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City Branding Lamongan Megilan (Qualitative Descriptive Study on City Branding Strategy Planning in Lamongan Regency Government Public Relations to Get Brand Positioning)

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Abstract. A city is considered to have a strong brand qualification if it has a variety of potential that is worthy of being sold as a tourist and investment destination. Lamongan Regency is considered to have these qualifications, and regional marketing methods are still ineffective and poorly understood by the public. This study aims to see a good Lamongan Regency City Branding planning strategy by exploring all its planning activities, so that the Lamongan Regency City Branding planning process can be consistent. The research method applied is a qualitative type with a constructivist paradigm. The research focus emphasizes planning and meaning (subject perspective). In data collection techniques through interviews and documentation. To determine informants using purposive sampling. Then the data analysis techniques are data collection, data condensation, data presentation, and drawing conclusions/verification. The results of the research show that the Lamongan District Public Relations has carried out all stages of planning the formation of City Branding in Lamongan Regency, in order to achieve the expected image as a Megilan Lamongan Regency by highlighting all the potential of Lamongan Regency to get Brand Positioning.

Keywords. City Branding, Government Public Relations, Lamongan Megilan, Public Relations Planning Strategy

1. Introduction

Currently, globalization has an impact on various aspects of people's lives, including in terms of regional progress. This means that every country, every city and every region must compete with each other (Anholt, 2020). Each country, city and region competes to play an important role by carrying out City Branding as an increasingly relevant field in the public policy and urban planning sectors (Paganoni, 2015). City Branding included in the marketing of urban places has been practiced since the 19th century (Kavaratzis, 2004). This phenomenon also shows that City Branding has an influence in the current development of globalization.

City Branding is a marketing and public relations concept that is applied to market an area (Wiyono, Rahmanto, & Utari, 2019). Thus it can be said that City Branding is a strategy of a city or area to create a strong positioning so that the city and area is widely known (Hartono,

Safitri & Kurnianingsih, 2019). City Branding has been implemented in cities abroad as well as at home as a way to compete with other regions (Wiyono et al., 2019).

City Branding will determine how the world views the city (Christine & Setyanto, 2021). For example, the city of Alicante in Spain is struggling to compete as a world beach tourist destination, even though there are many competitors from other cities in the world. From Antalya in Turkey to Pattaya in Thailand (Karim, Pontoh & Putra, 2012). In addition, the capital city of Singapore has a brand, namely "Uniquely Singapore", the City of Paris with its City Branding "The City Of Light" and Hong Kong with "Asia's World City" (Jannah, Arifin & Kusumawati, 2014).

The challenges of regional progress that arise due to changes in the external environment of the organization will certainly feel very large. As since the enactment of Law Number 22 of 1999 concerning Regional Autonomy (which was later revised to Law Number 32 of 2004) was enacted, each region is required to be active and creative in accruing regional revenues to increase economic development (Karim et al., 2012). These challenges and changes are answered by business organizations by making adjustments. One form of adjustment is to strengthen the relationship between organizational strategy and community relations activities (Iriantara, 2007).

According to Nur'ainih in Karim et al., (2012) Indonesia is also following the trends of cities in the world. However, the fact is that the slogans made in Indonesia are still imaging and not focused. Examples of several cities or regions that already have slogans that have implemented City Branding include the City of Solo with "Spirit of Java", Yogyakarta with "Never Ending Asia", Jakarta with "Enjoy Jakarta" (Jannah et al., 2014). According to Michalis Kavaratzis (2004) the use of jargon, advertising, public relations, and the like is the second or secondary stage of the city imaging process. The main or primary stage is precisely the management of space, behavior, infrastructure, and organizational structure.

Lamongan is a district in the province of East Java. Not only excels in the tourism sector, but Lamongan Regency also excels in the agricultural sector, especially as the largest rice producer in East Java in 2020. Lamongan Regency also has a variety of potential mainstay foods that are already known by many people, such as Soto Lamongan. On the other hand, the problem faced by Lamongan Regency is that there is no branding that can be remembered by the community, Lamongan needs a brand identity that usually describes the image of Lamongan Regency (Solicitor et al., 2020).

