

Memories of Kota Tua Kalianget: Turning Heritage Branding of East Madura Oldest Modern City

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ABSTRACT Kalianget Kota Tua is one of the first modern cities on Madura Island, this city was built during the VOC period and was continued by the Dutch East Indies government. Kalianget was developed into a city because of its very strategic location and is the busiest port in the Madura Strait. Several historical relics still found in this area, such as the first Modern Briquette Salt Factory in Indonesia which was built in 1899 and various modern facilities of its time. In addition to being historical relics at this time, these buildings are also evidence of how strong the Dutch East Indies government monopolized the salt production in Madura. Therefore, the purpose of this research is to see the old city discourse in Sumenep Madura as part of heritage branding. The subject of the research as well as the unit of analysis is the media text that presents news about the Kota Tua in Sumenep which is transformed into cultural heritage. This research used systematic literature review to obtain the media discourse framing into research object. In general, the stages of conducting SLR consist of 3 major parts: planning, conducting and reporting. In this research, a protocol that contains procedures and methods for conducting SLR is prepared. The components in the protocol include: determining the research background, formulating research questions, making terminology from research objects, selecting criteria, making lists and procedures for examining data, extracting, and synthesizing data. The results of the analysis are then discussed with an approach from the concept of heritage branding in tourism context. This chapter pursues to forecast to what extent Kalianget Kota Tua in possibility of destination branding development based on its heritage advantages.

KEYWORDS: [heritage; Madura tourism; framing; destination branding]

INTRODUCTION

The nickname as salt island pinned on Madura Island originated from Kalianget Kota Tua. In this western of Sumenep, the first modern salt briquette factory in Indonesia was built. Quoted from merdeka.com, in 1899 The Dutch east Indies Government in Sumenep built a salt factory to strengthen its colonial economic and political position. Immediately after the establishment of the salt briquette factory, The Dutch built a number of supporting facilities in the vicinity. Starting from city parks, cinemas, swimming pools, tennis courts, to housing for employees. Until now, traces of the splendor of the eastern region of Sumenep can still be found. European architectural building are a track record of the glorious history of Sumenep in the past.

The election of Kalianget as the center of the Dutch economy on Madura Island was not without reason. This is because Kalianget is the busiest port in the Madura Strait. Its strategic location makes this area a major trade traffic route. Quoted from various sources, actually the origin of the Kota Tua of Kalianget as the main supporter of the colonial economic activities was started by the VOC. However, with the dissolution of the trading partnership, the Dutch East Indies government in Madura took over the ideals of developing a modern city.

Although not the first port in Madura, the Old Port of Kalianget is the busiest port in the Madura Strait. Its strategic location makes this port the main route of trade traffic. Referring to the history and uniqueness of the Old City of Sumenep, it is precisely when starting July 2020 it was officially designated as a cultural heritage site by the Sumenep Regency Government. As a cultural heritage site, the old city of Sumenep has the potential to be developed as part of heritage branding. In the perspective of tourism communication, each city with its uniqueness can be a potential as a city branding.

Literature review shows that heritage can be the dominant variable in determining tourist behavior in certain destinations, which makes tourists commit to certain destinations. However, as (Morgan & Pritchard, 2004) suggests, the use of heritage as an attraction for tourist destinations needs to be managed properly. Whereas in branding terminology, tourists form a deep relationship with the destination of a particular place brand (Pryor & Grossbart, 2007). Heritage branding refers to establishing a relationship with a particular place and purpose (Campelo, 2017). . Therefore, the construction of heritage destinations seems to have more of the same origins as the memory of the destination. Despite this fact, heritage branding refers to a specific place and heritage destination affirmations refer to loving and being attached on heritage destinations (Rahman et al., 2021).

Several previous studies have shown that the use of the potential of the cultural as an identity in the development of city branding has often been done. The use of visual identification of heritage branding in Haiti Tourism (Seraphin et al., 2018); the nano car in building Indian cultural sensibilitis (Venkatesh et al., 2013); the use of traditional food as Singapore branding (Henderson, 2016); heritage image development in tourism branding development in Iran (Saeedi & Heidarzadeh Hanzae, 2018). In some contexts even affirmations on the emotional side of memories are also part of building a branding destination (Andriotis et al., 2021). Intangible heritage in the use of diplomacy culture in branding development is also carried out by Taiwan (Nguyen, 2018).

Hence, this research tries to look at the literature in media texts that specifically discuss the old city of Sumenep as a heritage. From the results of the analysis, the findings are discussed using branding theory to get a projection as one of the inputs to related parties on the potential of the Old City of Sumenep in the Madura tourism industry.

METHODS

Within the paradigm of theory building and descriptive approach, this conceptual study is based on a narrative literature review and analysis of research and secondary data on Kota Tua kalinaget news. The study employs qualitative content research methods to examine and reveal the potential of Kota Tua Kalinaget in providing contribution to Madura tourism industry. Literature in this research refers to online media that provide news about the Kota Tua of Kalianget as a cultural heritage. From the keywords that have been determined then extraction is carried out on the data. Not all texts found containing keywords were used as unit analysis based on priority and exposure considerations.

