

# PENGEMBANGAN BRANDING KABUPATEN GROBOGAN

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# **BRANDING?**

- NAMA ATAU IDENTITAS SEBUAH PRODUK, JASA, INSTITUSI ATAU ORGANISASI YANG MUDAH DIKENALI

## **10 ELEMEN BRANDING**

<b>Brand identity</b>	<b>Brand Experience</b>
<b>Brand Image</b>	<b>Brand Differentiation</b>
<b>Brand Positioning</b>	<b>Brand Communication</b>
<b>Brand Personality</b>	<b>Brand Gap</b>
<b>Brand Equity</b>	<b>Brand extension</b>

# **Brand Identity, Brand Image, Brand Positioning**

- Brand identity is the way people recognize the brand

<https://www.youtube.com/watch?v=7HIIIu1KDDw>

Brand image is the idea of the brand that people develop in their minds. For instance, Rolls Royce has the image of a luxury car maker.

## **Brand positioning**

Positioning is the way a product is placed in the market. It basically defines what segments of the market it is targeting. For instance Virginia Slims is a cigarette targeted at women. Basic ingredients in all cigarettes are same but this one has been positioned to attract women by making it slimmer in size and making the packaging sleeker.

# **Brand personality, Brand equity, Brand experience**

- **Brand personality**
- Brand personality is just like the personality of human beings. It is certain emotional or personal qualities that we associate with a particular brand. For example we can associate youthfulness with Pepsi or ruggedness with Wrangler. Every element of the brand identity including the color of the logo and the typography on the brand name adds to the personality.
- Brand equity is the value of a brand. It may include tangible financial value such as market share and revenue as well as intangible aspects such as strategic benefits of the brand. For example Apple is a major technology brand and people perceive it is a premium, cutting edge manufacturer of quality products. So, it is not only the sales but the sheer image that takes the equity to a different level altogether.
- Brand experience is a combination of everything that a customer goes through while purchasing and using that brand. For example how does one feel while ordering food and eating at KFC? How does the staff behave and how fast do they deliver and of course how did the food taste? Also, since it has many outlets all over the world, all of them are expected to maintain uniform standards of experience.

# **Brand Differentiation, Brand Communication, Brand Gap**

- **Brand Differentiation**
- Differentiation, as the word suggests is how a brand stands out in the crowd. For instance Dell Computers lets people choose their components and assemble their own system, thus making it different from others who just sell readymade machines at the shop with no scope for customization.
- Brand communication is the message it delivers through various sources like adverts, brochures, punchlines and hoardings. If the brand has to grow, it must be able to clearly communicate its core benefits to the customers.
- Brand gap is the difference between what a brand promises to deliver in its communications and what it actually does. For its own sake, the gap should not be very high. A successful brand must be able to deliver what it promises. No amount of advertising or content marketing efforts can save a bad product.

