



Branding Citarum Harum Program of The Bandung Regency Government

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ABSTRACT. As a river that has a national strategic function, the current condition of the Citarum river is very alarming because it has suffered severe damage from upstream to downstream due to various problems. The purpose of this research to find Communication Strategy in Branding The Citarum Harum Program of The Bandung Regency Government. This study uses qualitative methods with descriptive. Data collection techniques include; in-depth interviews, observation, documentation and literature. The results of the study showed that the current condition of the Citarum River was very alarming because it had experienced severe environmental damage from upstream to downstream caused by various problems. The complexity of the problems that caused pollution and environmental damage to the Citarum River, prompted various parties to undertake recovery efforts, including the Central Government by launching the Citarum Harum Program in February 2018, which was strengthened by issuing Presidential Regulation No. 15/2018 concerning Acceleration of Pollution and Damage Control in Stream Areas Citarum River. Bandung Regency as an area that has an important role, especially in the upstream zone, environmental communication must be done which encourages the active involvement of the Bandung Regency Government together with all its stakeholders. Enthusiasm was shown by the many communities, activists, Non-Governmental Organizations (NGOs) and other community groups. The involvement of various parties concerned in handling the Citarum River in Bandung Regency on the one hand is certainly very positive as a form of active participation, but it certainly can lead to problems when synergy, harmonization and integration are not built in each of its roles. It is important to establish harmonious communication strategy among all components involved, so that in supporting the fragrant citarum program it can run in a patterned and integrated manner.

KEYWORDS: [Communication, Environment, strategy, Citarum River, Branding]

INTRODUCTION

As a river that has a national strategic function, the current condition of the Citarum river is very alarming because it has suffered severe damage from upstream to downstream due to various problems. These problems for example, environmental damage in the Citarum Watershed (DAS) which has an impact on the availability of water resources, both ground water and surface water, as well as a decline in groundwater levels in the Citarum watershed area due to reduced catchment areas while groundwater exploitation is increasing. (Zakia et al., 2019); garbage and chemical waste disposal (Pamungkas & Khalida, 2019);

sedimentation problems that will exacerbate the effects of flooding and shorten the life of existing dams (Kurniawan, Setyarini, Kushartomo, Tajudin, & Sandjaya, 2018), and other problems that all cause increasingly severe damage to the Citarum river and decreased quality of human life. The Citarum River Basin is designated as the National Strategic River Basin through Minister of Public Works and Public Housing Regulation Number 04 / PRT / M / 2015 Concerning Criteria and River Basin Designation.

The complexity of the problems that cause pollution and environmental damage to the Citarum River, encourages various parties to make efforts to recover, both the Central

Government, Regional Governments, Academics, Community Care for the Environment, even the wider community. Special attention from the Central Government will be the importance of restoring the Citarum River as a national strategic river with the launch of the Citarum Harum Program in February 2018, which was strengthened by issuing Presidential Regulation No. 15/2018 concerning the Acceleration of Pollution and Damage Control in the Citarum River Basin. This Perpres serves as an umbrella in the integrated handling of the Citarum River by involving 18 Ministries, Regional Governments and supported by elements of the TNI, POLRI and the community and is targeted for 7 years.

The Citarum River Basin is divided into three management zones, namely: the upstream zone, the middle zone and the downstream zone, in the implementation of the Citarum Harumpun Program, it is divided into three zones. There is a close relationship between the three management zones as a single watershed unit. Conditions in upstream areas such as catchment area, catchment topography, land use, land cover, river discharge, rainfall, and river mud content as a result of erosion determine the quality and quantity of contaminants and sediment compounds transported under utilization. and downstream zone). Citarum River which has a strategic function for the lives of the surrounding community, especially the people of West Java and DKI Jakarta, such as supporting industries, irrigation for hundreds of thousands of hectares of rice fields, sources of raw water and as a source of national electricity generation. The high level of community dependency on the Citarum River can be seen from the construction of the cascade of three reservoirs, the Saguling, Cirata and Juanda Reservoirs with multipurpose electricity patterns. (Zakia et al., 2019),

Bandung Regency as an area that has an important role, especially in the upstream zone, the active participation of the community, the private sector and the Government of the Bandung Regency is expected to succeed in the Citarum Harum Program. Bandung Regency Government itself has prepared 9 (Nine) Regional Apparatus (PD) involved in supporting the Citarum Harum program, namely the Department of Agriculture, the Office of Food and Fisheries, the Office of

Trade and Industry, the Office of Public Housing, Settlement and Land Areas, the Office of Manpower, the Office of Health, the Department of Environment (DLH), and the Department of Public Works and Spatial Planning (PUPR), with the leading sector being the Department of the Environment. Harmonious Environmental Communication is needed in an effort to build synergy between parties who support the Harum Citarum Program in Bandung Regency. Based on the background that the author has explained, it can be formulated that the problem in this study is "How is the Communication Strategy in Branding The Citarum Harum Program of The Bandung Regency Government ?".

