

# The City Branding Component of Lampung Province Indonesia: *Nemui-Nyimah* and Banana Chips

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**Abstract.** This article discusses personal and product branding, with the purpose of establishing their relationship with the people of Lampung. In this study, personal branding involves the characteristics of the culture and personality of Lampung people, while product branding is associated with their most common food. The research uses constructivist paradigms, qualitative approaches and ethnographic studies of public relations. This research found that (1) a friendly and open character (*nemui-nyimah*) is a personality brand of Lampung people. This brand is well managed through personal branding activities. (2) Product branding was in the form of food products, banana chips, and these branding products were developed and maintained by introducing various innovations. The product was made in many varieties of banana flavour, the newest being banana flavoured potato chips. These differentiations became a pattern of customer service or customer relations in the social media (CRM) of Lampung people. Products branding in the form of banana chips, and personal branding in the form of *falasafah* in the form of community life namely *Nemui Nyimah*, are aspects or components in building city branding in Lampung. City branding as a distinctive feature of Lampung which is known by the general public.

## 1. Introduction

Personal branding relates to anything attached to an individual's personality. It entails marketing the appearance of someone as a characteristic [1] and involves credibility. Personal branding reflects the characteristics that are intended to be shown to the target group [2]. Brooks & Anumudu, Gehl, Lair, Sullivan & Cheney, Khedher, Kleppinger & Cain, Peters, Rampersad, Shepherd, as cited in Johnson & College, n.d, personal branding is the practice of marketing yourself to society. It is a reflection of people's skills, abilities and lifestyle [3]. Gehl, Hearn, Peters, as cited in [4] developing personal branding is an ongoing process that involves interaction with others in face-to-face communication and media use.

The term 'personal branding' comes from the word *brand* and branding. Branding can be equated with labelling, which has the power to help sales. Brand concept refers to the company that produces the product. The American Marketing Association (AMA) [5] states that brands are names, terms, signs, symbols or designs, or any combination of these. A brand is also a perceived impression in the minds of consumers of a product or service. Kapferer, as cited in [5], states that a brand can be shaped, real or intangible. It is defined as a name, terminology, logo, symbol or design made to mark or identify products offered to consumers [6]. A product's brand reflects the concept and value offered to the public and also represents the lifestyle and social status of certain groups of people.

Brand a city must not only be in accordance with the concept of marketing, but it also has certain characteristics. City branding is an effort to build a city identity [7]. Barbero and Sandulli, as cited in, state that brand as identity includes an analysis of appearance, personality, humanity and style [8]. Marconi, as cited in [6], also explains that a brand is a combination of image, reputation and performance. Kavaratzis, as cited in [5], identifies that a brand has three important concepts related to identity, image and communication. Brands can be brand names, symbols, logos and product images. All of these brands can be tangible and intangible. [9]. Brand identity is related to brand positioning and brand image. Moreover, the meaning of branding is the effort to convey product information to the

public. Ashworth, as cited in [5], identifies brand identity as part of the brand component. Branding is an effort to attract public interest; to build the image of a nation branding efforts need to include personal branding, product branding, and corporate branding [10]. Branding means the effort to introduce the concept of established products and is part of marketing activities [9].

It aims to provide information about product brands, develop brand awareness and create a sense of closeness with consumers [11]. Branding can also be interpreted as an attempt to create different association patterns in order to increase brand appeal and the sales of services, goods or products. The branding context of this article is personal branding, which is associated with the label and characteristics of the Lampung people. Lebel, the people of Lampung are known for being friendly. The characteristics or personality of the Lampung community is influenced by the customs and values of local wisdom of the local community. Another type of branding associated with product branding is in the form of typical Lampung food which is known by the public universally. Managing personal branding and product branding requires media engagement as a strategy, which is related to the message and the type of media that will be used as branding tools.

To discover and understand about Lampung personal and product branding, an attempt has been made to offer questions to informan. These are open questions related to the label or personal character and products of Lampung. Based on the discussion above, this article focuses on studying and explaining personal branding, product branding and media, as the process of building city branding. The aspects explored are components that support the branding process, including branding products and personal branding of the Lampung community. The study will hopefully be able to make contributions to cultural studies employing the public relations theory approach (culture public relations); notably, the development of Lampung's city brand concepts. Thus, these findings could serve as one indicator of Indonesia's national branding in the eyes of the world.