However, on August 17, 2021, Lamongan Regency has determined the City Branding of Lamongan, namely "Lamongan Megilan", with Regent Regulation Number 34 of 2021 concerning the City Branding Logo of Lamongan Regency. The City Branding Lamongan logo consists of a logotype, tagline and logogram that reflects the culture, characteristics, potential and history of the area (Manshuri, 2021). The Lamongan Regency government's effort to establish "Lamongan Megilan" as a City Branding is in order to find a certain brand positioning so that it can have a positive impact on regional progress.

Riyadi in Sardanto, Meilina & Muslih (2018) argues that City Brand must be implemented so that the City Brand formulation is not just an empty tagline. The implementation is done by communicating the City Brand to all stakeholders; and society must be able to reflect the meaning of City Brand. Based on the assumptions above, the local government also needs someone so that City Brand communication reaches the community, namely Government Public Relations. The tasks of Government Public Relations are to carry out: (1) socialization of government programs; (2) education or literacy to the public; (3) counter narrative; (4) nation branding (Riana & Chandra, 2017).

From preliminary interviews as an initial means of exploring the problem, the researchers found a tendency that the people of Lamongan themselves were less enthusiastic about the City Branding plan. It was found that during the socialization of the Lamongan City Branding logo design competition which was the beginning of the Lamongan City Branding planning process, local people were less enthusiastic about it. Researchers assume that with this incident there is a crisis in the planning of the City Branding program for Lamongan Regency in Public Relations, while this activity is also the first time that this activity has been carried out in Lamongan.

Currently, local governments are required to apply marketing and public relations principles as a concentration of increasing competition between regions (Wiyono et al., 2019). Government Public Relations in carrying out its function to create a positive image, one of the methods used is branding an area called City Branding, as evidenced by Christine & Setyanto (2021) who revealed that the function of public relations in branding Banyuwangi as a tourism city has been carried out from the preparation stage to forming the Majestic Banyuwangi brand by highlighting all the advantages that Banyuwangi has. This means that Public Relations has carried out its function in communicating to foster good relations with the public and all stakeholders. However, the authors consider it necessary to evaluate whether the results of Christine & Setyanto's (2021) research also apply to the Public Relations of the Lamongan Regency Government.

Researchers believe that the above findings are important to follow up. Efforts are needed to expand the research position in the practice of Public Relations Government by exploring the position of Public Relations in planning City Branding in Lamongan Regency. In addition, it aims to understand practitioners about the position of research in their work during City Branding planning activities, this research is expected to produce propositions related to the relationship between practitioners and the people of Lamongan Regency. This planning needs to be socialized in a fairly long and continuous time so that it is embedded in thoughts and actions (Solicitor et al., 2020).

In City Branding efforts do not always produce the expected results. Not infrequently its application also collides with problems that cause the branding's goals not to be achieved. One example is the Jogja Never Ending Asia branding. An interesting finding from Pratama (2016) is the evaluation of the Jogja never ending Asia branding as a regional marketing strategy in the era of autonomy. In his research, the results showed that the brand was not implemented properly due to ineffective socialization, there was no participation and coordination in the process of birth to implementation of the brand. This shows that the problem of communication, coordination, and participation plays an important role in the implementation of city branding. The number of people in a city is more dominant than the number of officers. For the success of City Branding, of course, it is the number that is more dominant that must be involved. If the City Branding effort only involves the apparatus, of course its implementation will not be effective (Sardanto et al., 2018).

In an effort to carry out City Branding, there are also efforts that produce success. One example is City Branding Banyuwangi Regency (Banyuwangi: The Sunrise of Java). The findings from Nur Hidayat (2014) are the city branding of Banyuwangi Regency. His research shows that Banyuwangi has carried out the right strategy in branding its region by adopting branding theories such as The 7A Destination Branding Process by Bill Baker. However, in this finding there is also a problem that in carrying out these activities it does not directly involve several other stakeholders such as entrepreneurs, artists, and traditional leaders. Meanwhile, in the City Branding process, the position of stakeholders plays an important role. As stated by

Volvic & Andrejevic in Rahmanto (2020) that the target audience for branding campaigns includes internal and external such as foreign domestic markets, tourists, investors, and residents of the region.

