

EXPLORING CITY BRANDING FOR TOMOHON*MENCARI BRANDING KOTA UNTUK KOTA TOMOHON*

By:

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Abstract: City branding is not only the main identity of a city, but also serves as an eye-catching advertisement to attract the tourists. Unfortunately, there was a city that created their own city branding without considering their own characteristics. For example, Tomohon city. At this moment, Tomohon is well known as a city of flowers, city of tourism, city of education, and religious city. Tomohon does not have a specific branding that can reflect the potential and values, and that can represent the expectations of the inhabitants. The purpose of this study is to explore city branding of Tomohon. The operational definitions of this research are people, place, pulse, potential, presence, and prerequisite. This research used qualitative methodology by using interview method. This research took 15 representative respondents of governments, students, entrepreneurs, religionists, cultural observers, visitors, and academicians of Tomohon city. The findings of this research show that Tomohon was a friendly city, both for human or nature, which has rapid development in the fields of education and technology, and has strong potential to become an ecotourism city. City branding for Tomohon that the researcher humbly proposes is "The heart of North Sulawesi."

Keywords: city branding, tomohon, people, place, potential, pulse, presence, prerequisite, .

Abstrak: Branding kota tidak hanya menjadi identitas utama sebuah kota, tetapi juga berfungsi sebagai wadah untuk mempromosikan sebuah kota untuk menarik wisatawan. Sayangnya, ada sebuah kota yang membuat branding kota sendiri tanpa mempertimbangkan karakteristiknya. Misalnya kota Tomohon. Saat ini, Tomohon terkenal sebagai kota bunga, kota pariwisata, kota pendidikan, dan kota religi. Tomohon tidak memiliki branding khusus yang dapat mencerminkan potensi dan nilai-nilai, serta dapat merepresentasikan ekspektasi penduduk. Tujuan dari penelitian ini adalah untuk mengeksplorasi city branding Kota Tomohon. Definisi operasional dari penelitian ini adalah orang, tempat, aktivitas dominan, potensi, keberadaan, dan prasyarat. Penelitian ini menggunakan metodologi kualitatif dengan menggunakan metode wawancara. Penelitian ini mengambil 15 responden perwakilan pemerintah, pelajar, pengusaha, pemeluk agama, budayawan, pengunjung, dan akademisi Kota Tomohon. Hasil penelitian menunjukkan bahwa Kota Tomohon merupakan kota yang ramah, baik bagi manusia maupun alam, yang memiliki perkembangan pesat di bidang pendidikan dan teknologi, serta memiliki potensi yang kuat untuk menjadi kota ekowisata. Branding kota untuk Tomohon yang diusulkan peneliti adalah "The heart of North Sulawesi"

Kata kunci : pemasaran, pengalaman pelanggan, kesetiaan pelanggan, regresi linear berganda, milenial, starbucks

INTRODUCTION

Research Background

There are many cities scattered throughout the world with their respective histories and developments. The development of a competitive era encourages cities to improve their quality in order to prosper the community, and also to invite investors, tourists, business people, workers, and even talented people. One of the strategies to be a successful city in the competitive era is to create a city branding. City branding is one of the concepts of branding. Branding was a concept that have created developed a product, while city branding was a city marketing strategy with the aim to strengthen relationships and building a good image of the city with visitors (Kavaratzis, 2004; Zhou& Wang 2014). Tomohon city is one of the most popular cities in North Sulawesi Province. At this moment, Tomohon city is well known as a city of flowers, city of tourism, city of education, and religious city. Tomohon city does not have a specific branding that can reflect the potential and values, and that can represents the expectations of the inhabitants. In fact, creating a city branding in Tomohon city needs to be done because tourism is a potential sector to be developed. Economic growth of Tomohon city on 2019 was increased by 6.82 percent. The formulation of creating city branding must be done in the right way so that it can be more effective. One way to create branding is to find out the views of the people of Tomohon city. According to García (2015) residents were responsible for showing the culture of the city to tourists, since they had instilled the values and main experiences in the city. On the other hand, residents were the main evaluators of the brand created, so if they contribute to the brand creation, their evaluation would be positive (Braun et al., 2013). Residents are important to be involved in the process of formulating the city branding because they are the main agents who live and communicate with visitors. The characteristic of the city can be known based on the opinion of the residents. Due to that reason, this research explored the city branding of Tomohon according to the opinions of some representatives of governments, students, entrepreneurs, religionists, cultural observers, visitors, and academicians from Tomohon city.

