

Marketing Communications of the Yogyakarta City Tourism Office in Introducing Kotabaru as a Cultural Heritage Area and Green City

Krisna Mulawarman^{1,*}, Yeni Rosilawati¹, Zain Rafique², and Muhammad Iqbal Khatami³

¹ Communication Department, Universitas Muhammadiyah Yogyakarta, Indonesia

² Public Policy Department, National University of Modern Languages, Pakistan

³ Communication Department, Universitas Gajah Mada, Indonesia

Abstract. The city of Yogyakarta, one of the famous tourism destinations in Indonesia, has recorded significant growth in tourist visits. One of the main attractions of Yogyakarta City Tourism is the Kotabaru Yogyakarta Residential Area. Branding strategy efforts have been carried out by the Yogyakarta City Tourism Office introducing the Kotabaru Residential Area as a cultural heritage area and Garden City. The research method used is a qualitative method with data collection through desk reviews and interviews with related parties. The government has taken concrete steps to increase tourist attraction through various events and festivals, as well as infrastructure development and promotion plans. The government were carried out Kotabaru's potential with various initiatives, ranging from the evening event "Good Night Kotabaru" to cultural festivals such as the "Kotabaru Heritage Festival". These events aim to introduce the rich culture and history of Kotabaru to the local community Kotabaru has the potential to become an attractive and sustainable tourist destination if its historical and cultural potential is maximized properly. The steps taken by the government are positive steps in raising this potential. Thus, cross-sector collaboration and local community involvement need to be increased to achieve this goal.

1 Introduction

As a country rich in diversity, Indonesia has great potential in developing the tourism sector. Cultural values, natural resources and complex historical heritage have created an aesthetic that supports strengthening the country's foreign exchange through the tourism industry. To realize the contribution and progress of the tourism sector, effective communication is crucial.

The city of Yogyakarta, one of the famous tourism destinations in Indonesia, has recorded significant growth in tourist visits. Until December 2020, there was an increase in the number of tourists visiting the city of Yogyakarta. In 2018, the total number of tourists visiting

*Corresponding author: yenirosilawati@umy.ac.id

Yogyakarta City reached 4,103,240, which then increased to 4,378,609 in 2019. Although the Covid-19 pandemic has resulted in a decrease in visits in 2020 and 2021 to 1,384,781 and 1,276,828 people. successively, the city of Yogyakarta continues to maintain its attractiveness as a tourist destination. This is proven by reaching 7,444,893 tourists in 2022 after the global emergency status due to the Covid-19 pandemic was lifted [1].

One of the main attractions of Yogyakarta City Tourism is the Kotabaru Yogyakarta Residential Area. Historically, Sultan Hamengkubuwono VII accepted the request of Cornelis Cane, Resident of Yogyakarta, to build a new residential area for European citizens in the North. At the beginning of the 20th century, development in this area was permitted based on Rijktsblad van Sultanaat Djogjakarta policy No. 12 of 1917. Kotabaru architecture carries the concept of a "garden city" which includes arterial streets and boulevards. Apart from that, Kotabaru also has high historical value, such as the Kotabaru invasion on 7 October 1945, the use of public facilities in the city of Yogyakarta when it became the temporary capital of Indonesia in 1946, and the establishment of the Syuhada Mosque on 20 September 1952 as a symbol of the existence of the Indonesian people in in the middle of an Indic style building [2][3].

Tourism management in Kotabaru is regulated in the Regional Regulation of the Special Region of Yogyakarta Province Number 6 of 2012 concerning the Preservation of Cultural Heritage and Cultural Reserves, especially Chapter VI concerning Special Regional Cultural Heritage Article 64 paragraph 3 (d) [4]. This confirms the recognition of the importance of Kotabaru's cultural heritage with its Indic and Colonial architectural styles. With the potential that Kotabaru has, good management and responsibility for preserving this cultural heritage is very important. Therefore, the Yogyakarta City Government plays an important role in managing tourism in Kotabaru, especially as one of the leading destinations in Yogyakarta City [5].

In the context of tourism marketing, government communication is considered a powerful tool for creating awareness, building destination image, and motivating community and tourist participation in tourism [6]. In addition, government communication plays a key role in educating the public about the potential and uniqueness of tourist destinations, as well as informing them about the various facilities, attractions and activities available [7].

