



## Can “Goyang Karawang” Be a Brand of Karawang Tourism City?

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### Abstract:

Goyang Karawang is one of the nicknames given to the city of Karawang, apart from "Granary Rice", and "Industrial City" Can "Goyang Karawang" be used as a brand for the Karawang Tourism City? The purpose of this study was to determine and analyze whether "Goyang Karawang" can be used as a brand of Karawang tourist city. The research method used a qualitative single case study method, namely; collecting, presenting, analyzing, triangulating, and testing validity and making conclusions and suggestions. Data analysis in the field used the Milles and Hubberman model, with the number of informants consisting of 6 internal informants and 10 external informants taken randomly from Karawang tourist visitors. The results of the study showed that "Goyang Karawang" is not a brand of Karawang tourist city but only a nickname attached to Karawang due to cultural factors, traditions, and customs of a region that always presents the charm of jaipong as a dance art in Karawang. "Goyang Karawang" cannot be used as a brand of Karawang tourist city because it does not reflect the elements of tourism in Karawang. Goyang Karawang as one of the identities of jaipong dance culture is expected to be one of Karawang's tourist attractions.

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## INTRODUCTION

Tourism is one of the potential fields that can be developed for the economic progress of a region because tourism has now become quite an important need for society, both from the lower classes to the upper classes. Indonesia has enormous tourism potential. (Fathinah et al., 2022)

Based on a report from the Central Statistics Agency (BPS: 2022), it is stated that there are 2,930 commercial tourist attractions, this can be seen in the graph below:

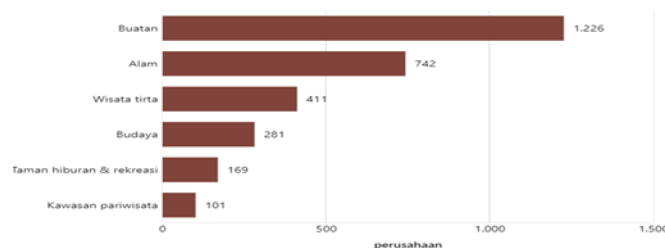


Figure 1. Data on tourist attractions in Indonesia

Source: (BPS, 2023)



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Of the six groups of commercial tourist attractions, the most common type of tourist attraction in the country is artificial tourism with 1,226 companies in 2022. The second largest is the type of natural tourist attraction, namely 742 companies. Followed by 411 water tourism companies. Then, there were 281 cultural tourist attractions, 169 recreational amusement parks, and 101 companies in tourism areas. Then BPS also noted that most tourist attractions were in West Java. One of the cities in West Java with tourism potential is Karawang. Karawang is one of the cities that has 16 tourist villages that have been recognized as tourism pilot villages based on data from the Karawang district Tourism and Culture Office, which states that tourism in Karawang includes natural tourism, religious tourism, historical tourism, culinary tourism, and artificial tourism. (Dirgantara & Pudjowato, 2021).

Based on the Development Master Plan Number 3 of 2016 concerning Tourism in Karawang, the development of tourism products in Karawang has great potential and needs to be developed as a tourist destination that will provide prosperity for the entire Karawang community. This tourism development certainly requires various strategies and methods for its development. One strategy that can be recognized in an integrated and comprehensive manner in various circles and any part of the world is the need for a city brand (city branding) (Uygun & Ekiz, 2018). Marketing of a region, both city and country, has become competitive and very dynamic, so a region that has a city brand or city branding will certainly provide enormous benefits and opportunities in promoting that region or city (Wiradharma et al., 2023).

A tourism strategy with a city brand or city branding will usually focus on image management, what and how the image will be formed as well as the communication aspects that will be carried out by the city. City branding is a concept for promoting and introducing a city to all public tourists, as a service and product as well as an organization. Karawang, as an area with enormous tourism potential, certainly requires promotion and identity as a tourist city, in this case, of course, by having a city brand (Arabeyyat & Aldweik, 2024). With the implementation of the city branding concept, it is hoped that visitors or tourists will increase because the level of promotion and identity will be better known to consumers.