Research Objectives

To identify what is the city branding of Tomohon.

THEORETICAL REVIEW

Marketing

As reported by Keith Blois (2000, p.517), the American Marketing Association (1985) made a conclusion of defining marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create and satisfy individual and organizational objectives.

Product

According to William J. Stanton "Product is a set of tangible and intangible attributes including packaging, colour, price, manufacturer's prestige, retailer's prestige and manufacturer's and retailer's services which buyer may accept as offering satisfaction of wants and services".

Brand

The first dimension is education, as active absorption of knowledge by engaging the intellect or the body, is often seen as serious experiences (you learn something or is developed physically) (Pine and Gilmore, 1998).

Place Branding

Place branding can even be considered as a "governance strategy for projecting images and managing perceptions about places" (Braun, Eshuis, & Klijn, 2014, p. 64).

City Branding

According to Kavaratzin and Ashworth (2006), city branding is the way to position the city on the tight of global competition as response of economic, politic, and social dynamic.

Previous Research

Henninger, C.E., Foster, C., Alevizou, P.J., & Frohlich, C. (2016) The title is Stakeholder Engagement in The City Branding Process. This paper explores perceptions of stakeholder engagement in the city branding process from the perspective of two post-industrial cities: Sheffield, UK, and Essen, Germany. This research use qualitative method. Preliminary findings highlight that there are four stakeholder ‘levels’. Each of these stakeholder groupings is involved in the city branding process to some extent. Findings suggest that the degree of involvement strongly depends on the primary stakeholders, who are seen as key decision-makers in the branding process.

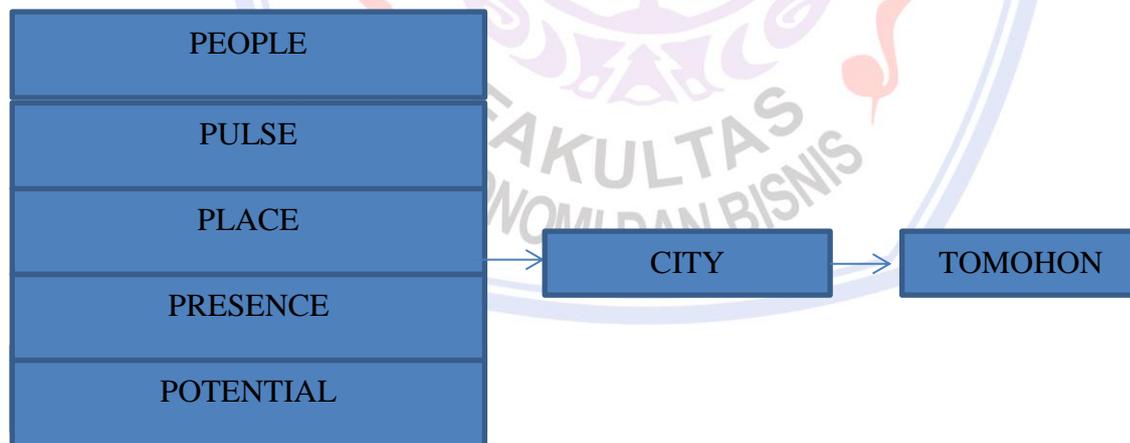
Patrícia Daniela Silva Monteiro (2016) The title is Stakeholders’ involvement in City Branding: The participation and identification of Porto residents on the image of the city. This research wants to investigate if managers involve residents in the creation of a city identity, and consequently in city branding. If managers involved residents, it is important to know how they do it and how they manage the process in order to create the city identity. Also to realize if residents identify themselves with the city identity created, and analyzed if they can establish an emotional bond with the new identity of the city. The recommendation is to develop communication among stakeholders and residents.