## 2. Research methods

This research involves the culture and public relations fields, so the method used is ethnographic public relations. It is used from an epistemological aspect, whose aims are to answer the research questions. Ethnographic studies of public relations focus on communication behaviour to build relationships. As mentioned previously, ethnographic public relations is a method that focuses on cultural studies with a public relations theory approach [12]. It emphasizes the communication planning component in planning public activities aimed at gaining support and building relationships.

The unit of analysis for ethnographic studies in public relations consists of Insights, Strategic Programs, Implementation Programs, Action and Reputation. The public relations entography analysis unit is also called the IPPAR model term. [12]. The analysis unit can also be referred to as a communication planning component. Insight is the initial stage in mapping and understanding the background situation of the activity. This aims to establish public settings as goals and activity objectives. The next stage establishes a strategic plan that describes the types of activities, themes, message content, messaging strategies, media, and final objectives to be achieved after the activities have been carried out. The final stage is the implementation of the activities that aim to measure public assessment. This can be achieved through the evaluation of activities so that response and public support are established as a benchmark of reputation.

**Table 1.** IPPAR Model: Public Relations Ethnographic Data Analysis Formula

IPPAR	Definition	Explanation
<b>I – Insight</b>	<ol style="list-style-type: none"> <li>1. With regard to situational analysis, data collection is linked to cultural activities.</li> <li>2. Time and place of cultural activity taking place, psychological situation of conversation, target of activity, audience.</li> <li>3. Referring to the parties involved in cultural activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Situation analysis deals with the preparation of each cultural activity.</li> <li>2. Emphasize the physical and psychological situation, place, audience or related parties in cultural activities. For example, discussions on deliberations of consensus, customary consensus are different from daily chats, ranging from time settings, places and parties involved in the activities.</li> </ol>
<b>P – Program Strategic</b>	<ol style="list-style-type: none"> <li>1. Relate to the types of activities, themes, cultural messages to be delivered.</li> <li>2. Refer to the shape of the message with regard to the word used, how it is used.</li> <li>3. The content of the message relates to the relationship between what is said and the topic of the conversation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Cultural activities affect the activity strategy of the type, form and content of the message.</li> <li>2. For example the ceremony of wedding ceremony, of course, different content of the message and the topic of conversation with ordinary conversation.</li> </ol>
<b>P – Program Implementation</b>	<ol style="list-style-type: none"> <li>1. With regard to the implementation of cultural activities.</li> <li>2. Refers to the tone, manner, and spirit in which a message is delivered.</li> <li>3. Refers to the language path used and also refers to the speech code used.</li> <li>4. Refers to the norms or rules of interaction and also refers to the interpretation of speech from the other person.</li> <li>5. Refers to the type of delivery form.</li> </ol>	<ol style="list-style-type: none"> <li>1. Gladly, seriously, briefly, arrogantly, mockingly and so forth. Or it can be shown also with gestures and gestures.</li> <li>2. Line of writing, spoken, through telegraph or telephone, language, dialect, framework or register.</li> <li>3. Related to how to interrupt, how to ask questions, and so on.</li> <li>4. Narrative; poetry, proverbs, prayers, and so forth.</li> </ol>
<b>A – Action</b>	<ol style="list-style-type: none"> <li>1. Public perception audit.</li> <li>2. Assessment, public response.</li> </ol>	<ol style="list-style-type: none"> <li>1. Public assessment of cultural activities in the form of cultural imagery of established cultural relations.</li> </ol>
<b>R – Reputation</b>	<ol style="list-style-type: none"> <li>1. Public trust and support are linked to a set of images of cultural relations.</li> </ol>	<ol style="list-style-type: none"> <li>1. The end result of cultural activities is to build public support so as to build a pattern of cultural relations.</li> </ol>

Source: [13]

Ethnographic public relations are used in the epistemological aspect because the ontology of the message studied relates to the cultural behaviour and the value of the life philosophy of Lampung society. Besides, the axiology of this study aims to build communication patterns and relationships among Lampung community groups in managing personal and product branding. The behaviour in question is typical behaviour and occurs repeatedly. Ethnographic public relations as a study require certain data collection techniques, including a review of documentation, such as written historical documents. Interviews were conducted by involving the Lampung community, with the researcher involved as a participant observer. Methodological qualitative research requires the researcher to be inside, not outside, the problem [14]. Direct involvement is expected to intersubjectively rediscover the findings on branding characteristics, including personal and product branding. Branding activity aims to understand the city identity, and to encourage the building of a Lampung brand image and reputation.

