

Analisis faktor city branding Kota Jakarta studi pada mahasiswa UI anggota paguyuban daerah = Factor analysis of Jakarta City branding study at UI students regional association members / Yossie Dwi Ratna Putri

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Abstrak

**ABSTRAK**  
Penelitian ini bertujuan untuk mengetahui faktor City Branding Kota Jakarta berdasarkan persepsi dari Mahasiswa UI anggota Paguyuban Daerah. Apakah City Branding dibentuk oleh faktor-faktor; the presence, the place, the potential, the pulse, the people, dan the pre-requisites. Penelitian ini menggunakan metode penelitian kuantitatif, analisis multivariat, dan analisis faktor sebagai pengukur hasil penelitian. Hasil penelitian menunjukkan bahwa responden memiliki persepsi setuju pada faktor the presence, the potential, the pulse sudah baik, persepsi netral pada faktor the people dan the pre-requisites sudah baik, dan persepsi tidak setuju pada faktor the place sudah baik. Faktor the potential merupakan faktor yang menonjol pembentuk city branding Kota Jakarta. City branding dibentuk oleh faktor-faktor seperti The Presence (Letak Kota, Budaya, dan Kunjungan), The Place (Tata Kota, Kualitas Udara, dan Cuaca Malam Hari), The Potential (Tempat Tinggal, Tingkat Ekonomi, Potensi Bisnis), The Pulse (Destinasi Wisata, Gaya hidup masyarakat, Bangunan bersejarah dan monumen), The People (Perilaku Hangat, Komunitas dengan budaya asal, Teman dekat), dan The Pre-requisites (Apartemen terjangkau, Tansportasi nyaman, Penginapan baik).  
**ABSTRACT**  
This research aims to determine the factors City Branding of Jakarta based on the perception of the UI Student members of the Regional Association. Is City Branding shaped by factors; the presence, the place, the potential, the pulse, the people, and the pre-requisites. This study used quantitative research methods, multivariate analysis, and factor analysis as a measurement of research results. The results showed that the respondents have agreed on the perception of the presence of factors, the potential, the pulse are good, neutral perception of the factors the people and the pre-requisites are good, and perception do not agree on a factor of the place is good. The potential factor is the prominent factor forming Jakarta city branding. City branding is shaped by factors such as The Presence (Location of City, Culture, and visits), The Place (City Planning, Air Quality and Weather at Night), The Potential (Residency, Level Economy, Business Potential), The Pulse (Tourists destination, Lifestyle of citizen, Historic buildings and monuments), The People (Warm behavior, Community with the culture of origin, Best friends), and The Pre-requisites (Affordable apartments, Convenient transportation, Lodging).