those who are less active on social media or older members of society who are less familiar with its use. In a society that tends to be paternalistic, consistency in messaging from the authorities is important so that this place identity can be widely internalized and become an integral part of the collective perception. The success of evaluating the effectiveness and long term impact of this

place identity requires time and continuous observation, with an evaluation plan every two years. Thus, Magetan's place identity has been successfully built on a strong foundation through appropriate key elements.

The word “Ngangeni” is at the heart of the emotional message, encapsulating the character of Magetan as a comfortable, calm, cool, natural, and friendly place, which intrinsically evokes a longing to return. Visually, the logo integrates distinctive icons such as Mount Lawu and the Lawu starling, as well as other natural elements. It effectively reinforces Magetan's geographical identity and natural uniqueness. These elements not only create an attractive image but also foster a sense of pride and serve as a unifying tool among the community, which is an early indicator of success in establishing a strong place identity. This journal (Chan, Suryadipura, Kostini, 2021) also states that strategic efforts to differentiate a place from other regions must ensure that the identity is unique and synonymous with the region. Since many cities are currently competing for attention, the success of this differentiation depends on consistent communication.

4.3.2 Obstacles in Communication in City Branding

The creation of Magetan's new city branding, “Magetan Ngangeni,” faces a number of significant challenges in terms of communication, despite having succeeded in creating initial positive awareness. One of the main challenges is uneven penetration and visibility in public spaces. Although social media has been used extensively, many respondents, both from the local community and tourists, feel that this branding is not yet sufficiently visible and audible to all levels of society. This is especially true for people who are less active on social media, such as the older generation or those who are not fully connected, so it is necessary to increase promotion through billboards, banners, or visual placements in various easily visible corners of the city (Zhao, Edelenbos, Jong, 2024).

The next challenge is consistency in delivering messages across various communication channels and across a wide geographical area. The Tourism Office acknowledges that Magetan is a large area, so ensuring that the city branding message is conveyed consistently across all communication channels requires a long time and continuous monitoring. Even though various

channels such as websites, Instagram, TikTok, YouTube, and events have been utilized to ensure that the main message of “Magetan Ngangeni” remains intact and relevant on each platform, it is an ongoing task. This (Susilowati et al., 2023) also includes efforts to make this branding widely owned by the community, not just the relevant agencies, which requires an inclusive and participatory communication strategy.

In order to measure the success and long term impact of this branding initiative, the Tourism Office stated that it is still very new and will be launched within the next two years. This indicates that the effectiveness of communication is still being observed and that it will take time to see the real impact on public perception and tourist decisions. This challenge also includes how branding can be continuously strengthened and socialized so that it is not merely a marketing visualization, but is also supported by improvements in facilities and infrastructure that are in line with the image being communicated.

Overall, the challenges in Magetan's city branding communication include suboptimal reach, especially in the non-digital segment. Maintaining message consistency across various platforms and a wide area, as well as evaluating long-term impact, requires time and a sustainable strategy. To address this, a more holistic communication approach is needed, involving more stakeholders, diversifying promotional channels, and integrating branding messages with the real experiences offered by Magetan (Nursanty, Hassan, Ika, 2023).

4.4 Implications Place Identity As Magetan City Branding

The implications of place identity as summarized in the city branding “Magetan Ngangeni” have a broad and crucial reach in various aspects, from physical products to digital presence. On digital platforms such as websites and social media, this branding implies the need for visual and thematic consistency. Consistent design on the website and its use on social media in every content must also reflect the philosophy of Magetan Ngangeni through the use of colors, typography, and beautiful images that highlight the natural beauty of Magetan, a peaceful atmosphere, and the friendliness of its people, so that the digital experience can evoke a sense of longing and a desire to visit (Chan, Suryadipura, Novel, 2022).

The implications of place identity as city naming are very important. This section shows that it is a multidisciplinary and complex process that is deeply rooted in the unique identity of a place. It involves the integration of tangible assets such as landmarks, architecture, and

infrastructure with intangible elements such as culture, symbolism, vision, local authenticity, heritage, and the spirit of the local community (Ghafar, Che, Adam, 2022). In its implications, having a well-developed strategy for marketing it, which has been implemented and will be carried out periodically, certainly considers the impact on the community and competitiveness with other cities. With this principle, Magetan can create a sustainable image.

When it comes to physical products such as souvenir packaging, specialty foods, souvenirs, and place identity, this requires the strategic integration of the “Magetan Ngangeni” logo and tagline on product packaging, labels, and even the product design itself. For example, local culinary products can use packaging with the “Magetan Ngangeni” logo that highlights the use of natural ingredients from Magetan, or on coffee bean packaging. Since the coffee is grown directly on Mount Lawu, there are also handicrafts and clothing or keychains that incorporate elements of Mount Lawu or Sarangan Lake. This is highly relevant and presents an intriguing idea for Magetan regarding the application of the logo on local products, ensuring that every item brought home serves as a tangible representation of the “Ngangeni” experience in Magetan.

This application is not only to increase the selling value of MSME products, but it can also strengthen the narrative of Magetan's place identity holistically, transforming it into a reminder of the city's uniqueness and appeal, while fostering local pride and encouraging economic growth. Not only does it strengthen the creative economy, but this implication can also make Magetan more competitive with other regions. Furthermore, this journal (Hanna, Rowley, Keegan, 2021) implies that it increases competitiveness and encourages urban development. With an attractive image, the city becomes more competitive as a tourist destination. The most important implication is also the need for sustainability management. The sustainability process requires continuous monitoring, adaptation, and management of perceptions, stakeholders, and cultural narratives. The goal is to maintain the city's long-term reputation and competitiveness in an ever-changing environment, as well as to strengthen the city's dynamic identity.

CHAPTER 5

CONCLUSION

5.1 Conclusion

The city branding initiative in Magetan Regency is driven by the need to enhance regional promotion and support the development of the creative economy. The implementation of the "Magetan Ngangeni" brand is a strategic rebranding effort undertaken by the local government to strengthen the region's position as a destination with strong tourism appeal and creative economic potential. Therefore, this initiative serves not only as a promotional tool but also as a strategic approach to regional development. Accordingly, the city branding strategy aims to provide a comprehensive representation of Magetan Regency's identity. Through the development of an integrated brand identity, "Magetan Ngangeni" seeks to highlight the region's tourism potential and creative economy. This representation plays a crucial role in building a strong and consistent image in the minds of the public and tourists, thereby enhancing Magetan's appeal and competitiveness compared to other regions.

The city branding also functions as a communication tool and a unifying element among various stakeholders. The tagline "Magetan Ngangeni" functions not only as a symbol of identity but also as a common language connecting the government, local communities, businesses, and the tourism sector. In this context, branding facilitates communication between producers and consumers, ensuring consistency in the messages and image the region seeks to convey.

The implementation of this city branding initiative also supports Magetan's integration into a smart city framework. The use of a branding tagline is considered a key component in fulfilling smart city criteria, particularly in strengthening the region's identity in the digital era. Through 'Magetan Ngangeni,' the region demonstrates its readiness to adapt to technological advancements while building a more integrated and sustainable city image.

