



MEASURING POSITIONING “NUSANTARA”: BRAND ANALYSIS OF EAST KALIMANTAN AS THE NEW CAPITAL CITY OF INDONESIA

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ABSTRACT

The relocation of the capital city of Indonesia from Jakarta to East Kalimantan has always attracted attention. Although this has been decided through a long democratic process, this relocation still brings pros and cons to society. Within the framework of economic transformation, realizing prosperity and equitable development, the Government of Indonesia is moved to answer this challenge. However, does this relocation have any urgency, especially since Indonesia has just recovered from the impact of the Covid-19 pandemic? Then how about building a new modern capital city with complete facilities, but still preserving nature and the environment? This research was conducted using a descriptive quantitative approach. Conceptualization is emphasized in the positioning and branding of East Kalimantan by referring to current conditions, as well as the utilization of existing resources in order to reach the ideal condition of the capital city. In this context, the government's public relations has a strategic role in measuring people's aspirations, as well as campaigning for a city branding blueprint for the new capital city.

Keywords: Positioning, City Branding, Capital City, Good Governance, Government Public Relations

1. INTRODUCTION

Law No. 3/2022 concerning the Determination of the National Capital (IKN) was officially ratified on the 15th of February 2022. This law marks that the IKN development project is legally done. Referring to the hectic line of news, the determination of East Kalimantan as the new capital of Indonesia has drawn a lot of polemics. This policy provokes pros and cons not only in the legislature but also triggers debate in the general public. The relocation project is considered not urgent, especially with the Covid-19 pandemic, people hope that the government can encourage the economic sector to recover first. It is also predicted that the relocation of the new capital city will erode the green forest area of Kalimantan, which is known as one of the lungs of the world.

As is known, on 26th August 2019, President Joko Widodo in a press conference at the State Palace made the decision to move the National Capital (IKN) from the Special Capital Region of Jakarta (DKI) to Penajam Paser Utara, East Kalimantan. The strongest reason for pushing the President to move IKN from Jakarta to East Kalimantan is to reduce population density and poverty in the capital city of Jakarta. According to data from the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs, the total population of DKI Jakarta is 11.25 million in June 2021 with an area of 664 square km. Based on this, the density of the capital city of DKI Jakarta reaches 16,937 people/sq km. Meanwhile, in March 2021, the

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Central Agency on Statistics (BPS) in the capital city of Jakarta recorded 501.92 people were in poverty. It is hoped that the relocation of the new capital city will overcome the population density.

In addition to the problem of population density and poverty, there are several other problems such as social and economic inequality, natural disasters such as floods, insufficient green open space, public welfare, congestion, air pollution, and rampant crime. The transfer was also carried out so that Indonesia's development was no longer Java-centric or Jakarta-centric. In other words, the reason for moving the capital city to East Kalimantan is part of the government's efforts to make development equitable.

There are several reasons why the government chose East Kalimantan as the new capital city. Some of them are East Kalimantan which has a large area, abundant Natural Resources (HR), a beautiful environment, and an area in the middle of the archipelago. The latter is also one of the reasons President Joko Widodo chose the name "Nusantara" as the name of the new capital city. The word Nusantara itself is a name that is very inherent in people's lives and has become an Indonesian identity. Instead of being accepted by the public, the naming of Nusantara actually reaped the pros and cons of a number of people and high-ranking state officials. One of them was the Chair of the Special Committee for the IKN Bill, Ahmad Doli Kurnia, who assessed that the name of Nusantara was still ambiguous and contradicted the decision taken (Alfons, Matthew, 2019).

In addition, in the transfer of IKN, it is certain that the costs required are not small. Many main and supporting infrastructures have to be built. There are also concerns that the transfer of IKN will create an economic gap between migrants and local residents. These various polemics are a challenge for the government, especially during the post-pandemic economic recovery.

To overcome these challenges, it is necessary to measure the positioning and branding of IKN. Certainly, this cannot be separated from the strategic role of government, especially government public relations. Communicating informative messages based on field data and scientific studies can form a more positive IKN image, as well as support positive statements and convince the Indonesian people. Based on this explanation, the researchers are interested in analyzing the positioning of the archipelago in the contextual branding of the National Capital City.

