

Research Article

Forming Jeneponto Regency City Branding With Jeneponto Gammara Video

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ORCIDJunaedi Junaedi: <http://orcid.org/0000-0002-4625-5055>**Abstract.**

Research on Forming City Branding in Jeneponto Regency with Jeneponto Gammara Video is a mapping model and becomes a communication strategy in the study of branding strategy. This research aims to explore the tourism potential of Jeneponto Regency and then City Branding “Jeneponto Gammara” as well as becoming the iconic tagline of Jeneponto Regency. The method used is a design method oriented toward video production (audiovisual) in the form of preproduction, production, and postproduction which is then used to produce city branding-forming videos. The Jeneponto Gammara City Branding Strategy is a new strategy utilizing communication technology that synergizes with marketing tourism in building Jeneponto Regency tourism in the tourism sector. The results of this study can echo the city branding of Jeneponto Regency so that it is familiar to the eyes of the Indonesian people and the tourism potential of Jeneponto Regency is clearly mapped so that the Regency’s foreign exchange can increase from the tourism sector which will have a significant positive effect on other sectors.

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1. INTRODUCTION

South Sulawesi Province, which is the gateway to Eastern Indonesia, has a high density of daily population mobility both domestically and internationally, and one of the districts in South Sulawesi is Jeneponto Regency. This district is located to the south of Makassar City, which is the midway point between Makassar City and Bulukumba Regency, which was previously famous for the iconic Pasir Putih Beach, Phinisi Boat Tourism and the cultural traditions of the Kajang Tribe. Jeneponto Regency, with a distance of 85 kilometers, can be reached by land in approximately 2 hours and has the potential for natural tourist destinations, hills that are still preserved, beaches, unique culture and gastronomy. It is estimated that Jeneponto’s position can have a positive impact on the economy of the local community. With this condition, Jeneponto Regency needs

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to determine its position by carrying out City Branding so that it can be known by the wider community so that it can invite tourists to visit Jeneponto Regency.

City Branding is a city's strategy in placing its position on the target market, this is the same only as the position of a product or service, with the aim that a city can be widely known [1]. Jeneponto Regency, from previous research in collaboration with the Author and the District Tourism Office, initiated the City Branding "Jeneponto Gammara" which tries to position itself as one of the beautiful places in Sulawesi and at the same time change the image of Jeneponto which is known to be arid and harsh because it is only known in certain areas but in fact, there is natural beauty from the dimensions of cool mountains, beautiful beaches, including the second best kite surfing spot in the world, as well as unique culture and gastronomic richness as well as friendly people in Jeneponto Regency.

The word Gammara, if translated into Makassar language, which is the largest tribe in South Sulawesi, can mean Beautiful, Gorgeous, Beautiful, which if connected to the tagline "Wonderfull Indonesia" has the same meaning, but the word Gmmara emphasizes local language elements. Apart from that, Jeneponto Gammara, which is the taglinen, also has a value, namely the Joint Movement Towards a Friendly Society.

To promote city branding, Jeneponto Regency uses social media such as YouTube and Instagram which have proven to be very effective in promoting tourism potential. One inspiring example in terms of City Branding is the city of Melbourne in Australia using a YouTube channel with the "Visit Melbourne" channel as a medium for introducing the city's city branding and its tourism potential, such as the introduction of "Award Winning Wines in Melbourne's". Videos promoted on YouTube are able to represent the potential of the city of Melbourne so that they can attract the attention of viewers to visit its potential. Video media can provide audio-visual impressions and sensations as well as manipulate time and space so that viewers can be invited to travel anywhere even though they are limited by space.

The development of social media such as Instagram and YouTube has followed the progress of the latest gadgets such as smartphones and smart TVs which are capable of presenting videos with 4K (ultra high definition) quality, clear video visual displays, and look real so that they satisfy the audience. This changes the user's needs from just obtaining information to also enjoying visuals when obtaining information. Unfortunately, Jeneponto Regency has not yet taken full advantage of this technological development to introduce its potential, even though it has a tagline and value that it is trying to build, namely "Jeneponto Gammara".