Based on a systematic review on Kalianget heritage tourism and hospitality industry news during 2020 in online portal, we found 5 articles that mainly discussed Kota Tua Kalianget in the heritage branding and tourism industry. However, the primary purpose of this type of review is to provide the reader with a comprehensive background for understanding current knowledge and to inspire new research studies about heritage branding and Madura tourism. A Meta synthesis was employed by integrating, evaluating, and interpreting the finding of previous research studies which were closely examined in order to identity common issues in Kota Tua Kalianget heritage branding. Due to the lack of research regarding Madura heritage destination, this descriptive research attempts to understand this concept and its magnificent role in tourism development. To do so, the researchers analyze the concept of heritage branding in the tourism industry and as a way of making consumers memorize to a heritage destination.

RESULT AND DISCUSSION

In the case of “Kota Tua” Kalianget Sumenep, the topic of ‘Heritage’ is to be understood from the angle of ‘identity’ and ‘culture’. The topic of identity and legacy is key to understand Madura culture, therefore heritage. Traditional customs and ancient architectural plays an important role in the understanding of this Madura heritage (Rachmad, 2017). Based on the results of a systematic analysis of the news literature on the online portal, an overview of the findings on the theme of Kota Tua Kalianget is obtained.

Table. 1 Literature review obtained

Title	Portal	Keywords
Disparbudpora Sumenep Targetkan 5 Penambahan Cagar Budaya Baru	https://nusadaily.com	cagar budaya, penambahan 5 cagar budaya, sumenep, kota tua, kalianget

Cagar Budaya yang sudah ditetapkan oleh Pemerintah Kabupaten Sumenep	https://kabarmadura.id/	Cagar budaya, tacb, disparbudpora, sumenep, Kalianget
Cagar Budaya Di Sumenep Ditarget Rampung Tahun Ini	https://www.wartazone.com/	Cagar budaya, tacb, disparbudpora, sumenep, kawasan kota tua
Untuk Tujuan Wisata, Kota Tua Kalianget Akan Dihidupkan Lagi	https://dapurrakyatnews.com/	Cagar budaya, destinasi wisata, sumenep, kota tua kalianget
Disparbudpora Sumenep Targetkan Kota Tua Kalianget Sebagai Cagar Budaya	https://newssatu.com/	Cagar budaya, tacb, disparbudpora, sumenep, kawasan kota tua

Based on the news conveyed above, it can be found that efforts to persuade Kota Tua Kalianget as a cultural heritage have gone through a series of processes at Tim Ahli Cagar Budaya (TACB). Cultural heritage is explained as an artifact product as well as an abstraction of certain values that are believed by local residents (Butler & Hinch, 2007). Taking the example in Panglipuran Bali, the use of architectural design artifacts of old buildings can be used to build identity in the community (Ningrum et al., 2018). Cultural heritage architectural artifacts are the result of a meeting between the ideas and creativity of the designer. With the concept of hybridity, it creates a meeting between intangible ideas and practical tangible culture (Pryor & Grossbart, 2007). Therefore, heritage branding is a concept of using something in the past to develop the future in a variety of terms (Aldianto et al., 2019). The cultural identity seen from various buildings in Kota Tua Kalianget reflects the inculturation of modern VOC culture to traditional Sumenep culture at that time. The strategy of the Sumenep local government regulator by making the Kota Tua of Kalianget as a cultural heritage can be used as potential capital in the development of heritage branding. Kota Tua Kalianget represents the role of cultural artifacts in the identification of destination destinations as heritage sites such as monuments or museum areas.

Heritage tourism and branding are complementary terms. This type of tourism can be offered as an alternative to the various tours that have been previously offered (Bassano et al., 2019). The current trend of tourists is more interested in tourism with the themes of intellectual curiosity, inspiration, investigation, and engagement. Some destinations already have segmentation in the branding process. Cultural destinations become one of the strategies in branding because this form of tourism is a good way to not only attract visitors but also stand out among competitors given that some cultural heritage resources are unique (Campelo, 2017). Research on heritage and more specifically on heritage tourism makes it possible to map out the types of heritage tourism and its potential.

Heritage branding in tourism industry need a systematically informed market research and parties involved. Validity of the information destination branding based on the icon value of the tourism (Leslie & Sigala, 2006). Identification and determination of heritage icons that match consumer expectations is important in building heritage branding (Rahman et al., 2021). The findings suggested above is also in line with the Crompton's destination-choice model of tourist destination (Lohmann & Netto, 2008). According to this model, the travellers including their motivational factors, the external stimuli and the structure of the decision-making process itself. As an icon of the destination, heritage could provide the magnificent magnet for tourist to come.