CONCEPTUAL FRAMEWORK

Repositioning East Kalimantan

Positioning is an action taken by an institution or organization to establish a city in the minds or memories of the public, by introducing a different side of the city from other cities, so that it can become a distinct advantage for the city (Kotler, 2002). Positioning is very important to do before carrying out a branding and one must do it on an ongoing basis that must adapt to changes in the environment. Positioning must be supported by good communication with the public so that the message to be conveyed to the public can be well received and get a positive impression. Based on this, the Government of Indonesia needs to take repositioning by reaffirming the blueprint it wants to set. When the government repositions the East Kalimantan region, the government must ensure that the identity that is embedded must be strong in the minds of the people because later it will lead to the branding strategy that will be created.

A brand is more than just a name because it has a dimension that differentiates one organization from another (Keller, 2008). Brands consist of several elements such as logo shapes, names, symbols, signs, terms, and taglines that can help the public in remembering the brand. According to Keller (2008), branding can be carried out in various forms, one of which is an organization or company and the location or geography of a region. In determining branding, it is necessary to do research first from the environment to research on the characteristics of the public audience. After getting the results of the research, the next stage is communicating branding to the public in a sustainable manner. Branding strategy will be able to make the public understand the duties and functions of an agency or organization as a source of accurate and reliable information.

The purpose of branding is to give a different identity to a city so that it can be different from other cities. Strong branding city will make the city's potential customers perceive the quality of the city as better than other cities. Branding will control how a city is run (Kavaratzis in Purwianti, 2014). Basically, the idea of branding created in a city is to attract people's emotions. To develop the branding of a city, it is necessary to have capital and supporting infrastructure, so that it is expected to encourage the development of the city.

The purpose of city branding is to introduce the city to the wider community of foreign countries. Another purpose is to increase the flow of incoming tourists and investment to support the facilities and infrastructure needed. According to Gibson (2005, in Purwianti, 2014), branding will increase the attractiveness of natural cities in the international world so as to encourage foreign investment and economic development, as well as the need for more interaction with stakeholders.

In the context of moving the new IKN to East Kalimantan, the branding can refer to the city branding. According to Yusmanita (2021), city branding can be formed from a combination of cognitive elements and emotional elements experienced by the public. These cognitive elements can be in the form of things that can be seen with the five senses of sight such as urban forms, buildings, nature tourism, and others. The design of urban forms or landscapes is one of the most effective tools to strengthen and communicate city branding. While the emotional element is the feeling experienced by the public when they are in the city, in this case, East Kalimantan.

According to Yusmanita (2021), there are four stages in the city branding process;

1. The discovery, which is the stage where information and data are collected as much as possible regarding the views of the public on East Kalimantan. For instance, as an area known to have abundant Natural Resources and has many rivers, one of which is the Mahakam River which can be one of the characteristics or icons of the new IKN.
2. Define, which shows the advantages of the city to the public. This can be done by creating a logo, name, and tagline that can represent a city.
3. Design, namely the stages to build a good image of the city. This can be done through events, customs, culture, and so on that are able to form a good image of a new IKN in East Kalimantan.
4. Deliver, which is the last stage where at this stage how the government communicates information or messages to be conveyed to the public. The message can be conveyed through direct communication or through indirect communication by utilizing existing media such as television and radio electronic media, online media, print media, and so on. In this case, a public relations officer so that the message to be conveyed can run well in accordance with the procedures that have been previously designed.

Interestingly, city branding is predicted to have a blueprint that is very in touch with the green city. Green city is a concept of sustainable and environmentally friendly city development, which is achieved by a balanced development strategy between economic growth, social life, and environmental protection so that the city can become a liveable place for the next generation (Karyo, 2010 in Hidayat, 2016).

The green city concept can be known as an ecological city in another sense, it can also be said as a healthy city because there is a continuity between urban development and environmental sustainability. The advantage of using this concept is that it can meet the need for the existence of green open spaces in an area so that it can overcome or prevent natural disasters such as landslides, floods, air pollution, and others.

