

Investment Promotion for Community Economic Development of Special Economic Zone: Study of Sez Mandalika and Bitung in Indonesia

Ery Supriyadi Rustidja

Ami Purnamawati

Rosti Setiawati

Lectures of Cooperative Institute of Indonesia (IKOPIN)

Abstract

Image is not merely a visual impression but a comprehensively perceived impression of something. This study focuses on image of zone defined as information association of location, important element signature of a cultural civilization, and visuality of region including Special Economic Zone (SEZ). The Clear, well-organized and presented information of Social-cultural potency, economic growth, environment, and accessibility of a region determines the positive image of zone. A comprehensive visual impression of SEZ does not only accelerate the inflow of investments into the SEZ but also grows economic activity. Bitung and Mandalika as two Special Economy Zones in Indonesia have different characteristics. Bitung is a manufacturing of agriculture and ocean based region while Mandalika is a tourism based one. The efforts of developing positive image of zone have main position for investments as they encourage the realization of growth centers and service centers, connect and function the intraregional and interregional activities. Using the participative obstructive, this qualitative study finds that imaging of SEZ recognizes the region strategic value from the interests of social-cultural, social-economic, efficient usage of natural resources, usage of technology, the environmental function and capability. Through investment promotion, the image of zone is concerning the products and service fulfilling the expectations of investors and the users; therefore in long term this could provide multiplier effects, benefits, value added as well as the achievement of performance target of SEZ as strategic area. Investment promotion in both zones has more orientation toward linkage and acceleration values for SEZ realization for both investors and zone potency. The other findings of the study show that Mandalika SEZ emphasizing on promotion of competitiveness strategy, value chain, and tourism network, in another hand Bitung SEZ focusing more on promotion strategies for increasing value-added logistics, profit, benefit, and supply chain of industry. The investment promotion of SEZ has implications for policy of attracting financial investment to SEZ, organizing zone, and controlling spatial structure and pattern of SEZ in accordance with regional spatial plan.

Keywords: CED, image, investment - promotion, value-added

Introduction

Assignment of Economic Zone to develop a zone could be a Bounded Warehouse, Industrial zone, the area of Integrated Economy Development Zone, Free Trade Zone, and Special Economic Zone. Among all development concepts, a Special Economic Zone is the latest concept that has been effective and implemented since 2009 in Indonesia both for developing region and sector, as well as for integrating spatial zone.

Economic Zone is defined as a zone with certain border within Indonesia territory determined to conduct economic functions and gain special facilities. Basically, economic zone developed to create conducive environment for developing investment activities, to export and to trade for economic growth and to be catalyst of economic reformation.

The concept of economy development zone is expected to increase economic growth, accelerate investment in zone and in the following it would be able to give value added and improve the welfare of local people. Nevertheless the development of economic zone has to be conducted by concerning the fittest of spatial plan and the sustainable environment of the

economic zone for long run. The development of ZES conducted must be based on optimizing the existing potencies and minimalizing the limitedness and overcome some constraints. Based on the phenomena, it is crucial to study the plan of investment promotion of SEZ in Indonesia especially in Bitung and Mandalika locate in North Sulawesi and West Nusa Tenggara.

The effectiveness of investment promotion in attracting investors' desires toward SEZ would be determined by the quality of delivered information about the zone marketed as investment objectives. [1]. Referring to Gitosudarmo (1997) [2] that promotion is public presentasion, persuasive power, expressiveness, impresonal, communicative, incentive, and publicity, to make SEZ become known and famous and accelerate the growth for either domestic or foreign investors is required an systematic and well action plan covering messages that can be informing, persuading and minding.

The fundamental question in promoting investment in special zone is how the previous condition and the objectives of developing SEZ. Based on the objectives, the interest of investment, areas and public enquires effective and efficient investment promotion. Furthermore the next question is how the formulation of developing planning for SEZ as an area, and the formulation of policies as well as investment promotion activities in encouraging the developing economic zone

This paper is trying to explore an investment promotion Special Economic Zone (SEZ) in developing people economy in Bitung and Mandalika in Central part of Indonesia. Both are having different social characteristics, different cultures and different areas. The deeper substance was conducted by qualitative study in both zones that is about the effort to inform and promote the zone and the investment, to build image SEZ development, to encourage outside investment toward inside investment and to heave positive perception of existence attribution and benefits of SEZ.

