

Bandung juara : komunitas kreatif dan city branding = Bandung juara : creative communities city branding

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Abstrak

[Persaingan global kini mengerucut menjadi persaingan antarkota. Setiap kota harus mampu menunjukkan daya saing agar dapat memiliki posisi di dunia. Persaingan ini memicu pemerintah kota untuk mencari identitas yang dapat memberikan citra yang berbeda dengan kota lainnya. Proses pencarian identitas ini dikenal sebagai strategi city branding. Identitas yang berbeda dapat diperoleh melalui inovasi dan kreativitas. Dengan kata lain, kota memerlukan individu-individu yang kreatif. Di dalam skripsi ini akan dibahas mengenai keterkaitan antara komunitas kreatif dan city branding melalui studi kasus Bandung Juara, dengan tujuan untuk mengetahui strategi branding pemerintah kota dan kebijakannya dalam menanggapi keberadaan komunitas kreatif.;

The global competition today pursued into intercity competition. Each cities must be able to demonstrate their competitiveness to be noticed. This competition triggered the municipalities to find identities that can give distinctive images from the other cities. This process is known as city branding strategy. Difference identities can be obtained through innovation and creativity. In other words, the cities require creative individuals. This paper will discuss about the relation between creative communities and city branding through the case studies of Bandung Juara, with the aim to determine the branding strategies of municipality of Bandung and its policies in response to the presence of creative communities.;

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