5.2 Research Limitations

1. This study does not explore tourism marketing aspects in depth. Consequently, it is not possible to fully assess the nuanced impacts of the branding initiative on marketing communication efficacy.
2. This study has limitations in terms of the scope of interviewees. Data collection focused on regulators, specifically the Culture and Tourism, as well as local communities, and visitors. However, this study did not cover the perspectives of MSME actors around tourist attractions; consequently, data related to microeconomic dynamics and operational obstacles faced by these entrepreneurs remain unexplored.
3. The data collection process predominantly captured digitally active groups, thereby marginalizing segments of the population with lower social media engagement, such as the older generation or residents in rural areas with limited access to technology, were not proportionally represented. This sampling bias may affect the generalization of the research results to the broader population of Magetan Regency.

5.3 Recommendations

5.3.1 Recommendations for Future Researcher

Based on the study's findings, several recommendations are offered for future research on this subject. First, future studies should actively involve MSME actors as key informants in order to complement the creative economy perspective. Second, research instruments should be developed in greater depth to analyze regional marketing and promotion strategies. Finally, it is recommended that future researchers use more inclusive data collection methods, such as targeting rural communities or older generations who are not reached by digital media.

5.3.2 Recommendations for Magetan Regency Culture and Tourism Office

To enhance the visitor experience, it is recommended that the Magetan Regency Culture and Tourism Office continue to improve supporting facilities at leading tourist attractions and ensure the availability of easily accessible information for tourists, supported by quality services

and infrastructure. Ensuring alignment between brand propositions and on-site realities will further strengthen Magetan's place identity and motivate them to promote Magetan authentically through various communication channels, including social media.

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APPENDIX

APPENDIX 1

Cover Letter for Data Retrieval at Magetan City Culture and Tourism Department

FAKULTAS
ILMU SOSIAL BUDAYA

Gedung Dr. Soekiman Wirjosantjojo
Kampus Terpadu Universitas Islam Indonesia
Jl. Kaliurang km 14,5 Yogyakarta 55584
T. (0274) 898444 ext. 2106
F. (0274) 898444 ext. 2106
E. fisb@uii.ac.id
W. fisb.uii.ac.id

Tanggal : 28/10/2025
Nomor : 2416/Dek/70/DURT/TA/X/2025
Hal : Permohonan Izin Pengambilan Data Skripsi/Tugas Akhir

Kepada :
Yth. Badan Kesatuan Bangsa dan Politik

Assalamualaikum Wr. Wb,

Dengan hormat,
Kami sampaikan bahwa mahasiswa Fakultas Ilmu Sosial Budaya Universitas Islam Indonesia dengan identitas sebagai berikut,

Nama Mahasiswa	:	Khoridho Abdillah Sofyan
Nomor Induk Mahasiswa	:	22321210
Program Studi	:	Ilmu Komunikasi
Pembimbing	:	Dr. Zaki Habibi, S.I.P., M.Comms.
Judul Skripsi	:	MAGETAN'S NEW CITY BRANDING: THE COMMUNICATION STRATEGY IN RE-BRANDING THE CITY

sedang dalam proses penyusunan Skripsi/Tugas Akhir dan memerlukan data/informasi dari instansi Bapak/Ibu/Saudara/i. Sehubungan dengan hal tersebut, kami mohon perkenannya untuk memberikan izin kepada mahasiswa yang bersangkutan guna keperluan penyusunan Skripsi/Tugas Akhir yang sedang ditempuh.

Demikian permohonan kami, atas perhatian dan bantuan Bapak/Ibu/Saudara/i kami sampaikan terima kasih.

Wassalamualaikum Wr. Wb.

Dekan Fakultas Ilmu Sosial Budaya
Universitas Islam Indonesia

Prof. Dr. rer. soc. Masduki, S.Ag., M.Si.
NIP. 043310104

APPENDIX 2

The reply letter from the Magetan City Culture and Tourism Office has been granted permission to conduct research.

PEMERINTAH KABUPATEN MAGETAN
DINAS KEBUDAYAAN DAN PARIWISATA
Jalan Hasanudin No.20 Selosari Magetan Kode pos 63313
Email : disparbud@magetan.go.id

SURAT IJIN PENELITIAN/SURVEY/KEGIATAN
Nomor : 000.9.2/688/403.102/2025

Dasar : Surat Rekomendasi Penelitian/Survey/Kegiatan dari Bakesbangpol Kab. Magetan Nomor 072/524/403.205/2025 tanggal 28 Oktober 2025

Dengan ini memberikan Ijin melaksanakan Penelitian kepada mahasiswa Universitas Islam Indonesia sebagai berikut :

Nama	:	**KHORIDHO ABDILLAH SOFYAN**
NIM	:	22321210
Program Studi	:	Ilmu Komunikasi
Fakultas	:	Ilmu Sosial Budaya
Judul	:	"Magetan's New City Branding : The Communication Strategy In Re-Branding The City"
Lokasi	:	Dinas Kebudayaan dan Pariwisata Kabupaten Magetan
Waktu Pelaksanaan	:	Bulan Nopember s/d Desember 2025

Demikian surat ijin penelitian/survey/kegiatan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

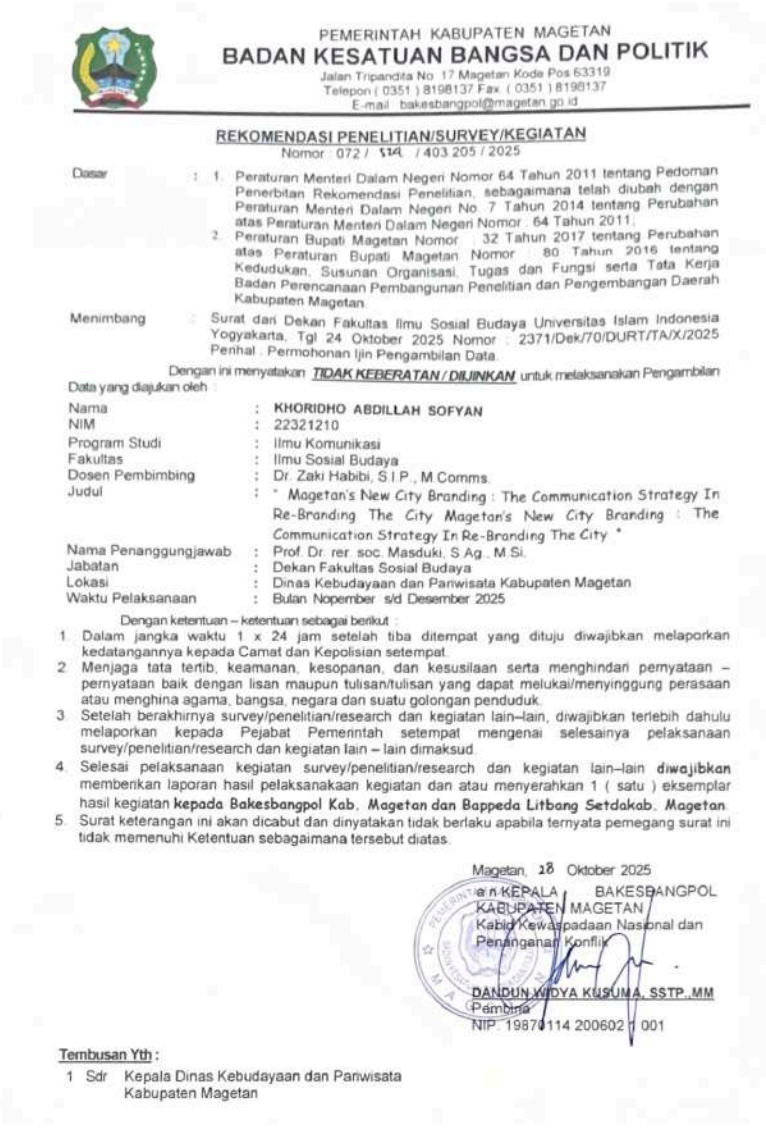
Magetan, 11 November 2025
MENGETAHUI
KEPALA DINAS KEBUDAYAAN DAN PARIWISATA KAB. MAGETAN

JOKO TRIHONO, S.Sos, M.Si
Pembina Utama Muda (IV/c)
NIP. 197304161993031007

Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh Balai Besar Sertifikasi Elektronik (BSrE), Badan Siber dan Sandi Negara (BSSN).