State of the Art

Critical Review

The objectives of promotion are to send information, to influence and to mind a product toward audience. [3]. In line with SEZ, promotion means to introduce SEZ by sending complete information about potencies and direction of zone development; to influence either local or national investors and also international ones at once; thus they have intention to invest in SEZ. Promoting SEZ also makes the audience mind the importance and the benefits of SEZ. SEZ promotion is a strategic action plan conveying information of spatial or non-spatial zones rising desires so they are willing to invest in SEZ. As the consequences SEZ would be more existing and growing, providing more benefits for investors – government – society and emerging economy in sustainable long run.

As SEZ is an intervention toward a zone, zone investment promotion relates with presented image of zone existence and benefits based on owners, managers and users' point of views. Mackaye and Mumfor (1928) states that as an intrusion exotic flows into certain portions of innate or indigenous world, that link with primaval, rural, and urban environment [4]. In this context, SEZ development has role as the effort of zone economy development related to the efforts of attracting investment for sustainable zone development, combining rural area, relating rural-urban linkage and economic growth in SEZ. However, SEZ attraction and investment turn over into SEZ will influence social economy condition, sectoral economic contribution, industry activity ratio, job vacancy, workforce and emerging economy. Therefore, SEZ development as an action must be controlled or conduct long run controlling of invasion in order to make vision, revelation, ability, and perspective of evolution and within the plan of nature more clearly. [4]. This means that the stakeholders (government, business world, investors, higher education and society) must know the intrusive indigenous toward SEZ on each level: local, domestic or international levels.

SEZ is part of organic adjoining zone in spatial plan, development plan, and sectoral plan; thus informing SEZ to audience (investors, government, business world and society) means anticipating and responding rationality of every kind of plans influencing SEZ image as economic zone which is beneficial for everyone involved in zone development, the economic zone which has value added for every activity and has lasting value for environment. Forester (1993) mentions that a rational action of plan to face distortion either contingency of distrotion or socially unnecessary distrotion [6]. SEZ development, SEZ promotion and investment promotion in SEZ need to anticipate the possibilities of occurring misinformation or communication distortion. SEZ promotion and investment promotion in SEZ as systemic and integrated communication action are important as a learning process, a social integration, a rational purpose and the dynamic of social movement [7].

Riyadi (2013) says that investment promotion is a regional marketing [8], while Murwito states that it is an effort to empower a region investment [9]. Investment promotion is a systemic plan to develop an area to create business climate and competitiveness of a region then investment promotion means exploring content, context, and strategy of image and zone identity packaging. Image could be approached based on kinds of offered values, the way of offering the value, the technology capacity and human resource capability in supporting content and context differentiations. [10]

Investment promotion could be explored from image differentiation, desire rising and attractiveness of the process of investment promotion; furthermore SEZ investment promotion is a high tendency toward a passion or attention to get close, to know and to be related with SEZ; as consequence of image differentiation in forms of zone identity, media, audiovisual, condition, logo, association or celebrity endorser [11]. Aakert (1990) categorizes promotion as an image differentiation moving from recognition, to recall, top of mind and to mind until emerging the image on every actor's mind [12]. It could be concluded that investment promotion is the resultant of promotion, investment and the development of SEZ products or activities.

Method and Technique

The study uses qualitative study and participatory obstructive technique. The active participation in plan formulation, primary and secondary data surveying, and Focus Group Discussion among stakeholders become the activities of information sources. Further all obtaining data were formulated through content approach and phenomenology for promotion, investment, zone development, community economic development in each SEZ.

Finding and Result of Research

As mentioned previously the investment promotion is included the SEZ profile, promotion differentiation, investment attraction, exploration of content, context, strategy in packaging image and identity of zone; in this case it is required to understand the initial conditions of studied zones - Bitung SEZ and Mandalika SEZ. The characteristics of Bitung are fishery industry, ocean, plantation, logistics and agribusiness. While Mandalika SEZ focuses on tourism development.