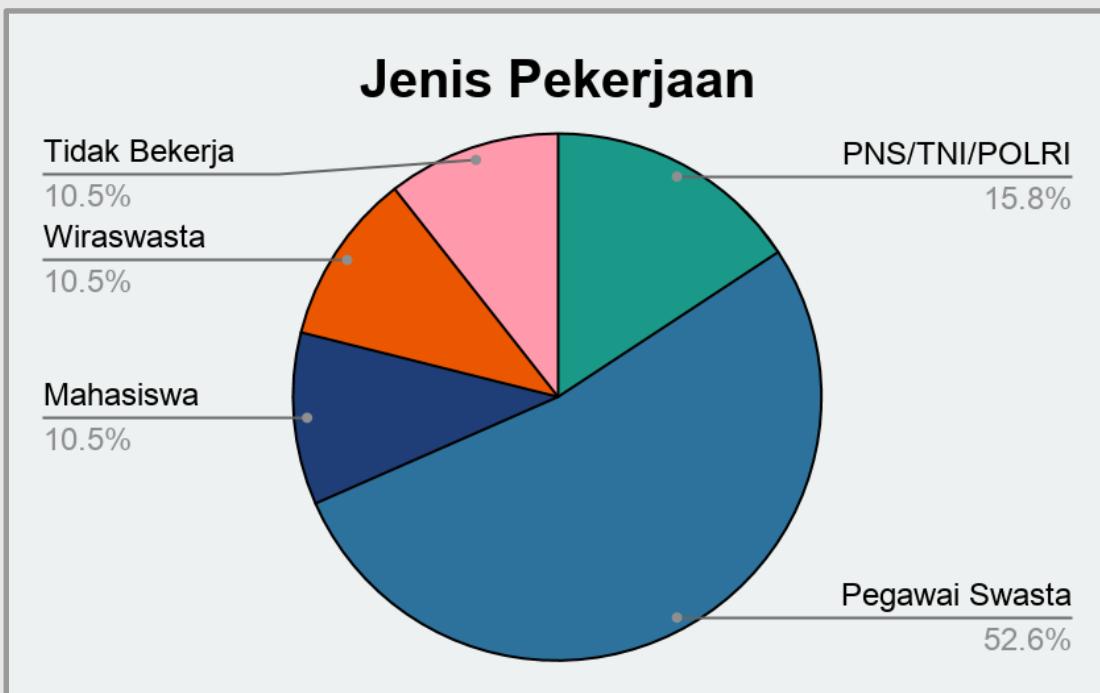
# Brand Extension

- Brand extension is basically the idea of going beyond ones origins and exploring newer fields. For example Google started as a search engine. But now it provides many other services including emails and mobile operating systems. This is how it has extended the brand but it must be done in a manner so that the existing operations complement the newer initiatives. Google gained market intelligence through its search operations and this is what enabled it to develop other services.

# SUARA STAKEHOLDERS

- DATA DEMOGRAFIS:

Jenis Pekerjaan



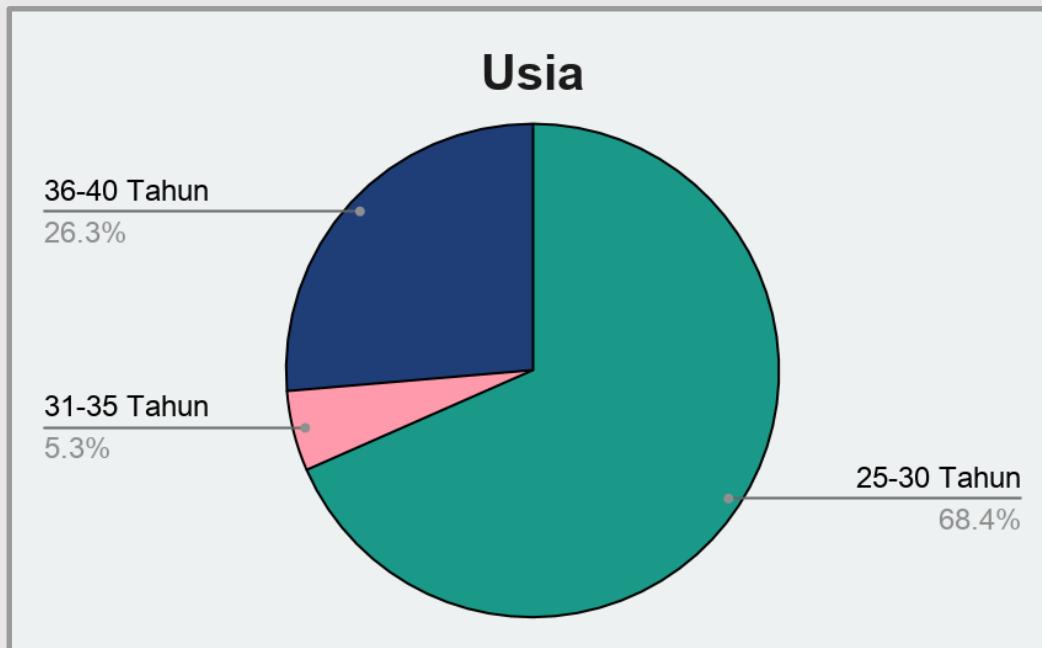
Keterangan:

Status/Pekerjaan	Jumlah	Percentase
Pegawai Swasta	10	52,6%
PNS/TNI/POLRI	3	15,8%
Mahasiswa	2	10,5%
Wiraswasta	2	10,5%
Tidak Bekerja	2	10,5%

# SUARA STAKEHOLDERS

- **DATA DEMOGRAFIS:**

Usia



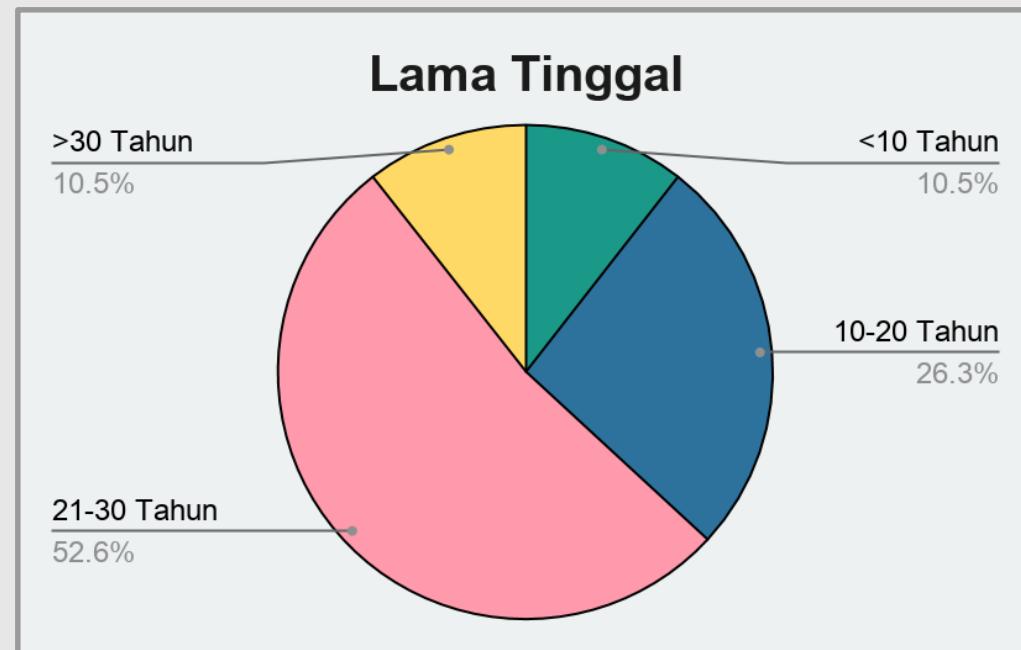
Keterangan:

Usia	Jumlah	Persentase
25-30 Tahun	13	68,4%
31-35 Tahun	1	5,3%
36-40 Tahun	5	26,3%

# SUARA STAKEHOLDERS

- DATA DEMOGRAFIS:

Lama Tinggal

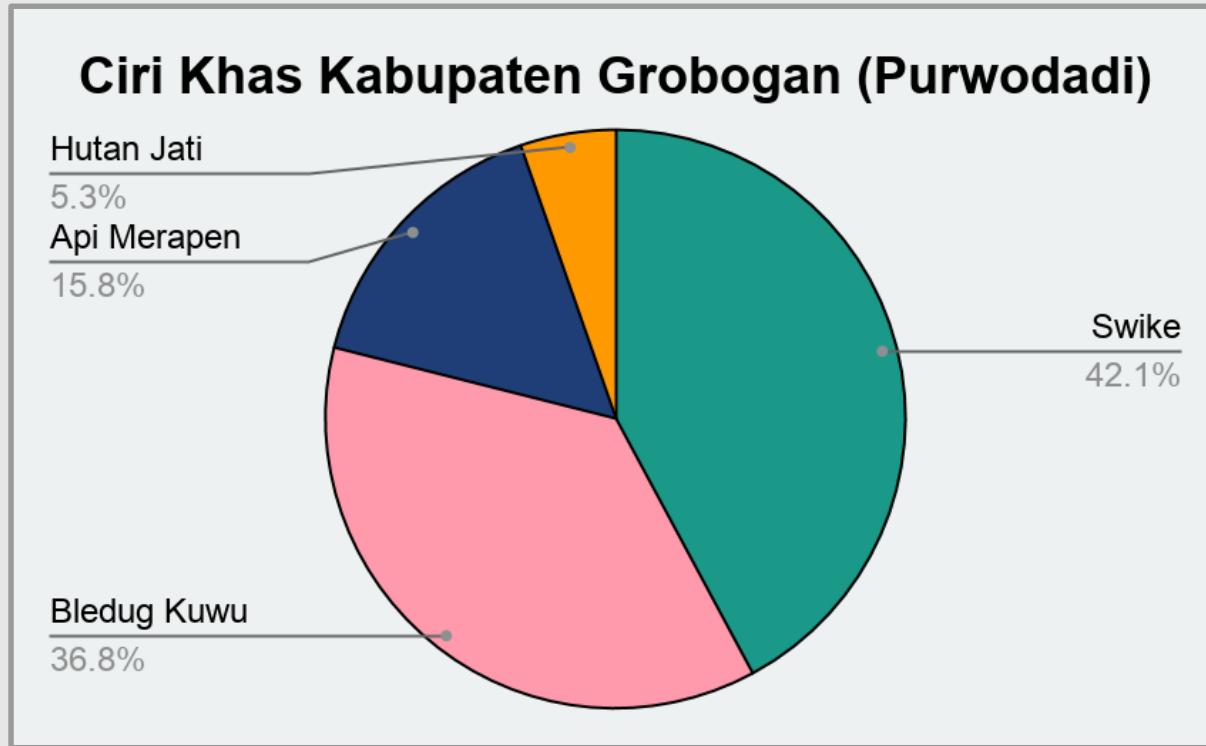


Keterangan:

Lama Tinggal	Jumlah	Percentase
<10 Tahun	2	10,5%
10-20 Tahun	5	26,3%
21-30 Tahun	10	52,6%
>30 Tahun	2	10,5%

# SUARA STAKEHOLDERS

- HASIL SURVEI
- 1. Apabila ditanya tentang Kabupaten Grobogan, daerah mana yang terbesit di benak Anda?