### 3. Results and discussion

#### 3.1 *Nemui-Nyimah* as Lampung personal branding

From the field survey data referring to the values of the life philosophy of the Lampung people, the informants mentioned that these had become guidelines for behaviour in society. The famous philosophy ie *nemui-nyimah* (friendliness and openness). The Lampung people are considered as people who can accept different backgrounds, which is proven by the many ethnic groups who live and have settled in the area. Lampung is called a miniature Indonesia, because the province represents a multicultural area. As many as 75% of the population are non-indigenous or immigrant, with just 25% indigenous [15]. These findings are also reinforced by the data and history of Lampung becoming one of the transmigration sites. Since the Dutch colonial era, the province has been promoted as a

fertile area, with a friendly and open society [16]. The Dutch campaign aimed to attract people to the open agricultural land in Lampung. The Netherlands, with its political interests, intended to absorb all the riches of the natural resources, such as black pepper, by utilizing the labour of the people who came from outside the region.

The value of local wisdom, being friendly and open (*nemui-nyimah*), has become the personal branding of Lampung society. This branding asserts that Lampung is a multicultural area based on harmonious relationships, with internal relationships between tribe members and external ones between tribes. These relationships are built on a sense of trust and openness. There is no prejudice, stereotyping or ethnocentrism, which can be the dark side of a multicultural society. This has been avoided because the tribes have managed to negotiate any differences through a friendly and open philosophy of life. The success of the Lampung community in managing life in a multicultural society can be measured by the slogan created by the Lampung government, *Sai Bumi Khua Jukhai* (one earth for two doors) [17]. The first door is for indigenous people, and the second door is for non-indigenous ones. In the context of customs, the door consists of Lampung people with Saibatin and Pepadun tribes, who live side by side, without differences between races.

*Nemui-Nyimah* has become one of Lampung's personal branding image. In addition, there are also other values of its philosophy of life, such as *juluk-adok* (greeting), *sakai-sambayan* (please-help), *nengah-nyampokh* (able to socialize), and *piil-pusenggikhi* (self-esteem). The five values of the philosophy of life that are most widely applied in the daily life of the people of Lampung are meeting (friendly and open attitude). Open attitude or the occurrence of negotiations, meaning that people have freedom in differing opinions, including accepting the presence of different communities. Lampung is a province that is ethnically diverse so that there are many tribes in Lampung, such as the Sundanese, Javanese, Balinese, and others.

The community is trying to build a brand and to introduce the characteristics of Lampung society as ones that accept differences, and show kindness and openness to any differences, including different ethnicities. Evidence of openness is found in the marriage process. The Lampung people practise cultural integration through inter-ethnic marriage, which has proven to be effective in establishing cultural acculturation for both parties.

**Table 2.** Five personal branding categories of Lampung society

Categories of Philosophy of Life	Meaning
<i>Nemui-Nyimah</i>	Lampung people uphold the values of friendliness and openness to anyone. They are ready to accept any differences.
<i>Juluk-Adok</i>	Each individual has a special greeting derived from the custom system. Greetings ( <i>adok</i> ) are for every married member, and follow the path of parents who have accepted the child's son-in-law.
<i>Sakai-Sambayan</i>	Love-help. The people of Lampung are known as individuals who have generous characteristics, and who help each other.
<i>Nengah-Nyampokh</i>	Easy to interact with anyone because it has an open personality. In addition, Nengah Nyampokh is also interpreted as a person who has confidence.
<i>Piil-Pusenggikhi</i>	Cultural values related to the life principles of indigenous peoples of Lampung are by maintaining self-esteem. Indigenous tribes consist of Saibatin and Pepadun tribes.

The results of this study found that the personal branding of the Lampung community was always managed on the basis of local wisdom values, such as being friendly and open (*nemui-nyimah*). The results of this study also show that there are three things that need to be considered when



managing personal branding: credibility, sense of responsibility, and openness. Credibility encourages the birth of a reputation. Reputation is a set of images [10] and a public long-term assessment or track record [18]. The ability of Lampung people to display a friendly and open nature also becomes part of the form of social responsibility and openness, both of which are very helpful in the process of managing personal branding. If Malaysia is known for its multi ethnic community [10], then so is Lampung. Personal branding is an effort to introduce identity [2]; the people of Lampung, through their philosophy of *nemui-nyimah*, have become part of the management of identity that intends to be built and introduced to the community universally.