Profiles of Bitung SEZ

Spatial plan of North Sulawesi for year 2014-2034 is directed to be the safe, comfortable, productive Indonesia Gate for East Asia Pacific Zone based on competitiveness ocean, fishery, tourism and agriculture industries and environmental development as the first place. The strategic zones of this province are National Strategic Zone and Provincial Strategic Zone consisting of:

Strategic zone of economic growth interests including:

- a. the corridor of northern coast zone from Manado to Bolaang Mongondow developed as recreation, tourism, trading and service zones
- b. The corridor Bitung-Kema-Aimadi zone developed as the industrial locations in Bitung City and North Minahasa
- c. The corridor of southern coast zone from Minahasa to South Bolaang Mongodow developed as the development of ocean and fishery , tourism and limited profession transmigration infrastructures
- d. International Hub Port Bitung and in Lembeh Bitung Island, developed to support economic growth in Menado Bitung intergrated economic growth zone
- e. Tanjung Merah Boting Special Economic Zone
- f. Transportation strategic zone which is the development of Samratulangi Airport (Manade – North Minahasa Regency) and Tatapaa Airport (Minahasa Regency – South Minahasa Regency)

The direction of spatial zone of Bitung covers system of Municipality service center and Municipality infrastructure nets. The system of service center includes city service Center, Municipality Service Sub-center and Environment Center. The function of Municipality Service Center is service center of municipality government and center of trading and service activities at national level located at some villages there are West Bitung Satu, part of Bitung Barat Dua, part of East Bitung and Central Bitung in Maesa District.

The Plan of Tanjung Merah Bitung SEZ development with 534 Ha located in Tanjung Merah village, Manembo-nembo village and Sagerat village is a part of Bitung City. This zone is also coastal reclamation zone from Grian Bawah village to Tanjung Merah. While the development of certain zone of 264 Ha covering enhancing industrial zones for fish processing, shipyard industry, coconut processing, food industry and metal industry.

The strategic city zone covers economic interest zone and the function of carrying capacity of environment. For economy relates with the development of Tanjung Merah SEZ in Tanjung Merah village, Sagerat village and Manembo-nembo village in Matuari District, Bitung City North Sulawesi. Bitung SEZ is assigned by President Regulation 32-2014 of Assignment of Bitung Special Economic Zone.

Bitung SEZ is assigned with the government regulation to accelerate economic development in Bitung Citi zone North Sulawesi and to support accelerating and extending national economic growth. It is urgent to develop Bitung as Special Economic Zone. Bitung Zone has geo-economic and geo-strategic potencies and advantages. For the geo-economic advantages there are strategic location as the growth center and also as goods distribution center and logistic supports in eastern Indonesia. Besides it has international access especially to BIMP-EAGA, AIDA, East Asia and Pacific. Moreover the proposed location is closed to the plan of international Hub Port development. This location is also strategic for fish processing industries as Sulawesi is the biggest fish producer and exporter in Indonesia contributing to Gross Regional Domestic Product; and it is also supported by the availability of sufficient water resource.

The geostrategic advantage is a concept of Special Economic Zone Development has been integrated with the concept of the development of integrated economic zone Manado Bitung, the development toll road nets Manado-Bitung and the development of Bitung International Hub Port. The government also commits to develop region investment climate through forming one-spot integrated service.

Bitung SEZ with 534 ha would be developed in five (5) stages:

- 1st Stage: the development of road infrastructures and basic utilities such as clean water, waste processing and ready-stock land.
- 2nd Stage: The extending of industrial land, increasing official infrastructures, galleries and convention hall
- 3rd Stage: The increasing road access and education facilities
- 4th Stage : The development of recreation area, housing area and utility facilities
- 5th Stage : The development of medium-large scale lands