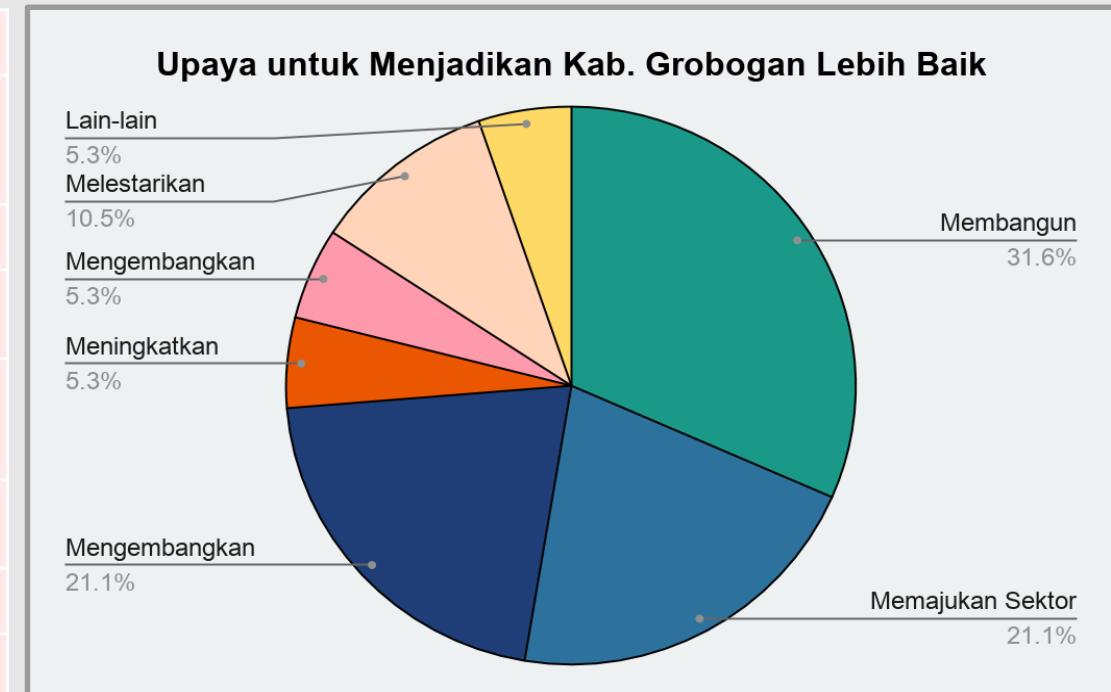


Domain	Jumlah	Percentase
Swike	8	42,1%
Bledug Kuwu	7	36,8%
Api Merapen	3	15,8%
Hutan Jati	1	5,3%
Sayur Becek	0	0

# SUARA STAKEHOLDERS

- HASIL SURVEI
- 2. Seandainya Anda diberi kuasa untuk mengelola Kabupaten Grobogan, hal apa yang akan pertama kali Anda lakukan untuk menjadikan Grobogan lebih baik? Mohon dijelaskan

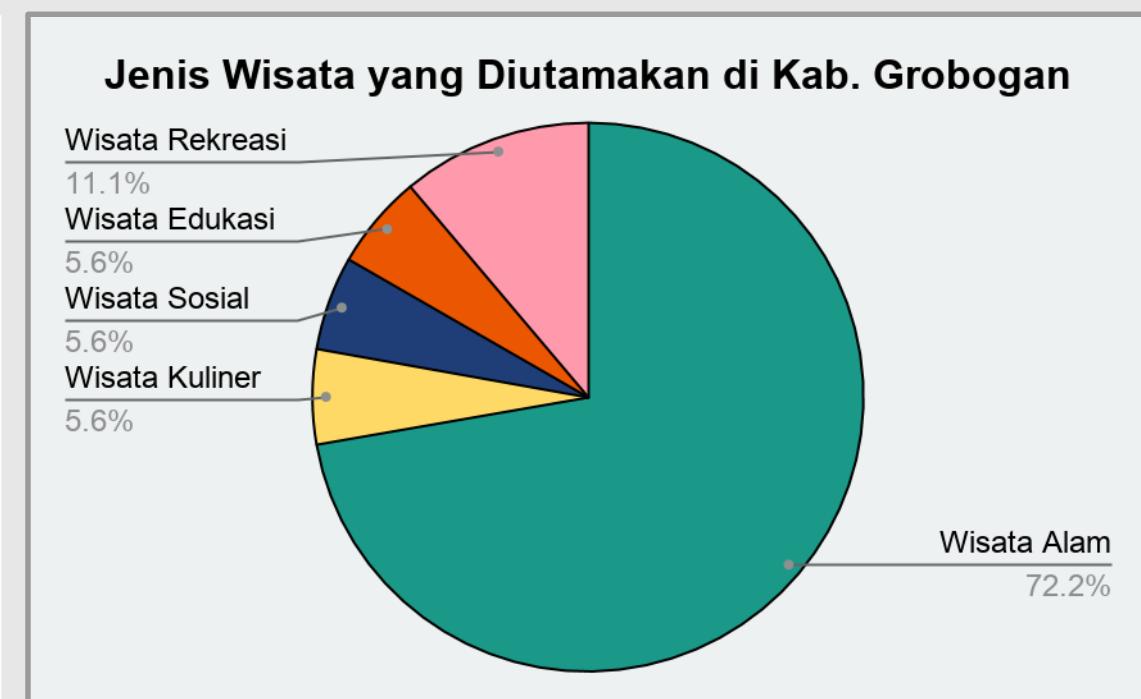
Domain	Jumlah	Persentase
Membangun Infrastruktur serta Pengelolaan Fasilitas dan Layanan	6	31,6%
Memajukan Sektor Pertanian	4	21,1%
Mengembangkan Potensi Pariwisata	4	21,1%
Meningkatkan Sinergi Perangkat Desa dan Masyarakat Setempat	1	5,3%
Mengembangkan Sumber Daya Manusia	1	5,3%
Melestarikan Lingkungan Hidup	2	10,5%
Lain-lain	1	5,3%