APPENDIX 3

Letter of permission to conduct research at the Department of Culture and Tourism



PEMERINTAH KABUPATEN MAGETAN
BADAN KESATUAN BANGSA DAN POLITIK
Jalan Tripandita No. 17 Magetan Kode Pos 63319
Telepon (0351) 8198137 Fax. (0351) 8198137
E-mail : bakesbangpol@magetan.go.id

REKOMENDASI PENELITIAN/SURVEY/KEGIATAN
Nomor : 072 / 514 / 403.205 / 2025

Dasar :
1. Peraturan Menteri Dalam Negeri Nomor 64 Tahun 2011 tentang Pedoman Penerbitan Rekomendasi Penelitian, sebagaimana telah diubah dengan Peraturan Menteri Dalam Negeri No. 7 Tahun 2014 tentang Perubahan atas Peraturan Menteri Dalam Negeri Nomor : 64 Tahun 2011;
2. Peraturan Bupati Magetan Nomor : 32 Tahun 2017 tentang Perubahan atas Peraturan Bupati Magetan Nomor : 80 Tahun 2016 tentang Kedudukan, Susunan Organisasi, Tugas dan Fungsi serta Tata Kerja Badan Perencanaan Pembangunan Penelitian dan Pengembangan Daerah Kabupaten Magetan.

Menimbang : Surat dari Dekan Fakultas Ilmu Sosial Budaya Universitas Islam Indonesia Yogyakarta, Tgl 24 Oktober 2025 Nomor : 2371/Dek/70/DURT/TA/X/2025 Perihal : Permohonan Ijin Pengambilan Data.

Dengan ini menyatakan ***TIDAK KEBERATAN / DIIJINKAN*** untuk melaksanakan Pengambilan Data yang diajukan oleh :

Nama	:	**KHORIDHO ABDILLAH SOFYAN**
NIM	:	22321210
Program Studi	:	Ilmu Komunikasi
Fakultas	:	Ilmu Sosial Budaya
Dosen Pembimbing	:	Dr. Zaki Habibi, S.I.P., M.Comms.
Judul	:	" Magetan's New City Branding : The Communication Strategy In Re-Branding The City Magetan's New City Branding : The Communication Strategy In Re-Branding The City "
Nama Penanggungjawab	:	Prof. Dr. rer. soc. Masduki, S.Ag., M.Si.
Jabatan	:	Dekan Fakultas Sosial Budaya
Lokasi	:	Dinas Kebudayaan dan Pariwisata Kabupaten Magetan
Waktu Pelaksanaan	:	Bulan Nopember s/d Desember 2025

Dengan ketentuan – ketentuan sebagai berikut :
1. Dalam jangka waktu 1 x 24 jam setelah tiba ditempat yang dituju diwajibkan melaporkan kedatangannya kepada Camat dan Kepolisian setempat.
2. Menjaga tata tertib, keamanan, kesopanan, dan kesusilaan serta menghindari pernyataan – pernyataan baik dengan lisan maupun tulisan/tulisan yang dapat melukai/menyinggung perasaan atau menghina agama, bangsa, negara dan suatu golongan penduduk.
3. Setelah berakhirnya survey/penelitian/research dan kegiatan lain–lain, diwajibkan terlebih dahulu melaporkan kepada Pejabat Pemerintah setempat mengenai selesainya pelaksanaan survey/penelitian/research dan kegiatan lain – lain dimaksud.
4. Selesai pelaksanaan kegiatan survey/penelitian/research dan kegiatan lain–lain **diwajibkan** memberikan laporan hasil pelaksanakaan kegiatan dan atau menyerahkan 1 (satu) eksemplar hasil kegiatan **kepada Bakesbangpol Kab. Magetan dan Bappeda Litbang Setdakab. Magetan**.
5. Surat keterangan ini akan dicabut dan dinyatakan tidak berlaku apabila ternyata pemegang surat ini tidak memenuhi Ketentuan sebagaimana tersebut diatas.

Magetan, 28 Oktober 2025
a.n KEPALA BAKESBANGPOL
KABUPATEN MAGETAN
Kabid Kewaspadaan Nasional dan Penanganan Konflik

DANDUN WIDYA KUSUMA, SSTP., MM
Pembina
NIP. 19870114 200602 1 001

Tembusan Yth :
1 Sdr Kepala Dinas Kebudayaan dan Pariwisata Kabupaten Magetan

APPENDIX 4

Picture of Yosep Cahyo wibawanto Head of the Magetan City Culture and Tourism Department

Interview Transcript

COLOR CODE

GREEN	The Beginning of the Formation of Magetan's New City Branding
RED	Brand Identity Formulation Process (Logo, Tagline, and Philosophy)
YELLOW	Communication Strategy in Promoting Magetan New City Branding
BLUE	Public Receptivity to Magetan City Branding
PURPLE	Tourists' Perceptions of Magetan City Branding
BROWN	Challenges and Evaluation in Implementing Magetan City Branding

APPENDIX 5

Interview Questions Draft

Informat 1

Name : Yosep Cahyo wibawanto S.t

Position : Head of the Magetan City Culture and Tourism Department

I	Mohon perkenalkan diri anda?
P	Baik terimakasih, saya Yosep Cahyo wibawanto S.t saya selaku ketua bidang pemasaran Dinas Pariwisata dan ekonomi kreatif
I	Apa yang melatarbelakangi upaya pembentukan rebranding city branding kabupaten Magetan?
P	Mohon maaf mungkin kata yang tepat bukan rebranding ya, karena secara konstitusional atau peraturan kami belum pernah meng SK kan branding, jadi ini yang baru kali pertama. Jadi kami belum pernah secara resmi dan legal jadi untuk kata nya bukan rebranding tetapi new city branding sebagai upaya peningkatan promosi dan ekonomi kreatif di Magetan
I	Apa makna atau filosofi yang ingin disampaikan melalui logo dan jargon yang baru city branding Magetan?