From the perspective of the Jeneponto regional government, it seems that they have not utilized the potential of video in supporting tourism promotion, especially taking advantage of its position which is located between Makassar City and Bulumb Regency as the second most popular tourist destination in South Sulawesi after Toraja Regency, both on a national and international scale. Without adequate tourism promotion, Jeneponto Regency is only passed by tourists, because the name Jeneponto is not yet well known as a tourist destination in South Sulawesi.

The use of video media on YouTube channels and the social media platform Instagram is considered important to introduce Jeneponto's tourism potential to the public. Therefore, the author will utilize video media which will be distributed via social media Instagram and YouTube channels in "Building City Branding of Jeneponto Regency with Jeneponto Gammara Videos"

2. METHODOLOGY

2.1. Time and Place of Research

This research was carried out at the main tourist attractions in Jeneponto Regency, namely:

1. Tamarunang Beach Tourist Attraction, Pabiringa Village, Binamu District
2. Tarrusang Mangrove Forest Tourist Attraction, Monro-Monro Village, Binamu District
3. Dream Mangrove Forest Tourist Attraction, Balang Baru Village, Tarowang District
4. Birtaria Kassi Tourist Attraction, Tonro Kassi Barat Village, Tamalatea District
5. Tanjung Mallasoro Tourist Attraction, Mallasoro Village, Bangkala District
6. Libukang/ Harapan Island Tourist Attraction, Bontorannu Village, Bangkala District
7. City Forest Tourism Object, Balang Village, Binamu District
8. Mangepong River Tourist Attraction, Mangepong Village, Turatea District.

Apart from highlighting these tourist destinations, the video design will highlight other things, including culture, typical food (gastronomy) which is packaged with local wisdom values of the Jeneponto community. This research will be carried out from April to October 2023.

2.2. Metode dan Tahapan Penelitian

The method used in this design is a design method oriented towards video production (audiovisual) in the form of Pre-Production, Production and Post-Production which is then used to produce a video that forms regional city branding to introduce the potential of Jeneponto Regency in the form of culinary and cultural tourist destinations. Local and Gastronomic Uniqueness of Jeneponto Regency. Meanwhile, data collection techniques are carried out by observing or observing the place or object being studied.

However, in order to obtain a video product that has a strong branding position, the author carries out several observation activities first as study material in preparing the video concept. The following is the flow of the video production process:

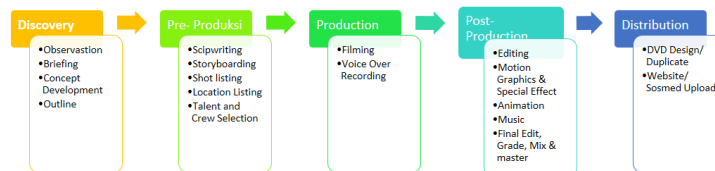


Figure 1: Video Production Process.

According to [2], observation is human daily/routine activities that use the five senses. The observation method is a research method for obtaining data by making observations using the five senses directly. In this design, several supporting variables are used, namely natural tourist destinations, artificial tourism, culture, culinary and icons from the Regency, so that slowly it will become the city brand of Kaputen Jeneponto for people who have a tendency to use social media such as Instagram or YouTube who are not yet familiar with its potential. Jeneponto Regency.

3. RESULTS AND DISCUSSIONS

3.1. Preproduction

3.2. This pre-production stage includes designing the video concept and creating the video flow.

3.3. Designing the concept of story ideas

a) Idea, based on study studies and focus group discussions with the Jeneponto district tourism office, a video concept was created which aims to make people around the Jeneponto district and outside the Jeneponto district aware of tourist holiday destinations. The many destinations and photo spots on offer as well as the always clean environment are very effective in conveying information about beautiful nature if managed wisely. So it can be interesting, make it easier for the public and tourists who want to explore the tourism potential of Jeneponto Regency.

b) Synopsis / Story, The synopsis of this public service advertisement video for Jeneponto Regency Tourism is: namely: a district located 72 km south of Makassar City with a natural landscape consisting of beaches, plains and hills as well as unique and unique cultural potential and culinary delights. different from other areas.

