


BRAND ELEMENT: EXPLORING THE EFFECT ON CITY BRANDING

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ARTICLE INFO	<u>ABSTRACT</u>
<p>Article history:</p> <p>Received 02 August 2022</p> <p>Accepted 01 November 2022</p>	<p>Purpose: This study evaluates the contribution of symbolic brand elements such as the destination name, logo, and tagline to forming a destination brand.</p>
<p>Keywords:</p> <p>Brand Element; Brand Identity; Destination Branding; City Branding.</p>	<p>Theoretical framework: Branding is identified with a symbolic element in a product. In the context of destination branding, an emblem or logo promises a tourist experience that can be remembered and associated with a particular destination by tourists or visitors. (Mihalis Kavaratzis & Hatch, 2013)</p>
	<p>Design/methodology/approach: The article reports on field research that operationalizes a theoretical framework to examine visitor perceptions of West Java— involving 322 respondents, namely visitors to tourist destinations in West Java.</p>
	<p>Findings: The name of the destination is the most contributing element to the formation of the West Java destination brand. In addition, the name of the destination is accessible for visitors to remember and influences their visit decision. However, according to respondents, taglines and logos are also essential elements in branding destinations in West Java.</p>
	<p>Research, Practical & Social implications: We suggest a future research agenda and highlight the symbolic brand elements in the form of brand names, logos, and slogans (or taglines) that contribute to overall destination branding in other city or country.</p>
	<p>Originality/value: The results of this study indicate the role of the brand element of the destination name can also influence the decision of tourists to visit the destination. The results refer to brand elements (at least the tagline and logo) which are “important” for branding West Java city/district destinations.</p>
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MARCA ELEMENTAR: EXPLORANDO O EFEITO SOBRE A MARCA DA CIDADE

RESUMO

Objetivo: Este estudo avalia a contribuição de elementos simbólicos da marca, tais como o nome, logotipo e slogan de destino para formar uma marca de destino.

Estrutura teórica: A marca é identificada com um elemento simbólico em um produto. No contexto da marca de destino, um emblema ou logotipo promete uma experiência turística que pode ser lembrada e associada a um determinado destino por turistas ou visitantes. (Mihalis Kavaratzis & Hatch, 2013)

Design/metodologia/abordagem: O artigo relata pesquisas de campo que operacionalizam uma estrutura teórica para examinar as percepções dos visitantes de 322 respondentes em Java Ocidental, ou seja, visitantes a destinos turísticos em Java Ocidental.

Descobertas: O nome do destino é o elemento que mais contribui para a formação da marca do destino West Java. Além disso, o nome do destino é acessível para que os visitantes se lembrem e influenciem sua decisão de

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visita. Entretanto, de acordo com os entrevistados, as tags e logotipos também são elementos essenciais nos destinos de marca em West Java.

Pesquisa, implicações práticas e sociais: Sugerimos uma agenda de pesquisa futura e destacamos os elementos simbólicos da marca na forma de nomes de marcas, logotipos e slogans (ou taglines) que contribuem para a marca geral do destino em outra cidade ou país.

Originalidade/valor: Os resultados deste estudo indicam o papel do elemento de marca do nome do destino também pode influenciar a decisão dos turistas de visitar o destino. Os resultados referem-se aos elementos da marca (pelo menos a tagline e o logotipo) que são "importantes" para a marca da cidade/distrito de West Java.

Palavras-chave: Elemento da Marca, Identidade da Marca, Destination Branding, City Branding.

ELEMENTO DE MARCA: EXPLORANDO EL EFECTO SOBRE LA MARCA DE LA CIUDAD

RESUMEN

Objetivo: Este estudio evalúa la contribución de los elementos simbólicos de la marca, como el nombre del destino, el logotipo y el eslogan, a la formación de una marca de destino.

Marco teórico: La marca se identifica con un elemento simbólico de un producto. En el contexto de la marca de destino, un emblema o logotipo promete una experiencia turística que puede ser recordada y asociada a un destino concreto por los turistas o visitantes. (Mihalís Kavaratzis & Hatch, 2013)

Diseño/metodología/enfoque: El artículo informa sobre una investigación de campo que operativiza un marco teórico para examinar las percepciones de los visitantes de Java Occidental, con la participación de 322 encuestados, es decir, visitantes de destinos turísticos de Java Occidental.

Resultados: El nombre del destino es el elemento que más contribuye a la formación de la marca del destino Java Occidental. Además, el nombre del destino es accesible para que los visitantes lo recuerden e influye en su decisión de visita. Sin embargo, según los encuestados, los eslóganes y los logotipos también son elementos esenciales en la formación de la marca de los destinos de Java Occidental.