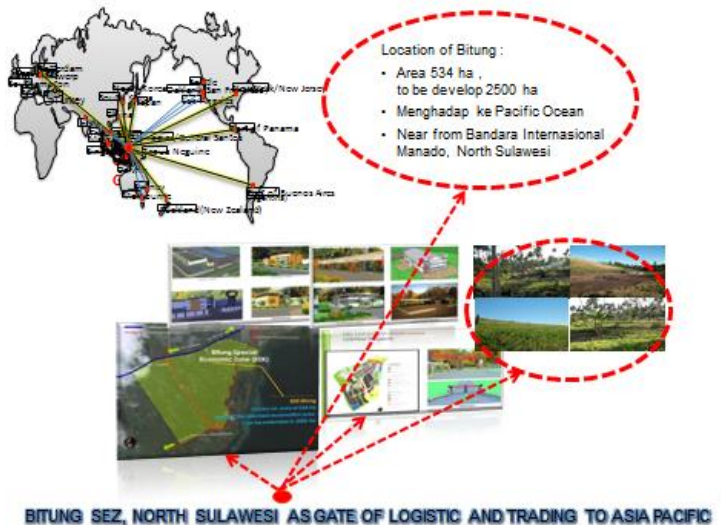


Figure 1. Bitung SEZ , Bitung, North Sulawesi, Indonesia,

Profiles of Mandalika SEZ

Spatial plan of West Nusa Tenggara Province for 2009-2029 aims to organize advanced and sustainable areas through spatial arrangement in a harmonious, balanced, integrated and sustainable manner in order to encourage the province as an agribusiness and tourism development. Spatial plan policy also improves the competitiveness of the region with carrying capacity of the environment and the sustainability of natural resources.

The policy and strategy of spatial planning of NTB provincial area are conducted through structure and pattern spatial plan for achieving purposing of spatial arrangement of province region. Spatial structure development policy includes:

1. Increasing the role and function of new growth centers as well as developing the role and function of existing growth centers.
2. Development of island-based space structure for Lombok Island and region-based for Sumbawa Island
3. Improving the quality and coverage of transportation, telecommunication, energy and electricity infrastructure, integrated water resources, garbage and sanitation services, as well as the needs of provincial areas.

Spatial Plan of Central Lombok for 2011-2031 has objective to arrange of spatial districts that is to realize a safe, comfortable, productive. It is aim in order to realize role of Central Lombok as center and entrance of Lombok Island tourism supported by local culture, agriculture, marine and fisheries with due regard to sustainable and environmentally sound development through good governance.

The Strategic Mandalika SEZ as part of Central Lombok, West Nusa Tenggara from the point of interest of economic growth includes:

- a. Kuta and surrounding areas in Pujut Sub-district with the leading sectors of tourism and industry;
- b. Selong Belanak and surrounding areas in Praya Barat and Southwest Praya Sub-districts with leading sectors of tourism and industry;
- c. Sade and surrounding areas in Pujut Sub-district with the leading sectors of tourism;
- d. Urban Praya area covering part of Praya Sub-district, part of Praya Tengah Sub-district, Praya Barat District, part of Praya Barat Daya Sub-district and part of Pujut Sub-district with leading sectors of trade-services, industry, education and tourism
- e. Agropolitan Aik Meneng area covering North Batukliang Subdistrict, Kopang Subdistrict and Janapria Sub-district with leading sectors of agroindustry, tourism and conservation; and
- f. Minapolitan area in Gerupuk and Awang area with fishery and industrial superior sectors.

KEK Mandalika is stipulated based on Government Regulation of the Republic of Indonesia No. 52 In 2014. In order to accelerate economic development in the region of Central Lombok regency, West Nusa Tenggara Province, and to support the acceleration and expansion of national economic development, it is necessary to develop the Mandalika area as a Special Economic Zone. The Mandalika region has potential and geo-economic and geostrategic advantages. Geo-economic superiority of Mandalika region is to have a marine tourism object which is a white sandy beach with exotic panorama and adjacent to the island of Bali. The geostrategic superiority of the Mandalika region is to have a concept of environmentally sound tourism development with the development of solar power plants and located close to Lombok International Airport.

