

Pengaruh faktor-faktor city branding Bandung Smart City terhadap personal branding Ridwan Kamil = The influence of city branding's factors of Bandung Smart City towards Ridwan Kamil's personal branding as a major of Bandung City

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Abstrak

Penelitian ini membahas konsep city branding dan personal branding. Tipologi city branding yang diteliti adalah smart city. Sementara personal branding yang diuji adalah pemimpin kota. Penelitian ini menguji pengaruh kedua konsep tersebut melalui pendekatan penelitian kuantitatif dengan desain eksplanatif. Responden adalah 400 masyarakat di Kecamatan Coblong, Cicendo, Bandung Wetan, dan Sumur Bandung, dengan teknik sampling kuota. Teknik analisis data dengan analisis data deskriptif dan regresi linier untuk membuktikan hipotesis penelitian. Sementara, untuk mencari faktor apa saja yang mempengaruhi pembentukan personal branding digunakan analisis faktor. Hasil penelitian menunjukkan adanya pengaruh faktor-faktor city branding Bandung smart city terhadap personal branding Ridwan Kamil positif dan signifikan. Penelitian ini menunjukkan 2 dua faktor dalam membentuk city branding Bandung smart city, yaitu place brand assets dan place brand values.

<hr>This study discusses the concept of city branding and personal branding. City branding typology which has been analysed is smart city. While the personal branding which has been investigated is the leader of city. This research analyses the influence both of two concepts through quantitative research approach with explanative design. Respondents were 400 citizen in Coblong, Cicendo, Bandung Wetan, and Sumur Bandung District, which selected by quota sampling techniques. Techniques of data analysis, such as descriptive data analysis and linier regression to verify research hypotheses. While factors analysis is used to find the factors which influencing conformation Ridwan Kamil`s personal branding as the Mayor of Bandung city. The results showed a positive and significant influence of The City Branding`s Factors of Bandung Smart City towards Ridwan Kamil`s Personal Branding. On the other hands, this research show 2 two factors in city branding Bandung smart city conformation, such as place brand assets and values.