

Green Estate in Jakarta: Branding or Reality

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Abstract. Along with the growth of awareness in the society about 'Green Living' nowadays, more and more business development of housing projects in Jakarta which brings the topic of 'Green Estate' as their brand and branding strategy. Green Estate is a sustainably developed housing with the attention to aspects of energy saving, the provision of environmentally friendly infrastructure, the provision of green open spaces, waste management, environmentally friendly building design, the provision of alternative energy and citizen participation. Branding is a strategy, method, way or effort to convey a product brand to consumers so that the product is known and then widely consumed by the community. It is important to explore the extent to which the brand and branding strategy on the topic of 'Green Estate' is involved in the practice of developing a housing project in Jakarta, and how its implementation into the real product. This paper discusses the results of research on the brand and branding of 'Green Estate' in the housing project in Jakarta, covering three things: (1) mapping the type and coverage of the brand 'Green Estate', (2) exploring the branding strategy by the developer in communicating the product 'Green Estate' to consumers, and (3) the implementation of brand and branding strategy 'Green Estate' into the product. This research uses a mixed method, that is the quantitative method by utilizing housing data in REI directory book; and qualitative methods through direct observation of selected housing samples.

1 Introduction

Nomenclature

GBCI	: Green Building Council Indonesia
REI	: Real Estate Indonesia
GPA	: Green Property Awards
SDG	: Sustainable Development Goals
Green Estate	: Construction product built with attention to aspects of the biological environment and other resources
Green Infrastructure	: The Concept of sustainable urban development

In recent decades, brand and branding strategies in residential development projects have often raised the topic of 'green real estate', in line with the growing trend of eco-friendly living in the community. This phenomenon becomes interesting to observe about how 'deep' brand and branding 'green estate' is involved in the business development of housing projects in Jakarta. "Green" and energy saving has become a global trend that accelerates the movement of the property industry, as well as a symbol of technological progress. [1]

DKI Jakarta is the capital of the State of Indonesia which its growth continues to increase from time to time. The city in 2017 has a high population density, which is: 15.366,87 souls/km [2] with a growth rate of 1.02 percent per year (2017) [3]. Jabodetabek (a megapolitan area consisting of Jakarta, Bogor, Depok, Tangerang, Bekasi)

requires a large number of houses from year to year. Most of the development and procurement of houses in Jabodetabek (also in Indonesia) is organized by private companies incorporated in REI associations.

REI is an acting association of development industries especially in residential development in Indonesia [4]. REI has a record of house construction over the period (1994-2013) of 1.024.567 units. The average production rate of REI reaches around 51 thousand units/year, the lowest production of 4,295 units in 1998. Jabodetabek takes up about 20 percent of all REI activities in Indonesia [5]. Thus, Jabodetabek is an important area to be reckoned with especially in the housing sector.

Some housing developers have begun to bring their brand of 'green estate' brand and branding strategies to their landed housing products, some of which have even earned a 'green award' from Housing Estate GPA 2017, one of which is Metland Menteng, Cakung, East Jakarta by the developer of PT Metropolitan Land Tbk. [6]

Branding is a strategy, method, way or effort to convey the brand of a product (including property product) to the consumer so that the product is known and then widely consumed by society. Brand and branding strategy required developers, especially on the sale of products that are long-term. In addition, through branding strategies, developers encompass communities to provide differentiation and goals to consumers [7]. As mentioned earlier, brand and branding strategies in residential development projects often raise the topic of 'Green

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Estate'. Brand and branding strategies on green real estate are all housing projects that use names/titles / topics related to environmentally friendly.

This paper discusses the phenomenon of 'Green Estate' in Jakarta and location nearby, getting to know whether this concept is used for jargon only in brand and branding or is really implemented to the real property of the product. The focused of this research is site housing which is developed by private companies incorporated in Real Estate Indonesia / REI.

2 Literature Review

2.1 Brand and Branding Strategy Green Estate

Green Estate is a construction product (house, building or area) built with attention to the biological environment and other resources, a high-performance building that can improve the health of both residents and the surrounding environment [8].

According to the architectural rules, the building on Green estate can be seen as Green Architecture as the opinions of Brenda and Robert Vale (1991) in his book, "Green Architecture Design for A Sustainable Future", which states that the "Green" approach is a thorough realization of the design of buildings, materials, fuel, and user contributions [9].