# SUARA STAKEHOLDERS

- HASIL SURVEI
- 3. Apabila dibuat skala prioritas, jenis wisata apa yang akan saudara utamakan di daerah Grobogan? Mohon jelaskan kelebihannya.

Domain	Jumlah	Percentase
Wisata Alam	13	72,2%
Wisata Kuliner	1	5,6%
Wisata Sosial Budaya	1	5,6%
Wisata Edukasi	1	5,6%
Wisata Rekreasi	2	11,1%
Lain-lain	1	5,6%



# Keterangan:

- Wisata Alam
  - Terdapat Potensi Wisata Alam yang Menjanjikan
  - Menyuguhkan Pemandangan Alam yang Indah
  - Kondisi Alam yang Asri
  - Masih Terdapat Sektor Wisata Alam Potensial yang Perlu Dikembangkan
  - Memiliki Ciri Khas yang Unik
- Wisata Kuliner
  - Memiliki Dampak Besar bagi Rantai Perekonomian Masyarakat
- Wisata Sosial Budaya
- Wisata Edukasi
  - Memperluas Pengetahuan Mengenai Tempat Bersejarah
- Wisata Rekreasi
  - Sebagai Sarana Rekreasi

# SUARA STAKEHOLDERS

- HASIL SURVEI
- 4. Untuk pemasaran wisata di tingkat global, potensi dan branding apa yang siap jual di Kabupaten Grobogan? Mengapa?

Domain	Jumlah	Percentase
Sektor Kuliner	7	36,8%
Sektor Kerajinan (Budaya)	2	10,5%
Sektor Alam	2	10,5%
Sektor Hiburan dan Rekreasi	3	15,8%
Lain-lain	5	26,3%