Amellia Fatimatus Saputri, Achmad Fauzi, Ari Irawan (2018). The title is The Influence of City Branding on City Image and the Decision to Visit Batu Tourism City. This research aimed to determine the effect of city branding toward city image, determine to effect of city branding toward visiting decision, determine to effect of city image toward tourists’ visiting decision who were visiting Kota Wisata Batu.. The result of this research shows that city branding variable significantly affects toward city image, city branding variable significantly affects toward visit intention, city image has the influence but insignificantly toward visit intention.

Conceptual Framework

This discussion shown the conceptual framework from the variables

**Figure 2.2.1
Conceptual Framework**



RESEARCH METHOD

Research Approach

This research use qualitative methodology to explore the city branding for Tomohon. According to Punch (1998) Qualitative research is empirical research where the data are not in the form of numbers. This research uses descriptive type of research. Descriptive research describes the involvement, the description, recording, analysis and interpretation of conditions that now exist. It involves some type of comparison or contrast and may attempt to discover relationships that exist between existing non-manipulative variables.

Population, Sample and Sampling Technique

The population of this research are the people who live in Tomohon city and the people who have visited Tomohon city. Sample techniques that will be used is purposive sampling. Knowing that the population is huge in number, therefore, for this research, the researcher took 15 representative respondents of governments, students, entrepreneurs, religionists, cultural observers, visitors, and academicians of Tomohon city.

Data Collection Method

The data used in this research consist of two types of data, which is primary and secondary data. Primary data are gained from in-depth interview and secondary data are taken from books, journals and relevant literature from library and internet.

Operational Definition of Research Variables

No.	Variables	Definition	Indicators
1.	Presence	Presence is rating the internalization of the city and the global/knowledge of the city. It also measures the city's global contribution in science, culture and governance.	-Well-known -Contribution to promote Indonesia globally
2.	Place	Exploring people's perceptions about the physical aspect of each city in terms of pleasantness of climate, cleanliness of environment, and how attractive its buildings and parks are.	-City planning - Cleanliness - Beauty - Atmosphere
3.	Potential	The city's opportunities for future development.	-Educational opportunities -Economy opportunities
4.	People	The city's friendliness, openness, cultural diversification and safety.	-Cultural alignment
5.	Pulse	The city's vibrancy and exciting ways of life with lots of interesting activities for residents and visitors.	-Daily activities
6.	Prerequisite	Determine how people perceive the basic qualities of the city; whether they are satisfactory, affordable and accommodating; as well as the standard of public amenities such as schools, hospitals, transportation and sports facilities.	-Living standards -Infrastructure

RESULTS AND DISCUSSION

Results

The specific object of this research represents the local residents of Tomohon city and the tourists who have visited Tomohon city. Selected respondents from this study are some representatives of local governments, students, entrepreneurs, religionists, cultural observers, academicians, and visitors of Tomohon city.

Informant 1: C.W

As stated by her, the outstanding contribution of Tomohon City to the province and nation was from the education and tourism sector. The reliable informant also said that Tomohon could be said to be tidy, beautiful, and clean. The economic sector with the most potential according to her was tourism, because of how clear the rapid development could be seen. Concerning the inhabitants, she said the inhabitants of Tomohon were

exceptionally amiable. The most dominant activity for them was gardening and farming because Tomohon naturally has a mild temperature and fertile lands. Concerning the necessary facility for schools, local hospitals, reliable transportation, and sports, she said they were adequate, but according to her the number of hospitals and sports facilities was not enough. In her opinion, within the next 10 years, Tomohon could be a city with excellent tourism, and she, besides, stated the differences between Tomohon and other cities were this city naturally had a cool temperature and breathtaking natural scenery.