In its development, to measure a building that belongs to the Green category, the authors used the assessment criteria of Certification GBCI Greenship Homes Version 1.0 as a reference. Green Ship is designed to assess new homes, existing and redeveloped homes based on six (6) main criteria: Appropriate Site Development, establishing houses on land in accordance with the designated occupancy set out in the Regulations Local Spatial Planning; Energy Efficiency and Conservation, energy efficiency and Alternative Energy use from renewable sources; Water Conservation, water conservation and wastewater treatment; Material Resource and Cycle, source and recycling of materials used in buildings; Indoor Health and Comfort, Health and comfort in space within a residence; and Building Environment Management, management of building environments such as security, waste management, home grown design, and so on. [1]

GBCI (Green Building Council Indonesia) is an independent institution (non government) that fully committed to community education in applying environmental best practices and facilitating the transformation of a sustainable global building industry. GBCI aims to conduct market transformation and dissemination to communities and building actors to apply the principles of green building, especially in the building industry sector in Indonesia [1]. Bahaudin, et al (2014), stated that 'Greenship' is relevant to use as an indicator to assess the green building, and the criteria which is expanded in this instrument by GBCI is similar to LEED (US), Green Star (Australian and New Zealand), Green Mark (Singapore), KGBCC (South Korea), CASBEE (Japan), and GBI (Malaysia), eventhough the weight of assessment is different[10].

According to David Aaker (1991), brand and branding strategy play a role in the positioning of a product a good or service to a seller or a group of sellers, as well as to differentiate against similar goods or services that are competitors [11]. David Aaker and Joachimsthaler (2012) add that brand and branding strategy are successfully marked by four (4) things: Brand Awareness, Brand Quality Perceptions, Brand Associations and Brand Loyalty [7]. This is then explained by Kuncoro, et al (2017) where Brand Awareness is one of the variables that have shown that the brand can affect perception and even taste; Brand Quality Perception reflects the customer's overall response to the quality and superiority offered by the brand itself; Brand association is anything that is directly or indirectly related in the customer's memory; and Brand Loyalty is at the heart of every brand value [12].

A brand is an identity or a name that represents the product as a whole both the product itself, the services the product provides, the company that produces, and other things that the company does well to build and raise the brand [13]. Corporate Image: a set of associations that consumers perceive to a company that produces a product or service. User Image: a set of associations that consumers perceive to users who use a good or service, which is displayed in the form of lifestyle, personality or social status. Product Image: a set of associations perceived by a consumer to a product, may be an attribute of the product, a benefit to the consumer, its use, or a guarantee against the product [14].

The existing brands in Jakarta housing mostly use a foreign language as a lure for consumers. Steenkamp's (empirical) empirical research, (2003) explains that global brands are preferred over local brands, at least among several consumer segments [15]. In general, the preference for global brands is due to the superior and actual perceptual quality, admiration for the lifestyles of the developed world, the preference for symbolic status, cosmopolitanism, and world-mindedness[16].

Green Estate belongs to property product, with "green" as its branding strategy. This is traced in the opinion of Landa, (2006) in his book, "Designing Brand Experiences", where branding can be identified one of them through Product Branding. Product Branding is a business that is able to encourage and influence consumers to choose their products compared to other competing products because of the performance of the product itself [17].

Successful branding strategy will affect consumer behavior, among others in the form of consumer loyalty to the product. Wong (2015) in his research concluded that branding can create consumer loyalty so willing to spend even more money in buying a product. Branding is especially important when a product's sales competition gets tighter. Through branding will increase competitiveness and cause brand equity to become stronger [18]. Branding has an impact on the performance of supplier. Worm (2012) stated that the strength of branding strategy will be an 'asset' for the customer to influence the supplier's performance. Therefore, through branding, the consumer and supplier will have a relationship that linked to each other[19].

Meanwhile in the research conducted by Dominique C. Pfrang (2010) titled "Property Brands" can be traced that the effect of branding in increasing the marketing and selling price by comparison to 2 branded and non-branded rental property projects. The results showed that the branded building had an average vacancy rate of 6.5% lower, and the rental price of 7.5% and the price per square meter of 15.1% higher than the non-branded buildings [20].