Based on the above, the aim of this research is to explore and analyze the marketing communication efforts that have been carried out by the Yogyakarta City Tourism Office in introducing the Kotabaru Residential Area as a cultural heritage area and garden city. This research aims to understand the communication strategies that have been used to attract public attention, which resulted in significant changes in tourist visits. Apart from that, this research also aims to analyze the impact of the pandemic on the tourism industry, as well as the extent to which communication efforts can influence the recovery and growth of the tourism sector in Kotabaru after the Covid-19 era.

It is hoped that the results of this research can make a significant contribution to the development of the tourism sector in Kotabaru and throughout the city of Yogyakarta. The results of this research can also be a reference for other regions that want to optimize tourism potential based on their cultural heritage. Tourism Marketing Communication is an important aspect in the tourism industry which plays a central role in shaping and influencing tourist demand. Along with the dynamics of this industry, various factors that tourism demand are becoming increasingly significant. These factors include economic constraints, government regulations, socio-cultural influences, safety issues, as well as environmental considerations [8].

Tourism marketing communications is a strategic process that involves conveying carefully planned messages, information and promotions to target audiences, with the aim of influencing tourists' perceptions, attitudes and behavior, as well as promoting certain tourist destinations or tourism services [7]. Tourism marketing communications includes the use of

various communication tools such as advertising, promotions, social media marketing, online advertising, and branding strategies, as well as adapting messages and communication strategies according to various external factors, including economic factors, government regulations, socio-cultural influences, safety issues, and environmental considerations, which influence tourist demand and preferences [9].

Marketing communications plays a strategic role in influencing the tourism industry by considering various factors that influence tourist behavior and tourism demand. Tourism marketing communications aims to create an attraction for tourist destinations, communicate their unique values, and encourage interest and visits from potential tourists [10].

Meanwhile, tourism marketing communication in the context carried out by the government is a concept that discusses the role and strategy of the government in promoting tourism destinations in certain countries or regions [11]. The government as the main stakeholder in tourism management has the responsibility to strengthen the image of their destination, build tourist awareness, and increase tourist visits [12].

Tourism marketing communication model by the government is through branding theory, which also becomes relevant in this context, with a focus on developing a strong destination brand to create a distinctive attraction and identity [13].

Tourism branding is a crucial strategic approach in tourism destination marketing efforts and image development [14]. A strong brand identity or destination brand is able to influence the perception and attractiveness of that destination, both at the national and international level [15]. Governments, as the main stakeholders in managing the tourism industry, often adopt tourism branding strategies to communicate the unique values of their destinations and attract tourists [16].

Tourism branding can be defined as the process of creating, developing and managing a destination's brand identity which includes elements such as logos, slogans, colors, visual images and the experiences offered [17]. Tourism branding aims to create a positive image of a destination that differentiates it from competitors and attracts tourist interest. One of the basic theories in tourism branding is Brand Identity theory which emphasizes the importance of creating a strong and cohesive brand identity for a destination [18].

Governments can play a central role in their destination's tourism branding strategy. Because, they have control over destination promotion, policy making and resource management which have an impact on branding. Governments are often responsible for formulating the messages and images they wish to communicate to potential tourists [19].

In its implementation, the government must ensure cohesion in the messages they convey through various institutions and communication channels. These efforts involve coordination between tourism departments or offices, and other institutions involved in destination promotion. In addition, the government must also consider regulations and policies that can influence destination branding [20].

Tourism branding can create certain expectations in tourists, and governments must ensure that the tourist experience matches the promised image. The primary importance is to provide positive and consistent experience for visitors. For example, if a destination's branding emphasizes natural beauty, the destination must ensure that its natural environment is maintained and provides an adequate experience to tourists [21].

Apart from that, the concept of sustainable tourism becomes relevant in the branding issues raised. Sustainable destinations integrate social, cultural and environmental aspects in their branding strategies [22]. The government needs to ensure that tourism growth does not damage the natural environment or violate local cultural and social values. In this case, branding actions often also include elements of corporate social responsibility (CSR) which require destinations to provide positive benefits to local communities [23].

Figure 1 mapped out how tourism branding by the government can work and influence sustainable tourism development.