One city like Surabaya with its city branding "Sparkling Surabaya" can provide a promotional concept that communicates that "Sparkling Surabaya" can provide added value to tourists to continue to remember the identity of the city of Surabaya, (Dirgantara & Pudjowato, 2021) there is a positive influence produced in research where city branding provides positive value to tourists' visiting decisions at the Surabaya zoo tourism site. Likewise, branding Malang with "Gondanglegi Cultural Charm" is a positive image that can be given to tourists in promoting city tourism, so this branding strategy can attract tourists and provide an integrated marketing strategy (Suksmawati, 2023).

In line with research by Oktaviani et al. (2024), the number of visitors to Braga can increase if tourist attractions and promotions can be carried out continuously so that they can attract tourists.

City branding or city brand owned by Bali with "Shanti, Shanti, Shanti", Yogyakarta with "Jogja Never Ending Asia", Surakarta with "Solo The Spirit of Java", Central Java with "Passion Strength Heritage", DKI Jakarta with "Enjoy Jakarta", as well as Karawang through "Goyang Karawang", "Lumbung Padi", "Industrial City" where these brandings show the brand identity of the city of Karawang. However, is the branding owned by each city or region also a tourist city brand?

City identity is not a city brand, a brand or brand is one of the reputations that the city wants to emerge, where this brand must have selling points. This selling value should be imprinted in the minds of consumers or the public (Kasemsarn, 2024). Brands or brands that have the aim of being known, remembered, and trusted so that they can be marketed and a buying and selling process can be created. City identity focuses on internal cohesion and recognition while city branding emphasizes external promotion. City identity is

associated with community culture and iconic buildings, while city branding focuses on promoting the city to achieve goals. (Maulida & Fazri, 2022)

"Goyang Karawang" became a city brand that emerged because of the customs or traditions of dance art in Karawang. The city brand "Goyang Karawang", where does the brand nickname come from? The history of the nickname "Goyang Karawang" comes from the habit of the Karawang people in cultural arts activities through jaipong dance, where initially this jaipong art was a necessity that had to be present in every activity or event in every area in Karawang. Jaipong art, known as 3G (goyang, gitek, geol) is a Sundanese cultural dance movement that often appears or is present at every event so that the people of Karawang automatically give this jaipong dance the nickname "Goyang Karawang" (<https://kebudayaan.kemdikbud.go.id/bpnbjabar/goyang-karawang/> :)

An area that already has a city brand is not necessarily a sign of being a tourist city brand, but only as an identity for the area. So, to show its characteristics specifically for tourism, it is necessary to create a tourist city brand. Can "Goyang Karawang" become a brand for the tourist city of Karawang? So this research wants to explore and find out in-depth how people who live in Karawang or people outside Karawang translate it as the identity of the city of Karawang, the brand of the city of Karawang or whether it reflects the brand of the tourist city of Karawang, which means that the tourist city brand becomes more specific in showing its brand.

City Branding generally focuses on city image management which aims to form a good city image, more precisely what and how that image can be formed as well as aspects of communication carried out for image management (Stevenson et al., 2010). City Branding is not just limited to slogans and logos because a city cannot suddenly have a new identity just based on temporary logos and slogans. City Branding is a development of Place Branding (Kotler & Armstrong, 2024)

There are several advantages when a city carries out City Branding, namely the wide recognition of the city, the planning of a destination, the emergence of various types of investment, the strength of tourism destinations, places to stay and events, and the emergence of positive perceptions. City Branding is often used by cities throughout the world to improve and change the image of a city or region by showing the uniqueness and advantages of that city (Chen et al., 2023).