Studies related to the branding process in several cities mentioned above are important to do because City Branding is a new phenomenon in Indonesia, so it has not been widely studied, especially from the perspective of communication science. The author can formulate the assumption that the findings of the initial data above are important to be followed up. It is necessary to have a good Lamongan Regency City Branding planning strategy by exploring all planning activities, so that the Lamongan Regency City Branding planning process can complement the models from the theory, so that the branding technique can be consistent. To prove the hypothesis above, the authors are interested in conducting research on how the City Branding planning strategy of Lamongan Regency on Public Relations of the Lamongan Regency Government to obtain Brand Positioning, whether the Lamongan Regency government in order to develop a strategy to sell its area is quite appropriate.

2. Literatur Review

2.1 City Branding Concept

One form of place branding is city branding. Talking about place branding involves a wide range of places including countries, places, tours, villages, cities, counties, provinces, capital cities, offices, offices, and so on. A narrower scope than place branding is city branding (Sardanto et al., 2018). City branding or city branding is a new tool in regional development to increase competitiveness in facing global competition. As a tool, city branding is a continuation of place marketing, which has been done by many cities in the world (Yananda & Salamah, 2014).

City Branding, as expressed by Michalis Kavaratzis (2004) can be seen as a form of image-communication that involves three aspects of communication, including:

- 1) Primary communication, covering all our views such as landscape strategy, infrastructure, bureaucracy, and all behaviors or actions regarding the city.
- 2) Secondary communication, is an intensive formal communication commonly known in marketing practices such as advertising, public relations, graphic design, and so on.
- 3) Tertiary communication, related to word of mouth, which is reinforced by the media and competitor communication, which cannot be controlled by marketers. The entire branding process and the two types of controlled communication aim to generate and reinforce positive tertiary communication

In carrying out a good and measurable communication strategy, the Government also needs the role of Public Relations in the planning process from start to finish in order to achieve all communication goals. Communication is an important function for the government in being responsible for improving the three main elements of government, namely effectiveness (building support and program legitimacy), responsiveness (knowing the needs of citizens and responding to them), and accountability (explaining government services and providing government accountability mechanisms) (Rahmanto, 2020).

In the context of city branding, the concept of PR is widely used in various forms, such as publicity, events, to establishing relationships with stakeholders. The right PR efforts can help grow a strong and down-to-earth brand for both city residents and the city's target consumers. Of course, without having to be trapped in PR institutionalization, various efforts made by the city government aimed at shaping the image of a cultural and tourism city can be categorized as PR activities (Rahmanto, 2020). This is also reinforced by Jefkins in (Sumiyati. Komalawati & Rosma, 2019) that Public Relations in the context of branding is a party that

functions as a bridge to convey the organization's branding activities to the external public for the goals to be achieved.

2.2 City Branding Planning Strategy in Government Public Relations

In planning a program can not be separated from the existence of communication. According to Grunig and Hunt in Kriyantono (2017) that PR communication models are a way to describe and explain how PR practitioners in an organization communicate with their publics. This symmetric model is ideal, because it prioritizes full dialogue with the public and focuses on efforts to build relationships and mutual understanding, not trying to persuade the public in various ways (Kriyantono, 2017). This communication model also emphasizes the willingness of both parties to adapt to each other. This communication model is claimed to be the best model that can determine the success of PR in an organization (Butterick in Rolos & Wijaya, 2020).

City Branding planning strategy as one of the Public Relations activities. The planning model that can be used is the ROPE model (Research, Objective, Program, Evaluation) (King in Iriantara, 2007).

- 1) Research includes: clients/organizations; opportunities/problems; and audience
- 2) Objectives include: objective impact and objective output
- 3) The program includes: planning and execution; special actions or activities; uncontrolled media; and effective communication
- 4) Evaluation includes: objective impact and objective output

2.3 City Branding Strategy as Brand Positioning

The concept of city planning (city branding) which started from place marketing is the development of economic potential in urban locations (Yananda & Salamah, 2014). According to Andreas Insch in Christine & Setyanto (2021) there are four steps of the City Branding strategy process, namely:

- 1) Identity, is the process of identifying assets, attributes and aspects as well as the personality of a city.
- 2) Objective, is the process of clearly defining the purpose of City Branding. The main reason for City Branding is the fact that a city with a strong brand will stimulate strong economic growth as well.
- 3) Communication, the communication process, interacting with interested parties in a city. Communication is not only one way communication, but all forms, both online and offline.
- 4) Coherence, is an implementation process to ensure that all forms of city communication programs regarding messages in City Branding are aligned

Brand as positioning is a vehicle that allows its owner to associate its offering with certain functional benefits that are important, recognizable and important by consumers (Rahmanto, 2020). Determination of Brand Positioning must consider several things that are considered important. According to Kertajaya in Wahid (2018) the things that need to be considered in making positioning are:

- 1) Positioning City Branding (positioning city brand, uniquely, and product advantages)
- 2) Communicating City Branding (be creative, simplicity, own-dominate-protect, use their language).