METHOD

The approach of this research is the qualitative approach with descriptive methodology. The qualitative approach seeing a problem as a holistic matter, which connects each functional variable and understanding its fact or truth. Social mapping towards all parties involved in form of groups or organizations which giving their support for Citarum Harum Program in Bandung Regency, needs holistic data to carry out the whole picture, as in: characteristics, values, perceptions, leadership and influence, institutionals, relationship scheme, social capital and resources, and social networking.

Data collection for this research is done within its natural, holistic, and in-depth background. Natural means that the activity in carrying out data was done in real-life events. The Data collection technic consists of: in-depth interviews, participant observation, artifactphysic, documentation, and library research, which complement to each other. The advantage of in-depth interviews, according to Guest, Namey, & Mitchell (2013), lies on the researchers' ability in understanding their experience and understanding those interviewees effectively. The observation, according to H. Hasanah (2016) explains that observation is an empirical scientific act which is based on facts or texts found in field through an experience using his own senses without using any other manipula. This theory is the same of Stake (2010:94), that the form of an active observation is the participant observation, where the researcher joining the

activity as a participant, not only for approaching, but also for trying to get an understanding of the informen experiences.

Sample choosing: The main criteria in determining informen is by understanding the studied phenomenon, recognizing and carrying out its meaning, willing to participate in doing the in-depth interviews, and giving the researcher a permission to record the interviews and publish them for scientific purposes. The subjects of this research are the leaders and members of the involved parties who give their support for The Citarum Harum Program in Bandung Regency, whether they are the leaders or members of communities, NGOs (Non Governmental Organizations), activists, regional authorities, and so on. From all those people, the informen criteria for this research are: 1) The leader of the group, 2) the member of the group.

Data Validity: Qualitative research in testing data validity according to Soendari (2001), is by doing the test of: Credibility (Internal validity), Transferability (External validity), Dependability (Reliability), and Conformability (Objectivity). Data analysis is done after the Data in the form of transcripts of interview result and observation, pictures, photos, informen diary and so on, is considered to be completed and perfect.

RESULT AND DISCUSSION

The complexity of problems which cause environmental damages and pollution in Citarum river, has pushed many parties to make recovery efforts, whether from The Central Government, The Regional Government, The academics, The environmentally concerned communities, or even public in general Each element must be able to establish environmental communication strategy . The choice of communication strategy largely determines the success of effective communication and literacy activities. According to Cangara (2014), the word "strategy" is a derivative of the Greek word stratēgos. The stratēgos translated as 'military commander' in the Athenian democratic era. A strategy is an overall approach related to implementing the idea of planning and executing an activity within a particular time period. In dealing with communication problems, the planners have to deal, concerning the strategy, of using existing communication

resources to achieve the objectives to be achieved. Rogers (1982) limits the understanding of communication strategies as a design created to change human behavior on a larger scale through the transfer of new ideas.(Cangara, 2014)

The communication strategy is mostly planning and management to achieve a goal. However, to achieve the strategic objectives, a strategy does not function as a road map that only shows direction but must show the implementation of operational tactics. In the process of both ongoing and completed communication activities, the application of a communication model is needed to assess the success of the communication process, especially the effects of the communication process.(Effendy, 2002)

Environmental communication is one form of communication that is used as an action to prevent and repair environmental damage that occurs. Environmental communication is also a form of our communication to fellow humans and interactions with nature .(Kadarisman, 2019). According to Yenrizal communication about the environment is not only the responsibility of a group of people, but now the responsibility of all parties because all parties are involved in it. Environmental communication must be carried out immediately because environmental problems are not a problem later(Yenrizal, 2017)