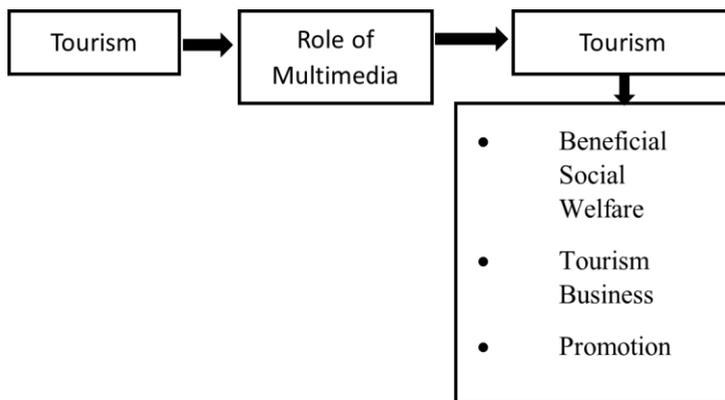


Fig. 1. The influence of tourism branding on the development of tourist destinations [23]

Tourism branding efforts through the use of multimedia can have an impact on tourism development such as beneficial social welfare, tourism business, optimal promotion, tourism competitive development and sustainable branding strategies.

2 Methodology

This research uses qualitative methods which can reach the complexity of marketing communications holistically. Qualitative research includes various approaches and methods, including observations, interviews, and field notes. The first step in analysing this research data is a desk review. Data collection using external desk review, secondary data obtained from online desk research and government published data. Data was taken on Desember 2023- May 2024. The topics analysed focus on marketing communications in the tourism sector and the strategies used by the government in carrying out marketing communications. The second step is to carry out interviews involving related parties to obtain primary data related to marketing communications carried out by the Yogyakarta City Tourism Office. Interviews conducted directly at the relevant officials' offices to develop questions regarding marketing strategies.

3 Result and Discussion

3.1 Potential Tourist Attraction

Kotabaru, an area in Jogja filled with Dutch colonial history, offers abundant potential tourist attractions. With a historical heritage that includes Dutch buildings such as schools, places of worship, and hospitals, as well as historical events that remain in the collective memory, Kotabaru is a magnet for visitors who want to explore traces of the past. However, even though its potential is great, the challenges faced in maintaining its authenticity and historical value cannot be ignored.

The history of Kotabaru as an elite Dutch area with the Garden City concept provides an important basis for understanding the evolution of urbanization in Jogja. Dutch colonial only 45% of this historical heritage still survives indicates the need for further efforts in preservation and maintenance.

Kotabaru is divided into two parts, namely the western and eastern parts, providing its own dynamics in the tourist experience. The western part, which is a special residential area, reflects the splendor of Dutch architecture, while the eastern part with its public buildings provides a more comprehensive picture of daily life in the colonial period. This expansion of

the experience creates layers of depth that appeal to visitors who want to experience the feel of the past.

Apart from being a historical area, Kotabaru also reflects the social and political changes that occurred in the past. The transformation of an elite Dutch residential area into a place of military activity during the Japanese occupation is a clear example of how historical events shape and change the face of an area. This diversity of historical layers adds complexity and attraction for tourists who want to understand more deeply the historical context of Kotabaru.

However, to maximize its potential attraction, concrete steps in tourism maintenance and promotion need to be improved. Efforts to preserve historic buildings must be increased so as not to lose more valuable parts of the historical heritage. Apart from that, massive and targeted promotions can increase local and international community awareness about the existence of Kotabaru as an important historical tourist destination in Jogja.

By making maximum use of its tourist attraction potential, Kotabaru can become an attractive destination for visitors who want to dig deeper into the history and culture of Jogja. By combining its rich historical heritage with more active preservation and promotion efforts, Kotabaru has the potential to become a tourist destination that is not only interesting but also educational for everyone who visits it.

3.2 Government Plans to Increase Tourist Attraction

The Yogyakarta City Government has big ambitions to raise the potential of the Kotabaru area as an important cultural heritage for this city. In this effort, the government has designed a series of strategic steps which include relocating the electric scooter route, developing shopping centers, and creating a night tourist attraction in the form of the Kotabaru Night Run. These steps are expected to increase tourist attraction and invite more visitors to enjoy the beauty and uniqueness of this heritage area [24].