Determining the Video Theme, the author determines the video theme with the theme "Traveling to the Kassi Tourism Village, Enjoying the Beauty of Nature and Environmentally Friendly Culture." This theme was chosen because it is in accordance with the promotional objectives of Jeneponto Regency, is interesting and relevant for viewers who like natural and cultural tourism, is clear and specific about what the Kassi tourist village has to offer, and is creative and innovative in combining natural and cultural aspects in one video.

Determining the Video Title, The author created the title of the public service advertisement video "Jeneponto Gammara: Natural and Cultural Paradise in South Sulawesi". Because this title uses words that are simple, clear and easy for the audience to understand, it shows the benefits offered by Jeneponto Regency, namely enjoying natural beauty and environmentally friendly culture. This title also shows the location of Jeneponto Regency, namely in South Sulawesi, so that it can attract the attention of viewers who want to travel to that area. And it can also arouse curiosity and inspiration in the audience, because it uses the words "paradise" and "culture" which have positive and interesting connotations. This title describes the general content or theme of the video, namely promoting Jeneponto Regency as a tourist destination that offers natural and cultural charm.

Determining the video tagline, the author creates the tagline "Jeneponto Gammara" because this tagline creates curiosity and inspiration in the audience, because it uses

the words “unite” and “stunning” which have positive and interesting connotations. This tagline also describes the general content or theme of the video, namely promoting tourist attractions in Jeneponto Regency as tourist destinations that offer different and meaningful travel experiences.

Determining the storyline, the author creates a plot of 2 friends who are enjoying their holiday in Jeneponto Regency. The character chosen by the author is a young woman, who likes to go on holiday to tourist attractions, and will explore Jeneponto Regency tourist destinations. The author chose 2 young women because women are usually represented as someone who likes to go on holiday and enjoy their time. And also the visitors who come are mostly young women.

Adding characters to the video can convey an implicit message. It can be seen through various things, one of which is the facial expression of the character and also the panorama that amazes the eye. To convey the message that tourism is a fun place, the strength of character in showing expressions that look happy is important. The Panoramic View of Jeneponto Regency is included as an implied element to show that Nature can be very Stunning if protected and cared for responsibly.

3.4. Creating Storyboard

The storyboard in the Jeneponto Gammara video is as follows:

3.5. Produksi

Production stages or the process of taking pictures or what is usually called shooting. Videos were taken at various destinations, such as the Jeneponto Regency Entrance Gate, Tourist Destinations, swimming pools, Agrotourism, waterfalls and Plantations. Collaboration was carried out by the writer, the people of Jeneponto Regency and Talent to realize what had been done in the pre-production stage in the form of an idea, storyline and planned video plot.

When taking pictures, maximum effort is needed in order to get the best results. Taking pictures is done by determining the best position beforehand, and adjusting the light so that you can get maximum results from the video.

TABLE 1: Storyboard.