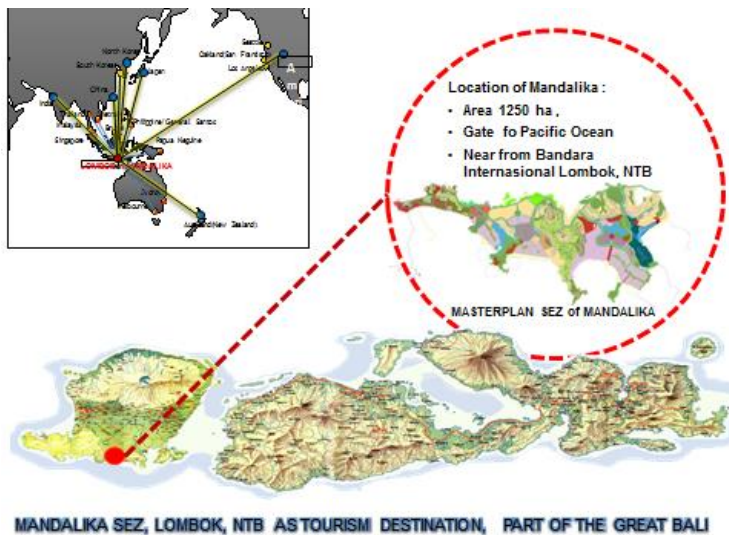


Figure 2. Mandalika, Lombok, West Nusa Tenggara, Indonesia

Investment Attractiveness and Zone Image

The image of the region is an impression of an urban or city area as a whole that is more than just a visual impression (Spreiregen, 1965). The image of a region represents an equation of a number of composite or information units linked to its place and may indicate an important element in urban cultural production that is to create a city parable (Short, 1996).

Bitung SEZ is located in Sub-district Tanjung Merah, Manemob-nembo, and Sagerat, Matuari District, Bitung City. Bitung City which is directly opposite the Pacific Ocean has an important role for Indonesia to play the wheel of global economy. Bitung Port is located on the Pacific lips so that it can be utilized by the government in improving the economic competitiveness as well as suppressing export market to Asia Pacific Country. Bitung SEZ has potential in processing fish and other marine products, coconut processing and derivatives, and various agro-based industries. In addition, logistically, as a supporter of the international development of Hub port Bitung.

Mandalika SEZ has a regional image in terms of tourism. SEZ Mandalika is a tourism zone that has a major tourist attraction is marine tourism which is a white sandy beach with an exotic panorama. SEZ Mandalika is located in Kuta and surrounding suburbs. The development of areas outside the region has grown rapidly

In addition to regional and socio-economic image of the region, it is also important to support infrastructure. The infrastructures that support SEZ Bitung development are as follows:

1. Sam Ratulangi Airport, with a runway extension of 2,650 Meters, to 3,000 Meters.
2. Manado Toll Road - Bitung with length 39 Km, for stage 1 along 13.5 Km (while in progress).
3. Bitung Port, Dock widening and expansion area and container terminal facility in port area to become International Hub Port.
4. Ring Road, Waterdam, Power Plant, Rail Way

Investment promotion in SEZ to attract investment opportunities is carried out by :

1. Understanding foreign direct investment (FDI)
2. Building an Investment Promotion Agency (IPA).
3. Creating Investment Promotion Strategy
4. Building an Effective Partnership
5. Strengthening Regional Imagery / Tourism Destination

6. Targeting and Generating Investment Opportunities
7. Providing Investor Services
8. Monitoring and Evaluating Activities and Results of Investment Promotion
9. Utilizing Information Communication Technology

Zone Competitiveness and Zone Image

The regulation of Bitung SEZ has positive government supports such as tax reduction and local retribution for investors willing to invest in Bitung SEZ; permitting a foreign worker to be a commissioner or director and simplifying immigration process for foreign businessman in SEZ.

In Mandalika SEZ, the regent government in Central Lombok posts the development of SEZ in Spatial Plan Region Regulation, assigning Detail Spatial Plan of SEZ and acting as administrator below SEZ Board. In enhancing Mandalika competitiveness as tourism zone it requires regulation of local government, managers and society involvement making coordination among stakeholders become easy and able to guarantee and convince investors for both capital investment and share investment, infrastructures, as well as real capital and financial assets. The content of regulation must have the implementation policy of market and marketing feasibility, social – cultural and environment aspects, operational and production management, law and legal aspects, human resource management, and finance management aspect.