Managing personal branding can be done through evaluation activities. These activities aim to provide assessment and feedback on the behaviour of Lampung people; their friendliness and openness have become crystallized and seen as their identity. Evaluation includes the credibility of the communicators, their personality, clothing and appearance. It is a form of control over the characteristics, which typically in Lampung society always uphold the values of local wisdom. Friendly and open values (*nemui-nyimah*) are part of the Lampung people’s life philosophy.

### 3.2 Banana chips as Lampung products branding

Typical Lampung food that is very popular in the community is banana chips. Food or snacks made from fresh bananas were the main choice of the informants. From the survey results and interviews, they admit that Lampung is identical to the banana flavored with chocolate and the taste of coffee which is known to be crunchy and savory. These findings are also reinforced by Lampung's fertile geographical conditions, which demographically support the farmers’ livelihoods. Among the agricultural products of Lampung are bananas. It is the province which supplies the most bananas to Java island. Based on the results of the survey there are five food products typical of the Lampung region, namely banana chips, coffee, *sekhuit iwa*, *kemplang*, *tempoyak*.

**Table 3.** Five categories of Lampung product branding

Type of product	Product specifications
<i>Keripik Pisang</i>	Snacks made from fresh <i>ambon</i> and <i>kepok</i> banana. They consist of original flavours, strawberries, cheese, chocolate and the latest flavour of coffee.
<i>Kopi Lampung</i>	A beverage consisting of robusta coffee, <i>tubruk</i> coffee and <i>luwak</i> coffee.
<i>Sekhuwit Iwa</i>	Side dishes consisting of fresh fish; a kind of <i>baung</i> fish. <i>Sekhuwit</i> consists of two types; wet and dry.
<i>Kemplang</i>	A kind of cracker that has a taste of mackerel. These crackers are small and large, with companion chips in the form of chilli.
<i>Tempoyak</i>	A sauce made from durian. It is produced by fermentation processes between durian flesh and salt.

Types of famous product branding in Lampung consist of banana chips, coffee, *sekhuit iwa*, *kemplang* and *tempoyak*, with banana chips the most famous of these. Banana chips have become an indicator that the public is universally aware and has accepted that Lampung is a banana chip production area. Brand management is considered by consumers as an integral and valuable part of food products [11]. This is conducted in an effort to distinguish them from other products offered on the market from the competition. Efforts to manage the product branding of banana chips are recognized through product planning, which includes the types of bananas, flavours, prices and packaging of chips to be produced. Product or program planning includes insight, strategic programs, implementation programs, action and reputation. Insight is an early stage of communication planning, which aims to identify and define the background of product creation. It is also needed to reinforce the consumer target and determines the target market, so many companies implement market targeting [19]. In marketing, the seller's target distinguishes between major market segments and supporting

segments. Insight is also called the stage of situation analysis; it is the first step in data extraction as an effort to manage branding [2].

The findings of the research show that in managing banana chips products, the people of Lampung apply a program strategy in the form of communication planning. This finding is in line with the opinion of Wilcox and Cameron [2], mention the term 'program planning'. In this section the purpose, type of activities, objectives, message contents, strategies, and tactics are determined. Kotler, as cited in [19], mentions that communication planning in business sciences aims to establish three main business planning steps: (1) packaging, (2) price and (3) flavour. It is acknowledged that current banana chips taste different, ranging from the original flavours that offer the natural flavour of fresh bananas; strawberry, which offers a sweet banana flavour with fresh strawberries; chocolate flavor; and coffee flavour. The innovation of coffee flavoured banana chips is one of product differentiation. This differentiation is a new market breakthrough and is also needed as a strategy to maintain banana chips at the centre of many types of culinary cultural tourism products. Differentiation is a strategy to maintain the product by adding or modifying it [20]. The product innovation of coffee flavour banana chips is a collaborative effort of two natural potentials that exist in Lampung: the province is known to be rich in spices, and banana producers are also known as coffee producers. Even the best coffee has been exported to foreign countries.

### *3.3 Customer relationships in social media (CRM); the media strategy of personal and product branding*

Establishing coffee flavoured banana chips as a new variant was of course decided through product planning. Beside data analysis or data collection, when conducting communications planning in product design, at the beginning strategic plans must also be made [21]. This stage aims to set the target market, price, packaging and taste and is therefore the basis for the production process. Another part of the strategic program is to develop the media as a means of socialization or promotion. Communication and action strategies are steps in determining the type of media that will be used as a means of delivering products to consumers. Regarding communication strategies, the branding of products is achieved through various mass media. These media as a brand imaging tool also include internet-based media technologies such as websites, Youtube and social media. This is in line with the expert opinion that the use of social media aims to manage product branding [22].