3. Research Method

This research uses a qualitative type and uses a constructivist paradigm. The use of a constructivist paradigm is often called qualitative research, the data is dominated by data from words, sentences or narratives. Then the researcher will try to describe the data in a descriptive form, which describes the data in depth and requires in-depth narratives from the existing reality

(Kriyantono, 2020). The reason for choosing this method is because researchers need efforts to expand research positions in the practice of Public Relations Government by exploring the position of Public Relations in planning City Branding in Lamongan Regency. The research was conducted at the Department of Communication and Information, which is located on Jalan. Kyai H Ahmad Dahlan, No. 01, Kauman, Sidoharjo, Lamongan District, Lamongan Regency and the Department of Tourism and Culture on Jalan. Sunan Giri, Tumenggungbaru, Lamongan District, Lamongan Regency, and the time of the research will be carried out in April - June 2022. Then the source of data is taken from the Public Relations of Lamongan Regency which is involved in carrying out City Branding activities, which include: memos, news minutes, news archives, and photos.

Data collection in this research is by using interviews and documentation. Interviews were conducted with semi-structured interviews through face-to-face, online, e-mail, chat, and telephone. In determining the informant technique, the researcher used purposive sampling. The criteria for the selected informants are to have a competent background to answer the problem formulation and objectives set out in this study. In this case the researchers chose the staff of the Office of Communication and Information Technology, the Secretary and Staff of the Department of Tourism and Culture, City Branding Staff, Cultural People, and the Community. After the data is collected using these techniques, it is necessary to process the data with analysis. The data will be analyzed using four stages by Miles, Huberman, & Saldana (2014) in Kriyantono (2020) through four activity flows namely; data collection, data condensation, data presentation, and drawing conclusions/verification. To avoid doubts about the truth in the whole process of implementing this qualitative research, the data validity technique was used which in this study used source triangulation.

Table 1 lists the paragraph styles defined in this template.

4. Result and Discussion

4.1 Public Relations Function of Lamongan Regency in City Branding Planning

The planning strategy of Lamongan Regency City Branding is an obligation of the government, in this case it is carried out by the Public Relations of the Lamongan Regency Government. The reason why this is the obligation of Government Public Relations is because Government Public Relations in carrying out its function is to create a positive image, one of the methods used is branding an area called City Branding, besides the purpose of Government Public Relations is to increase cooperation and trust between citizens and their government. This is reinforced by Kriyantono (2021) when referring to Permenpan-RB No. 31 of 2011, it appears that the public relations of government institutions have been designed to have the same function as the function of universal public relations. We also find managerial functions and roles in the regulation, namely government public relations covering situation analysis, planning and program activities, action and implementation, and program evaluation.

The City Branding planning strategy as one of the PR activities is carried out, there are several stages in PR planning. However, in strategic planning for PR, the researcher uses the ROPE model which has four components, namely: Research, Objectives, Programs, and Evaluation. The explanation of ROPE is implemented in preparing City Branding by compiling the steps that will be carried out by the Public Relations of Lamongan Regency. The explanation of ROPE is as follows:

1) Research

At the research stage, it was carried out by identifying the existence of Lamongan Regency, located in a strategic location, namely on the north coast route, and in the middle of an industrial area. However, the weakness of Lamongan Regency is located in the middle of an

industrial area resulting in pollution, hot weather, congestion, and population density. On the other hand, there is an opportunity to promote the potentials that exist in Lamongan Regency, including the tourism sector, the fisheries sector, the agricultural sector, the infrastructure sector, and the arts and culture sector. This is what makes Lamongan Regency make great efforts to increase the formation of City Branding for the common good.

