



LEGAL PROTECTION FOR LOCAL PRODUCTS THE SPIRIT OF SOBEAN AS A CITY BRANDING IN THE CONTEXT OF TOURISM MARKETING

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Abstract

This study aims to determine, among others: (1) the formulation of indigenous village participation policies in the development of City Branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency; (2) implementation of the policy formulation of traditional village participation in the development of City Branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency; and (3) the implications of implementing the policy formulation of traditional village participation in the development of City Branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency. This research is a normative juridical research with a statutory approach and a conceptual approach, the determination of the location and the research sample is determined purposively. Data collection techniques by means of observation, interviews and document studies. The research data analysis technique used descriptive qualitative analysis techniques. The results showed that the potential of the Buleleng area with the branding of The Spirit of Sobean. The development of the city branding of The Spirit of Sobean, Buleleng Regency with all existing components or sub-systems from local governments, entrepreneurs, and the arts and culture community can carry out the highest level of engaging tourism. The implication of the application of legal protection in the development of city branding The Spirit of

Sobean is very large as a driver of sustainable tourism.

Kata kunci:

City branding; model; kebijakan; pariwisata; Sobean

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Abstrak

Penelitian ini bertujuan untuk mengetahui antara lain: (1) formulasi kebijakan partisipasi desa adat dalam pengembangan City Branding The Spirit of Sobean sebagai strategi pemasaran pariwisata di Kabupaten Buleleng; (2) implementasi formulasi kebijakan partisipasi desa adat dalam pengembangan City Branding The Spirit of Sobean sebagai strategi pemasaran pariwisata di Kabupaten Buleleng; dan (3) implikasi dari penerapan formulasi kebijakan partisipasi desa adat dalam pengembangan City Branding The Spirit of Sobean sebagai strategi pemasaran pariwisata di Kabupaten Buleleng. Penelitian ini merupakan penelitian yuridis normatif dengan pendekatan perundang-undangan dan pendekatan konseptual, penentuan lokasi dan sampel penelitian ditentukan secara purposive. Teknik pengumpulan data dengan cara observasi, wawancara dan studi dokumen. Teknik analisis data penelitian menggunakan teknik analisis deskriptif kualitatif. Hasil penelitian menunjukkan bahwa Potensi daerah Buleleng dengan branding The Spirit of Sobean. Pengembangan city branding The Spirit of Sobean Kabupaten Buleleng dengan semua komponen atau sub sistem yang ada mulai pemerintah daerah, pengusaha, dan komunitas budaya seni bisa melaksanakan tourism level tertinggi engage. Implikasi penerapan perlindungan hukum dalam pengembangan city branding The Spirit of Sobean sangat besar pengaruhnya sebagai pendorong kepariwisataan berkelanjutan.

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INTRODUCTION

Tourism development in the perspective of local independence is an embodiment in the community order which is carried out independently by the order itself in order to improve the quality of the order while maintaining the preservation of nature and local cultural values, as well as existing tourism objects. So far, the development of regional tourism is aimed at developing local potential that comes from nature, socio-culture or the economy in order to contribute to the local government, as well as improve the welfare of the community (Palimbunga, 2017: 15). Current conditions show that tourism development uses a community approach or community based development. In this regard, local communities, namely the participation of traditional villages that have the capacity to build Balinese cultural tourism based on the substance of Article 26 paragraph (2) of the Bali Provincial Regulation No, 2 of 2012 concerning Balinese Cultural Tourism, it is emphasized that traditional villages own and manage tourism facilities directly. and its services, so that the community is expected to receive direct economic benefits and demands for active community participation in the development process from planning, implementation, monitoring and evaluation.