The advantages of carrying out City Branding for a City are: (1) The area is widely known (high awareness), and a good perception arises. A good and well-planned City Branding strategy will result in a city becoming famous by utilizing internet media because it will be immediately visible to the whole world and receive a good perception; (2) Very good for special purposes (specific purposes). When a city is famous and has clarity, people will designate that city as a special destination following the city's potential contained in its brand; (3) Used as an investment place, tourist destination, residence destination, and organizing activities/events; (4) Have a perception as a place that has high security, comfort, and prosperity. Tourism development does not only affect investment but also non-monetary aspects such as social, cultural, and environmental aspects. Cities that carry out City Branding will provide comfort to their citizens and visitors so that they feel comfortable and safe when living in the city.

## METHODS

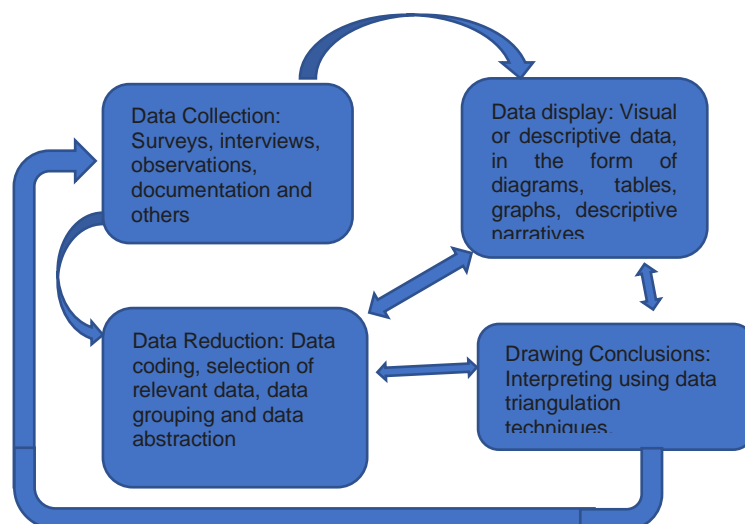
The research was conducted using a qualitative single case study method, namely; collecting, presenting, analyzing, triangulating, and testing validity as well as making conclusions and suggestions. According to (Sugiyono, 2020), descriptive qualitative research is expected to be able to describe and answer in depth the research topic raised. Descriptive research aims to describe something by describing, recording, analyzing, and interpreting research conditions in the field (Herdiani, 2023)

This research was carried out in stages according to the schedule stated above, namely to obtain complete data. Data collection was conducted through direct interviews with related parties in this case Karawang tourism managers from Mekarbuana Tourism,

Sedari Beach Tourism, Jiwa Temple Tourism, Proklamasi Tourism, Religious Tourism, and from the tourism office, as well as cultural figures and random tourists who were visiting Karawang tourist attractions. And other supporting data through observation, literature studies, online data searches, and documentation.

The data that has been obtained from the interview and observation process will be presented in the form of descriptions using words that are easy to understand.

Data analysis in the field uses the Milles and Hubberman model (Sugiyono, 2020):



**Figure 2. Interactive Model Data Analysis**

Source: Sugiyono (2020)

## RESULTS AND DISCUSSION

In its development, the state or city cannot be understood as a place for a group of people who interact with all the infrastructure of its government structure. But an object that has selling value that can be offered by other countries or cities. Currently, every city and district in Indonesia is competing to create branding that can represent their region, both at national and international levels, both for their city brand and even more specifically regarding their tourist city brand (Kasemsarn, 2024). Even now, each region tends to actively change its city branding logo design to suit current, more modern conditions (Maldonado-Erazo et al., 2022).

Karawang, as a city that has great potential in various fields, of course, needs to have its own identity, and have city characteristics and brands that follow all the potential that exists in the city. "Goyang Karawang" which is attached to the nickname of the city of Karawang, is this the identity of the city of Karawang, a characteristic or uniqueness of the city of Karawang or has it become a brand of the city of Karawang? Because identity is not a brand (Wiradharma et al., 2023). Product identity is about the physical and non-physical characteristics of the product, brand is about the perceptions and associations that consumers have towards the product or service, while branding is about legal aspects and identification. (Kotler & Armstrong, 2024).

