

The Visual Branding of Tanjungpinang City – Riau Islands

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Tanjungpinang, is the capital of Riau Islands province, Indonesia. The main reason for this study is to give a visual recommendation for Tanjungpinang city branding through its Malay-Chinese history and culture. The finding categorized into: (1) culinary; (2) coastal tourism; and (3) people character. Through qualitative methods, the researcher examined the data by interview, image, color references from city assets, history, and people activities. The visual collected are “culinary” from gong-gong, otak-otak and fish. The “coastal tourism” from kelong, coral reef, and coconut. Also, the “people character” that deliver through objects such as pompom, becak, and dragonboat.

Keywords: visual branding, city branding, Tanjungpinang, Riau Islands

INTRODUCTION

Riau Islands (*Kepulauan Riau/Kepri*) is a province in Indonesia. It borders on several neighboring countries: Vietnam, Malaysia and Singapore. The origin of the name Riau Islands is from the name *Riau*, allegedly derived from the word “boisterous”, meaning crowded, busy, and noisy, because *Kepri* was once the center of trading for business. Based on Indonesia Law (*Undang-Undang*) No. 25 of 2002, Riau Islands included in the 32nd province in Indonesia which come under the City of Tanjung Pinang as capital city, Batam City, Bintan Regency, Karimun Regency, Natuna Regency, Anambas Island Regency, and Lingga Regency. The capital city itself, Tanjungpinang known as *Kota Gurindam* (city of thousands poem), has always been the center visit for both local and foreign tourists, located on a strategic and densely populated sea and air transportation border and has international market opportunities. Tanjungpinang City was formed through Law No. 5 of 2001, signed by Indonesian former President Abdurrahman Wahid on June 21 and known as inauguration day year 2001 No. 85. Tanjungpinang area has about 239,5 square kilometers, mostly are sea. From the famous culinary seafood, the beauty white sand of Trikora beach and small religious islands where can be accessed by small boat, such as Penyengat Island and Senggarang Island. This city still keeps the tradition though language, cultural festival and food. The socio-culture of the population are broadly heterogenous consisting of mixed tribes and ethnic groups such as Malay’s native or partly from Batak, Minang, Javanese, Chinese, Bugis and other tribes from this nation. Some residents are islanders who live directly contact with the sea with tropical climate ranging from 18 – 30 degrees Celcius, and air humidity is around 86% to 99% the highest. The uniqueness of this city has a potential of developing its city branding broadly, by using visual branding as part of promotional tools.

A brand is to identify from one product to another. The brand is what created in the mind. The whole process of brand creation consists of its design and marketing (Brooking, 2016). Indeed, that brand’s image has become the main important aspect to its brand rather than the ‘real’ thing the brand represents. The

brand identity encompasses everything from how it looks to how it sounds and feel to the audiences (Hammond, 2017). However, in order to make this brand success completely, the physical assets thus important too. It's the simplest form of branding to create physical differentiation from the competitor. Also, by creating the identity, a brand can compete in the market to attract customer's awareness through the branding strategy. This branding strategy is part of the brand management to increase the brand equity for the customer to receive the value of the product (Kavaratzis & Ashworth, 2005).

There are many ways to create successful branding strategies. It considers the needs, desires, and aspirations of customer and involved in making their key decisions during the process. One of the aspects that helps the brand to connect and communicate directly to the customer is by visual. Branding is therefore the act of creating a physical asset of attributes such as brand name, brand identity, strapline, etc, along with less tangible assets, such as the emotional benefits offered by the brand (Brooking, 2016). In short, branding is a creative process that could influence value, customer loyalty, image, the return margin, etc. so, they hired a designer to develop this creative process through visual to attract customer, such as packaging, logo, maskot, souvenir, even employee's uniform. Visual is a broad term encompassing many kinds of representational, such as photography, illustrations, drawings, paintings, prints, graphic elements and marks, and elemental images such as pictograms, signs, or symbols. Designers also consider using color, typography, symbolism, and production, even if it is subconsciously (Wheeler, 2012).

When visualizing, every component of it contributes to communication, think of how the idea would look like, and start to draw. One of the most popular form of imagery in visual communication is illustration. A handmade unique visual that works in a variety of media with identifiable styles that brings a different perspective, vision, and idea to become an original art form. An illustration considered as basic design elements of visual brand identity (Wheeler, 2012). Color is also a powerful and highly provocative design element. Color is often used symbolically and can be associated with a brand and chosen to express a brand's personality. Pattern is a consistent repetition of a single visual unit or element within a given area. The uniqueness and creativity in a pattern can be part of the visual message (Stoimenova, 2017).