Public Relations of Lamongan Regency in carrying out City Branding planning activities do not work alone, but involve the assessment party during the City Branding Megilan City Branding logo design competition. The parties involved include: the Lamongan Arts Council, the Department of Tourism and Culture, Academics, and a Multimedia Person. This is included in the scope of PR work, namely community involvement that public relations must make programs aimed at creating community involvement or the surrounding community (Kriyantono, 2021). These activities involving stakeholders are the key to success because their involvement is a form of support for our activities.

2) Objectives

This stage sets the goals to be achieved or in the world of management it is usually called the objective (Wahyuni & Yuniarti, 2014). The objectives are divided into two parts, namely the output which is the direct result of a program or activity, and the impact (outcome) is the long-term result of a program or activity. The objective of the output is the direct result of information dissemination activities regarding the establishment of the Lamongan Megilan City Branding. This activity is related to the "Ayo Ditumbasi" movement, which is a product of the Lamongan people by involving SMEs (Small and Medium Enterprises) such as small food sellers, traveling traders and street vendors. The activity also carried out socialization related to Lamongan Megilan by attaching stickers that read "Ayo Ditumbasi" and "Lamongan Megilan" on SME products. Then disseminate information related to the Lamongan Megilan City Branding Logo design competition related to when the registration is carried out until the winner is implemented. And the socialization of making T-shirts that read "Lamongan Megilan". While the impact (outcome) is the long-term result of an activity such as disseminating the above information. The biggest outcome of this activity is obtaining a positive image and response as City Branding which is still the first step in Lamongan Regency in the eyes of stakeholders.

3) Programs

The City Branding Program of Lamongan Regency is considered as a way to realize what is planned to be done in the future. In this program, themes and messages are set to be communicated to the public. The theme of the City Branding of Lamongan Regency is "Lamongan Megilan". The Lamongan Megilan logo consists of six (6) elements, namely milkfish, catfish, water, non-volcanic hills or mountains, beaches or seas, and kris.



- The image of a catfish symbolizes tenacity, patience, and resistance to suffering. Catfish is also the main ingredient in making the famous culinary in Lamongan, namely pechel catfish.
- The image of milkfish symbolizes Lamongan Regency as one of the largest freshwater fish producers among other areas in East Java. Milkfish also symbolizes the potential of commodities owned by Lamongan Regency. Culinary made from raw milkfish is also very well known in Lamongan Regency, one of which is tamarind milkfish.
- The sharp upwards and downward curves represent the shape of a wide plain and a beach accompanied by small waves, which symbolizes that Lamongan Regency is very rich in tourist attractions. Among them are Lamongan Marine Tourism (WBL), Kutang Beach, Maharani Cave, Gondang Reservoir and many other interesting tours.
- The pointed image on the top is a form of proof. This illustrates that Lamongan Regency has an area consisting of hilly areas and in it has natural resources that are useful for the development of Lamongan Regency and shows that Lamongan Regency is an agricultural area.

At the time of launching the logo, Public Relations of Lamongan Regency disseminated information through online and offline media. Online media through social media (Instagram, Facebook, Twitter and Youtube), Lamongan Regency Public Relations website and holding virtual national seminars. For offline media through the voice of Lamongan radio, inviting journalists, and installing banners, billboards, pamphlets on the sides of the highway. To determine the effectiveness of disseminating information by Public Relations of Lamongan Regency through the media, namely by looking at changes in behavior from the people of Lamongan Regency. Public Relations has used online and offline media, giving rise to 2-way communication between the government and the community or called the Symmetric Two-Way Model. This is reinforced by Kriyantono (2017) that this symmetric model is ideal, because it prioritizes full dialogue with the public and focuses on efforts to build relationships and mutual understanding, not trying to persuade the public in various ways.

4) Evaluation

Evaluation is a must at the end of every program or activity to determine effectiveness and efficiency. This is also reinforced by Rachmawati & Kriyantono (2019) considering the importance of the program to achieve the communication targets set by the Government, an evaluation process is needed using a strategic analysis approach. Based on the results of the evaluation, it can be seen whether the program can be terminated or continued by making some improvements and improvements. The evaluation carried out by the Public Relations of Lamongan Regency on the dissemination of information on City Branding planning for one year has been widely known by the public, including the socialization of the meanings contained in Lamongan Megilan. Even in the logo design competition, all Indonesian people participated in the activities, and the Lamongan community itself was united in making the Lamongan Megilan T-shirt. In addition, Public Relations benefits from disseminating information with national coverage through the various media it uses.