P	Sebuah tantangan bagaimana mencari filosofi atau tagline yang bisa representatif dari kepariwisataan dan ekonomi kreatif bagi magetan, Magetan ngangeni sendiri apa sih, berasal dari kata kangen yang dimana bertujuan untuk menimbulkan rasa kangen yang positif, bahkan ada juga kenangan yang negatif. Tetapi untuk hal ini kita membahas tentang keindahan alam nya, tentang keramah tamahan masyarakat nya, tentang kuliner nya dan tentang ekonomi kreatif nya. Sehingga warna magetan merasa kangen terus menerus tentang magetan
I	Kenapa perlu dilakukan branding kabupaten magetan?
P	Sangat perlu dalam bahasa komunikasi, karena untuk merepresentatifkan magetan, wisata, dan ekonomi kreatif. Dan tagline itu sendiri seperti bahasa pemersatu bagi pelaku usaha jasa wisata dan apapun stakeholder yang ada di magetan dalam rangka membahasakan satu mengkomunikasikan atau menjembatani antara produsen dan konsumen itu kita butuh satu jembatan yaitu tagline, Magetan ngangeni. Dalam ketentuan smart city sendiri Magetan sebagai anggota maka sangat diperlukan tagline branding kota sehingga kita dinas budaya dan pariwisata pada tahun 2024 berupaya untuk melakukan branding atau mencari branding, dengan mulai tahapan yang dibantu oleh FISIP UNS Ilmu Komunikasi bapak Andre untuk mencari tagline atau kata yang tepat secara FDG dengan mendengar dan menggali potensi tentang budaya nya makanan nya dan pariwisata nya dari berbagai unsur. Dari jasa wisata ekonomi kreatif (17 sektor) tokoh masyarakat, bapeda, dan diskominfo kita libatkan dan ada poling juga, jadi sebelumnya ada beberapa pilihan tagline dan logo lalu kita poling.
I	Bagaimana proses pemilihan konsep dan identitas baru (logo,slogan,nilai,dll)
P	Dalam ketentuan smart city sendiri Magetan sebagai anggota maka sangat diperlukan tagline branding kota sehingga kita dinas budaya dan pariwisata pada tahun 2024 berupaya untuk melakukan branding atau mencari branding, dengan mulai tahapan yang dibantu oleh FISIP UNS Ilmu Komunikasi bapak Andre untuk mencari tagline atau kata yang tepat secara FDG dengan mendengar dan menggali potensi tentang budaya nya makanan nya dan pariwisata nya dari berbagai unsur. Dari jasa wisata ekonomi kreatif (17 sektor) tokoh masyarakat, bapeda, dan diskominfo kita libatkan dan ada poling juga, jadi sebelumnya ada beberapa pilihan tagline dan logo seperti Magetan ngangeni, Bangga Magetan, Magetan Mantap lalu kita poling.
I	Bagaimana strategi komunikasi yang digunakan untuk memperkuat brand baru Magetan kepada publik ?
P	Untuk strategi memperkuatkan nya sendiri kita sudah mencetaknya di berbagai sosial media nya yang pasti, selain itu juga kami sudah mencetak ke berbagai baju olahraga kerja yang dimana logo nya sendiri lebih besar daripada logo OPD yang dimana bertujuan untuk mengenalkan yang tidak hanya ke wisatawan saja tetapi kepada publik masyarakat. Supaya ini tidak menjadi milik Dinas Budaya dan Pariwisata tetapi juga menjadi milik masyarakat kabupaten Magetan dan semua diperkenankan untuk menggunakannya
I	Kanal komunikasi apa saja yang digunakan (media sosial, media massa, event)
P	Dinas kebudayaan dan pariwisata untuk kanal komunikasi kami sangat lengkap, ada website, instagram,tiktok, dan youtube kita juga menyediakan konten podcast di instagram sendiri kita

	sering kali menggunakan nya untuk mengupdate flyer dan teaser untuk konten nya. Untuk di instagram juga kita pernah fyp di labuhan sarangan.
I	Bagaimana pesan utama (key message) yang ingin disampaikan kepada khalayak tentang Magetan?
P	Memunculkan kerinduan kepada khalayak tentang magetan, jadi dengan begitu pengunjunga, dan juga warna lokal nya sendiri akan merasakan kenangan-kenangan yang pernah ada di Magetan, dengan begitu mereka akan datang kembali untuk berwisata dan datang untuk melepaskan rasa rindu nya
I	Bagaimana cara memastikan pesan city branding tersampaikan secara konsisten di semua saluran komunikasi?
P	Dengan konsisten kita akan menyampaikan nya dan terus mendampingi nya sampai mungkin nanti akan ada feedback baik lainnya dari publik, dengan social media kita yang beberapa kali ramai di kunjungi dan mendapatkan komentar baik dari masyarakat jadi kedepan nya kita akan lebih konsisten memperkenalkan new city branding baru ini secara lebih luas, karena magetan sendiri sangat luas jadi mungkin akan lebih membutuhkan waktu yang lama yaa untuk mengevaluasi nya.
I	Apa tantangan utama yang diharapkan selama proses new city branding branding dan sosialisasi city branding ?
P	Selama pengenalan sendiri kita berupaya untuk penetrasi di tekankan terus menerus di kenalkan dan akan kita evaluasi 2 tahun lagi, jadi agar lebih maksimal dahulu, dan masyarakat merasa kangen terus dan pr kita adalah wisatawan. Karena mereka mengunjungi magetan hanya beberapa jam, jadi selain papan billboard kita menerapkan nya ke oleh-oleh, makanya kita berharap bahwa ini bisa diterima dengan baik tidak hanya masyarakat nya juga diterima baik oleh wisatawan nya.
I	Bagaimana bentuk kolaborasi antara pemerintah daerah dan pelaku industri pariwisata dalam mengimplementasikan brand baru ini?
I	Dalam kolaborasi nya sendiri kami mengajak juga para pelaku industri pariwisata dan juga kami sudah mengaplikasikan logo dan tagline di berbagai produk-produk kemasan oleh oleh, stopmat, goodie bag, kemasan makanan dan minuman nantinya juga kami akan mempromosikan lagi lebih luas dalam penggunaan logo ini di dalam aplikasi produk kendaraan. Bahkan kita juga menyarankan hotel hotel di Magetan juga menggunakan nya untuk mengenalkan nya.
P	Bagaimana pengukuran keberhasilan city branding dilakukan (indikator, evaluasi,feedback)
I	Mungkin dari influencer sih mas, jadi kalimat kalimat positif yang menjadi feedback nya dari komentar komentar netizen yang setuju dengan influencer yang ada, selanjutnya mungkin karena magetan ngangeni baru belum ada setahun akan kita evaluasi lagi dan terus kita tekankan kepada masyarakat agar menjadi milik masyarakat agar menjadi bahasa pemersatu pelaku wisata, ekonomi dan stakeholder yang terkait.
P	Apa langkah selanjutnya untuk memperkuat brand Magetan ke depan?

I	Tahapan nya sendiri kita terus konsisten dari berbagai produk, seperti goodie bag, gantungan kunci, stopmap, dan nanti akan terus konsisten protokoler setiap di akhir acara apa saja, nanti akan kita sampaikan bahwa kita harus terus menyampaikan apalagi jika kita tidak menyampaikan nya masyarakat tidak akan tau, apalagi model dari masyarakat indonesia itu paternalistik, jadi apa yang disampaikan oleh atasan akan diikuti oleh anak buah, jadi sangat perlu disampaikan untuk menanamkan nya.
P	Sampai saat ini sudah berapa lama Magetan menempatkan branding dengan identitas barunya?
I	Baru 1 tahun di launching lebih tepat nya pada 9 Desember 2024, bahkan hingga saat ini belum ada satu tahun.
P	Sejauh ini seberapa pengaruh rebranding dari segala aspek ?
I	Sangat berpengaruh ya, karena bisa menjadi bahasa pemersatu juga. Mungkin untuk yang pertama juga menjadi simbol kebanggan kedua sebagai simbol pemersatu, dan ketiga menjadi simbol pendorong. Yaitu bisa mendorong semua masyarakat untuk berbuat hal yang sama. Mungkin terlalu naif jika mengatakan ini berhasil, karena memang belum dievaluasi, jadi menurut doktor andre ada beberapa tahapan yaitu penetrasi dengan ditekan dan di aplikasikan.