Government supports in developing SEZ could be seen in legal aspects. Competitiveness of manager synergy in realizing Bitung and Mandalika SEZs needs to be supported by society involvement and cross-sector institution and also suppliers and investors as institutional focus. Among stakeholders synergy is necessary to make legal permit easy. It is for infrastructure development, land acquisition, land managing and controlling; impacts of natural environment, social and cultural impacts and development of other tourism facilities are the main elements in creating conducive situation for investors and private suppliers involved in Bitung and Mandalika SEZs development. Their governments act as facilitators in accomplishing legal permit and land issues.

The followings are the steps of promotion in Bitung and Mandalika SEZ

1. Coordination and synchronization working program for investment in SEZ
2. Socialization of policies and regulations of investment in creating conducive investment climate
3. Formulating information system and synchronization and updating foreign and domestic investment data
4. Collecting non facility investment data in SEZ
5. Composing profile book, investment project proposal, leaflets and brochures
6. Updating website as investment support in SEZ
7. Promoting in foreign countries
8. Promoting in local country

Investment Promotion Activities in SEZ

There are several activities that initiated to achieve the objectives, strategies and policies and investment promotion of these zones. SEZ promotion activities carried out include

- Industrial development of Bitung industrial estate
- Tourism development of Mandalika
- Seminar and focus Group Discussion recognition and development of SEZ to public, private, community
- Improved investment services, or investment both domestic and foreign / foreign
- Increased intensity of sectoral coordination on investment in SEZ
- Increased intensity of meetings for facilitation and consultation of invesatsi and SEZ zones
- Improved monitroing system and evaluation of investors
- Increasing the implementation of service zones and zone development in the region according to spatial plan (regional and zoning regulation) consistently
- Technical guidance on SEZ management
- Technical guidance of one roof service within and around SEZ
- Recognition of SEZ profiles
- SEZ national and international conference

- Recognition of excellent products and industrial activities (manufacturing, fishery, logistics, and agro-industry) in Bitung
- Recognition of superior products and tourism activities in Mandalika
- Effective MICE implementation
- Talkshow of investment and development of SEZ region
- SEZ data and information center contains spatial information / data, industrial activities, activities and investment developments, and regulations
- Create SEZ information instruments, including Website, investment promotion leaflets, location leaflets and SEZ Zones, SEZ tabloids and booklets, SEZ electronic display (television), SEZ SEZ investment electronics, Billboard Display and SEZ videotron.
- SEZ investment promotion exhibition at home and abroad
- Technical guidance for central and regional apparatus in serving SEZ investment
- Prepare detailed regional profile and investment directory on SEZ
- Making information instrument of economic area,
- ICT Center, Information Tourism Center, Industrial Information center, Government service center

The following is the pattern of investment promotion in SEZs:

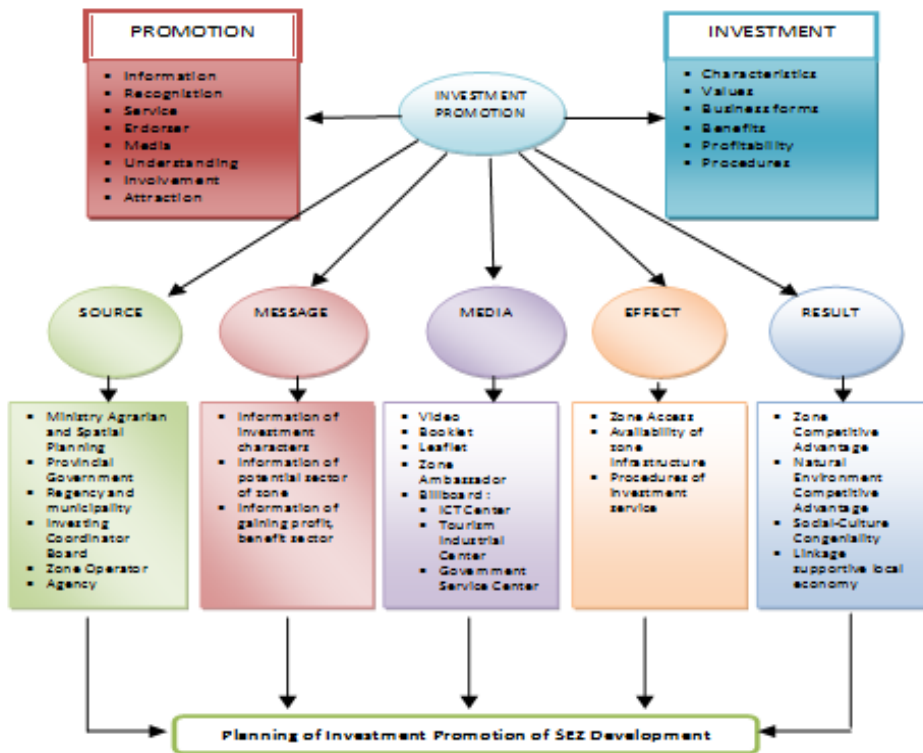


Figure 3. Pattern of Investment Promotion in SEZ Bitung and Mandalika, Indonesia

CONCLUSION

Investment promotion for SEZ is determined by strategy, policy, service and control. Strategy and policy consist of investment acceleration to build zone image and business development in SEZ. Acceleration investment includes providing of conducive and sufficient infrastructure for SEZ, confirmation and consistency of SEZ regulation are legal certainty

guarantee, promotion and cooperation for SEZ, integrated service and the relevancy of investment promotion and the impact of SEZ. The derivation of the strategy is the policy of investment acceleration in kinds of cooperation, promotion and control. Cooperation is held among other provincial governments, and or regency governments, third parties based on the principles of mutual adjustment, mutual understanding and mutual benefits.

The policy of investment promotion of SEZ consists of content, context and service of every SEZ, the composition of promotion materials, the promotion media and the promotion techniques for domestic and foreign countries. Besides that, the promotion policy is being approached through one stop point integration services providing information, consultation and help desk, legal permit, desk of local government, task force institution, and optimalization of investment services. Henceforth in investment promotion it is required the control policy in form of the development of investment realization data inventory, the guidance of coordination investment institution, facilitating in problem solving of investment task force and supervising for implementing investment catalyzing investment inflow toward SEZ.

Some instruments are used to implement the strategy and policy of investment acceleration including: strengthen aimed segmented investors, enhancing offered investment products, investment roadshow, digital marketing, e-investment, investment service delegating to one stop point integration services, simplifying permit procedure, the improvement of service infrastructures and management of human resources and technology based permit service.

The investment promotion gives impacts toward the existence and the development of SEZ, so that it is necessary to monitor and evaluate for ex-ante - ex-post evaluation, operational evaluation, strategic evaluation as well through coordinated monitoring and evaluation among stakeholders. Both monitoring and evaluation of SEZ investment promotion for CED cover some aspects of social, economy and environment. For social aspect, the sensitive area wherein gets impact of the SEZ development, social value protection within and around SEZ, specific zone direction (social) and direct social impact of SEZ are the objects of monitoring and evaluation. In point of economic aspect some of monitoring and evaluation targets are raw material supply, workforce, developing economic activities, product value chain within and around SEZ, as well as direct impact economy of SEZ. While cropland, land convention, protected crop area, zoning regulation and sustainable development are for the environment aspects

Investment promotion in SEZ consists of zone information, profile recognition, kinds of service, endorser, media, understanding SEZ advantages and investment, the involvement of actors and stakeholders as well as the pattern and communication are able to occur investment attractiveness into SEZ.

In order to gain effective investment promotion, it is necessary to display deep contents and contexts of investment including characters, values, quantity, kinds of business, benefits, profitability and procedures. The clearness of promoted SEZ explains of SEZ location spatially and non-spatially covering characters, uniqueness, size, zoning, magnitude, infrastructures and spatial development plan

Recommendation and Implication

SEZ investment promotion in Bitung and Mandalika basically consists of both internal and external prime mover linkage of SEZ, presentation of zone infrastructure, Information Communication and Technology, the mutual relation of promotion with outside zones, and providing with and without media promotion encouraging the attractiveness of SEZ, the investment inflow and sustainable SEZ development as beneficial and profitable economic zone for investors, government, business world and society.

Considering that investment promotion of SEZ is determining the investment performance, zone performance and media making of investment promotion, it is necessary for the local government, business world, higher education and society (quadruple helix) to conduct the strategic and tactical action in investment promotion to gain zone competitive advantage of natural environment, congeniality of social culture and linkage supportive local economy.

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