A city branding theory is still in an emergent phase that rise in research for talent attraction, tourism promotion, the hosting of sporting and cultural events, investment attraction, and other goals for urban development and regeneration (Dinnie, 2011). According to Ashworth (2009), place branding is the idea of discovering or creating some uniqueness which differentiates one place from others in order to gain a competitive brand value and normally created through: (1) personality association, (2) flagship building; (3) hallmark events. The research of Kuala Lumpur Brand, which carries the values of the city as modern, vibrant, progressive, value for money and tolerant, represented by the tagline "Kuala Lumpur Can Do It". Using the brand and iconic place, and partnership between the private and public sectors, to ensure that the brand is successfully impressed (Musa & Melewar, 2011). From another journal of city branding, found that the visual attractive of iconic buildings play a major role in promoting the city and its image and has positive impact on the Quality of Life as they are fitting well to the existing context. By this, it can be an appropriate tool for city branding with context sensitive (Riza, Doratli, & Fasli, 2012).

Another research on city branding vs cultural branding, shown that some cities failed to brand their cities by creating non-relevant taglines, while neglecting of the city cultural resources that has already known by public as the city image. The conclusion of that study stated that city image is the characteristic of the city naturally emerge without any intervention from government, while city branding is to be created to give perception and reputation of the city (Aldianto, Budi, Anggadwita, Novani, & Wirawan, 2019). From previous study by researcher, identified the perception of Tanjungpinang city has been mentioned. There are 3 things that appeared in stakeholders mind: (1) seafood culinary; (2) coastal tourism; and (3) people character (Mariati, 2019). Culinary can approach interactions between people and become the tourist attraction for a particular city, for example Copenhagen as food destination of the New Nordic Cuisine (Ooi & Strandgaard, 2017). Food can become useful in achieving the economic aims and city branding strategy, but those food representations of the archipelago can be found in others neighborhood area too. The uniqueness of originality and authenticity of foods that fits into our culture are important considerations as our identity expressions (Tellstrom, Gustafsson, & Mossberg, 2005). Food culture has a value in itself that

representatives of an era, time or geography as a means to develop a tourist destination, and as a tool for regional development or marketing a region for identity purposes (Metzger, 2011).

As cities to attract tourists, need the concept of visualization as brand strategy to pursuit the recognition in compete globally. During a brief interview with expats and foreign tourists for the reason visiting the city of Tanjungpinang. Most of them say that besides the nature coastal beach, the character of Indonesian people themselves is very friendly and warm, especially those who live in small island like Tanjungpinang. Some of those who were coming is to visit their family members in Tanjungpinang and often celebrate spiritual activities together. The city of Tanjungpinang from the historical era is known from its proximity between each ethnicity. It has been proven since the 19th century, from the marriage of Tik Sing (Son of Chinese Leader in Tanjungpinang) with a Semarang's girl. The wedding was carried out in the city of Tanjungpinang and also Penyengat Island through 'Malay wedding style'. At that time, Penyengat Island was the royal palace of Riau-Lingga Sultanate, by Sultan Mahmud Syah III from 1770 -1811 and Raja Engku Puteri Hamidah as his queen. This Malay sultanate has an important role in the development of Malay kingdom. It was told that Engku Puteri was the foster mother of Oei Tik Sing and attended the wedding ceremony. Since then, the noble value of understanding, living in diversity society and respectful that they believe in has been fostered until now. The tolerance of living together and united became a way of living for the people in daily basis life. It shows on how the people of Tanjungpinang from different ethnic and race respect others tradition and religion.

Pulau Penyengat was used as headquarter ground in Malay land, while on the other side, Pulau Senggarang has the most living Chinese immigrants. Both of these Pulau (islands) as the most visited island in Tanjungpinang city. To reach the islands, the locals using *pong-pong* boat as daily transportation. The purpose was for children and adults who study and work in Tanjungpinang city. In short, the *pong-pong* boat could be the media for accustomed the atmosphere of togetherness, to feel the same way. A vibrant cultural life is seen as one prerequisite in branding a city to appeal to the creative class and several cities have made efforts to revitalize their cultural life in this respect (Chang, 2008). In this case, the researcher has conducted in-depth interview with one of the writers in Tanjung Pinang, stating that the culture in this hometown is very strong and perceive, but need to be revitalized due to the present of foreign influences that effect the authenticity of local culture.