Interview Questions Draft

Informat 2

Name : khairunnisa Alya Sholihah

Position : Magetan Community

P	Mohon perkenalkan diri anda (Nama dan Usia)
I	Perkenalkan nama saya khoirunisa alya Sholihah 26 tahun
P	Sudah berapa lama anda tinggal di Magetan?
I	Saya sudah sejak lahir di magetan, dan sempat merantau di jogja s1 4 tahun dan s2 2 tahun dan sekarang saya sudah menetap lagi di magetan setelah lulus
P	Apa pekerjaan dan kesibukan utama anda di Magetan
I	Saya mengajar sebagai dosen di salah satu kampus swasta dan mengelola bisnis saya sendiri
P	Apakah anda tahu kalau magetan memiliki city branding baru ?
I	Kebetulan beberapa waktu lalu saya mengetahui di instagram magetanbanget, dan saat peluncuran nya kebetulan saat itu saya menghadiri acaranya.

P	Jika tahu, dari mana anda mengetahuinya?
I	Dari instagram, dan komunitas turun tangan magetan dan saat ini sudah tidak aktif selain itu juga sudah sejak lama pemerintah bekerjasama untuk memajukan branding baru tersebut dengan komunitas tunrun tangan.
P	Menurut anda apakah city branding baru dari Magetan sudah cukup terlihat dan terdengar oleh masyarakat?
I	belum , karena mungkin saya sebagai anak muda yang menggunakan social media jadi bagaimana dengan masyarakat yang kurang melek social media mereka tidak akan mengetahui hal tersebut sih, jadi mungkin bisa lebih ditingkatkan dengan baliho atau menggunakan tulisan di berbagai sudut yang mudah dilihat
P	Apa yang anda pahami atau tangkap dari pesan city branding baru magetan?
I	Dimulai dengan magetan ngangeni kalau dalam bahasa indonesia berarti kangen, karena kota magetan sendiri bertujuan untuk mengunjungi lagi dan potensi wisatanya yang membuat banyak orang untuk berkunjung kembali, jadi menurut saya seperti itu
P	Menurut anda, apakah branding baru ini menarik dan mudah diingat? mengapa
I	Menurut saya mudah, contohnya jogja istimewa jadi branding magetan sendiri sudah sangat mudah di ingat dan menarik dengan identitas magetan
P	Apakah branding ini menggambarkan karakter dan keunikan Mangetan dengan baik?
I	Sangat menggambarkan, karena dari logo nya sendiri sangat menggambarkan icon dari gunung lawu, sarangan, dan juga logo nya sendiri memiliki keunikan
P	Apakah anda merasa lebih termotivasi untuk ikut mempromosikan Magetan kepada orang luar setelah adanya city branding ini?
I	Seperti yang saya tau di instagram banyak yang mempromosikan dengan tagline magetan ngangeni jadi saya memiliki perasaan lega karena magetan memiliki branding baru dengan tujuan menarik wisatawan lebih banyak.
P	Apa saran anda agar new city branding magetan lebih dikenal dan efektif menarik wisatawan?
	Mungkin bisa lebih sustain, dengan bekerjasama dengan masyarakat dan lebih dipasarkan melalui social media dengan begitu banyak atensi dari masyarakat luar tidak hanya warna nya, selain itu juga magetan identik dengan gapura, jadi mungkin bisa menambahkan gambar logo di bagian gapura nya jadi banyak masyarakat mengetahui dengan baik bahwa magetan memiliki city branding baru.

Interview Questions Draft

Informat 3

Name : Tania putri kusuma wardani

Position : Magetan Community

P	Mohon perkenalkan diri anda (Nama dan Usia)
I	Perkenalkan nama saya Tania putri kusuma wardani usia saya 25 tahun
P	Sudah berapa lama anda tinggal di Magetan?
I	Saya sudah 25 tahun ya, saya juga pernah merantau juga di karawang selama 3 tahun untuk berkuliah
P	Apa pekerjaan dan kesibukan utama anda di Magetan
I	Saya bekerja di bidang logistik dan pengiriman di kota madiun
P	Apakah anda tahu kalau magetan memiliki city branding baru ?
I	Kebetulan saya tau mas
P	Jika tahu, dari mana anda mengetahuinya?
I	Dari media sosial instagram saat saya scroll instagram dan munculah salah satu account instagram salah satu konten kreator magetan yang dimana postingan nya mengenaik city branding magetan yang baru
P	Menurut anda apakah city branding baru dari Magetan sudah cukup terlihat dan terdengar oleh masyarakat?
I	Menurut saya belum cukup familiar ya kepada masyarakat umum yang dimana banyak orang yang belum memakai media sosial seperti orang tua
P	Apa yang anda pahami atau tangkap dari pesan city branding baru magetan?
I	Mengenai city branding ini menurut saya magetan ingin menyampaikan bahwa jargon dan logo baru yang dibuat itu lebih ingin menunjukan bahwa kelebihan dari magetan dari sisi keindahan alam nya dan juga icon sarangan dari logo M nya selain itu burung jalak lawu yang juga menjadi keunikan di logo ini jadi itu yang saya pahami dari city branding yang baru tersebut
P	Menurut anda, apakah branding baru ini menarik dan mudah diingat? mengapa
I	First impression ku terhadap city branding yang baru dari logo m nya seperti gunung

	yaitu salah satu icon magetan yang terkenal
P	Apakah branding ini menggambarkan karakter dan keunikan Mangetan dengan baik?
I	Menurut saya logo dan jargon tersebut mudah untuk diingat karena ngangeni sendiri kata kata yang universal dan semua orang tau arti nya
P	Apakah anda merasa lebih termotivasi untuk ikut mempromosikan Magetan kepada orang luar setelah adanya city branding ini?
I	Tentunya saya juga termotivasi ya karena sebelum adanya city branding baru ini juga saya sudah memperkenalkan kepada teman teman saya saat saya merantau. Apalagi magetan memang sangat ngangeni ya di telaga sarangan, apalagi dengan city branidng baru tersebut menjadi sangat menarik.
P	Apa saran anda agar new city branding magetan lebih dikenal dan efektif menarik wisatawan?
	Saran saya lebih meningkatkan promosi ke media sosial dan event yang emang tertuju kepada orang yang tidak menggunakan media sosial, mungkin untuk Dinas Pariwisata lebih gencar mempromosikan dan merangkul content creator untuk meningkatkan pengunjung pariwisatanya

Interview Questions Draft

Informat 4

Name : Regha Nuzulia Putri

Position : Magetan Community

P	Mohon perkenalkan diri anda (Nama dan Usia)
I	Perkenalkan nama saya regha nuzulia putri usia saya 32 tahun
P	Sudah berapa lama anda tinggal di Magetan?
I	Saya sudah sejak kecil dan lahir di magetan kebetulan saya 32 tahun tinggal di magetan
P	Apa pekerjaan dan kesibukan utama anda di Magetan
I	Saya bekerja sebagai PNS guru di SDN Karas 1