Investigación, implicaciones prácticas y sociales: Sugerimos una futura agenda de investigación y destacamos los elementos simbólicos de la marca en forma de nombres de marca, logotipos y eslóganes (o taglines) que contribuyen al branding general de los destinos en otra ciudad o país.

Originalidad/valor: Los resultados de este estudio indican que el papel del elemento de marca del nombre del destino también puede influir en la decisión de los turistas de visitar el destino. Los resultados se refieren a los elementos de la marca (al menos el eslogan y el logotipo) que son "importantes" para la creación de la marca de los destinos de la ciudad/distrito de Java Occidental.

Palabras clave: Elemento de Marca, Identidad de Marca, Marca de Destino, Marca de Ciudad.

INTRODUCTION

One of the basic techniques of tourist destination management is the creation and development of a “brand” (Kim and Lee, 2018). The concept of branding is used in the domains of goods and businesses and service areas in the fields of tourism (Civelek., 2015; Kim and Lee, 2018) with the same goal of influencing demand and satisfying customers compared to other competitors.

A brand is defined as “a product or service made distinctive by its positioning relative to the competition and by its personality, which encompasses a unique blend of functional attributes and symbolic values” incorporate and product branding (Hankinson, 1993). While Blain, Levy, & Ritchie (2005) define destination branding is as the set of marketing activities that (1) support the creation of a name, symbol, logo, wordmark, or other graphics that readily identifies and differentiates a destination; (2) consistently convey the expectation of a

memorable travel experience that is uniquely associated with the destination; (3) serve to strengthen and consolidate the emotional bond between the visitor and the destination; and (4) lower consumer search costs and perceived risk. Taking these definitions into consideration and how brand assets are identified and measured (Farquhar, et al, 1991; Kladou and Kehagias, 2014).

Branding attempts to give the product a specific and more distinctive identity, which city marketing does. Places need to be distinguished through a unique brand identity if they know their existence, a city's way of outperforming competitors and being consumed in a way appropriate to the place's destination (Kasapi and Cela, 2017). The application of philosophies, marketing methodologies, and marketing techniques that are easy to adapt and use in urban planning practices is reflected in the increasing interest of academics from various fields who believe that marketing principles with the necessary modifications apply to cities and their operational environment (Kavaratzis, 2004).

Understanding the city as a company facilitates the development of diverse identities. To create a thriving city brand, stakeholders must share a common vision, core values, and brand benefits. The challenge is knowing who these stakeholders are and communicating with different stakeholders (Moilanen, 2015). Although the notion of branding dates back to the 1940s (Guest, 1942) the first journals devoted to tourism destination branding did not appear until 1998 with the study of Pritchard and Morgan (1998), were integrated the concepts of branding and destination image. The fact that destination branding essays have recently appeared in academic journals demonstrates that this notion is still in its infancy. Furthermore, from a literature review, it is known that the number of articles published under the title destination branding has overgrown over the years (Kasapi and Cela, 2017).

This study provides a broader understanding by examining essential aspects of destination branding efforts, namely symbolic elements such as brand names, logos, slogans, or taglines. The primary input of this research is the extent to which symbolic elements contribute to the overall city brand. According to Pike & Bianchi (2016), one of the critical research gaps in destination branding is the ineffectiveness of slogans and logos. The motivation behind this research is to provide a better understanding of how visitors associate the symbolic elements of a brand with the evaluation of destination branding (Kladou *et al.*, 2017). City brand elements in West Java as a tourist destination have not fully supported city branding optimally, namely logo, slogan, dan name of the city, according to observations in several favorite destinations in West Java.

The city logo, for example, can be considered a tangible asset of the city. The logo is one of the most attractive elements that strengthen the city's brand by creating a positive image in people's minds (Wahyurini, 2012). Visual identities such as logos also can raise awareness, create recognition and evoke brand perceptions in people's minds (Warnaby and Medway, 2010).

Then, place branding context can be grouped into nation branding, region branding, and city branding (Lucarelli and Olof Berg, 2011). Academically, city branding is an essential topic for urban and regional planning, combining marketing strategies and planning to promote a city's competitive advantage. Cities compete for investment, tourists, and events. In an era of increasingly fierce global competition (Lucarelli and Olof Berg, 2011), city branding seeks to attract visitors, funds and residents, contributing to various economic benefits, social cohesion, and added value for individual cities as a whole (Soltani *et al.*, 2018).