The relocation of the electric scooter lane and the development of a shopping center in Kotabaru are efforts to create environmentally friendly infrastructure and make it easier for tourists to explore this area. By providing modern and clean transportation facilities, as well as quality shopping facilities, it is hoped that the tourist experience in Kotabaru will become more comfortable and enjoyable for visitors.

One of the interesting innovations promoted by the government is the Kotabaru Night Run, a night sports event designed to provide a unique experience for tourists. With a distinctive night atmosphere and historical nuances that radiate from every corner of the Kotabaru area, it is hoped that this event can be an additional attraction for visitors who are looking for a different experience in exploring this city.

The tourism potential in Kotabaru is not only limited to its natural beauty and historical buildings, but also includes a variety of culinary, beauty and sports activities. Through events such as the Tour de Culinary, Tour de Aesthetics, and Tour de Shopping, the government is trying to introduce various tourist attractions that can be enjoyed by various groups of visitors. Apart from that, the Tour de History of Culture and the Tour de Afternoon Street add an educational dimension to the tourism experience in Kotabaru, which is guided by competent tour guides. Even though there are thorough plans, there are still several aspects that need further attention by the government, especially those related to the official and operationalization of the planned events. Good coordination is required between various related parties to ensure the smooth and successful implementation of this plan.

3.3 Government Implementation in Efforts to Increase Tourist Attraction

The Yogyakarta City Government has taken concrete steps to increase tourist attractions in the Kotabaru area. Through a series of events and festivals, the government is trying to

introduce the potential of night tourism, cultural riches and history that Kotabaru has to the local community and tourists. The following is some of the initiatives that have been undertaken by the government:

3.3.1 Good evening Kotabaru (17/03/2023)

After revitalizing the Kotabaru area, the Yogyakarta City Government held an event entitled "Good Night Kotabaru". This event aims to strengthen Kotabaru's image as an attractive night tourism destination. By presenting various evening activities and attractions, the government hopes to attract tourists to explore the city of Yogyakarta at night [2].

3.3.2 Kotabaru Heritage Festival (6-9/07/2023)

Kotabaru Heritage Festival is a festival that aims to highlight the intellectual property and cultural heritage of the Kotabaru area. Through various activities such as art exhibitions, cultural performances, and workshops, this festival provides a platform for local people and tourists to appreciate and understand the cultural diversity that Kotabaru has.

3.3.3 Heritage Fun Walk (11/8/23)

Heritage Fun Walk is a walking event organized by the government with the aim of introducing the Kotabaru Cultural Heritage Area to the public. Through this activity, participants are invited to explore the streets of Kotabaru while learning about the history and culture contained therein. It is hoped that this event can be a trigger for the community to appreciate and preserve Kotabaru's cultural heritage.

By holding various events and festivals, the government hopes to create a busy and vibrant atmosphere in Kotabaru. These measures will not only increase tourist attraction, but also provide a boost to local economic development and preservation of cultural heritage.

Kotabaru, as a historical area in Yogyakarta, has abundant tourist attraction potential. The Dutch colonial historical heritage which includes historic buildings, important events and socio-political transformations creates a magnet for tourists who want to explore traces of the past. However, maintenance and promotion challenges are still the main focus.

Kotabaru's potential as a tourist destination is reflected in its rich history, including old buildings and historical events. However, only a small part of this heritage survives, highlighting the need for more serious conservation efforts. For visitors, the Kotabaru experience is not only about seeing historical buildings, but also understanding the socio-political context of the past, creating layers of depth in the tourist experience.

The Yogyakarta City Government has responded to this potential with a series of diverse initiatives. Starting from the evening event "Good Night Kotabaru" to cultural festivals such as the "Kotabaru Heritage Festival", the government is trying to introduce the rich culture and history of Kotabaru to tourists. Apart from that, by organizing evening sports events "Kotabaru Night Run" and "Heritage Fun Walk", the government is also trying to attract visitors with unique and different tourism experiences.

Infrastructure development and promotion plans are also an important part of the government's efforts. The relocation of the electric scooter route, the development of shopping centers, and various promotional events such as the "Tour de Culinary" and "Tour de Estetika" are concrete efforts to increase the comfort and ease of access for tourists in Kotabaru. However, challenges remain in coordinating and operating these plans well.