Internet-based media are also referred to as new media [23]. They also encourage media convergence between conventional media and contemporary internet-based technology. Digital media technology was born in the era of globalization through online technology, namely technology that has the characteristics of communication without direct physical encounters. This online technology-based media is like social media. [18]. The presence of this technology encourages more practical and efficient work. Social media can also be used as a strategy for managing customer relationships, which is known as Customer Relations in Social Media (CRM) [22]. Similarly, the management of banana chips as a branding of Lampung products, always uses social media such as corporate websites as a strategy to build relationships with consumers. The existence of fast and simple media can be used as a supporting tool in building relationships between producers and consumers. This relationship reflects the existence of consumer trust and support to produce a brand image and the reputation of Lampung's typical food product, namely banana chips.

### *3.4 Patterns of managing product branding and city branding*

Product branding can be achieved through innovation, by making product differentiation. This has a positive impact on consumers' decisions to buy product [24]. Differentiation is the act of designing a series of meaningful differences to distinguish a company's offering from that of a competitor. For physical products, companies can distinguish these from several aspects, such as product excellence or special packaging, taste or price; location; durability; comfort; service and so on. In addition to product differentiation, the ability of human resources, including service, also needs to be considered. Differentiation becomes an offer because of the background of business competition. It

is made repeatedly and is a characteristic of managing banana chip products. The success or evolution of a brand can increase a product's prestige and value and also to some extent meet the psychological needs of consumers [11].

The pattern of branding product management through product differentiation is expected to maintain the existence of banana chips as a hallmark of Lampung food. Differentiation has always been a solution because it is believed to be the right approach to building product branding. Branding is an ongoing effort, with the aim of introducing products and brands [14]. It is also intended to build public awareness by encouraging interest, curiosity, self-confidence and community support. Branding in an effort to attract public interest [5]. Differentiation is intended to maintain the existence of the product by providing information about the latest banana chips products. This is in line with Popa's statement that branding is an activity that aims to provide information about brand products [11]. Based on the results of the study, producers of banana chips also differentiate as an effort to maintain the product brand. For example, last year, a producer of banana chips in Lampung introduced a new taste of banana chips, namely the taste of coffee. The introduction of the product is intended to introduce the concept of new products or established products. This is in line with Kavartzis & Ashworth's statement that building a strong brand is a long-term commitment [25]. Similarly, branding products such as banana chips, from the beginning of the manufacture of banana chips, manufacturers always maintain the brand through service and product quality. These efforts can be said to be successful because until now the most famous and identical branding of Lampung products are banana chips.

Personal branding management patterns in the form of Lampung community characteristics and branding products of banana chips are expected to strengthen Lampung's identity or city branding. The identity of a city rich in cultural tourism in the form of friendly community services. Services in the form of easy access to get information about tourism, for example culinary tourism. Mohamad mentioned about service management with the term Corporate Identity Management (CIM) [26]. Managing identity requires the right communication strategy; these strategies include managing messages and conveying information through the right media. City branding is a managerial procedure that offers a different identity, providing cities with opportunities to appear different, positive and distinguishable from other competitors [27]. Similarly, the Lampung city trademark is also supported by personal branding in the form of a friendly and open public attitude towards others. This friendly attitude is the character of the people of Lampung who are known as *Nemui-Nyimah*. This encourages people to go to Lampung as a holiday destination in the form of culinary culture tourism. Among the tourist areas visited are food centres that offer various banana flavoured products. In addition, tourists also feel comfortable with the service, which is friendly and reflects Lampung's personal branding.

#### 4. Conclusion

Personal branding as a feature of the Lampung community is managed by maintaining credibility, personality and appearance. Personal branding in question is the attitude of the Lampung people who are friendly and open (*nemui-nyimah*). The same thing was done when managing branding products in the form of banana chips. Personal branding and branding products are very strong in the community. Even branding and personal branding products are believed to be a city branding component of Lampung.

The strategy to manage personal and product branding is conducted by involving the use of media branding. The media are not limited to conventional types, but those based on digital technology. Media such as social media are very helpful for the management of Lampung city branding. City branding is built on the identity of a friendly and open personal branding (*nemui-nyimah*), and creative product branding in form of cultural and culinary tourism based on various banana flavours. Social media involvement is expected to build relationships with consumers; this is called Customer Relationships in the Social Media (CRM).

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