Synergize with the existence of traditional villages related to their participation in tourism development, based on the provisions of Article 386 paragraph (1) of Law Number 23 of 2014 concerning Regional Government, in the context of improving the performance of regional government administration, regional governments can innovate, which means all forms of renewal in the administration of regional governments. Formulating the innovation policy formulation refers to the principles of increasing efficiency, improving effectiveness, improving service quality, having no conflict of interest, oriented to the public interest, being carried out openly, fulfilling appropriate values and being accountable for the results not for self-interest. The relationship between innovations regarding sobean in the study was proposed using technology so that innovation was obtained. Sobeian is a term which means the best and is used as a branding of local products that are considered superior and best in Buleleng Regency which will be selected strictly and included in the sobean group. So that it becomes a kind of guarantee of quality and quality of the product. In fact, it can be extended to guarantee the quality of tourism services. Therefore, sobean or it can be mentioned in the sense that the characteristic of Buleleng Regency is an effort in developing regional superior products which are products, both in the form of goods and services, one of which is tourism potential developed by utilizing all the resources owned by the region, both natural resources, human resources and local culture, as well as generating income for the community and the government which is expected to become an economic strength for the region and the local community as a potential product that has competitiveness, marketability, and impetus towards the recovery of Buleleng tourism and is able to enter the global market.

The innovation concept of City Branding The Spirit of Sobeian better describes Buleleng Regency and introduces to tourists that Buleleng Regency has educative tourism where tourism is combined with education and agriculture, (2) tourism in Buleleng Regency has characteristics that are in accordance with City

Branding The Spirit of Sobean. Sobean which was initiated by the government of Buleleng Regency has three aspects or characters which include education, tourism, and agriculture. (3) City Branding of Buleleng Regency is based on innovation in strategy or policy referring to the vision and mission of Buleleng Regency. Technological advances also encourage the Buleleng Regency government to create The Spirit of Sobean application, where this application provides information related to Buleleng Regency such as tourism, lodging, and culinary. Referring to the background of the research above, that tourism marketing in Buleleng Regency through City Branding The Spirit of Sobean activities, aims to improve the economy of Buleleng Regency, especially through the tourism sector. The tourism sector is a strategic sector because it can contribute to economic growth, create jobs, develop investment, increase people's income, as well as local financial revenues.

METHOD

The type of research in this study leads to normative juridical. The research study is focused on the formulation of tourism recovery policies, with the content of policy materials on the participation of indigenous villages in tourism development in accordance with Article 26 paragraph (2) of the Bali Provincial Regulation No. 2 of 2012 concerning Balinese Cultural Tourism which researchers have interpreted in research studies by focusing on the formulation of indigenous village participation policies in the development of City Branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency. Research Approach Using a statutory approach, namely legal material from laws and regulations governing tourism and local government administration, including human rights as provided for by constitutional protection by the state and a conceptual approach, namely in the form of a conceptual basis for community participation, traditional village participation, City Branding, City Branding The Spirit of Sobean and community-based tourism marketing strategies. This research was conducted in Buleleng Regency. This location was chosen as the object of research, including the tourism areas of Lovina, Banjar, Pemuteran, Gitgit, Sambangan, Buyan and Tamblingan, because there are several problems that indicate that the tourism industry in the area mentioned has experienced a drastic decline in terms of visits, decreased income and several employees. hotels are being laid off as a result of the pandemic. Some of these areas need solutions in tourism recovery. The subjects of this research include: traditional villages, tourism actors, the Buleleng Regency Tourism Office, community leaders and village officials from the Central, East, West, North and South parts of Buleleng. Determination of informants who became subjects in this study was determined purposively. The object of this research is the formulation of indigenous village participation policies in the development of City Branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency. Data collection in this study was carried out in three ways, namely observation, interviews and document studies (Sutardi, 2018: 42). Data collection uses direct observation, which means that the researcher actively observes, examines, and writes regularly from the symptoms or conditions encountered in relation to the problem of the decline in tourism in Buleleng Regency. The interview technique

or interview in this study was carried out by question and answer which was done orally with the informant. Recording of documents in this study are as follows: all kinds of legal materials in the form of tourism policies contained in the form of legislation, the number of tourist visits and the number of jobs in the tourism sector in Buleleng Regency. The data analysis technique applied in this study is descriptive qualitative data analysis, integrating data findings in the field according to the latest developments so that it can provide an overview of the development of the socio-economic life situation of the rural tourism industry in the context of formulating traditional village participation policies in the development of City Branding The Spirit of Sobebean as a tourism marketing strategy in Buleleng Regency.