The destination branding approach that focuses on the function of tourism in attracting visitors strengthens the relationship between place authorities and external stakeholders in enhancing the reputation of the place. On the other hand, an identity-based approach (Kavaratzis and Hatch, 2013) emphasizes the interaction between internal and external audiences and how they relate the meaning of attributes of a brand to a place. Significant developments occurred in the identity-based perspective, so this study will focus on symbolic brand elements in the form of brand names, logos, and slogans (or taglines) that contribute to overall destination branding in West Java.

THEORETICAL REFERENCE FRAMWEORK

Brand

A brand can be defined as a group of associations relating to attributes, benefits and values (Batey, 2012), which represents a brand as a multi-dimensional construct, consisting of functional, emotional, relational and strategic elements that collectively produce a single unique set of associations in the public mind.

While Riezebos (2019) defines a brand as the totality of what consumers consider before purchasing, another explanation (Hartley and Pickton, 1999) is that as a marketing tool, branding is not simply a case of placing a symbol or name on a product to identify the manufacturer; A brand is a set of attributes that have a meaning, image, and produce associations with a product when someone considers the brand of that product.

Then The America Marketing Association (AMA) has updated the definition of a brand, namely a customer experience represented by a collection of images and ideas; it often refers

to symbols such as names, logos, slogans, and design schemes. Thus, brand recognition and other reactions are derived from the accumulated overall experience of a particular product or service, both directly related to its use and through the influence of advertising, design, and media commentary.

Different approaches also explain that marketing is dominant in services, now a cultural practice has been developed (Vargo and Lusch, 2008). As such, brands are also used as a corporate strategy (Hatch, 2008) and facilitate relationships between consumers. While the previous brand definition centred on the symbolic brand elements of the name and logo, there was a gradual shift towards a more comprehensive understanding.

Destination Brand

Destination brand shows as a distinctive and unique destination identity community to be distinguished from its competitors (Blain, et al, 2005). Initial understanding of destination brands only replaces the terms goods and services (Ritchie and Ritchie, 1998), name names, symbols, logos, wordmarks or other graphics that identify and differentiate the purpose from others. In the context of destination branding, the emblem or logo promises a tourist experience that can be remembered and associated with a particular destination by tourists or visitors. The purpose of brand equity is an essential concept in destination branding (Cai, 2002). The definition of brand equity (Aaker, 1991) is the set of assets (and liabilities) associated with the brand name and symbols that add (or reduce) the value provided by a product or service for a company or customer.

Brand Identity

Brand identity (Roy and Sarkar, 2015) is how an organisation or company is identified through the features of culture, vision, personality, positioning, or beliefs followed, and so on. A brand identity that produces a brand image can be in logo components, products, packaging, messages, or other features. Each piece is presented to form its identity, thus creating a brand image. The literature that unravels from the beginning of brand history produces a model that describes brand identity elements, presented in the following Figure 1. Moreover, brand identity is defined as an outward brand expression, including its name and visual appearance. The brand's identity is its fundamental means of consumer recognition and symbolises differentiation from-competitors. It is important to note that a brand identity refers to the strategic goal for a brand, while a brand image resides in consumers' minds (Adidam, 2007).

The critical factor (Mindrut, Manolica and Roman, 2015) in achieving competitive advantage and obtaining considerable economic benefits is associating products with a strong brand identity. Thus, the smaller the difference between their perceived image and the brand identity, which is expected to be, the more efficient the brand identity strategy.

In the digital era, brand identity began to be embedded in digital promotional media through various forms. Brand identity (Gretzel and Collier de Mendonça, 2019) is built through different visual and verbal design elements (brand name, logo, typography, colour palette, supporting graphics/images, tagline, sound). Through website design features such as headers and footers, navigation menus, backgrounds, navigation buttons, tables and forms complemented by hypermedia content such as static or moving images, sound and video (Gretzel and Collier de Mendonça, 2019).