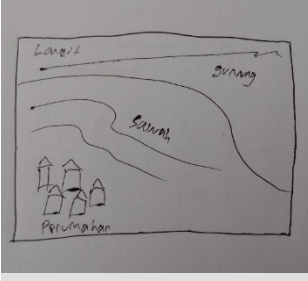
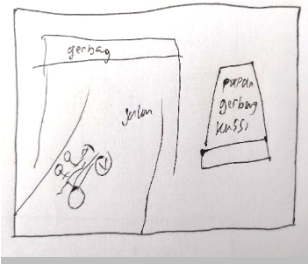
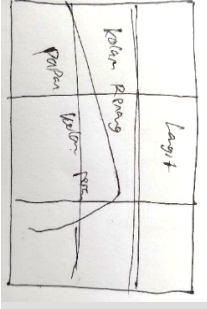
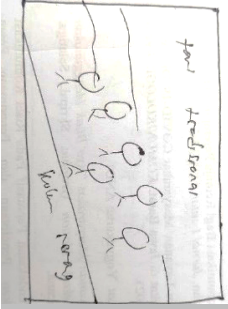
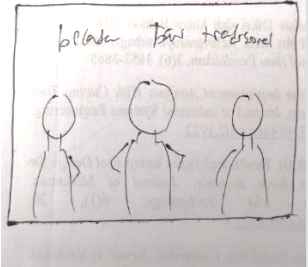
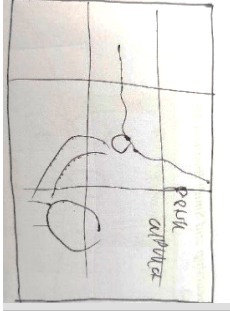
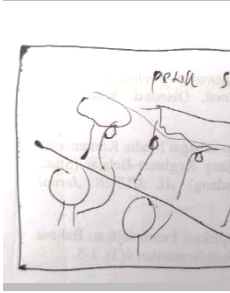
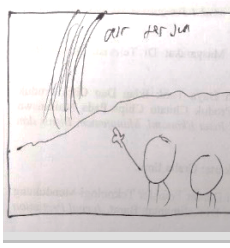
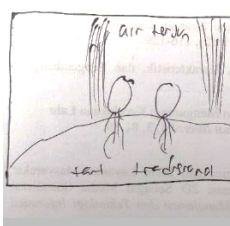
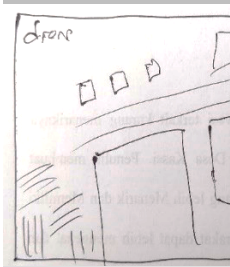
scene	sequence	visual	Script
1	1		Description: Nature of Jeneponto Regency in the Morning Drone: fly slowly and steadily Audio : SFX: cinematic music, birds chirping Duration: 00.05
2	1		Description: morning tourist attraction location board, characters enter the village Audio : SFX: cinematic music and voice over Camera: long shot Duration: 00.03
3	3		Description: daytime swimming pool Audio : SFX: cinematic music and voice over Camera: medium shot Duration: 00.06
4	2		Description: daytime, traditional dance, traditional clothes, swimming pool Camera: medium shot Audio: SFX: cinematic music, stringed instruments and voice over Duration: 00.15
5	2		Description: the character learns traditional dance, taught directly by the community in the swimming pool, midday Camera: zoom out Audio : SFX: cinematic music and voice over Duration: 00.10

TABLE 1: Continued.

6	3			<p>Description: during the day, the characters visit an avocado orchard Camera: zoom out Audio : SFX: cinematic music and voice over Duration: 00.13</p>
7	4			<p>Description: during the day, the characters visit the tomato and chili gardens Camera: medium shot Audio : SFX: cinematic music and voice over Duration: 00.16</p>
8	4			<p>Description: afternoon, waterfall, 2 characters Camera: long shot Audio : SFX: cinematic music and voice over Duration: 00.20</p>
9	3			<p>Description: afternoon, traditional dance, musical instruments, traditional clothes. Characters are invited to traditional dance Camera: long shot, medium shot, panning Audio : SFX: cinematic music, voice over and traditional music Duration :00.27</p>
10	1			<p>Description: afternoon, view of the pool/bathing pool in Jeneponto Regency Drone: fly slowly and steadily Audio : SFX: cinematic music and voice over Duration: 00.04</p>

3.6. Pasca Produksi

Post-production is finishing, where a work that has gone through several stages has become a video that is able to convey information, through 2 stages, namely Editing and Rendering.

3.6.1. Editing

The editing stage is the process of combining all elements, including video, images, music, text and narrative. Then the elements are trimmed and given special effects to maximize better video results, including:

- a) Create a new project in the Kinemaster application

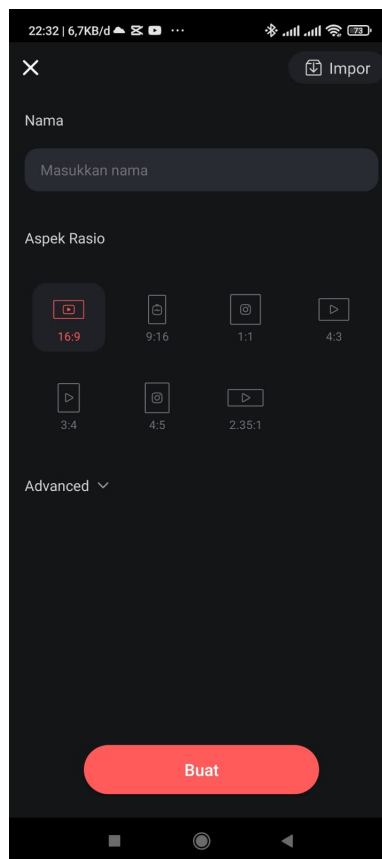


Figure 2: View of creating a Kinemaster project.