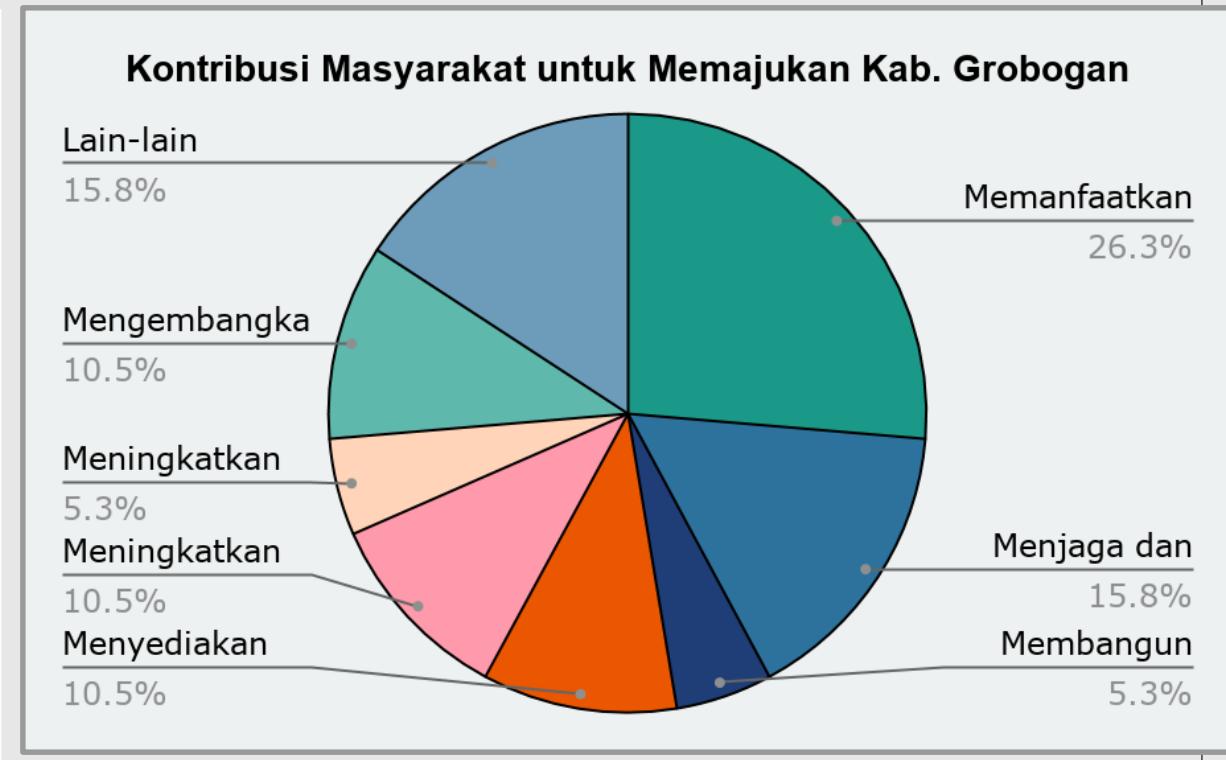
# Keterangan:

- Sektor Kuliner
  - Komoditas dapat diandalkan karena merupakan daerah dekat pantai
  - Sudah Tersedianya Fasilitas Khusus
  - Cita Rasa Makanan yang Nikmat
  - Memiliki Ciri Khas Daerah Setempat
- Sektor Kerajinan (Budaya)
  - Kesejahteraan Pengrajin
  - Permintaan Pasar yang Tinggi
- Sektor Alam
  - Keindahan Pemandangan untuk Spot Foto
  - Memiliki Ciri Khas Daerah Setempat
- Sektor Hiburan dan Rekreasi
  - Menyediakan Keamanan dan Kenyamanan

# SUARA STAKEHOLDERS

- HASIL SURVEI
- 5. Selaku putra/putri/warga Kabupaten Grobogan, apa yang bisa saudara kontribusikan untuk lebih memajukan daerah Anda? Mohon dijelaskan.