Since the Chinese immigrants landed in Tanjungpinang city as a *gambir* cooker (an extract derived from the leaves of *Uncaria gambir*, mostly found in Indonesia and Malaysia), the economic has risen up and Chinese hold the most important role in business industry. This ethnic of group known for their skill in trading and hardworking, especially the expansion to Singapore has provide most benefits for Chinese as their same language and fate. They started to build houses and stores near the port. The *becak* (rickshaw) as trading transportation from port to the stores and vice versa, carry import and export items. This environment has been kept until this era, even though the economic has changed dramatically in these few decades. But the spirit of hardworking from the people itself maintained and hopefully this could affect most of the people as positive impact to work harder and build Tanjungpinang's economic again. Another influence is the blended cultural festival, Dragon boat race. A Chinese tradition to reminisce late minister *Qu Yuan* and they believe in getting rid of misfortune and disease. The wooden boats shaped and decorated in the form of dragon and the 16 participants as a team who paddling the boat. It is said the winning team will have good luck and a happy life in the following year. In Tanjungpinang itself, this competition has started since 1992 with the name of Bintan Dragon Boat Race and appointed in 100 Wonderful Events of Indonesia. Besides the health and fitness benefits, this sport is a perfect way to improve communication, strengthen bonds and encourage teamwork that attract the local and tourist join this competition.

Methods

Qualitative research is a form of research in which the researcher or a designated coresearcher collects and interprets data, making the researcher as much a part of the research process as the participants and the data they provide (Corbin & Strauss, 2014). In this study, the researcher focused on qualitative methods to explore more in the experience of informants who live in Tanjungpinang, also the researcher became part of the society and observe the Malay-Chinese social culture life of its city. There are many different types of

qualitative research each with its own purpose and structure (Creswell, 2015). Whereas with qualitative research, the researcher able to take more comprehensive and holistic approach in researching a phenomenon/problem. The discussion in this study is more about city branding with its identity and culture, that involves most stakeholders so relationship between researcher and informants must be maintained to obtain a complete data.

The output from this study is to give a visual recommendation with all of the information collected and visualize through illustration. To begin the visual process, there are steps and ways starting from collect user-centered research data, synthesize, analyze information, communicate results and design implications that play a role in how the design community can establish expertise and build credibility (Hanington & Martin, 2012). The methods that been used by researcher are: (1) Focus group discussion involves people sitting around a table to gauge the opinions, feelings, and attitudes about a product/service/brand. In this study, the researcher divided into two groups (3 people and 4 people) from Tanjungpinang's community who has live in the city for more than 20 years and describe with one word how they feel and think about Tanjungpinang. The answers diverse but similarity indicated. The researcher concludes the responses by categories and use it for further analysis. (2) The researcher collects the data from in-depth interview with stakeholders, tourists, governments and locals that has big impact with the development of Tanjungpinang. (3) With content analysis helps researcher make the meaning out of unstructured information from FGD's data, also to discover the compatible illustration's concept from the interview. (4) Observation from the environment of people's living habit, such as fashion, transportation, food, plants and architecture are the forms that been used for researcher to complete the visual. (5) Collage, as an inspiration for design teams that allows participants to visually express their thoughts, feelings, desires, and other aspects of their life. The researcher used the information from above methods that mentioned and interpreting to specific visual for collage.

Results

The behavior of local people from history and culture of Malay-Chinese identified as the most interesting impact to the social life. These ethnic of groups bring closeness and mixture of their culture to the citizens. The governor also stated that the Riau Islands people is the most important asset to develop this city. In results, the researchers identified the visual and other design element that could express Tanjungpinang's identity the most.

**FIGURE 1
IDENTIFY THE COLOR CHART OF TANJUNGPINANG CITY**



The researchers identified the color that define Tanjung Pinang the most is from the color of historical building, iconic building, and residents building.

FIGURE 2
IDENTIFY THE PATTERN OF TANJUNGPINANG CITY



The researcher identified the patterns from the living environment.

FIGURE 3
IDENTIFY THE FIGURE OF TANJUNGPINANG'S PEOPLE



FIGURE 4
IDENTIFY THE PEOPLE CHARACTER OF TOGETHERNESS



The way of living daily routine, special event, trading and business to build the connection between each family and neighborhood. Togetherness between each ethnic was seen fostered until now through the link of pong-pong transportation between each small islands. The existence of community interaction and social need became the aspect of building a habit of closeness in this city.

FIGURE 5
IDENTIFY THE PEOPLE CHARACTER OF HARDWORKING



Hardworking shows from the rickshaw drivers that working everyday in the traditional market as a reflect that the economy of Tanjung Pinang city is developing and growing.

FIGURE 6
IDENTIFY THE PEOPLE CHARACTER OF TEAMWORK



Teamwork is always maintain through a competitive sport Dragon boat race that held regularly each year. Besides the bond of each paddler, the local people also actively helping each other to enliven the celebration of this Chinese festival.