RESULTS AND DISCUSSION

Indigenous Village Participation Policy in the Development of City Branding The Spirit of Sobebean as a Tourism Marketing Strategy in Buleleng Regency

Buleleng Regency has established a city branding strategy with the tagline The Spirit of Sobebean which aims to introduce or create a positioning for the Buleleng area, which during the independence period of Singaraja City had become the capital of the Lesser Sunda Islands and the capital of the province of Bali until 1958. The potential of various regions became Buleleng Regency. worthy of ogling by tourists, investors, traders, and talents. Because according to the Head of the Culture and Tourism Office of Buleleng Regency after going through research in various regions and discussions of LITBANG and Undiksha Universities through LPPM Undiksha that if an area wants to progress then the area must be known and the way is by regional membranes.

Various preliminary studies and approaches carried out by the Buleleng Regency Government have considered the priority areas to represent the image of a region, namely tourism and culture. There are many examples of cases in other areas that tourism is a marketing strategy that is quite visible and has a strong influence in describing the positioning of an area or city. The steps that have been taken by the Buleleng Regency Government in order to develop a strategy to sell their area are quite appropriate. By combining the strength of the available resources. The steps that have been taken by the Buleleng Regency Government are in accordance with the theory of The 7 A Destination Branding: Assessment.

The assessment is carried out to analyze and review how the position or condition of the city will be branded by determining internal and external consumers, their needs, competitor capabilities, trends, finding strengths and weaknesses of a district/city. In this assessment step, the things that are evaluated are as follows:

a. Branding

The most important thing in the whole branding process is to determine who is the target audience with the aim of making it easier to influence the mindset and perspective of Buleleng Regency. Determine whether The Spirit of Sobebean brand created is prepared for international, regional, national or local markets only. Buleleng Regency chose to set a tagline in English,

because the target audience is not only national but also the international community. It is evident from several events, such as the Buleleng Festival, Lovina Festival and Buyan Festival which were held in Buleleng Regency on an international scale.

b. Internal Stakeholders

Buleleng Regency, in the stage of branding its city, always invites and includes all active participation from the community, be it business groups, academics, certain communities, culturalists and bureaucrats. According to Informant 1 (Head of the Culture and Tourism Office of Buleleng Regency) in setting the tagline for Buleleng Regency, The Spirit of Sobean has gone through various studies and discussions with various groups such as academics, bureaucrats, humanists, art actors, business groups and communities of observers of Buleleng cultural assets. The aim is to get input and opinions from the perspective of each party as an element of public hearing involvement.

c. Strengths and Assets

The essence of branding an area is the strength and potential advantage possessed by the area. Both physical potential and intangible attributes, such as natural potential, architecture, art and culture of the people, history and other uniqueness. Buleleng, according to observations from the branding team, has tremendous potential power, has mountains, seas and tropical forests as well as plantations. It has tourist destinations of Pemuteran, Hot Springs, Lovina, Gitgit waterfall, Jembong, salt farms, fish ponds in Gondol and so on. In Buleleng Regency, there are Pegayaman villages, Bugis villages, Javanese villages, and Balinese villages. This condition makes the Buleleng Regency area full of artistic and cultural diversity in the life of its people.