P	Apakah anda tahu kalau magetan memiliki city branding baru ?
I	Saya tahu, bahwa magetan memiliki city branding baru dan tagline yang diluncurkan tahun lalu di 2024 ya
P	Jika tahu, dari mana anda mengetahuinya?
I	Kebetulan saya sering kali menghadiri acara di kabupaten, dinas dan perayaan hari besar. Jadi saat di acara tersebut sering disebutkan dan pernah digunakan sebagai pose saat foto
P	Menurut anda apakah city branding baru dari Magetan sudah cukup terlihat dan terdengar oleh masyarakat?
I	Menurut saya cukup terdengar dan cukup mengetahui karena di beberapa acara sering disebutkan dan sudah banyak di sebutkan
P	Apa yang anda pahami atau tangkap dari pesan city branding baru magetan?
I	Jadi city branding magetan yang baru sendiri yaitu magetan ngangeni, yang berarti kangen diharapkan masyarakat yang berkunjung di magetan merasa kangen dan teringat keindahan alam dan kehangatan masyarakat nya.
P	Menurut anda, apakah branding baru ini menarik dan mudah diingat? mengapa
I	Sangat mudah ya karena logo dan juga tagline nya yang mudah diambil dari icon magetan
P	Apakah branding ini menggambarkan karakter dan keunikan Mangetan dengan baik?
I	Menggambarkan, seperti yang saya sebutkan sebelumnya dari logo nya sendiri sangat menggambarkan icon dari gunung lawu dan juga sarangan.
P	Apakah anda merasa lebih termotivasi untuk ikut mempromosikan Magetan kepada orang luar setelah adanya city branding ini?
I	Sebagai ASN saya diwajibkan untuk mempromosikan nya dimana magetan sendiri saya sudah tinggal dan dibesarkan disini, selain itu saya juga ditugaskan untuk menyebarkan lagi ke murid murid saya
P	Apa saran anda agar new city branding magetan lebih dikenal dan efektif menarik wisatawan?
	Mungkin agar bisa dikenal masyarakat bisa disebarkan dengan platform digital, media sosial sangat mudah dan gampang untuk diakses juga aktif berinteraksi di acara besar yang diadakan dan bahkan pelosok. Jadi sering di mention agar masyarakat yang tidak menggunakan social media tahu dan memahami bahwa magetan memiliki branding baru, selain itu melibatkan stakeholder yang lain ya

Interview Questions Draft

Informat 4

Name : Irfan Saputro

Position : Magetan Community

P	Mohon perkenalkan diri anda (Nama dan Usia)
I	Perkenalkan nama saya irfan saputro usia saya 30 tahun
P	Sudah berapa lama anda tinggal di Magetan?
I	Sudah sejak kecil dan lahir di magetan
P	Apa pekerjaan dan kesibukan utama anda di Magetan
I	Saya bekerja di bank koperasi daerah di Magetan
P	Apakah anda tahu kalau magetan memiliki city branding baru ?
I	Iya, saya tahu Magetan mempunyai logo dan tagline baru
P	Jika tahu, dari mana anda mengetahuinya?
I	Oh, saya tahunya dari obrolan rekan kerja. Jadi ya dari situ akhirnya tahu kalau sekarang Magetan pakai city branding Magetan Ngangenin muncul di Instagram nya Pemkab Magetan dan beberapa akun lokal kayak info Magetan. Jadi ya dari situ akhirnya tahu kalau sekarang Magetan pakai city branding Magetan Ngangeni
P	Menurut anda apakah city branding baru dari Magetan sudah cukup terlihat dan terdengar oleh masyarakat?
I	Kalau saya sebagai warga yang sudah lama tinggal di Magetan, terus terang belum begitu terasa city branding barunya itu benar-benar diketahui di masyarakat. Memang sudah ada yang tahu apalagi yang sering mengikuti berita Pemkab atau aktif di medsos tapi untuk warga biasa yang aktivitasnya cuma kerja rumah atau pedagang di pasar, banyak yang belum ngeh kalau Magetan punya city branding baru.
P	Apa yang anda pahami atau tangkap dari pesan city branding baru magetan?
I	Magetan itu tempat yang bikin orang kangen. Jadi pesan yang saya tangkap adalah Magetan ingin dikenang sebagai tempat yang menenangkan, ramah, dan selalu bikin orang ingin kembalikan hiruk pikuk, tapi justru di situlah daya tariknya sederhana, tenang, tapi punya pesona yang bikin orang pengen balik lagi. Buat saya pribadi, kata ngangeni itu terasa sangat Magetan banget. Karena banyak orang yang merantau atau

	tinggal di luar kota pasti bilang, Wah, rasane kangen Magetan… kangen hawane, kangen kuliner. Jadi pesan yang saya tangkap adalah Magetan ingin dikenang sebagai tempat yang menenangkan, ramah, dan selalu bikin orang ingin kembali.
P	Menurut anda, apakah branding baru ini menarik dan mudah diingat? mengapa
I	Menurut saya, branding Magetan Ngangeni cukup menarik dan mudah diingat karena kata ngangeni sudah sangat familiar bagi warga, pendek dan mudah diucapkan, serta membawa kesan emosional yang kuat tentang rasa kangen pada suasana Magetan. Hanya saja, promosinya masih perlu diperluas agar semakin banyak masyarakat yang benar-benar merasakan dan mengenali pesan branding tersebut.
P	Apakah branding ini menggambarkan karakter dan keunikan Mangetan dengan baik?
I	Menurut saya, branding ini cukup menggambarkan karakter dan keunikan Magetan uasana Magetan yang tenang, sejuk, alami, dan bikin orang betah atau kangen untuk kembali. Kesederhanaan dan nuansa emosional dari kata itu cocok dengan identitas Magetan sebagai daerah pegunungan yang ramah dan tidak ramai seperti kota besar.
P	Apakah anda merasa lebih termotivasi untuk ikut mempromosikan Magetan kepada orang luar setelah adanya city branding ini?
I	Saya merasa sedikit lebih termotivasi Magetan punya identitas yang lebih jelas dan mudah disampaikan ke orang luar. Kalimatnya singkat, enak diingat, dan mewakili suasana Magetan yang memang bikin kangen.
P	Apa saran anda agar new city branding magetan lebih dikenal dan efektif menarik wisatawan?
	Supaya city branding lebih dikenal dan efektif menarik wisatawan, perlu lebih banyak sosialisasi dan penerapan nyata. Misalnya dengan memasang branding ini di tempat-tempat strategis seperti Telaga Sarangan, alun-alun, terminal, dan pintu masuk kota, lalu aktif mempromosikannya lewat media sosial resmi dengan konten yang menarik.

Interview Questions Draft

Informat 5

Name : Silvia Bahariana

Position : Magetan Community

P	Mohon perkenalkan diri anda (Nama dan Usia)