By combining historical and cultural potential with concrete efforts in maintenance and promotion, the government hopes that Kotabaru can become an attractive and sustainable tourist destination. These steps are also expected to make a positive contribution to the local economy and awareness of the importance of preserving cultural heritage. Nevertheless,

cross-sector collaboration and involvement of local communities remains the key to success in developing Kotabaru as a leading tourist destination in Yogyakarta.

4 Conclusion

Kotabaru in Yogyakarta offers great tourism potential thanks to its rich and varied historical heritage. With its historic Dutch buildings, important events, and socio-political transformations that reflect the city's evolution, Kotabaru attracts tourists who want to explore traces of the past. However, maintenance and promotion challenges are the main focus in maximizing this potential.

The Yogyakarta City Government responded to Kotabaru's potential with various initiatives, ranging from the "Good Night Kotabaru" evening event to cultural festivals such as the "Kotabaru Heritage Festival". These events aim to introduce the rich culture and history of Kotabaru to local people and tourists. In addition, infrastructure development plans and promotions such as the relocation of the electric scooter lane and the "Kotabaru Night Run" event are also being implemented to increase tourist attraction and comfort.

Even though there have been concrete steps taken, there are still challenges in coordinating and operating the plan well. Coordination between related parties and involvement of local communities is the key to success in developing Kotabaru as a leading tourist destination in Yogyakarta.

Kotabaru has the potential to become an attractive and sustainable tourist destination if its historical and cultural potential is maximized properly. The steps taken by the government are positive steps in raising this potential. Thus, cross-sector collaboration and local community involvement need to be increased to achieve this goal.

References

1. Kemenparekraf, Kemenparekraf.Go.Id (2022)
2. Dinas Kebudayaan DIY, Jogjaprovo.Go.Id (2023)
3. S. Sabandar, Liputan6.Com (2023)
4. Dinas Kebudayaan DIY, (2013)
5. H. Mellyana, 47 (2016)
6. I. Bakti, S. Sumartias, T. Damayanti, and A. R. Nugraha, *J. Commun. Stud.* **6**, 217 (2018)
7. M. A. S. Amin and P. Priansah, *Budapest Int. Res. Critics Inst. Humanit. Soc. Sci.* **2**, 160 (2019)
8. L. Gorlevskaya, *Stud. Commer. Bratisl.* **9**, 252 (2016)
9. N. S. Sever, G. N. Sever, and S. Kuhzady, *Int. J. Acad. Res. Bus. Soc. Sci.* **5**, 188 (2015)
10. N. Chamidah, B. Guntoro, and E. Sulastri, *J. Asian Financ. Econ. Bus.* **7**, 177 (2020)
11. Anwar, I. Surya, and E. Resmawan, **6**, (2022)
12. S. Cola, *J. Sustain. Tour.* **14**, (2006)
13. N. A. Pop, C. A. Baba, R. N. Anysz, and D. Tohanean, *Proc. Int. Conf. Bus. Excell.* **14**, 1005 (2020)
14. W. C. Gartner and A. N. A. M. A. Munar, **1**, iii (2009)
15. S.-H. Tsaor, C.-H. Yen, and Y.-T. Yan, *Asia Pacific J. Tour. Res.* **21**, (2016)
16. A. Victor, V. Mojisola, and E. Stale, **4**, 80 (2018)
17. M. Almeyda-Ibanez and B. P. George, *J. Tour. Herit. Serv. Mark.* **3**, 9 (2017)

18. A. A. Farhangi, M. Karoubi, and F. Saadeghvaziri, (n.d.)
19. D. C. K. LIHU, *Int. J. Environ. Sustain. Soc. Sci.* **4**, 364 (2023)
20. M. Túñez López, V. Altamirano, and K. P. Valarezo, *Rev. Lat. Comun. Soc.* **71**, 249 (2016)
21. H. Jiang, Q.-L. Yong, H. Liu-Chih, and C. Ya-Ping, *Asia Pacific J. Tour. Res.* **22**, (2017)
22. Isdarmanto, D. R. Susanto, and A. Kiswanto, *IOP Conf. Ser. Earth Environ. Sci.* **704**, (2021)
23. R. Camprubí and A. Gassiot-Melian, *Sustain.* **15**, 0 (2023)
24. F. Prihantoro, *Bakti Budaya* **2**, 67 (2019)