Based on the results of interviews with tourism managers in Karawang, researchers found several findings in the form of the absence of a Karawang City tourism brand that is well-structured and real as the identity of Karawang tourism.

Based on the results of interviews with visitors to tourist attractions in Karawang, it was discovered that they did not find any tourist brands in Karawang. "Goyang Karawang" is not a Karawang tourist brand, but rather the identity of Karawang City in the opinion of

several Karawang tourist visitors. Likewise, the results of an interview with Karawang cultural expert, Agus Sukmana, stated that "goyang Karawang" is the result of the Jaipong dance art that is usually performed by the community. "The one that existed first was Goyang Karawang. "Because this dance is always used in Banjet Mask performances as a typical Karawang art performed by mask flowers from a long time ago," this means that the presence of Jaipong dance art with the term goyang karawang is one type of dance.



**Figure 3. Karawang Goyang Dance**

Source: Karawang Tourism and Culture Department (2024)

However, according to Agus, this has become a characteristic, of the identity of the city of Karawang, not as a brand, let alone a tourist city brand. This is in line with research from Riyanti (2021) which states that "goyang Karawang" is a tagline that has long been attached to the city of Karawang as a cultural heritage of dance, so the city of Karawang needs to create clear branding, according to Riyanti's research results it was found that the branding that can be developed is "Go Karawang Go Dynamic City". This means that "goyang Karawang" is indeed the identity of the city of Karawang and can be made part of Karawang's branding, but with the city brand "Go Karawang Go Dynamic City" to strengthen it. This research strengthens the confirmation of the Karawang tourist city brand, can Goyang Karawang be used as a Karawang Tourism City Brand? In terms of tourism potential, Karawang has a diversity of types of tourism. Of course, if goyang Karawang is used as a brand for the tourist city of Karawang, it cannot be included because the types of Karawang tourism are diverse, while goyang Karawang has value in the art of dance, meaning it can only be used for cultural tourism which is included in the attraction. You can perform several Jaipong dances. Because if it is applied to all Karawang tourism, for example, the type of religious tourism in Syeh Quro then this is not appropriate, because goyang is synonymous with eroticism even though goyang Karawang only means jaipong dance.

Based on the results of interviews with tourism managers in Karawang, researchers found several findings in the form of the absence of a Karawang City tourism brand that is well-structured and real as the identity of Karawang tourism.

In determining city branding, it must have a positive impact on the minds of people who know it. Likewise, when city branding wants to increase tourism, this means that city branding must be able to increase tourist visitors. According to Anholt (Fathinnah et al., 2022) City Branding Hexagon category index: (1) Presence: explains the position of a city or how people are familiar with that city; (2) Potential: the opportunities the city offers to visitors, entrepreneurs or residents. Ease of getting a good and decent place; (3) Place:



shows the physical aspects of the city, whether people are comfortable and safe getting around the city, how beautiful the city is, and the layout of the city; (4) People: assess whether residents respond in a friendly way and make visitors comfortable in the city; (5) Pulse (vibrancy): whether residents or visitors find something interesting about the city in the short or long term; (6) Prerequisite: public price and accommodation standards, assessing whether access and accommodation needs are met.

By looking at the categories explained by Anholt regarding the City Branding Hexagon, it can be concluded that Goyang Karawang is included in the city brand category but not yet included as a tourist city brand.

A city brand represents what a city has so that it can provide value to that city, a tourist city brand is a more specific characteristic and value that can be provided to that city. Both will have a positive impact on the recognition of the city (Ganguli & Ebrahim, 2017). From the tagline Goyang Karawang, it is hoped that anyone who hears this term knows Karawang with all its potential. By looking at the analysis above, it is clear that Karawang does not yet have a Karawang tourist city brand. So it is necessary to reformulate the city brand for Karawang because the city brand will be one of the strategies for marketing Karawang tourism.