According to Hidayat (2016), the green city consists of eight elements, including the following:

1. Green Planning and Design

Planning and designing are spatial planning that has the principle of a sustainable city development concept that requires spatial planning and the use of environmentally friendly land and buildings and the creation of an attractive and aesthetic spatial layout.

2. Green Open Space

Open space is one of the most important elements in a green city because it is very useful in reducing air pollution.

5. Green Waste

Green waste is a green waste management that has 3R principles, namely Reduce, Reuse, and Recycle. The application of the 3R concept can be supported with the help of sophisticated technology so that the results obtained will be more leveraged.

4. Green Transportation

Green transportation is green public transportation that has focus on building quality mass transportation for the public. This has the aim of reducing the use of private vehicles, which also means reducing vehicle emissions.

5. Water Concept

The water concept is a concept with the use of water efficiently and the creation of quality water. With the support of modern technology, it can be extended to the use of freshwater, the provision of ready-to-drink water, and maintaining the quality of green water.

6. Green Energy

Green energy is a green city strategy that focuses on reducing energy use through saving use and increasing the use of new and renewable energy such as hydroelectric power, solar electricity, wind power, and others.

7. Green Building

Green Building is a structure and building design that is environmentally friendly and its construction is efficient, renovation even in changes, even good in design. This element is designed to reduce the negative impact of infrastructure development on human health and the environment by using energy and water, maintaining the health of living things, reducing waste, and preventing damage to the natural environment around the environment.

8. Green Community

Green community is a strategy that involves various stakeholders from various types of circles such as central and local governments, communities, and business people in the development of green cities. This element aims to create real stakeholders in green city development.

Application of the Principles of Good Governance

The terms government and governance are a unified concept that is related to one another. The government refers to those who carry out governmental power in a country. Government has roles such as establishing and administering public policy, executive, politics, and sovereignty in a country (Kharisma, 2014). The purpose of state government is generally based on the ideals or goals of the state, while the fundamental purpose of self-government is the maintenance of security and public order so that every community can find happiness without any disturbance. Meanwhile, according to the World Bank (1989), governance is the process of making decisions whether or not a policy is taken. The concept of governance can be used in contexts of corporate, international, national government, and local government.

There is an understanding of good governance or positive governance. According to the World Bank (1992), good governance is an institution for implementing solid and responsible development management, which is in line with the Indonesian government system, namely democracy, efficient markets, implementing budgetary discipline and creating legal and political frameworks for the growth of business activities. Based on Government Regulation Number 101 of 2000 concerning the principles of good governance, it consists of:

1. Professional, that is being able to improve the ability and morale of government administration in order to provide fast, precise, easy, and affordable services.
2. Accountability, that is increasing the accountability of decision makers in the field of public interest.
3. Transparency, to create trust between the government and the public in all information provided.
4. Excellent service, which is the implementation of public services that include good procedures, friendly and disciplined services, and supported by facilities and infrastructure.
5. Democracy, which involves the people and accepts opinions from the public and is free to express opinions in the decision-making process.

6. Efficiency and effectiveness, to ensure the implementation of services to the community by using existing resources optimally and responsibly.

7. The rule of law can be accepted by the public, namely implementing fair law enforcement for all groups of people regardless of status and protecting human rights.

In the context of relocating IKN, the role of Government Public Relations (GPR) is crucial. Government Public Relations role is to ensure that the public knows what the government is doing and to encourage citizen participation in development. Government Public Relations must manage information and communication on an ongoing basis or continuously to gain public understanding and support for programs and policies carried out by the government, as well as a communication bridge for government work programs to the community and as a key in shaping the image of government (Kadir 2009 in Djusan, 2012).

According to the Ministry of Communication and Informatics, Government Public Relations has four work programs. First, the government plays the role of setting the agenda for issues that exist in the midst of people's lives to build trust from the public to the government as a reliable source of information. Second, the government plays a role in establishing communication network institutions. Third, compiling and assisting in the implementation of regulations regarding Government Public Relations. Fourth, disseminating information or messages regarding the policies and work programs of the national government to the public. Through the work program of Government Public Relations With this, government public relations can convey information and explain related policies and activities in carrying out government duties or obligations.