Inserting Videos and Images in the project

Insert Background Music

The music used is Aesthetic Cinematic videos, which is a Non-Copyright work. Non-Copyright works can be used by anyone without having to ask permission or pay royalties to the owner.

Because it has good criteria and can help keep viewers paying attention during the video. Interesting and appropriate music can keep the audience away from boredom.

Provide Transition Effects to Videos

Provide explanatory text

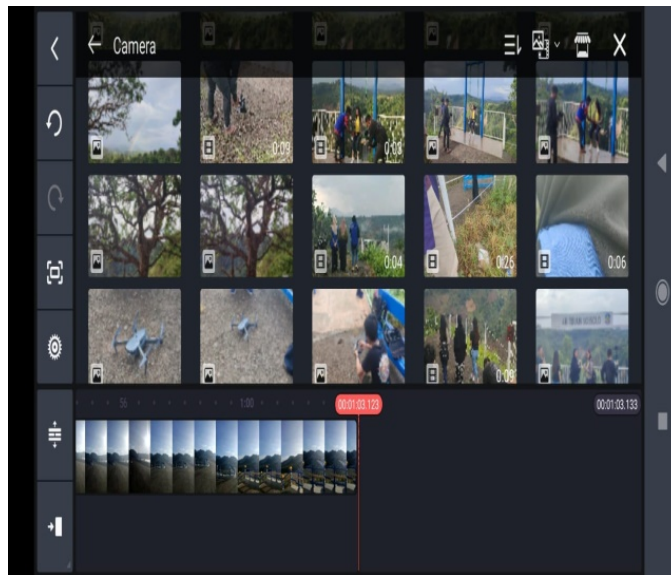


Figure 3: Inserting Raw Video.

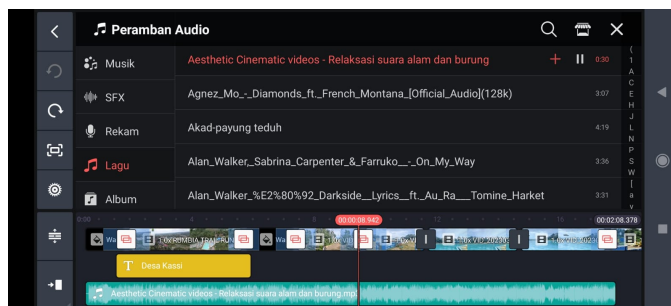


Figure 4: Selecting Backsound.

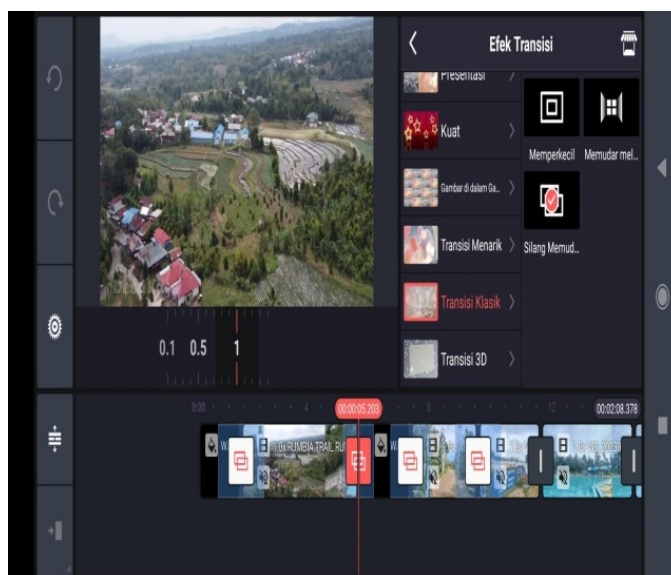


Figure 5: Inserting transition effects in videos.