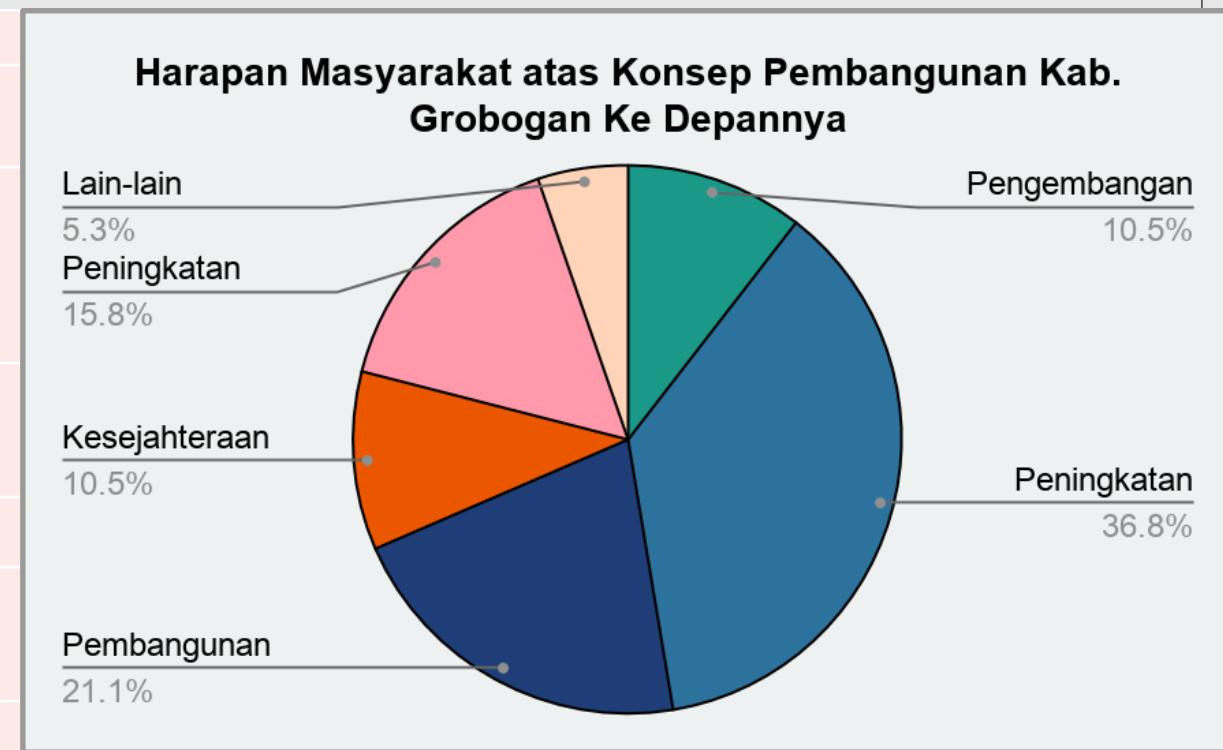
Domain	Jumlah	Percentase
Memanfaatkan Sosial Media sebagai Sarana Promosi	5	26,3%
Menjaga dan Melestarikan Lingkungan Hidup	3	15,8%
Membangun Infrastruktur serta Pengelolaan Fasilitas dan Layanan	1	5,3%
Menyediakan Bahan Pangan	2	10,5%
Meningkatkan Kualitas Edukasi Masyarakat	2	10,5%
Meningkatkan Daya Tarik Wisata Setempat	1	5,3%
Mengembangkan Sumber Daya Manusia (SDM)	2	10,5%
Lain-lain	3	15,8%



# SUARA STAKEHOLDERS

- HASIL SURVEI
- 6. Apa ekspektasi (harapan) Anda mengenai konsep pembangunan Kabupaten Grobogan ke depan? Mohon jelaskan.

Domain	Jumlah	Persentase
Pengembangan Kualitas Sumber Daya Manusia (SDM)	2	10.5%
Peningkatan Kemandirian Ekonomi Masyarakat Berbasis Potensi Daerah Melalui Sektor Agribisnis, Pariwisata, dan Industri Berwawasan Lingkungan	7	36.8%
Pembangunan Infrastruktur yang Terpadu dan Optimalisasi Fasilitas Masyarakat	4	21.1%
Kesejahteraan Masyarakat	2	10.5%
Peningkatan Kualitas Kebersihan Lingkungan Hidup dan Kelestarian Lingkungan Alam	3	15.8%
Lain-lain	1	5.3%



# KABUPATEN GROBOGAN? SEKTOR PARIWISATA

- 1. **Brand identity?**
- 2. **Brand Image?**
- 3. **Brand Positioning?**
- 4. **Brand personality?**
- 5. **Brand experience?**
- 6. **Brand Communication**