Figure 1. Brand Identity Elements (Mindrut, Manolica and Roman, 2015)



The identity of a company in the same way that is early brand definitions associated with visual elements (Md Husin and Ab Rahman, 2013). It connects early brand identity classifications with visual identity (van Riel and Balmer, 1997). Although visual identity is fundamental in brand construction, it is simply one component among many that makeup brand identification (van Riel and Balmer, 1997). The brand iceberg symbolises a contemporary trend in brand identity theory, which divides brand identity into visible and invisible components, with the latter becoming increasingly important (Isabel Gorii ', Alejandra Garcia-AIonso, 1997). Because of the " 'topic's relevance, several brand identity building blocks have been presented, with the most attention paid to corporate brand identity building blocks (van Riel and Balmer, 1997). Furthermore, academics primarily focused on product (van Riel and

Balmer, 1997; Aaker and Joachimsthaler, 1999; Kapferer, 2008) or service (Garber, Burke and Jones, 2000) brands, with only a few on other types of brands, such as destination (Stephens Balakrishnan, 2008; Konecnik Ruzzier and de Chernatony, 2013). The Table 1 shows a complete examination of brand identity building pieces. The 'writers' proposals for brand identity building components vary substantially, as they all suggest 42 different construction blocks (Petek, 2007).

Table 1. Brand Identity Building Blocks (Petek & Ruzzier, 2013)

Author(s)	Brand Identity Building Blocks	Model's Name
Melewar 1993	Communication, design, culture, behaviour, structure, industrial identity, strategy.	Corporate Identity
Van Riel and Balmer 1997	Personality, behaviour, communication, symbolism.	Corporate identity programme
Aaker 1996; Aaker and Joachim sthaler 2000	Brand as product, organisation, person and symbol, value and benefits, credibility and relationship	Brand identity system
Kapfere 1997	Physique, personality, culture, customers' self-projection, customers' reflection, relationships.	Brand identity prism
Ind 1997	Mission, philosophy, value, culture.	Strategic corporate identity
De Chernatony 1999	Vision, culture, relationships, positioning, personality, presentation.	Brand identity model
De Chernatony and Harris 2000	Vision, culture, relationships, positioning, personality, presentation.	Brand identity
Jones 2000	Beliefs, capabilities, behaviours, environment.	Brand identity triangle
Melewar and Jenkins 2002	Communication and visual identity, behaviour, corporate culture, market conditions.	Corporate identity
Melewar and Karaosmanoglu 2006	Structure, design, strategy, culture, behaviour, communications, industry identity.	Corporate identity
Balakrishnan 2009	Vision, stakeholder management, customer targeting, positioning or differentiation, brand components, communication strategy.	Branding Strategy
De Chernatony 2010	Positioning, culture and vision, personality, presentation, relationships.	Brand identity components
Konecnik Ruzzier and De Chernatony 2013	Benefits, mission, vision, values, distinguishing preferences, personality, experiential promise, emotional value, functional value, stakeholders.	Destination brand identity model

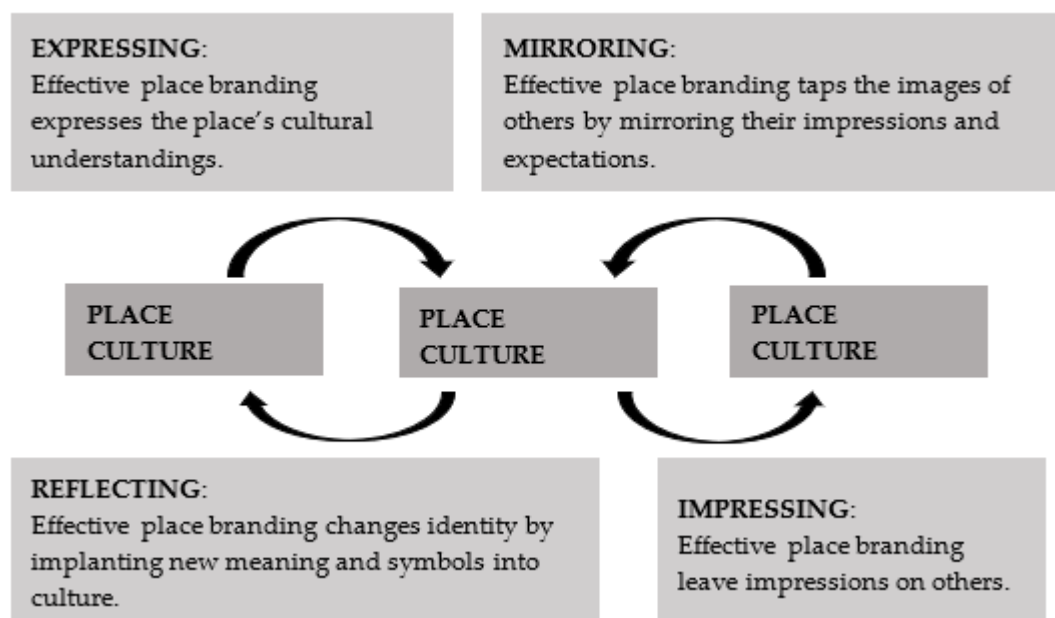
The Role of Symbolic Brand Element

The influence of brand elements on the image of a place remains to be confirmed because the stimulus to the brand is vast, consisting of symbolic place brand elements. These elements, such as the name, logo, tagline, and all other symbolic expressions of the place brand, are represent the place in the minds of its consumers. In the context of place brands, the symbolic role of brands has not yet been established, although, in the corporate context, these

elements may be essential. In other findings show that the symbolic brand element is not necessary. Tourists do not include formal brand elements in their interactions, let alone the use of the internet. Such a slogan or logo is hardly found on the relevant website content (María Munar, 2011).