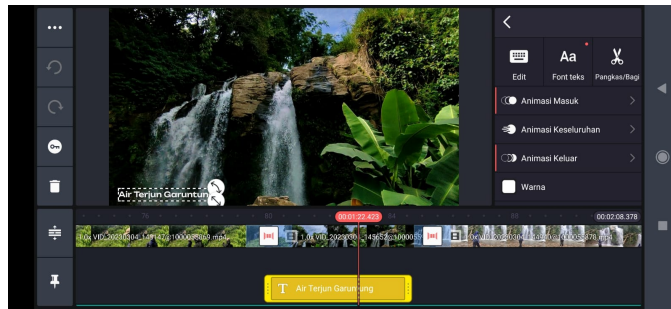


Figure 6: Creating video subtitles.

Videos are given explanatory text to provide information about a destination in the video using Sans Font with Outbound Typeface. The text is placed in the corner of the video so that it is easy to read, and does not interfere with the progress of the video.

Insert Narration Audio

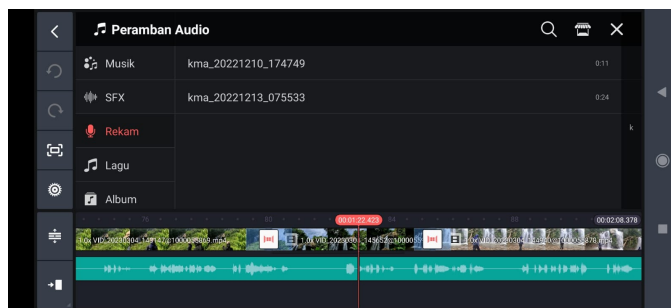


Figure 7: Entering Narrative.

By using the right tone of voice, narration can express emotions and bring viewers closer to the story or video content.

Create a video ending

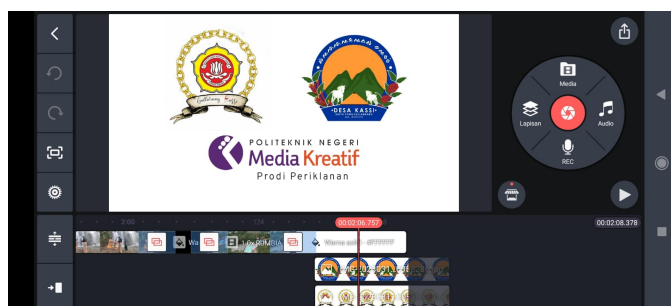


Figure 8: Creating the Ending.

The ending of the video usually contains information about support and sponsorship for the video and also the Polimedia Makassar Logo for the Advertising Study Program.

3.6.2. Rendering

After the Editing Stage is carried out, the next step is the Rendering Stage which aims to produce a Video Output so that it can be viewed and published. Videos are exported in MP4 format with Full HD 1080p resolution and a maximum Frame Rate of 60 per second. And also with medium quality with a Bit Rate of 17.68 Mbps so that the video size is not too large. After export, the video file size is around 283 MB.



Figure 9: Rendering Process.

4. CONCLUSION AND RECOMMENDATION

The strategy carried out by building City Branding with the Jeneponto Regency Tourism Office has started to work quite well, this is proven by the realization of the branding of Jeneponto Regency, namely “Jeneponto Gammara” which was initiated in 2019. Jeneponto Gammara is a strategy of the Jeneponto Regency Government through the Tourism Office Jeneponto Regency which must be supported and appreciated, Implementing the City Branding strategy, the author refers to an expert [6] in building the City Branding of Jeneponto Regency using four strategies, all of which can be realized together with the Jeneponto Regency Government through the Tourism Office, thus giving birth to a Regency brand, namely, “Jeneponto Gammara: Natural and Cultural Paradise in South Sulawesi”.

As a result, Jeneponto Regency’s City Branding strategy is not yet known to the wider community. It is slowly becoming known due to branding promotions by the Jeneponto Regency Tourism Office. Maximum efforts in consistent socialization and publicity are needed to realize City Branding of Jeneponto Gammara Regency: South Sulawesi’s Cultural Paradise.

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