d. Sense of Place

Buleleng Regency is expected to have a uniqueness and uniqueness that is rarely owned by other regencies. Visitors to a district, whether they are tourists, investors, traders or talents when visiting a district, will feel whether the district is comfortable and suitable to live in and in accordance with their respective goals. Buleleng with the tagline The Spirit of Sobean, physically people who visit Buleleng will really feel the sun that first rises on the Island of the Gods through a panoramic view of dolphin beach tourism at sunrise.

e. Performance

Buleleng Regency compares the region by conducting an in-depth study of the strengths, weaknesses and opportunities that the region can take advantage of. By looking at various indicators such as what has been achieved by Buleleng Regency in recent years, competitors or other cities, whether better or worse, whether there are new industries or businesses that have emerged, conduct a survey of community satisfaction and parties with an interest in the Regency. Buleleng. Several indicators or performances of Buleleng Regency have been mentioned in the interview with informant 1 (Head of Culture and Tourism).

f. Communications Audit

Communication audit how to understand communication creativity, content, consistency, communication effectiveness made by the city branding team. After determining the right branding, it is easy to remember and understand then how to increase the brand value strategy. Buleleng Regency uses media such as social media, the latest Buleleng, Bali Post, Bali TV, other print media such as, making publications such as the book *Preparation of The Spirit of Sobeana*, a book exploring Buleleng. In the field of web marketing, build the official website of the Buleleng Regency Government which provides all information related to Buleleng starting from government, history, tourism, and news. Including creating variants of the typical Buleleng culinary menu to be used as menus offered in each hotel, restaurant and other public places. Below the line advertising is also done by making billboards that are installed on street corners both within Buleleng Regency. In public relations, Buleleng often promotes tourism by holding gatherings with tourism actors in other cities such as Denpasar, Badung Regency and Bangli Regency.

- g. External Stakeholders In an area or city, there are individuals or organizations outside the Buleleng Regency stakeholders who play an important role in influencing the perception of a region. Each region often has a deep understanding of the area from its goals to consumer focus. It is easier to identify an area's weaknesses as well as understand its opportunities and strengths. The Buleleng Regency Government coordinates with each other by creating the concept of "Private Financing", where the private sector is given the opportunity to participate in various events by offering various forms of sponsorship cooperation.

Implementation of Legal Protection Policy in the Development of City Branding The Spirit of Sobeana as a Tourism Marketing Strategy in Buleleng Regency

The implementation of The Spirit of Sobeana city branding strategy is actually the welfare of the community, and of course all groups or communities of society such as groups of entrepreneurs, traders, bureaucrats, investors, artists, culturalists and the general public. Buleleng Regency chooses or gives priority to the tourism sector in making its regional positioning without neglecting development in other sectors such as agriculture, education, and health. Instead, Buleleng Regency tries to combine all its components or resources to support its The Spirit of Sobeana branding strategy. As stated by the Head of the Culture and Tourism Office of Buleleng Regency, Buleleng Regency in its tourism development uses the concept of sport, culture and tourism as a step in implementing city branding. Buleleng Regency intelligently carries out several events, both sports, art and cultural performances in several tourist destination locations that already exist, both national, regional and international scale events. The goal is to introduce more tourist destinations in Buleleng Regency, and raise a positive image of these tourist destinations. According to Kertajaya (2013), tourism in the world is grouped into three, namely culture, nature and adventure.

1. Culture Covers all the creations of human resources such as art (theater, dance, music), craft, festivals, museums, architecture, religion, health, and others. This type of cultural tourism is one that is always there when we visit

other regions or countries that have cultural differences and this is what makes an area different from one another. The main essence of this type of tourism is creativity, because creativity which is the basis of culture can become an attraction or show of its own that adds insight or knowledge to other people from different cultures. Forecast Tourism: 2020 vision, the World Tourism Organization (WTO) predicts that cultural tourism will become one of the five tourism segments in the future.