Branding Functions and Objectives: (1) As a differentiator, where companies that have a strong brand will be easily differentiated from competitors; (2) Promotion and attraction; (3) Building image, confidence, quality assurance, and prestige; (4) Market controller: a strong brand can control the market because people already know it. Meanwhile, the purpose of branding itself is to shape public perception, build public trust in the brand, and build public love for the brand.

#### Benefits of Branding

As mentioned above, branding is important for companies, especially in the current era. One reason is that there will be many benefits that the company can obtain: (1) Provide an attraction for consumers; (2) Make it easier for companies to gain customer loyalty towards products or services; (3) Open up opportunities for companies to set high selling prices; (4) Opportunities for product differentiation; (5) Become a differentiator or a certain characteristic that differentiates the company's products from competitors' products.

Based on previous research (Dirgantara & Pudjowato, 2021), city branding as a city identity will be able to communicate the city's character and tourist attractions through visual identity, slogans, and exhibitions so that it will be able to make positioning work optimally for consumers or the outside community. So, by looking at the results of this research, Karawang should start to develop concepts and formulate Karawang city branding with certainty and clarity. This city branding proposal was then raised by researchers to the relevant government, in this case, the regional government, in the end, a focus group discussion was held to formulate Karawang city branding which was held on 31 July 2024, where this FGD will ultimately lead to the formation of Karawang tourism branding.



**Figure 4. FGD on Branding Karawang**

Source: Researcher (2024)

The regional government of Karawang Regency, represented by Mr. Nanang as Head of Bappeda, stated, "We don't have a Karawang city brand yet, because we thought the Karawang brand was an Industrial City, but it turned out to be wrong, many people stated that it was the potential of the city of Karawang, in fact, "Our Karawang tourism branding still needs to be reformulated"

For this reason, with the same perception from researchers, local government, and the community as well as cultural figures, Karawang needs to formulate its tourism branding with certainty. Based on the research results, it is stated that Goyang Karawang is not Karawang tourism branding but is the identity of the city of Karawang with all its potential, uniqueness, cultural diversity, and very significant history.

Karawang with the slogan the city of Pangkal Struggle, also shows that Karawang has a lot of identity, but it cannot be the focus of Karawang's tourism branding. Goyang Karawang, which in the end is based on this research, is also part of the variety of dance culture in Karawang, so it cannot be appointed as Karawang tourism branding for many reasons, Goyang Karawang only refers to one dance culture, while Karawang tourism has great potential. Very large, very diverse types of tourism, Karawang tourism in the form of mountain nature, religious tourism, cultural tourism, historical tourism, marine tourism, city tourism, and even industrial tourism, so if the branding is attached to Goyang Karawang then it does not reflect the whole type tourism in Karawang (Loureiro et al., 2022). However, Goyang Karawang is part of the identity of the city of Karawang, as a culture and dance art.

The results of this research ultimately require Karawang to formulate a brand for the city of Karawang, and what is no less important is to formulate a brand for the tourist city of Karawang that can reflect the overall tourism in Karawang. One formulation of a tourist city brand is to embed cultural tourism, natural tourism, marine tourism, and other types of tourism in Karawang so that Karawang's tourist identity can be reflected in its tourist city brand.

## CONCLUSION

Karawang needs to have clear and real city branding. This is of course to support the city of Karawang to show the world that Karawang has potential in all fields through its brand. Karawang needs to have tourism branding that will give characteristics and identity to the uniqueness of the city of Karawang behind all the potential of the city, its tourism, the friendliness of the people, and the history it has. Following the title of the research above, can Goyang Karawang become a brand of the tourist city of Karawang? It turns out that after conducting in-depth research by conducting interviews, as well as observations in the field and literature studies, it was stated that Goyang Karawang cannot be stated as a brand of the tourist city of Karawang. Goyang Karawang is not a branding for Karawang tourism because it does not reflect the overall tourism in Karawang. So there is a need for a clear and comprehensively conceptualized tourist city brand as proof that Karawang City has a diversity of types of tourism and of course to increase Karawang tourism.

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