4.2 Lamongan Megilan as Brand Positioning

According to Andreas Insch in Christine & Setyanto (2021) the strategic steps in the formation of City Branding consist of four stages, which include Identity, Objective, Communication, and Coherence. Each stage is carried out in detail and according to facts:

1) Identity

At the identification stage, City Branding of Lamongan Regency began to collect several advantages of Lamongan Regency to be used as potentials that were highlighted in its City Branding. Starting from the tourism sector, the fishery sector, the agricultural sector, and the culinary sector. Then it was concluded that Lamongan Regency has all the potential that can be branded, except for the infrastructure sector and the cultural sector, seeing that the cultural sector in Lamongan Regency is quite a lot and has not been done seriously which causes the potential for cultural arts to be quite lagging behind. As it is known that Lamongan has 2 regions, namely North Lamongan and South Lamongan which actually have different sub cultures, thus giving rise to different art forms and traditions or culture in general. Then in the infrastructure sector, it is included in the City Branding image which is communicated through three types of communication, namely primary, secondary and tertiary. Infrastructure projects fall into the primary communication type which refers to projects built to create, improve, or give a distinctive character to various types of infrastructure needed in the city (Karim, Pontoh & Putra, 2014). So it is necessary to prepare adequate standard infrastructure in accordance with the city brand that has been declared.

Likewise, the character of the Lamongan Regency community is also open, friendly, honest, and adaptable. For example, the people of Lamongan Regency when they migrate outside the city can adjust to opening a catfish pecel business and soto Lamongan, which can increase the economic impact of the region. According to Purwanto in Rahmanto (2020) in order for a city to easily understand its image, the city must have character, because this character can provide an understanding of the city's identity, according to the existing potential. So if you look at the City Branding logo of Lamongan Regency with the tagline "Lamongan Megilan" it contains a philosophical meaning. According to Wijoyo (2013) in the Old Javanese dictionary, it means that "gilan" is gumilon-gilon or "gilan-gumilan" which means megilan (extraordinary). The potentials of Lamongan Regency listed in the City Branding logo image also embrace the meaning of Megilan. Lamongan Regency has a strategic location and is surrounded by industrial areas, so this is a distinct advantage for Lamongan Regency.

A city with a strong identity has big capital to become a city with a strong image. Conversely, a city that lacks identity will have difficulty in forming the desired image. The search for identity is the first step in shaping the image of a city (Yananda & Salamah, 2014). By carrying out the early stages of this strategy, Lamongan Regency knows where to go and how to achieve these goals. However, it is necessary to strengthen identity in the infrastructure sector and the arts and culture sector.

2) Objective

In the objective stage, the main purpose of City Branding in Lamongan Regency is determined by the spirit in the Megilan tagline. Which is the first City Branding, efforts to increase success and strengthen the image of Lamongan Regency as a destination for the fisheries, agriculture, tourism sectors can develop. The purpose of forming the Megilan tagline in the planning was carried out research first, the phase that developed in the Lamongan Regency community often said the word "Megilan" in various social media and orally. The meaning of Megilan is already familiar to the Lamongan community, but for the external community, Lamongan Regency does not understand the meaning of Megilan.

In addition, the purpose of establishing City Branding is in accordance with the Regulation of the Lamongan Regent Number 34 of 2021 Article 2 Paragraph 2, namely the purpose of the City Branding logo as referred to in paragraph (1) to: provide a positive and specific image to the region; promote regional potential to be widely known; and increase regional competitiveness. Then for the current target in 2022, it is to promote all the potential

of Lamongan Regency through an annual event calendar that has been scheduled. This activity aims to introduce tourism and culture in Lamongan Regency to the world stage. With this activity, it can invite outsiders to come to Lamongan Regency. This is reinforced by Fajrini, Bakti & Novianti (2018) that City Branding is a process or effort to form a brand of a city to make it easier for city owners to introduce their city to the target market (investors, tourists, talents, events).