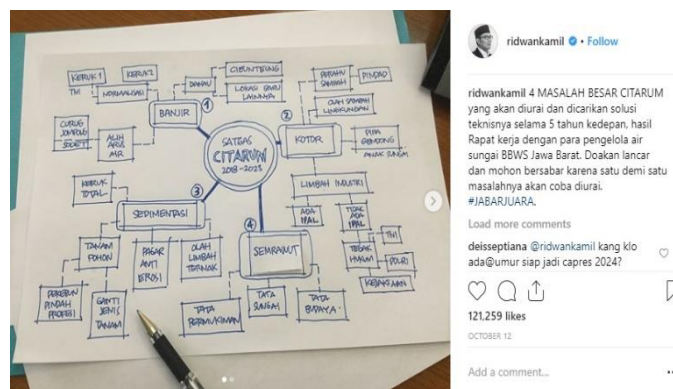


Figure 1 The complexity of citarum Harum problems. Source: the slide of Genetitas (Generasi Kreatif Tanpa Batas/ the Unlimited Creative Generation) event, with its theme: How The Citarum Looks in The Frame of The Media. Bandung, October 3rd, 2019.(Thamim, 2019)

The result of this research showed that there was a lack of Socialization and

distribution of the accurate information about The Citarum Harum Program which has caused the unfinished business of solving branding the Citarum problems as a river which has a strategic function nationally. The condition of Citarum river nowadays is very concerning due to its severe damages, from the upstream to the downstream which are caused by various problems. For example, the environmental damages of The Citarum river basin which affect the availability of water resource whether it's the groundwater or the stream/surface water, and also the decrease of the groundwater surface in the Citarum river basin due to the decreasing of catchment areas while the exploitation of groundwater is arising. (Zakia et al., 2019); waste and chemical waste dumping (Pamungkas & Khalida, 2019); the sedimentation problem which aggravates the effect of flood and shorten the life of the available reservoirs (Kurniawan et al., 2018), and all other problems which aggravates the damages in Citarum river along with the decreasing of human life quality. The Citarum river basin is set as a National Strategic River Basin through a regulation from The State Minister of Public Works and Public Housing, number 04/PRT/M/2015 on the river basin criteria and stipulation.

Citarum river basin is divided into three zones, they are: The Upstream Zone, The Central Zone, and The Downstream Zone, in implementing the Citarum Harum Program. There is a significance among those 3 zones as a unified watershed. The condition in the upstream area such as the width of catchment areas, the topography of catchment areas, the Land usability, the Land covering, the River flow, the rainfall, and the river aggregates as the erosion result in determining the quality and quantity of contaminant compound and sediment which are carrying into the utilization zone (the Central Zone and the downstream zone).

Bandung Regency as an area which holds an essential part, especially in the upstream zone, has been very expecting any active roles from the society and the private parties, and also The Bandung Regency government, in succeeding The Citarum Harum Program. The Bandung Regency Government itself has prepared 9 regional offices which involve in supporting the Citarum Harum Program, such as The Agriculture Office, The Food Crop and Fishery Office, The

Industry and Trade Office, The Public Housing Office, The Regional settlement and Land Office, The Manpower Office, The Health Office, The Environmental Office, and The Public Works and Spatial Planning Office, with The Environmental Office as the leading sector.

The enthusiasm is also shown through numerous numbers of communities, NGOs (Non Governmental Organizations), society's groups and so on, which are participating in supporting the Citarum Harum Program, as mentioned by The Head of Environmental Office of Bandung Regency, Mr. Asep Kusumah, who also stated that many parties are participating and have reached up to 20 groups. The involvement of various parties who are concerned in handling the Citarum River in Bandung Regency on one hand is certainly very positive as a form of active participation, but it certainly can cause problems when synergy, harmonization and integration are not built in each of its roles. It is important to build an understanding among all components involved in formulating a joint roadmap, so that in supporting the fragrant citarum program it can run in a patterned and integrated manner.

The initial step undertaken in this research is to map out by identifying all parties including government, private sector, NGOs, communities and other community groups involved in supporting the Citarum Harum program. Mapping is carried out to obtain the profile of each party, so that the characteristics they have are obtained, so that their roles and functions can be mapped in supporting branding the Citarum Harum program. The mapping carried out holistically towards these parties will later be expected to obtain a characteristic picture, so that in the future how the potential of the resources owned, the network between parties that must be built and other problems can be identified.