Furthermore, (Cian, Krishna and Elder, 2014) a brand element can be strategically designed to evoke the perception of movement and thereby enhance consumer engagement and affect consumer attitudes. Studies by Lee, Cai, & O’Leary (2006) and Chang, Chen, & Hsu (2012) in the hospitality academy back up the value of the brand factor in marketing. Thus, the brand element is a crucial consideration when hotel firms change their brand portfolio (Wang and Chung, 2015). Figure 2 brings the Function of Identity-Based Place Brands.

Figure 2. The Function of Identity-Based Place Brands (Kavaratzis and Hatch, 2013)



METHOD

The object of this research is the brand element variable that contributes to the city brand in West Java, including the name, taglines and logos. This research was conducted in 4 destinations in West Java with the highest visitors, namely: Garut Regency, West Bandung Regency, Pangandaran Regency, and Bogor City.

The exploration of the role elements was carried out using a structured questionnaire to understand that the evaluation of the logo/brand element was determined by the attitude and existing relationship to the brand. Respondents are tourists who have visited destinations with positive dispositions when asked to apply for a brand. At the beginning of the study, the

respondents were asked to recall the tagline/logo that they remembered most and related to the destination. This study uses several brand elements campaigned by the Tourism Office. The questionnaire was given to a small group of respondents who are tourist destinations in West Java for pre-testing. This stage measures the questionnaire and filling time. The study continued by measuring respondents from visitors to the selected destinations as the most significant number of visitors.

Data from the Central Statistics Agency refers to several destinations with the most visits, given the limited time in this study, so that 4 (four) destinations were determined in this study. The questionnaire was filled out by 322 respondents who were randomly selected with the criteria of having visited the specified destination to assess the brand elements of the destination. Subsequent analysis in SPSS revolves around frequency and means of destination and helps analyze responses according to the research and research proposition.

RESULTS & DISCUSSION

This study involved 322 respondents who had visited West Java, especially in the leading cities/regencies of West Java. As many as 48% of respondents are female, and the remaining 52% are male. Furthermore, the sample representing this study was also dominated by respondents aged 17 to 25 years or 75% of the total respondents. In more detail, the other 13% of respondents are between the ages of 26 to 45 years, and the remaining 12% are respondents aged 46-65 years. Table 2 presents the respondent profile.

Table 2. Respondent Profile

	Respondent Profile	Frequency	%
Age	17-25	243	75%
	26-45	41	13%
	46-65	37	11%
	> 65	1	0%
Gender	Male	169	52%
	Female	153	48%
Household income per month	< Rp 3.600.000	227	70%
	Rp 3.700.000 – Rp 5.000.000	37	11%
	Rp 5.000.000-Rp 10.000.000	41	13%
	> Rp 10.000.000	17	5%
Education	High School	92	29%
	Diploma	20	6%
	Undergraduate	194	60%
	Graduate	16	5%

The overall respondents have visited West Java, especially the 4 Cities/Regencies that have become the leading tourism destinations in West Java, namely Garut Regency, West

Bandung Regency, Pangandaran Regency, and Bogor City. This study will link brand elements with the five roles of destination branding in West Java. (1) Brand elements as an identifier to leave an impression on others, (2) Brand elements as an identifier to reflect the image to others, (3) Brand elements as a medium to reflect the identity embedded in culture, (4) Brand elements as a medium to express cultural understanding, (5) Influence of elements on behavioural intention. In addition, an assessment of the essential elements of branding was to the respondents to confirm the critical elements of the brand for destination branding.

The Likert scale used has 3 (three) variations, namely 5 points, 7 points, and 10 points. However, the difference in the scale categories impacts 'respondents' answers (Dawes, 2008). In general, the assessment uses a 5-point scale, the evaluation of parameters uses a 7-point scale. Additional assessment of the importance of brand elements to destination branding using a 10-point scale.