3) Communication

At this stage perform 2 parts of communication, namely internal and external communication. Internal communication is carried out between superiors and subordinates (vertical), then communication between colleagues (horizontally), namely between related agencies. External communication by carrying out activities of making banners, posters, brochures, logos, slogans, billboards and conducting communication activities through mass media, social media, online media. Thus, Public Relations carried out socialization activities with the people of Lamongan Regency, namely carrying out City Branding activities related to the Lamongan Regency City Branding logo design competition such as when to register, at what time of implementation, to the stage of implementing the winner. By involving judges from the Department of Tourism and Culture, the Lamongan Arts Council, Lecturers, and the JTV Multimedia Team. In addition, Public Relations also installed banners to introduce the City Branding of Lamongan Regency on the roadside. And in the early stages of launching the City Branding logo for Lamongan Regency, Public Relations invited all media, including local, regional and national television media.

Media Public Relations can be defined as the media used by PR practitioners to relate to the public, both internal and external public. According to Wardhani in Maulina (2015) to be able to do his job, a PR must have activity tools (PR Tools). The tools of this activity can be referred to as Media PR which is divided into:

- Publicity and Media Relations implemented in Press Releases, Press Conferences, newsletters, Press Tours, Press Parties, Press Receptions and Media Gatherings.
- Special Events that can be implemented in Open House or Company Visit activities, Fund Raisers, Trade Shows, Award Ceremonies, Contests, Seminars, Lobbying, Charitable Contributions, Thans you note and letters, Audio visual, Sponsorship and Letters of denial.

However, in the communication phase of the Lamongan Regency Public Relations activity, it still has shortcomings in disseminating information through the media, namely it is necessary to increase the level of innovation in short videos to describe the potential that exists in Lamongan Regency, then how to access the road to get to the tourist attractions in Lamongan Regency. Lamongan Regency, in order to make it easier for people from outside the region if they want to vacation in Lamongan Regency. So it still needs to be published to the wider community so that information about Lamongan Regency can be comprehensive and known by many people. This communication can also utilize the media so that the message to be conveyed is easily accessible to the wider community. To develop the potential and form City Branding of Lamongan Regency, it is not only about making a vision and strategy, but how these strategies and efforts can be properly communicated to all stakeholders.

4) Coherence

At the coherence stage, the socialization carried out by Public Relations of Lamongan Regency is only through mass media and online media only. Mass media is through the sound of Lamongan radio, while online media in the form of social media include: Instagram, Youtube, Twitter, and Facebook, in addition to using online media through the website of the

Lamongan Regency Government. Likewise, socialization was also carried out in the form of seminars at the launch of City Branding in Lamongan Regency with the theme "Lamongan Rise and Megilan (Learning from the creativity of the Lamongan Regent) through virtual and collaboration with Airlangga University Surabaya. So that these activities lead to two-way communication between the government and the community. This is also reinforced by Kriyantono (2018) that the public relations of Indonesian government institutions have implemented a two-way communication model in daily activities. Government Public Relations has the function of educating the public to improve the image and reputation of a government agency, building good socialization bridges, building beneficial relationships between stakeholders and building trust (Mauliq, 2021).

Then the socialization through offline media was not carried out by Lamongan Regency Public Relations because of the impact of the Covid-19 Pandemic. With the implementation of the lockdown in Indonesia as well as the PSBB in various cities, several activities that require large gatherings of people are required to stop or temporarily be postponed, in order to prevent the spread of the virus (Bascha et al., 2020). So that all activities during the Covid-19 pandemic like this, face-to-face activities are quite difficult to carry out, although health protocols can be carried out strictly but this is considered ineffective and inefficient. Therefore, according to Darwis el at, participatory socialization activities; Nugrahaningsih et al, in Sulaksana, Rendra & Sulastri, (2021) need to be done virtually using online media (Zoom meeting).