RESEARCH METHODS

The approach used in this research is a quantitative method. In determining the number of samples, the researcher used a simple random sampling technique. This sampling technique provides equal opportunities for all members of the population to be selected as members of the sample. In determining the sample size, the researcher used the Taro Yamane formula. In this study, the standard error was set at 10% of the total population due to heterogeneous population characteristics. The sample in this study is 100 respondents. From the data obtained, the researcher will analyze with reference to the theoretical framework used.

RESEARCH RESULTS

This study uses four criteria for demographic aspects, namely gender, age, profession, and domicile. Researchers questioned 60 female respondents and 40 male respondents. For the age criteria, the majority of respondents are 17-26 years old (64%), while 36% of respondents are 26 years old and over. The distribution of professions or activities attached to respondents is quite varied. Although it is dominated by students (47%), there are 19% of respondents work as academics, 16% of respondents as employees, and the rest are housewives and entrepreneurs. Judging from the domicile of the respondents, 50% of the respondents are outside Java, 28% are in Greater Jakarta, and 22% are outside Greater Jakarta but still in Java.

Regarding the urgency of moving the new IKN, 40% of the 100 samples did not agree with the relocation of the IKN. The main reasons are that the construction of the new IKN is considered to be destroying the nature of Kalimantan, the funds used are very large, the lack of facilities and difficult transportation routes, and the location of the new IKN is very far from the community settlements. Meanwhile, 38% of respondents agreed based on the many problems in Jakarta such as population density, natural disasters, crime, and traffic jams. Another factor that also strengthens the transfer of IKN is that the government deemed it necessary to distribute development evenly so that it is no longer Java-centric.

Ironically, another factor that burdens the transfer of new IKN shows that as many as 55% of the community consider the transfer of new IKN not too urgent because there are still many other issues that should be more important to be considered by the state, such as the Covid-19

pandemic, economic growth, and poverty. In addition, the community also considers that the transfer of IKN requires a large amount of money and will cause the state debt to increase.

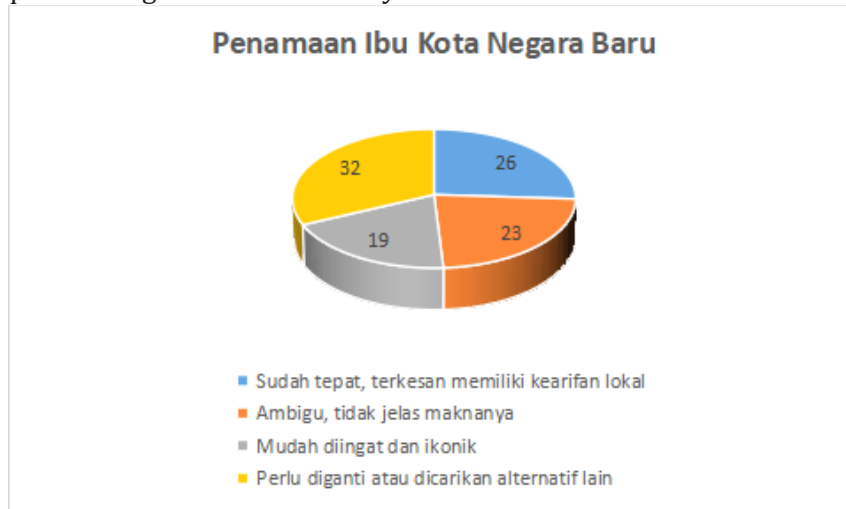


Figure 1: Naming the new nation's capital

In addition to the urgency of moving the new IKN, the researcher also asked respondents about the naming of "Nusantara" which was designated by President Joko Widodo as the name of the new IKN (figure 1). Of the 100 samples, 32% of respondents stated that the naming "Nusantara" needed to be replaced or other alternatives such as Bhineka Tunggal Ika, Borneo, or using the name of the city or area in Penajam were used so that the unique identity of the new IKN location could be lifted. Unfortunately, as many as 23% of respondents who stated that the naming "Nusantara" is too ambiguous so that its meaning can lead to multiple interpretations. However, quite a number of respondents considered that the naming of the archipelago was appropriate because it seemed to contain local wisdom (26%), and considered the naming "Nusantara" easy to remember and iconic (19%).