Brand Elements as Identifiers to Leave an Impression on Others

As a tourist destination, West Java has many cities/regions to choose from with various natural, culinary, and cultural attractions. Based on the West Java Tourism and culture office records, in 2021, the most visited destinations by tourists include the City of Bandung, West Bandung Regency, Pangandaran Regency, and Garut Regency (disparbud.jabarprov.go.id, 2020).

This study involved West Bandung Regency, Pangandaran Regency, Garut Regency, and Bogor City. According to the Central Bureau of Statistics of West Java (BPS) had the highest number of tourist visits in recent years. Throughout 2020, 3,939,993 tourists visited Pangandaran to enjoy its natural attractions, especially beaches. Then, domestic and foreign tourist visits to West Bandung Regency were 3,440,529 tourists who wanted natural tourism and instagrammable artificial tourist areas. Then as many as 1,907,007 tourists visit Garut Regency, which offers a variety of typical culinary delights. Furthermore, the City of Bogor also recorded an increase in tourists every year, so West Java BPS data showed that 3,956,432 tourists in 2019 were visiting domestic and foreign.

Table 3. Tourists' Memories of the City/Regency Tagline

NO	75%
YES	25%
Pangandaran <i>World-Class Destination</i>	17%
<i>"Breathtaking West Bandung: Yes We CAN (Culture, Adventure & Nature)"</i>	2,5%
<i>"City of Runner"</i>	2,5%
None	78%

The survey was conducted to measure the level of impression felt by tourists by measuring memory and recognition of the tagline and logo of the destination city/regency. The result found that as many as 75% of tourists did not remember the tagline of the destination city/district they had visited. However, of the 25% who remember the tagline of the destination they have seen, only 22% can correctly mention the tagline of the city/regency of the destination. Among them are tourists who visit Pangandaran Regency as much as 17%, mentioning “Pangandaran World Class Destination” and 2.5% of tourists visiting Bogor City mentioning “City of Runner”. The remaining 2.5% are tourists visiting Bandung Regency saying “Breathtaking West Bandung: Yes We CAN (Culture, Adventure & Nature)”. At the same time, others claimed to remember but could not correctly mention the destination tagline. Table 3 above presents a summary of the data.

As many as 78% of tourists who claim to remember the tagline of the city/regency they have visited, some tourists visiting West Bandung Regency remember Yes We CAN (Culture, Adventure & Nature) as the tagline. A few others mentioned “Smiling West Java” or “Stunning Bandung: Where the Wonders of West Java Begins”. However, most of the others can only remember the famous tourist sites they visited.

The survey also asks for the tourism logo of the destination city/regency that tourists have visited. The result is that 36% of tourists remember the logo, while another 66% do not remember the destination tourism logo. Although they do not specifically mention the logos they know, these results illustrate how the role of destination logos gives an impression to tourists of all cities/districts surveyed in this study. Visitors to Pangandaran Regency are the tourists who can remember the destination logo the most, which is 55% compared to other destinations in West Java. This result is in line with the survey on visitors who remember the destination tagline, which are dominated by Pangandaran Regency’s visitors.

Based on the data obtained from the field survey, the role of brand elements in leaving an impression on visitors shows low potential. Overall, researchers can conclude that visitors cannot remember the logos and taglines of specific destinations they have visited. So it contradicts the theory which states that brand elements are essential in the practice of destination branding. However, an in-depth investigation and analysis are needed to corroborate the results of this survey. In this case, the brand elements studied in this study did not prove to be an essential factor of the destination brand.

Brand Elements as Identifiers to Reflect Image to Others

A five-point Likert item survey was conducted to determine the role of brand elements that reflect the image to its visitors. This finding reveals the perceived contribution of each brand element to the image mirroring process. The results are shown in the Table 4.

Table 4. Contribution of Brand Elements

	Name	Tagline	Logo
<i>Visibility</i>	3,90	3,01	3,44
<i>Distinctive</i>	3,92	3,71	3,83
<i>Consistent</i>	3,80	3,78	3,87
<i>Transparent</i>	3,78	3,80	3,84
<i>Authentic</i>	4,08	3,91	3,92

The findings explain that the brand elements consisting of the name, tagline, and logo of the destination have a suboptimal contribution to the process of mirroring the image of the destination. Although based on the score interpretation interval, it shows that the results are in a suitable category. The most significant of the brand element role is the name of the destination in almost all aspects, especially with a score of 4.08 on the authenticity aspect compared to the tagline and logo, which is still lower below the score of 4. On the other hand, tagline and logo seem to have a somewhat balanced contribution in showing distinctiveness. or destination authenticity. The lowest score is in the visibility aspect, which means that the three brand elements have the weakest role in making visible brands and destinations. In this case, the tagline has the lowest role compared to other brand elements.