The interconnections between tourism and heritage branding from a policy-oriented standpoint already pointed in second article. The media frame the combination of cultural perspective with the discussion of heritage branding, issues, and challenges in tourism industry. Media framind based on addressing comparative advantages issues and evaluating policy implication also described in third and fourth article. The media regularly presents exposure to the theme of the initiation of several tourist sites in Sumenep to become cultural heritage as well as presenting discourses of initiation to revitalization of the Old City as a heritage destination. The results of the analysis of five straight news literature, obtained insight into the process and steps of the regulator -in this case the local government- to make Kota Tua a cultural heritage. The implications for the coronation as a cultural heritage, have consequences for revitalization and mapping the potential to be developed economically.

A comprehensive series of studies are presented to demonstrate the relationship between practice and policy in various tourism development contexts (Cvijić & Guzijan, 2013); (Sholeh & Farid, 2021). The main message is that tourism policy should be understood as an integrated policy that promotes tourism performance as a means to promote the quality of destinations and the welfare of local communities, for example in terms of quality of space, employment, accessibility, innovation and opportunity (Yfantidou & Matarazzo, 2017). Apart from highlighting the importance of using branding in relation to the existence of heritage sites, some analytical literature also reflects the implications associated with its development, including the emergence of the anti-tourism movement as a reaction to cultural commodification, and the asymmetry in the cost-benefit relationship of tourism development (Thelander & Säwe, 2015).

Brands emerge where identification of demand and potential destinations can be synergized. It is important to highlight the fact that demand is more dynamic than the physical and cultural potential of a destination, but these two dimensions must be considered as shaping a destination's branding. The practice of marketing heritage tourism artifacts can then be an alternative in cognitive construction on the target market by using the image of the destination (Lohmann & Netto, 2008).

Significant roles in heritage such as natural features or geographic features; quality of life of local communities; authenticity of experience or history of cultural heritage in the branding strategy (del Barrio-García & Prados-Peña, 2019). Despite of the dominant trend of tourist destinations, the presence of heritage tourism can be an alternative in various studies. The use of visualizations and old narratives describing the features of destinations is one of the strategies to attract consumers visitation (Chairy & Syahrivar, 2019). In addition, the contribution of iconic elements can give affirmation to the brand such as in the name, logo or destination tagline.

Some of the literature shows that heritage branding is part of the development of modern tourism. Nostalgia played an important role in the increasing popularity of heritage. On that basis, inheritance can be assimilated by the re-enactment of the past. It is important to highlight that in the context of tourism, the concepts of history and heritage appear similar from an epistemological point of view. However, these terms are completely different because, in this context, heritage uses the past for commercial purposes whereas history remains concerned with rational explanation. As a result, tourism is often blamed for the commodification of heritage sold to tourists as products and services. Therefore, in the perspective of modern tourism, heritage-based tourism is referred to as gradual authenticity by using authenticity features as the most important point. The identity attached to inheritance can be a bridge of memory in the past of ancestral roots.

Meanwhile, in the context of heritage marketing, the use of cultural symbols, historical values, and narratives can be used in branding the heritage of Kota Tua Kalianget. Brand inheritance has a positive impact on destination preferences, especially for consumers with special profiles. The retro-branding approach using the nostalgic emotions of the past is considered to be able to effectively attract and restore the image of some destinations (Hallegatte et al., 2018); (Brown et al., 2003); (Cattaneo & Guerini, 2012); (Hartmann & Brunk, 2019); (Hemetsberger & Pirker, 2006). The two entities - emotions and memories - can also be interpreted as a way of destination to maintain its identity. This thinking is also supported by (Brown, 2018) which explains that the symbols of the past are used by entities who want to build their collective memory, and have their history back. Collective memory exposure allows the past to be enjoyed with the comfort of the present context.

CONCLUSION

Kota Tua Kalianget was during long period rooted in memory, providing it to meet evolution of architectural landscape and the cultural embedded. Hence, the combination provide impacts on the branding strategies in tourism particularly in Madura. Furthermore, from a strategic point of view, in order to gain more efficiency informed Kota Tua Kalianget as heritage destination, media gives contribution to frame this comparative advantages. The initiation of the proposal for the Kota Tua to become part of the cultural heritage was also discussed by the media. With a selective process through an authorized institution, Kota Tua is officially declared a cultural heritage site.

Furthermore, from the point of view of marketing communications with retro-branding strategy can be used to get more efficiency in the distribution of information about the heritage of Kalianget Kota Tua. Communication in the context of branding by using heritage as a local asset, market research is needed to better understand how tourism products and services are effectively used in branding heritage.

Stakeholders including the private sector can identify demands from external expectations such as competitors, consumers, observers, opportunities, and opportunities. However this study did not use a quantitative research framework to measure the success of memory on inheritance in goal brand development. Instead, this study has attempted to advance the preliminary of the potential impact of heritage on destination branding from subjectivist epistemological. Therefore, for further research, a quantitative approach can be used to test and confirm the propositions made in this paper.

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