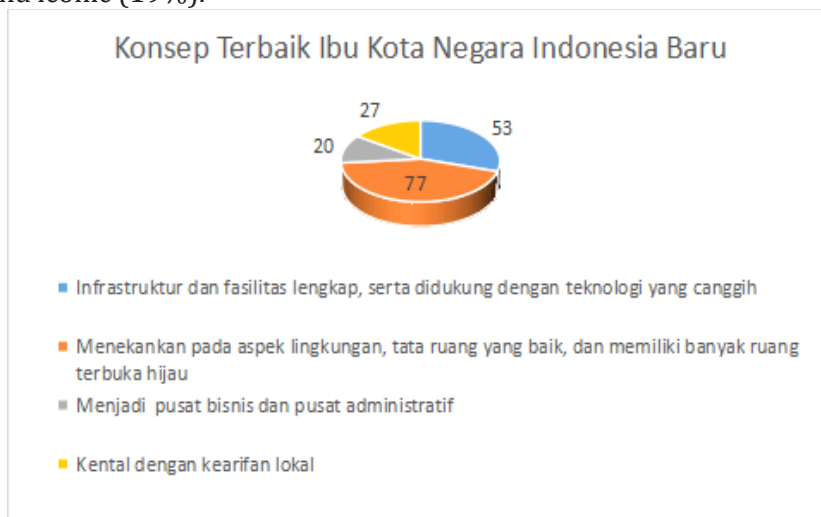


Figure 2: The best concept for the new capital city of Indonesia

Regarding respondents' expectations, if IKN is moved to Penajam, East Kalimantan, the Indonesian government should pay attention to environmental aspects, good spatial planning, and increase green open space so that Kalimantan, which is known as the lungs of the world, can be preserved. Respondents also emphasized the importance of developing infrastructure and facilities supported by advanced technology, maintaining local wisdom, and supporting new IKN to become business and administrative center.

DISCUSSION

Niche Positioning of New Capital City “Nusantara”

Based on the research results, the Indonesian people do not fully agree if the State Capital (IKN) is moved to Penajam, East Kalimantan. Some of the burdensome things are related to the impact of the Covid-19 pandemic, so that the transfer of IKN is considered not too urgent. However, based on the 2020 Population Census data released by the Central Statistics Agency (BPS), it is stated that Jakarta has been inhabited by 10.56 million people. If pinned on a land area of 664.01 km², then the population density of DKI Jakarta is 15.906 people per km². Compared with East Kalimantan Province with a population of 3.77 million people and an area of 127 thousand km², the population density of East Kalimantan is 30 people per km². This data shows that the level of distribution and the level of population density in Indonesia is very uneven.

This condition is inseparable from positioning as the center of everything, from the center of government, business, and finance, to industry. It is very reasonable if migration (movement of people between regions from outside Jakarta) and urbanization (movement of people from rural areas to cities) are rife in Jakarta. This condition of course has an impact on traffic jams and crime due to the social status gap that causes jealousy in the city of Jakarta. Jakarta's population density also makes it difficult for residents to find housing, giving rise to slum housing areas with poor sanitation so that many areas of Jakarta are prone to flooding and difficult to get clean water. From the current condition of Jakarta, what about the positioning of Penajam, East Kalimantan?

The positioning area that was appointed in this study is the East Kalimantan (Kaltim). The reason the researcher chose this city is because East Kalimantan is the new capital city of Indonesia. Based on President Joko Widodo's statement at the State Palace in Jakarta on 26th August 2019, there are five advantages to why East Kalimantan is used as the location for new capital development. First, East Kalimantan is an area that has minimal natural disasters such as floods, volcanoes, and landslides. Second, the location of East Kalimantan is very strategic, in the middle of Indonesia. Third, the location of IKN is between two cities that have been developing for a long time, namely Samarinda City and Balikpapan City. Fourth, East Kalimantan has a fairly complete infrastructure. Fifth, East Kalimantan has a very large area for the construction of a new capital.