2. Nature This type of tourism is seen as all kinds of activities related to nature. Two types of activities in this tourism are passive where the main activities can be in the form of seeing natural scenery, wild life, enjoying the beach and others. More active activities such as cycling, mountain trekking, scuba-diving, and many more.
3. Adventure This type of tourism is personal, in this tourism there is a combination of culture and nature, but it is added to the challenge side. Buleleng Regency is able to wrap these three types of tourism into a city branding offer The Spirit of Sobean as an attractive option for tourists to visit Buleleng Regency.

Based on interviews with the community of entrepreneurs, cultural observers, artists and traditional community leaders, not all people have enjoyed or felt the results of the branding strategy that has been implemented. Buleleng Regency with all existing components or sub-systems starting from local governments, entrepreneurs, and the arts and culture community can carry out the highest level of engaging tourism. By carrying out tourism-level engagement, it is hoped that visitors can actualize themselves by utilizing the knowledge, knowledge and experience gained to add value to their lives. Communities or tourism actors (nature, arts, culture) can add economic benefits that increase welfare.

Policies at the regional level in developing city branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency are issued as guidelines in developing tourist objects and attractions, especially in Buleleng Regency has issued guidelines on the principles of developing tourist objects and attractions. The ability of traditional villages in the capacity of local communities to participate in policy making depends to a large extent on access to power, resources and knowledge. These three things must be fulfilled, because even though local communities have access to power and resources, if they are not accompanied by sufficient experience, and do not fully understand the implications of tourism development, they will only prioritize their own interests (Danendra and Lagatama, 2020: 18).). Therefore, forms of local community involvement must be adapted to local culture and respect traditional forms of decision-making.

The implications of implementing the policy formulation of indigenous village participation in the development of city branding The Spirit of Sobean as a tourism marketing strategy in Buleleng Regency is the emergence of a common direction of development and the expected results as well as efforts to overcome problems that may arise from the implementation of the plan. Of course, in implementing the plan that has been mutually agreed upon, it is necessary to have a consistent attitude from each party involved in the planning. From the

government side, political will and law enforcement will have a very big influence on its success in playing a role as a driver of sustainable tourism.

CONCLUSION

The potential of the Buleleng area with the branding of The Spirit of Sobebean is like a product or service that is packaged and branded so that it has characteristics that can distinguish it from the potential of other regions. This is part of the tourism marketing strategy, but only as an identifier of the area and a form of pride for the people of Buleleng towards the potential of their area by empowering the participation of traditional villages. The steps that have been taken by the Buleleng Regency Government are in accordance with the theory of The 7 A Destination Branding: Assessment. The Buleleng Regency Government coordinates with each other by creating the concept of "Private Financing", where the private sector is given the opportunity to participate in various events by offering various forms of sponsorship cooperation. The development of the city branding of The Spirit of Sobebean, Buleleng Regency with all existing components or sub-systems from local governments, entrepreneurs, and the arts and culture community can carry out the highest level of engaging tourism. By carrying out tourism-level engagement, it is hoped that visitors can actualize themselves by utilizing the knowledge, knowledge and experience gained to add value to their lives. Communities or tourism actors (nature, arts, culture) can add economic benefits that increase welfare. The implication of legal protection for the development of The Spirit of Sobebean city branding as a tourism marketing strategy in Buleleng Regency is the emergence of a common direction of development and results. The political will and law enforcement of the Buleleng Regency Government will have a very big influence on its success in playing a role as a driver of sustainable tourism.

A real role is needed from the Buleleng Regency Government, namely good collaboration and synergy between the government/agencies related to tourism actors and traditional villages, so that the conditions for developing The Spirit of Sobebean city branding as a tourism marketing strategy in Buleleng Regency are needed. For example, the government facilitates a place/provides a kind of showroom along with its facilities and infrastructure to help market the city branding products The Spirit of Sobebean, helping to promote original Buleleng products while still paying attention to their quality. Cooperation in forming services/shops/places for souvenirs typical of Buleleng, how is the government's strategy in order to be able to lead tourists to use services/shopping to these souvenir places.

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