Brand Positioning of Lamongan Regency which is promoted as the city of Megilan (Independent, Elegant, Energetic, Innovative, Loyalty, Adaptive, and Comfortable). Determination of the Brand Positioning of Lamongan Regency is based on unique elements and the tourism, agricultural, fishery products offered so that the positioning of Lamongan Regency as the city of Megilan is formed. Brand Positioning is "Extraordinary" which distinguishes Lamongan Regency from other regions, both in Indonesia and globally. The values in City Branding Lamongan Megilan are:

- Independent: an independent Lamongan community
- Elegant: Lamongan people are simple and flexible
- Energetic: the people of Lamongan are enthusiastic and full of optimism in their business
- Innovative: Lamongan people who have creativity
- Loyalty: the obedient Lamongan community upholds cultural, religious and state norms
- Adaptive: Lamongan people are easy to adapt wherever they are
- Comfortable: all newcomers or visitors feel safe, peaceful and at ease while in Lamongan

In communicating Brand Positioning there are several elements, namely be creative, simplicity, own-dominate-protect, use their language. These four elements are very precise in communicating Brand Positioning, but are still weak in using their language elements because the orientation to be achieved is the global tourism market so there needs to be an adjustment to the international language of instruction, namely English in tourism marketing in Lamongan Regency. Whereas in the era of openness and globalization, competition between cities is already on a global scale. So the key to success in running destination branding is how to produce a unique and different brand positioning and brand identity externally and internally. This is what distinguishes it from branding products which are more concerned with how it looks and is perceived differently externally (Adona, Yusnani & Sukatik, 2019).

However, on the other hand the Lamongan Megilan Tagline is a cultural communication embodied in local wisdom. Kriyantono (2017) in Kriyantono & Sa'diyah (2018) argues that local wisdom contains messages of socialization, dissemination of cultural values. Education,

and social control are conveyed through various communication media. Wood in Kriyantono & Sa'diyah (2018) asserts that communication can be effective if the communicator knows the audience, namely individuals or groups of individuals who have various cultural characteristics. An understanding of this cultural character also needs to be carried out by PR practitioners as communicators who represent institutions as communication managers (Grunig & Hunt, 1984; Lattimore et al, 2010; Kriyantono, 2017a; Kriyantono, Destriy & Amrullah, 2017 in Kriyantono & Sa'diyah (2018).

So that the Lamongan Megilan Tagline using the ancient Javanese language is based on local wisdom. In previous research by Rahayu & Listiyorini (2010) also emphasized that the Javanese language is a noble heritage that must be preserved. The Javanese language also contains ethical and aesthetic values that must be taught to children at an early age. Rosidi in (Kriyantono, 2019) argues that if culture has the ability to deal with foreign cultural influences when the two cultures are related, then it is called local wisdom. This cultural ability is possible because the local community has local wisdom in the form of (local) ideas or ideas that contain the values of wisdom and goodness that are hereditary (inherited) (Kriyantono, 2019). So according to researchers, the Lamongan Regency community is a society that until now still maintains its basic cultural values, in the midst of the progress of civilization around it.

5. Conclusion

The results of the research in general have proven the assumptions of this research, namely the focus of Lamongan Regency Public Relations in planning City Branding Lamongan Regency is an effort to awaken the region, build public trust, develop the economy, and improve the region's positive image. In this activity, Public Relations has carried out several stages of City Branding planning, starting from research to evaluation. Although at the beginning of the planning for disseminating information, there was still little feedback from the community, but with continuous strengthening of socialization, the Lamongan community participated in City Branding planning activities. This means that Public Relations has carried out its function in communicating to foster good relations between the Government and the community as well as all stakeholders. In addition, the purpose of planning the City Branding of Lamongan Regency as Lamongan Megilan has been well achieved starting from the initial launch in 2021 until now. With the increase in tourist visitors and the development of human resources, the infrastructure sector is still not well developed. Considering that the infrastructure sector is included in image communication in City Branding, namely premiere communication, covering all views of the city such as landscape strategy, infrastructure, bureaucracy, as well as all behaviors or actions regarding the city. Lamongan Regency is still weak in the Brand Positioning element, namely use their language because the orientation to be achieved is the global tourism market so there needs to be an adjustment to the international language of instruction. However, the Lamongan Megilan Tagline is a cultural communication based on local wisdom, so that the people of Lamongan Regency until now still maintain their basic cultural values, in the midst of the progress of civilization around them.

6. Recommendation

This study has a limitation, namely that the data findings cannot be measured in a wider context. Therefore, the recommendation for further research is to explore data on aspects of implementation and evaluation widely, to obtain evidence of City Branding in Lamongan Regency being successful or not.

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