Recording to Detik News (2007), through the declaration of the Heart of Borneo together with Malaysia and Brunei Darussalam, East Kalimantan has been named a province with the nickname the lungs of the world because of its abundant natural wealth, especially the vast, dense, and beautiful tropical forests, as well as various kinds of endemic primate species. According to the Ministry of Environment and Forestry (LHK), East Kalimantan has been named a pilot area for provincial-level green development. This is based on the high level of community participation in carrying out green development programs in the surrounding area (Detik news.com, 2007).

Thus, the positioning of East Kalimantan as a green area becomes the oxygen for the world's lungs. When compared with Jakarta, it is known as a city of administration, industry, and trade. So that it can be seen that the positioning of the two regions is very different. If viewed from the green environmental layout positioning, East Kalimantan green city is the capital city of people's dreams.

Based on opinion polls, people hope that the new capital has a green city, such as emphasizing environmental aspects that are free from pollution, good spatial planning, and having lots of green open spaces, having green planning, design, and green building that improve Jakarta's spatial planning. The goal, if the transfer of capital is officially moved to East Kalimantan with the concept of a green city, Kalimantan will still be known as the lungs of the world even though it has become the State Capital or known as Experience Nature and Vibrant City. This is certainly homework for the government to create a green city that emphasizes a green environment with the support of complete infrastructure and facilities, the use of sophisticated technology, and thick local wisdom.

From a design perspective, urban landscapes have proven to be one of the most effective tools for designing and communicating city branding. City branding must be able to place local

residents as the most important target audience of the city and urban landscape imagery as a key element to strengthen the local identity of local residents. The local identity from East Kalimantan can be felt, starting from the typical food, namely soto Banjar, yellow rice, fried rice, Banjar fried chicken, gangan taro, amplang, lempok durian, and others. Meanwhile, the traditions of cultural values in East Kalimantan can be represented by the Erau Festival, Mahakam Festival, and the Mangrove (Yusmanita, 2021). In addition to cultural diversity, one of the strategies for carrying out branding a city is naming it the New Capital.

The government moved the capital city of the country using the name "Nusantara". The name Nusantara was chosen because it describes Indonesia as a unitary state formed by many islands and united by the ocean. The same thing was conveyed by Suharso Monoarfa, Head of the National Development Planning Agency (Bappenas), who stated that the name Nusantara could be interpreted as a geographical area of Indonesia that has a constituency of islands united by the ocean. In addition, Suharso said that if the naming of Nusantara has been known for a long time by the Indonesian people, it is easy to remember, and is iconic in the international world (Sembiring, 2022). On the basis of these two things, the word Nusantara is considered appropriate to be used in branding as the naming of the new state capital.

However, based on the results of this study, it was found that some people consider the name "Nusantara" too rigid and old-fashioned to be the name of the new state capital. IKN name has localism values and unique characteristics, so that later they can become the hallmark of the new capital. Names that are liked by the community such as Bhinneka Tunggal Ika, Borneo, and the name of the local area in Penajam, East Kalimantan. This is because people want to raise the names of the regions in Kalimantan as a branding that can be widely known by the people of Indonesia and abroad.

However, some Indonesians expressed their agreement with the naming of the new state capital. The underlying reason is more to the name 'Nusantara' itself, which has a very strong philosophy of the history of the Indonesian nation, which is believed to strengthen the city branding of the State Capital of Indonesia. However, the conceptualization of city branding is an important part of urban planning management, not only in terms of promoting the city but also being a representation of the Indonesian state.

The Strategic Role of Government Public Relations

Essentially, public openness is a form of public transparency that has implications for the government's ability to realize good governance. Transparency or openness to the public can create checks and balances. To realize this, it is necessary to participate from the community because transparency is not only a function of providing information to the public at large but also a form of increasing public participation and awareness of state administration, one of which is related to public services.