The problem is only the select few people know what branding really is. And even fewer understand the essential role public relations plays in the branding process. Branding is a complex process, but its goal is simple. It is creation and development of specific identity for company, product, commodity, group, or person. It is carefully designed to present qualities that its creators believe will be attractive to publics, and it is meant to developed and perpetuated for the long haul. (Levine, 2003)

Furthermore, no less important is, when the roles and functions with the network that have been set up are carried out, it is necessary to continue to record the results or outputs that have been carried out by all parties, in order to facilitate the evaluation of the progress of the program being carried out. The basic capital to build synergy and togetherness has been owned by the people of Bandung Regency, through the spirit of Sabilulungan which was made a motto by the Bandung Regency Government under the leadership of Dadang Naser in running the development wheel in Bandung Regency

Interest in city Branding may be seen as part of a wider recognition that places of all kinds can benefit from implementing coherent strategies with regard to managing their sources, reputation and image. (Dinnie, 2011)

The achievement of such goals requires countries to adopt conscious branding if they are compete effectively on the global stage. (Dinnie, 2008)

City Branding is a topic of significant interest to both academics and policy makers. As cities compete globally to attract tourism, investment and talent as well as achieve many others objective, the concepts of brand strategy are increasingly adopted from the commercial world and applied in pursuit of urban development, regeneration and quality of life. (Dinnie, 2011)

In the past the responsibility for environmental protection was assumed to be in the public domain. The government is seen as the main actor adopting environmentally friendly behavior. However, the current trend is also demanded by the company's action in realizing sustainable development and the global environment. In a long-term perspective, the step of combining. (Leimona & Fauzi, 2008)

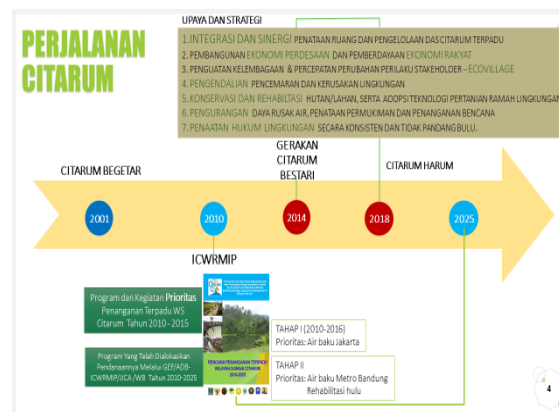


Figure 2 Citarum Road map

Source: the slide of Genetitas (Generasi Kreatif Tanpa Batas/ the Unlimited Creative Generation) event, with its theme: How The Citarum Looks in The Frame of The Media. Jatinangor, October 3rd, 2019. (Thamim, 2019)

Special attention is given by The Central Government as an urgency in recovering Citarum river as the National Strategic branding river through the implementation of Citarum Harum Program since February 2018, which is strengthened by a Presidential Regulation no.15/2018 concerning to the acceleration in controlling damages and pollution around the Citarum river basin. Those regulations have become the patrons in managing Citarum river, which also unified the 18 ministries, regional governments, and are also supported by TNI (Indonesian National Armed Forces) and POLRI (Indonesian National Police) along with all society and the program is targeted to be finished in 7 years.

Nation branding is an exciting , complex and controversial phenomenon . It is exiting, as it represents an area in which there is little existing theory but a huge amount of real world activity; complex because it encompasses multiple disciplines beyond the limited realm of conventional brand strategy; and controversial, in that it is a highly politicized activity that generates passionately held and frequently conflicting viewpoints and opinion. (Dinnie, 2008)

Branding has fundamentally changed because of digital media. Digital has led to two way communications between brands and consumers. A traditional view of branding says that a brand is name, term, design, symbol or any others feature that identifies one seller's good or service as distinct from those of others sellers (Rowles, 2014)

CONCLUSION

The participation of various parties who concern about branding Citarum river management in Bandung Regency government has a positive side as an active role, but it can also create some problems if there is no synergy, harmonization, and integration among them. It is essential to create a mutual understanding about the information among the whole participant components, in order to support branding the Citarum Harum Program to be unifiedly and integratedly implemented.

LIMITATION AND STUDY FORWARD

Limitation this study is part of the planning stage which has not been implemented is program evaluation. As a recommendation, The Bandung Regency Government government needs to conduct a research a stage of audience analysis and the need to implement the analyze the series of activities that have been done.

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