From the description above, Green Estate in property development should be realized in every residential building, that is by using a standard reference from GBCI as Green occupancy criterion. So that will illustrate whether Product Branding strategy done by property product succeed or not. Thus, further research is needed on the quality of Green buildings in green estates that use the topic Green/Nature on their products.

3 Method

The method conducted in this research is the Mix method Concurrent Embedded, which is a research method that combines the use of quantitative statistical and qualitative research methods. The quantitative in question is using data from the REI Directory books of 2011 and 2015 and the qualitative is a direct observation of the object of research [21].

This study has three objectives. **First**, mapping the 'green estate' brand in 'property development' activities in Jakarta and conducted in several steps. (1) Include all property projects in Jakarta developed by REI members based on the 'REI Directory 2011 and 2015' books as a sample of the study. (2) Analyze the data using statistical methods to get the percentage of housing based on two categories namely housing with the brand 'green estate' and which is not. (3) Create a sub-category of 'green estate' brand and calculate the percentage of each subcategory.

Second, tracing the branding strategy by the developer in communicating the product 'green estate' to the consumer. For this purpose, quantitative methods of statistics and qualitative methods through observation is used, performed in several steps. (1) Involving all residential projects in Jakarta carrying 'Green Estate' brand as research sample. (2) Exploring whether or not the branding strategy is carried out by the developer on their 'green estate' project using the company's website/project data and direct observation in the field if required: (a) completeness of product explanation: complete, owned facilities, and excellence of the project; (b) completeness of the drawing: the explanation in the form of images / photos complete from the exterior / interior / supporting facilities, and the surrounding environment; (c) location: is a full description of the project position and; (d) completeness of features owned so that consumers understand the product to be purchased. (3) Calculating the percentage of each category of 'green estate' branding strategy based on categorization by Landa (2006), is Product Branding, Personal Branding, Corporate Branding, Geographic Branding and Cultural Branding.

Third, understand the brand implementation and branding strategy 'Green Estate' into the property product. For this purpose, an assessment method developed by GBCI 'Greenship' (see in Table 1) was conducted on 5 randomly selected housing samples from all residential projects in Jakarta that brings 'branding' brand and branding strategy 'green estate' through its product (product branding).

Table 1. Assessment Criteria of GBCI

No	Criteria	Sub-Criteria	Point
1	Appropriate Site Development	Green Area	4
		Supporting Infrastructure	2
		Community Accessibility	2
		Pest Control	2
		Public Transportation	1
		Stormwater Management	2
2	Energy Efficiency and Conservation	Sub Metering	2
		Artificial Lighting	4
		Thermal Condition	2
		Heat Reduction	4
		Energy Saving Home Appliances	3
3	Water Conservation	Water Metering	2
		Water Saving Fixtures	3
		Rainwater Harvesting	3
		Water Saving Irrigation	2
		Waste Water Management2	3
4	Material Resource and Cycle	Non ODP Refrigerant	1
		Reused Material	1
		Environment Friendly Source Material	2
		Environment Process Source Material	1
		Certified Wood	1
		Prefabricated Material	2
		Local Material	2
		Carbon Footprint	1
5	Indoor Health and Comfort	Fresh Air Circulation	5
		Natural Lighting	2
		Visual Comfort	1
		Pollutant Source Minimalization	3
		Acoustic Level	1
		Spatial Comfort	1
6	Building Environment Management	Sustainable Design and Construction	4
		Home Guideline	2
		Green Activity	1
		Advanced Wasted Management	1
		Save and Security Environment	1
		Innovation	3
Home Design Development	2		

100% achievement based on GBCI scoring tool is 77 values. The figure is the basis for determining the percentage of achievement. The achievable rank can be seen in Table 2:

Table 2. Percentage and Rank of Minimum Value

No	Rank	Percentage	Minimum
1	Platinum	73%	56
2	Gold	57%	43
3	Silver	46%	35
4	Bronze	35%	26

By running through all stages of the study can conclude whether green housing projects have actually implemented the concept of 'green' into the real product or just limited to brand and branding strategy alone.