I	Perkenalkan nama saya Silvia Bahariana usia saya 27 tahun
P	Sudah berapa lama anda tinggal di Magetan?
I	Saya sudah sejak lahir di magetan, dan berkuliah di UNIPMA Madiun
P	Apa pekerjaan dan kesibukan utama anda di Magetan
I	Saya mengajar sebagai guru di MI Darusallam Barat Magetan
P	Apakah anda tahu kalau magetan memiliki city branding baru ?
I	Ya, saya tahu. Magetan sekarang menggunakan city branding baru yaitu Magetan Ngangeni
P	Jika tahu, dari mana anda mengetahuinya?
I	Saya tahunya dari media sosial, terutama Instagram. Waktu itu muncul di beranda saya karena banyak akun lokal Magetan yang repost pengumuman city branding baru itu.
P	Menurut anda apakah city branding baru dari Magetan sudah cukup terlihat dan terdengar oleh masyarakat?
I	Menurut saya belum terlalu terlihat dan terdengar di masyarakat. Perlu lebih banyak muncul di ruang publik agar orang lebih ngehg jarang online atau lebih fokus pada rutinitas, rasanya masih belum begitu terasa. Perlu lebih banyak muncul di ruang publik agar orang lebih ngeh.
P	Apa yang anda pahami atau tangkap dari pesan city branding baru magetan?
I	Dimulai dengan magetan ngangeni kalau dalam bahasa indonesia berarti kangen, karena kota magetan sendiri bertujuan untuk mengunjungi lagi dan potensi wisatanya yang membuat banyak orang untuk berkunjung kembali, jadi menurut saya seperti itu
P	Menurut anda, apakah branding baru ini menarik dan mudah diingat? mengapa
I	Saya menangkap pesan dari branding yang baru itu bahwa Magetan ingin dikenal sebagai tempat yang bikin orang kangen suasananya adem, alamnya tenang, dan nuansa nya ramah. Kayak ingin menonjolkan bahwa Magetan punya pesona yang sederhana tapi sulit dilupakan.
P	Apakah branding ini menggambarkan karakter dan keunikan Mangetan dengan baik?
I	Cukup menggambarkan karakter Magetan. Kata ngangeni itu pas dengan suasana Magetan yang tenang, alamnya yang sejuk, dan kesan ramah yang memang jadi ciri khas daerah ini. Branding itu terasa sederhana tapi mewakili keunikannya.
P	Apakah anda merasa lebih termotivasi untuk ikut mempromosikan Magetan kepada

	orang luar setelah adanya city branding ini?
I	Jujur saja iya, agak lebih termotivasi. Soalnya branding Magetan Ngangeni itu enak didengar dan punya kesan hangat, jadi ketika ada teman dari luar kota tanya soal Magetan, rasanya lebih mudah dan menyenangkan buat cerita hal-hal menarik di sini. Brandingnya membantu memberi bahasa yang pas untuk menggambarkan Magetan.
P	Apa saran anda agar new city branding magetan lebih dikenal dan efektif menarik wisatawan?
	Saya pikir cara paling efektif itu perbanyak promosi yang kreatif, khususnya di media sosial, lalu pasang branding di tempat strategis seperti Sarangan dan alun-alun. Event wisata juga bisa dibuat lebih menarik dan selalu memakai tema Magetan Ngangeni supaya makin dikenal.

Interview Questions Draft

Informat 6

Name : Aca

Position : Magetan Tourist

P	Mohon perkenalkan diri anda
I	Perkenalkan nama saya Aca, asal saya Ngawi, kesibukan saya saat ini sebagai mahasiswa
P	Sebagai wisatawan berapa kali anda mengunjungi magetan ?
I	Sekitar 7 atau 8 kali
P	Darimana anda pertama kali mengetahui tentang new city branding Magetan tersebut?
I	Seingat saya dari platform instagram, saya melihat nya di reels
P	Apa yang anda pahami tentang citra baru Magetan dari branding tersebut?
I	Menurut saya citra baru tersebut membawa energi baru juga bagi Magetan dengan banyak potensi pariwisatanya, supaya lebih bisa berkembang dan bisa lebih baik lagi.
P	Menurut anda, apakah branding baru Magetan menarik dan mudah di ingat?
I	Dari logo yang saya ketahui, menurut saya cukup menarik. Ditambah dengan adanya ilustrasi gunung jadi semakin mengingat bahwa kota magetan berada di bawah gunung lawu

P	Apakah branding ini mempengaruhi pandangan anda terhadap Magetan sebagai destinasi wisata?
I	Dalam hal negatif tidak, tetapi jika dalam hal positif menjadi makna tersendiri dari saya untuk menggambarkan kota Magetan.
P	Apakah anda merasa branding ini sesuai dengan karakter dan keunikan Magetan?
I	Sebagai pengunjung Magetan yang sudah lebih dari 5 kali menurut saya bentuk M dari logo menjadi karakter kuat bagi kota Magetan yang letak nya di kaki gunung lawu.
P	Apakah branding ini mempengaruhi keputusan anda untuk berkunjung lagi ke Magetan?
I	Tentunya iya, saya akan berkunjung kembali karena logo tersebut mencerminkan budaya dan keunikan Magetan
P	Apa saran anda agar branding Magetan lebih dikenal dan lebih efektif menarik wisatawan?
I	Tentunya jika adanya konsistensi dalam logo dan juga cerminan Magetan dalam branding tersebut akan lebih banyak menarik para wisatawan untuk datang kembali ke Magetan.

Wisatawan

P	Mohon perkenalkan diri anda
I	Perkenalkan nama saya Rio, asal saya Aceh, saat ini saya tinggal dan bekerja di bandung kesibukan saya saat ini sebagai karyawan swasta.
P	Sebagai wisatawan berapa kali anda mengunjungi magetan ?
I	Sekitar 3 kali
P	Darimana anda pertama kali mengetahui tentang new city branding Magetan tersebut?
I	Saya tahunya dari social media, karena kebetulan saya mengikuti media sosial pemerintah dan juga dari story teman saya yang asli orang Magetan
P	Apa yang anda pahami tentang citra baru Magetan dari branding tersebut?
I	Kalau itu saya kurang tau, kalau karena setahu saya hanya logo dan tagline karena itu yang terungkap secara visual.
P	Menurut anda, apakah branding baru Magetan menarik dan mudah di ingat?

I	Dari logo nya sih gunung lawu, kalau magetan sendiri yang sangat identik dengan sarangan dan gunung lawu jadi itu sangat menarik menurut saya, jadi dari segi logo menurut saya itu magetan banget.
P	Apakah branding ini mempengaruhi pandangan anda terhadap Magetan sebagai destinasi wisata?
I	Untuk mempengaruhi pandangan saya tidak, tetapi lebih ke ekspektasi saya karena re branding nya lebih bisa memperbaiki dari segi pariwisatanya semakin ok, jadi segala hal nya menjadi semakin baik.
P	Apakah anda merasa branding ini sesuai dengan karakter dan keunikan Magetan?
I	Kalau dari logo yang saya lihat iyaa, dan itu sangat untuk dan saat sebelum mengetahui nya sendiri awalnya saya mengira jika gunung lawu itu terletak di madiun, karena memiliki branding baru jadi orang akan lebih banyak tau, kalau gunung lawu dan sarangan terletak di magetan.
P	Apakah branding ini mempengaruhi keputusan anda untuk berkunjung lagi ke Magetan?
I	Mungkin iyaa, sebenarnya jika saya saya akan balik lagi ke magetan bukan karena branding yang baru tetapi mungkin karena jika ada sesuatu yang baru atau yang untuk, maka saya akan berkunjung lagi.
P	Apa saran anda agar branding Magetan lebih dikenal dan lebih efektif menarik wisatawan?
I	Sebenarnya menurut saya rebranding sangat bagus untuk sebuah kota, tetapi tidak hanya sekedar logo atau visualisasi marketing. Tetapi fasilitas dan hal hal yang rusak bisa diperbaiki agar wisatawan nya bertambah.