Then, based on the survey results also show that almost overall, the tagline has the weakest role except in the aspect of transparency which explains various information and things that stakeholders believe through the brand element of their destination.

So that when ranked, the brand element that most strongly contributes to the reflection of the destination image is the name. Then the logo has a moderate contribution, and the weakest contribution is the tagline.

Therefore, these results can be a consideration for tourism destination authorities in West Java to develop the main brand elements that contribute to tourists favorite visiting destinations. This study especially highlights the authenticity aspect of the destination, which was proven to be driven by the highest contribution of brand elements in this study.

Brand Elements as a Media to Reflect the Identity Embedded in Culture

In this section, visitors are asked to evaluate the brand elements that most influence their attitudes regarding their decision making towards destinations—using the same brand elements in this evaluation, namely the name, tagline, and logo. Respondents used a seven-point Likert scale to provide this evaluation assessment. In addition, they adapted previous research using the same scale to obtain optimal data about the variables being studied (Henderson and Cote, 1998; Kladou *et al.*, 2017). Although it is complicated to conclude the results of brand elements in reflecting cultural identity, the dimensions and scales used in exploring this aspect help explain the process of reflecting these elements.

Table 5 presents the average score from the evaluation of brand elements, which strengthens the previous assessment results (previous table). These results are the same as the results of previous assessments. So the data obtained showed consistent results.

Table 5. Average Brand Element Performance Score in Significant Parameters.

	Nama	Tagline	Logo
Dislike- Like	5,63	5,41	5,52
Good- Bad	5,61	5,43	5,45
Distinctiveness- Non Distinctiveness	5,68	5,45	5,50
Interesting- Not Interesting	5,62	5,43	5,47
With Quality- Without Quality	5,61	5,50	5,47

It is even stronger because the brand element of the destination name is a differentiating aspect of visiting destinations according to tourists. First, the logo becomes the brand element that visitors like the most. Then, the tagline brand element shows the quality of the destination for visitors. So, according to the results of this survey, the brand element of the destination name remains the part of the brand symbolism that most strongly translates most meanings and reflects the destination's culture.

Brand Elements as Media to Express Cultural Understanding

This study seeks to explore the importance of brand elements in branding a place or destination. Therefore, a further survey aims to examine the capacity of the brand element to promote its role in expressing the cultural understanding of the destination

Table 6. Perceived Fit of Brand Elements and Positioning Statement

	Average	Not at all	Slightly	Moderately	Very	Extremely
Name	4,23	0	2%	16%	40%	42%
Tagline	4,05	0%	2%	25%	39%	34%
Logo	4,12	0%	3%	21%	37%	39%

Statement of the positioning of West Java tourist destinations represented by Garut Regency, West Bandung Regency, Pangandaran Regency, and Bogor City. For example, Garut Regency is Swiss Van Java which presents stunning natural scenery and distinctive Sundanese culture. Then, West Bandung Regency is known as a paradise for natural tourist destinations in Bandung. Pangandaran Regency is a tourist destination for beaches, seafood, and agricultural products attractive to travellers from various regions. Finally, Bogor City is a rainy city of education and research in agriculture and biology.

The positioning of this tourist destination becomes the same parameter for the cultural meaning of the destination. The respondents were assessed with the same Likert scale, namely 5 points, to facilitate the assessment because of the ideal range of the scale. The results show an average that is consistent with previous reviews. The destination name brand element is in the most vital position in conformity to the destination positioning. Then the logo occupies a moderate level in its suitability to the destination positioning. The weakest part following the positioning of the destination is the tourism tagline of the destination.

Furthermore, evaluation is also carried out on the suitability of the brand elements as a whole (name, tagline, and logo) to the positioning and image of the destination. The average results show 4.11 or more than 82%, which in the internal category is included in the very appropriate category. Table 7 explains the evaluation of the suitability of brand elements to the positioning and image of the destination.

Table 7. Perceived Fit of Brand Elements and Positioning Statement to Desired Image

	Average	Not at all	Slightly	Moderately	Very	Extremely
Brand Elements	4,11	0%	1%	21%	45%	34%

The Effect of Brand Elements on Behavioral Intentions

The final part of the survey is to identify the relative impact of each brand element concerning travelers' decisions as measured on a 5-point scale. The results are presented in the following Table 8.