Based on data analysis, the public currently believes that the government has not fully implemented transparency, especially regarding the information and budget used. This has an impact on the emergence of pros and cons related to certain issues in the general public. The public views that the Indonesian government should have lead communication and Government Public Relations in conveying and disseminating information to the public. The goal is that the public does not have a bad stigma against the policies made by the government, and makes it easier for the public to access information from clear sources.

Meanwhile, the government's responsibility in terms of effectiveness and efficiency in the use of the new IKN development budget must also be considered. Indonesia is re-knitting its economic growth as a result of the Covid-19 pandemic. Of course, this requires a lot of money. The development of new IKN infrastructure will certainly require very large costs. The government must calculate correctly and precisely so that it does not burden the State Budget and does not increase the state debt. One thing that is also very important regarding the use of the budget is that the Government must monitor it closely to avoid corruption which is still rampant in this country. One of the public's concerns is that the economy in Indonesia is currently in trouble due to the unfinished impact of the Covid-19 pandemic, considering that more state budget funds must be allocated to health costs, medicines, and supporting other medical devices. The community

considers that the costs incurred in the construction of the new IKN infrastructure are very large and the community hopes that the state debt will not increase so much that according to the community, the current transfer of new IKN is not appropriate. The hope is that the government can wisely take into account everything with the right scale in allocating the term used in State Budget (APBN) funds to various sectors, including this new IKN.

From the aspect of the involvement, the community assumes that the community has not been fully involved in the process of moving the new IKN to Penajam, East Kalimantan. The transfer of a new IKN is a big thing that concerns the interests of the wider community so it is very substantial to take into account the aspirations of the community. The community hopes that the government should carry out transparency, and accountability, and spread democratic values by involving the community in relocating the National Capital.

In the context of the role of Government Public Relations (GPR), this function really needs to be maximized, especially the dissemination of branding and positioning of IKN as a smart city, green city, beautiful, and sustainable city. So, it is more embedded in the minds of the people. In addition, to support the creation positioning and branding in East Kalimantan, the use of new and renewable energy, and not relying on fossil energy, is very urgent to be realized. In this case, the Government can involve the community to participate in the development of New Renewable Energy or EBT technology which has an environmentally friendly concept. The goal is that the East Kalimantan region remains beautiful, protected and continues to function as the lung province of the world.

The Government Public Relations (GPR) is expected to be able to improve services and information management in various ways. To support this, GPR can utilize information and communication technology, for example using social media as a medium for disseminating information. GPR must also be able to build good and sustainable relationships with media crews such as journalists so that information can be conveyed and monitored properly. GPR in various strategic activities must be able to encourage the community to participate in the success of government programs.

CONCLUSION

The relocation of the New Capital City occurred due to several crucial factors in Jakarta, such as population density, poverty, crime, and the problem of industrial concentration in Java. The transfer of the new IKN is planned to be located in the Penajam area, East Kalimantan with the name "Nusantara" with the quality of the area still being better than Jakarta. However, the transfers carried out reap the pros and cons for the community. The significant differences between these two regions, as well as reasons such as the fear of damaging the world's lungs, are the basis for the rejection. East Kalimantan's positioning and branding will certainly change with this displacement.

The Government Public Relations (GPR) has an important role in rebranding and branding the city of East Kalimantan, so that it is well received by the community. One of the things that can be seen in influencing the rebranding is the naming "Nusantara" as the new capital, which based on the results of this study, is still not approved by some people. In addition, GPR can also place an emphasis on branding the new IKN which will have an Experience Nature and Vibrant City, with the aim of maintaining the characteristics of the Kalimantan region. To maximize the GPR must pay attention to several factors. The results of this study indicate that GPR is still not optimal in rebranding new IKN such as community aspirations that have not been fully accommodated, accountability, minimal transparency, and poor GPR responsibilities. To form a new IKN branding, participation and involvement from the community are needed, including through government programs. In addition, GPR must also be able to build good and sustainable relationships with media crews such as journalists and mass media so that information can be conveyed and monitored properly.

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