FIGURE 7
GONG-GONG IDENTIFIED AS TANJUNGPINANG’S CULINARY VISUAL BRAND



Tanjungpinang, whose name is taken from the position of a beach tree that juts into the sea known its islands landmark with the seafood and fish as their food and business resources such as gong gong, otak-otak merah, and ikan dingkis often mentioned, because the city is physiography of 70% ocean and 30% land. **Gong-gong** is a species of sea snail, with yellowish-brown shell color and often found in any seafood restaurants in Tanjung Pinang. The best cooking technique for gong gong is to boil it, with peanut dipping

sauce. This seafood considered as one of the most popular and must eat food when visit Tanjung Pinang. The shell itself could be used for decorations. In Tanjung Pinang, we can find gong-gong architecture building near the harbor as the icon of this city. This shows that how this delish food influenced the Tanjung Pinang’s culinary industry.

FIGURE 8
OTAK-OTAK MERAH IDENTIFIED AS TANJUNGPINANG’S CULINARY VISUAL BRAND



Otak-otak merah or red fishcake is one the most popular dishes in Tanjung Pinang city too. Even otak-otak can be find in any other cities in Indonesia, but in Tanjung Pinang, the otak-otak has own uniqueness in color and taste. Most of the otak-otak is made from mackerel fish and color in white. However, the Tanjung Pinang’s otak-otak is combination of mackerel and octopus, also the red color is coming from the chilly that add in. It gives out the authenticity of seafood flavor and spices. The fishcake is wrapped in coconut leaf and grilled in charcoal wood for the best taste. Otak-otak most found in weekend during family road trip to the beach and considered as marine street food.

FIGURE 9
IKAN DINGKIS IDENTIFIED AS TANJUNGPINANG’S CULINARY VISUAL BRAND



Ikan dingkis, a fish type that serve during the season of Chinese new year. Even though the city occupied by most of local ethnic, but Chinese celebration and festival have tourism and economy impact. The local people are open minded and take part in other ethnic's event. They show participation and respect to the religion and sometimes contribute to certain event. As in Chinese culinary tradition in New Year, fish give the meaning of prosperity throughout the year. Ikan dingkis only harvest during Chinese new year's season and most fishmonger will do their business in traditional market and Tambak Street (used to Malay's region land). This fish not only eaten by Chinese people, but also the local are waiting for this moment. The believes influenced the local as part of this prosperous thing.

FIGURE 10
CORAL REEF IDENTIFIED AS TANJUNGPINANG'S COASTAL TOURISM VISUAL BRAND



Due to Tanjungpinang's geographic, besides culinary, coastal tourism has become part of foreign attraction. Bintan island or Negeri Segantang Lada was known as the Pirate Island since the 12th century. The total area of 60.057 square kilometres is 96% of sea area. The island has beaches with beach-front hotels and resorts and closest to Singapore city. Bintan island is the second promoting island for best tourist destination after Bali. The expansion of transportation access from Singapore to Bintan Regency, located 60km from the city of Tanjungpinang, surrounded by Trikora beach, which comes from the name of "three corral" with 25 km long. This long stretch of white beach as a popular seaside playground for locals but also those coming from foreign country. In addition, the Ministry of Tourism held yearly coastal tourism competition in this regency, called Bintan Triathlon and Tour de Bintan, a sport event that is followed by foreigners. Bintan has a better prospect in leisure industry and nature coastal tourism with most of the tourists visited are came from foreign country such as Singapore, Korea, and Japan. Bintan also known its reputation for Singaporean as short ferry trip away to easy weekend trip with prices significantly cheaper than in Singapore. Coral reef in Trikora beach, is destination that should not be missed when visiting Tanjung Pinang. Along with the truly beauty of underwater experience, the local and tourism industry still rely heavily on the reefs.

FIGURE 11
COCONUT IDENTIFIED AS TANJUNGPINANG'S COASTAL TOURISM VISUAL BRAND



Coconut tree are found along the beach, people often book a lodge, enjoy the view with sea breeze while drinking coconut water from fresh young coconut.

FIGURE 12
KELONG IDENTIFIED AS TANJUNGPINANG'S COASTAL TOURISM VISUAL BRAND



Kelong (a wooden house above the sea) where the fish farming as part of tourism destination too. The fisherman also built boardwalks and small kelong houses, which are rented out to tourists.

The most important aspect in Tanjungpinang's brand image is the people character, as it seen on the result. The visual of people character combined with culinary and coastal tourism. However, for tourist to really understand and feel the warm and friendly of Tanjungpinang's people, require certain time of social interaction. Through the visual, we expect tourists have the first impression of its branding and easier to experience the social life in Tanjungpinang city. These visuals branding will be an opportunity for expanding the other marketing and promotion tools such as media promotion and visual brand identity.

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