Table 8. Influence of Brand Elements on Aspects of Behavior

	NAME	TAGLINE	LOGO
Influence of destination decision	4,10	3,78	3,73
Destination image	4,11	3,92	3,92
Reason to revisit	4,02	3,70	3,57
Reason to recommend	4,08	3,68	3,62

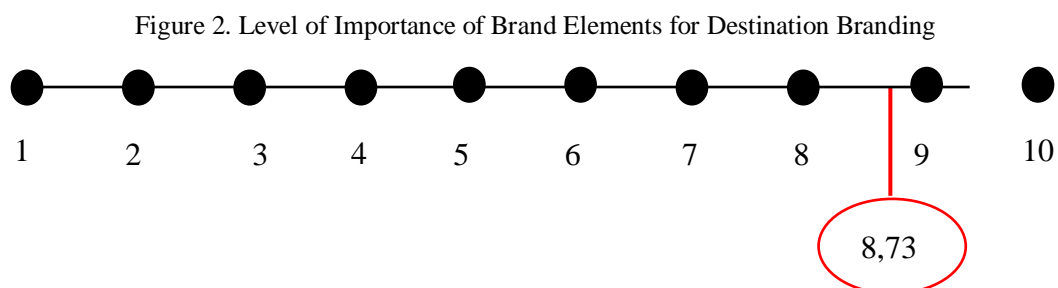
The results strengthen the brand element of the destination name, which contributes to the influence on aspects of consumer behavior compared to the other two brand elements. The score obtained by the brand element of the destination name on parts of destination decisions, destination image, reasons for returning, and reasons for recommending the destination to others is in the outstanding category. At the same time, the tagline and logo brand elements have almost the same average score without significant differences. Overall, brand elements that contribute to consumer behavior are in a good category, although limited.

Although various literature mentions the need to confirm the role of symbolic elements of place image destinations, slogans and logos are almost not found on website content relevant to tourist destinations (María Munar, 2011). Furthermore, previous research (Kladou *et al.*, 2017) has also shown the contribution of weak brand elements in place branding.

Another study at a similar locus (Chan *et al.*, 2021) shows that the city's brand equity consists of brand awareness, brand loyalty, and brand value, affects the intention to revisit West Java destinations. City brand equity which consists of brand awareness, brand loyalty, and brand value, affects the intention to revisit West Java destinations.

Importance of Brand Elements in City/Regency Branding in West Java

As additional important information, this study also confirms the assessment of tourists as respondents regarding the importance of brand elements in branding cities/districts of tourist destinations in West Java. However, the scale used is different from previous evaluations. A 10-point scale is used to make it easier for respondents to assess the importance of brand elements on the branding of the place.



Based on the survey results, the number 8.73 out of a total score of 10 means that the respondents' assessment of the importance of brand elements for destination branding is included in the "important" category. Thus these survey results strengthen the tourists' results' evaluations in other categories that have been discussed previously. So, in general, the overall

results of this study can be used as input for stakeholders in the context of city/district branding in West Java to optimize symbolic brand elements in the form of names, taglines, and logos to support destination branding.

The results of this West Java tourist assessment invalidate previous (María Munar, 2011), which stated that it did not include brand elements in the priority interaction with destinations. Even other results also mention that the symbolic brand element is not essential.

On the other hand, as an additional reference in this discussion, the previous study (Miftahuddin *et al.*, 2021) explains that the attractiveness of the city affects brand attitudes and shows that the attractiveness of the city in the tourist area of West Bandung Regency is a factor that plays an essential role in maintaining the brand attitude of the tourist area. The higher the attractiveness of the city in the study, the determinant in improving brand attitudes.

CONCLUSION

This study concludes a survey of city/district destination visitors in West Java to show the success of the destination in attracting visitors, mainly based on the contribution of the destination's brand elements. Based on the data analysis obtained from a field survey of tourists who have visited the city/regency of West Java tourist destinations, the score is at a reasonable level. The name brand element gave the most significant contribution, which means the name of the city/regency of tourist destinations in West Java in the excellent category in terms of symbolic place elements.

In addition, the role of the brand element of the destination name can also influence the decision of tourists to visit the destination. At the same time, the name identifies the image of the intended destination. The name of the destination is also a brand element that is easy for tourists to remember to revisit the destination and recommend the destination to other potential visitors. However, taglines and logos are still at a reasonable level in influencing consumer attitudes.

In closing, tourists in this study also assessed the importance of brand elements for destination branding based on their experiences. Therefore, the results refer to the brand elements (at least the tagline and logo) that are "important" for the branding of West Java city/district destinations.

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