4 Result and Discussion

There are 2 keys Finding from this research. **First**, Government support for Green Estate development in Indonesia is only limited to Governor Regulation No. 38 of 2012 on Green Building Building. There is no special institution established by the government in implementing Green Building scoring system. So the assessment of green buildings that do rely on private assistance through GBCI. Different things with Malaysia, The Government had urged the construction industry to construct buildings that optimizes the energy consumption and prudently utilizes natural resource [22] [23]. In fact, the government had pledged to be responsible for to lead the green building design by introducing guidelines and Green Rating standards and promotes green home development [24] [23].

In relation to the Governor Regulation DKI Jakarta, starting from April 23, 2013 all buildings in Jakarta must meet the requirements of green buildings, both new buildings and old buildings. Otherwise, there will be sanctions to be imposed on consultants, contractors and construction actors. Punishment for new building that will not get Building Permit, while for old building will not get Decent Function Certificates (DFC) Building. [1]

The regulation applies only to certain criteria. Green building criteria intended for new buildings refer to the rating tools that have been issued by GBCI, that is conservation and energy efficiency, water conservation, air quality and thermal comfort of space, land and waste management, on buildings, and ensuring elements of climate change adaptation are included in the building design. [1]

Second, Green Estate in Jakarta has doing branding strategy, the whole is luxury housing with an average price of 900 million per unit.

1. Brand maps ‘Green Estate’ in the activity of property development in Jakarta.

From the REI Directory books of 2011 and 2015, it was found that there were 42 housing projects that REI developed in Jakarta as the research sample.

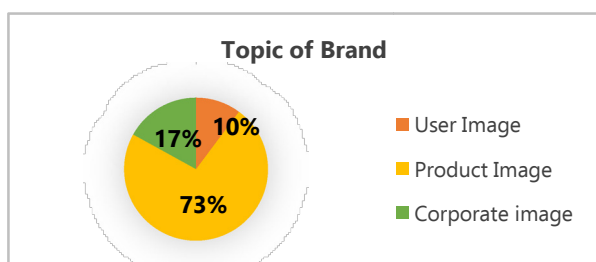


Fig. 1. The mapping of brand topic of housing in Jakarta

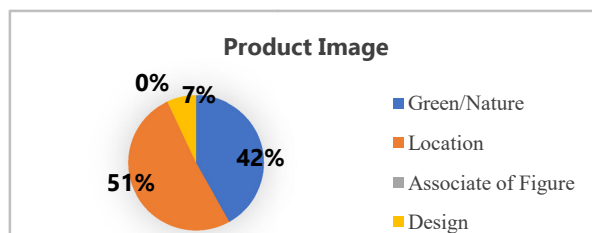


Fig. 2. The mapping of product image sub topic

Figure 1 shows that out of 42 housing in Jakarta, 73% use Product Image topic. When analyzing the Product Image, Researcher looks for four (4) findings of subcategory from Product Image, that is Green/Nature, Location, Association of Figure, and Design. Figure 2 explained that 42% of the Product Image uses the subtopic of Green / Nature as the identity of its product.

2. Assessment of branding strategies by developers in communicating 'Green Estate' products to consumers by involving all residential projects in Jakarta that carries the brand 'Green Estate' as a research sample.

From the data above there are 42% or about 18 projects that carry the brand 'Green Estate'. Then the 18 samples were analyzed in terms of branding strategy efforts conducted by developers on Green Estate project, related to: (a) Completed explanation about the product, (b) Completeness of the picture, (c) Location and (d) Completeness of feature. The data used is the data of the company website/project.

Table 3. Analysis of Housing which conducted Green/Nature BrandingStrategy

N o	Name of Project	Cont ent	Person alizatio n	Navig ation	Structu re and Design	Appearance and Multimedia
1	JGC	1	1	1	1	1
2	PBR	1	1	1	1	1
3	TA	1	1	1	1	0
4	TDM	1	1	0	1	1
5	CGC	1	1	1	1	1
6	GM	1	1	1	1	1
7	GGK	1	1	1	1	1
8	BGM	1	1	1	1	1
9	GLC	1	1	1	1	1
10	RVR	1	1	1	1	1
11	GLR	1	1	1	1	1
12	GV	1	1	1	1	1
13	MR	1	1	1	1	1
14	GP	1	1	1	1	1
15	BIG	0	1	0	0	0
16	TSI	0	1	0	0	0
17	BP	0	0	0	0	0
18	TG	0	0	0	0	0

Information:

JGC: Jakarta Garden City; PBR: Puri Botanical Residence; TA:Taman Aries; TDM: Taman Duta Mas; CGC: Citra Garden City; GM: Green Mansion; GGK: Green Garden Kedoya; BGM: Bukit Golf Mediterania; GLC: Green Lake City; GP: Green Puri; RVR: River Valley Residence; GLR: Golf Lake Residence; GV: Green Village, MR: Matoa Residence; BIG: Bona Indah Garden; TSI: Taman Semanan Indah; BP: Bukit Pratama; TG: Taman Grisenda

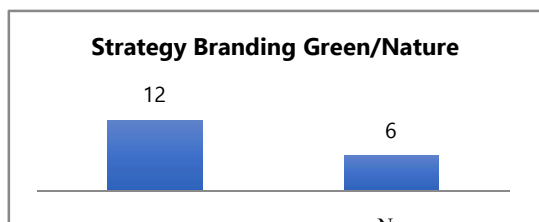


Fig. 3. The Amount of Housing which is conducted a Green/Nature branding strategy

Figure 3 illustrates that the results of the analysis through the website, from 18 product properties that use the topic Product Image Green / Nature, 12 of them do Product Branding strategy.

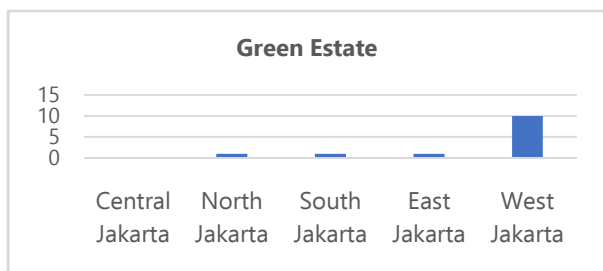


Fig. 4. The Residential distribution that performs product branding strategy based on region

Figure 4 shows that the landed housing that takes the Green / Nature theme is mostly in West Jakarta. This is because the area of green area in west Jakarta is wider than in other areas.

3. The implementation brand and branding strategy ‘Green Estate’ into property product.

The author perform the assessment by using the Assessment issued by GBCI Indonesia. As mentioned earlier, the Greenship Rating Tools are specifically devoted to residential objects.

Table 4. The result of Assessment sample with GBCI Criteria

No	Variable	GM	PBR	GLC	GG	JGC
1	Appropriate Site Development	9	9	8	8	7
2	Energy Efficiency and Conservation	8	8	8	8	5
3	Indoor Health and Comfort	8	8	8	8	7
4	Material Resource and Cycle	4	4	4	4	3
5	Water Conservation	7	7	8	7	5
6	Building Environment Management	10	10	10	12	9
	TOTAL	46	46	46	47	36

The rating criteria that the author performs based on the standards issued by GBCI. In Indonesia, GBCI is the only institution that provides a valid rating to assess Green building. The results of this assessment prove that the housing “Green” in Jakarta, mostly Gold certified.

From research conducted by researchers, the results are:

- The results of the analysis of 42 housing in Jakarta, most of which have the second green topics is 42%, with the first sequence of locations is 51%. The design is in the third and fourth rank with the value of 7% and association figure is 0%.
- From 42% or 18 Green Estate Housing in Jakarta, 12 of them perform branding strategies. Through the results of related website analysis in terms of product description, pictures, location, and completeness of the feature.
- The GBCI Criteria of Green Estate with the highest value is Building Environment Management, where waste is one of the main issues in Jakarta, and the lowest value is Material Resource and Cycle, which is still the lack of production and the expensive of environmentally friendly recycling materials.
- West Jakarta is the largest area of the entire Jakarta area. In addition, there are still many green areas, so many for the development of green housing stubs.

5 Conclusion

This study is still a basic study, but in the future, this research can be developed for residential research "Green Estate" in other areas, especially large cities with high population density. In addition, this study illustrates that the average developer in the Capital City develop Green Estate is not just a gimmick, but applied to the environment and the building with the consequence that the building has a more expensive sale price.

More than 50% Green Estate in Jakarta has done branding strategy as a means of product promotion and implemented into property product although not maximally yet.

Not only the Local Government, but the Central Government in the future should be more supportive of this Green Estate development because of the developer can be recapitulated that the housing. Developers will be more willing to adopt the housing readiness of the housing sector, such as government and the third party, and acquires housing market readiness.

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