Interview Questions Draft

Informat 7

Name : Muhammad Rio Fariza

Position : Magetan Tourist

P	Mohon perkenalkan diri anda

I	Perkenalkan nama saya Jovie, asal saya Madiun, saat ini saya tinggal dan bekerja di jogja.
P	Sebagai wisatawan berapa kali anda mengunjungi magetan ?
I	Sekitar 4 kali
P	Darimana anda pertama kali mengetahui tentang new city branding Magetan tersebut?
I	Sebagai wisatawan yang sudah tiga kali lebih berkunjung ke Magetan, saya pertama kali tahu tentang city branding barunya dari media sosial. Waktu itu saya lihat postingan tentang Magetan Ngangeni muncul di explore Instagram, lalu beberapa akun wisata juga ikut membahasnya.
P	Apa yang anda pahami tentang citra baru Magetan dari branding tersebut?
I	Kalau Magetan itu tempat yang bikin orang kangen ya seperti Suasananya yang adem, pemandangan alamnya, dan vibe kotanya yang tenang benar-benar terasa nyaman. Jadi dari branding itu, saya melihat Magetan ingin dikenal sebagai destinasi yang sederhana tapi punya daya tarik emosional yang kuat dan bikin pengen balik lagi.
P	Menurut anda, apakah branding baru Magetan menarik dan mudah di ingat?
I	Sebagai wisatawan, iya, brandingnya menarik dan gampang diingat karena kata “ngangeni” itu unik dan langsung ngena dengan suasana Magetan.
P	Apakah branding ini mempengaruhi pandangan anda terhadap Magetan sebagai destinasi wisata?
I	Agak berpengaruh. Branding “ngangeni” membuat Magetan terasa punya identitas yang lebih hangat dan emosional, jadi kesannya sebagai destinasi wisata jadi lebih menarik dan mudah diingat.
P	Apakah anda merasa branding ini sesuai dengan karakter dan keunikan Magetan?
I	Sebagai wisatawan, iya, menurut saya sesuai. Kata ngangeni pas dengan suasana Magetan yang tenang, sejuk, dan bikin orang pengin balik lagi.
P	Apakah branding ini mempengaruhi keputusan anda untuk berkunjung lagi ke Magetan?
I	Iya, branding yang baru membuat Magetan terasa lebih punya ciri khas, jadi saya jadi lebih tertarik untuk datang lagi karena kesannya makin kuat sebagai tempat yang nyaman
P	Apa saran anda agar branding Magetan lebih dikenal dan lebih efektif menarik wisatawan?
I	Menurut saya supaya branding Magetan lebih dikenal, promosinya harus lebih aktif

	dan kreatif, terutama lewat media sosial dan kerja sama dengan konten kreator. Selain itu, brandingnya juga perlu ditampilkan jelas di lokasi wisata, dan produk UMKM agar mudah terlihat dan makin melekat di mata pengunjung.

Interview Questions Draft

Informat 8

Name : Jovie

Position : Magetan Tourist

P	Mohon perkenalkan diri anda
I	Perkenalkan nama saya Azalia Dara, asal saya Ngawi
P	Sebagai wisatawan berapa kali anda mengunjungi magetan ?
I	Sekitar 10 kali lebih
P	Darimana anda pertama kali mengetahui tentang new city branding Magetan tersebut?
I	Sebagai seseorang yang sudah sering banget ke Magetan, saya pertama kali tahu tentang city branding barunya dari spanduk dan papan informasi di area wisata. Waktu itu saya lihat logo dan tulisannya Magetan Ngangeni di dekat pintu masuk Sarangan, jadi dari situ saya baru ngeh kalau Magetan punya branding baru.
P	Apa yang anda pahami tentang citra baru Magetan dari branding tersebut?
I	Saya menangkap bahwa branding Magetan Ngangeni ingin menunjukkan Magetan sebagai tempat yang nyaman, tenang, dan selalu bikin orang ingin kembali. Kesan yang ditonjolkan lebih ke pengalaman emosional, bukan sekadar wisata alamnya saja.
P	Menurut anda, apakah branding baru Magetan menarik dan mudah di ingat?
I	Iya, karena brandingnya cukup menarik dan gampang diingat. Kata ngangeni itu sederhana, khas, dan langsung menggambarkan perasaan yang biasanya memang muncul setelah beberapa kali main ke Magetan.
P	Apakah branding ini mempengaruhi pandangan anda terhadap Magetan sebagai destinasi wisata?
I	Cukup berpengaruh. Branding ini membuat Magetan terlihat lebih punya identitas jadi pandangan saya tentang Magetan sebagai destinasi wisata terasa makin positif.

P	Apakah anda merasa branding ini sesuai dengan karakter dan keunikan Magetan?
I	iya, menurut saya sesuai selain logo dan tagline warna biru rasanya sangat cocok dengan icon di magetan seperti gunung lawu dan langit yang biru.
P	Apakah branding ini mempengaruhi keputusan anda untuk berkunjung lagi ke Magetan?
I	Iya, bahkan tanpa adanya branding baru saya jika pulang ke rumah akan berkunjung ke sarangan dengan keluarga saya.
P	Apa saran anda agar branding Magetan lebih dikenal dan lebih efektif menarik wisatawan?
I	Mungkin bisa melakukan kolaborasi dengan pelaku wisata dan UMKM penting supaya brandingnya muncul di lebih banyak tempat dan lebih mudah dikenali wisatawan karena oleh oleh seperti snack, baju ataupun produk lainnya, karena di tempat wisata sendiri sangat banyak penjual yang menarik pengunjung dengan barang yang unik maupun kemasan yang menjadi bungkus dari produk tersebut.

Interview Questions Draft

Informat 9

Name : Azalia Dara

Position : Magetan Tourist

P	Mohon perkenalkan diri anda (nama dan asal)
I	Perkenalkan nama saya Nabila Husna, saya berasal dari Bantul Yogyakarta
P	Sebagai wisatawan berapa kali anda mengunjungi magetan ?
I	Saya pernah mengunjungi magetan 2 kali
P	Darimana anda pertama kali mengetahui tentang new city branding Magetan tersebut?
I	Dari postingan instagram story teman saya orang magetan dan saat tahun lalu saya berkunjung ke Telaga sarangan saya juga melihat logo nya di banner
P	Apa yang anda pahami tentang citra baru Magetan dari branding tersebut?
I	Branding baru ini sangat menggambarkan magetan ya, jika dilihat dari logo nya karena logo nya ada burung jalak lawu yang indah dan tagline nya magetan ngangeni

P	Menurut anda, apakah branding baru Magetan menarik dan mudah di ingat?
I	Cukup menarik menurut saya, dan itu logo yang mudah diingat juga karena sangat simple dan bermakna
P	Apakah branding ini mempengaruhi pandangan anda terhadap Magetan sebagai destinasi wisata?
I	Menurut saya tidak, karena tanpa adanya branding baru ini magetan menjadi destinasi yang cukup indah dan cocok sekali untuk di kunjungi walaupun saya rela naik mobil 4 jam dari jogja
P	Apakah anda merasa branding ini sesuai dengan karakter dan keunikan Magetan?
I	iya, sesuai sekali. Terlihat cantik dan mudah untuk dimengerti tidak terlalu sulit untuk mencerna nya karena terlihat simple saja tetapi masih sangat bagus
P	Apakah branding ini mempengaruhi keputusan anda untuk berkunjung lagi ke Magetan?
I	Pasti, jika nanti saya ada waktu mungkin saya akan kesana menikmati udara dingin dan makan sate kelinci yang sangat enak.
P	Apa saran anda agar branding Magetan lebih dikenal dan lebih efektif menarik wisatawan?
I	Mungkin dengan melakukan promosi lebih luas di social media dengan merangkul content creator lokal ya, karena saya tahu magetan se cantik itu juga dari social media tiktok, jadi mungkin bisa mendigitalisasi lebih banyak agar banyak orang di luar Jawa Timur lebih mengetahui dan memutuskan untuk berkunjung ke Magetan.