Informant 2: J.P

He stated Tomohon City massively contributed to the increasing the attractiveness of North Sulawesi's tourism with the existence of the many beautiful tourist destinations. As for the city planning, he said it was good enough. The facilities and infrastructures were good too, proven with the availability of education, government, and sufficient health facilities. The availability of infrastructures like roads and drainages had already met the criteria with the need of the inhabitants of Tomohon City. Concerning the beauty and cleanliness of the city, he said that Tomohon was identic to the flower city that showed its beauty with the charm of the beautiful nature. The proper hygiene of Tomohon City was well kept because of the availability of the facilities, and necessary Tomohon City lacked high-intensity pollution. The sector with the most potential according to him was tourism, because of the tourist destinations in Tomohon that were remarkably interesting and had high selling power. Inhabitants of Tomohon City according to him are very friendly, religious, and lived peacefully. He furthermore said that the most dominant activity carried out by them was farming. As for local facilities, like schools and reliable transportation according to him it was good enough, even hospitals it was adequate with the existence of one government-owned and 2 private owned hospitals. But the sports facilities are lacking.

Informant 3: A.C

He said that Tomohon was one of the most visited cities in North Sulawesi by domestic and foreign tourists because of the beautiful tourist attractions, like the Linouw Lake, Mahawu Mountain, Kaisanti, etc. Other than tourism, Tomohon was equally known as the education city. Concerning the city planning, according to him from the infrastructure side it had not been good enough yet, he also understood that Tomohon merely recently became a municipality. Concerning hygiene, Tomohon was good enough. As for the sector with potential, there was horticulture because of the number of rice fields in Tomohon, there was, in addition, the education sector because there were many distinguished schools, also the tourism sector because Tomohon possessed many advantages given by God, the region was cool, beautiful nature, good water, nice scenery. People of Tomohon were recognized to be friendly, white, clean, tolerant, and most importantly compassionate. The most dominant activities carried out by the local people of Tomohon were farming, crafting, trading. As for the sports, hospitals, and others' local facilities, he said we should comprehend that because Tomohon became a municipality from the district nevertheless required a processor needed a big private investor to build. The sports facilities that existed presently were the remainders of old.

Informant 4: G.P

Tomohon City's contribution to North Sulawesi might be from the agriculture sector. For the city planning in Tomohon City was so far so good, from the beauty and hygiene sector, she also said that so far Tomohon appeared to be clean and beautiful, gratefulness went to the good cooperation from the people and government. To her, there were three sectors with the most potential to develop. The first was tourism, the second was the agriculture sector, the third was the trade sector. The most dominant activity for the people of Tomohon was "hanging out." Concerning the basic facility like school, she said the physical of the school in Tomohon was already really good. Concerning transportation, according to her, the traffic condition in Tomohon was still disorderly. As for the hospital, she said that so far, the hospitals in Tomohon either the private or government-owned were good, the only problem was the service and needed training from the government so that the staff could be friendlier, more cooperative and with totality. For the sports facility, to this day, she thought it was still lacking. There was indeed a sports building addition that was good, but there was a need for other facilities, that could be used by everyone, and could be a recreational facility for families, like green open spaces, that included a basketball field, jogging track, etc.

Informant 5: G.N

According to her Tomohon's valuable contribution toward North Sulawesi province comes from the tourism sector, and of course because of the more advanced tourism sector of Tomohon, therefore gave foreign exchange contribution for North Sulawesi, even to Indonesia. Then concerning beauty and hygiene of the city, she said that the remarkable beauty of Tomohon was in no doubt, as for the hygiene, Tomohon can't be said to be clean. For the local inhabitants, she said the people of Tomohon are well educated. She said that right now the local people of Tomohon are diligently learning how to do business, especially the local youth. It's apparent to see with the spreading of small cafes ran by young people. As for the economic sector with the most potential, according to her is tourism. Tomohon graciously offers various tourist attractions, either nature attraction, culinary, even religious. For the essential facility like school, Tomohon has been known as an education city for a long time ago. The local transportation in Tomohon is convenient but uncomfortable. For the sports facilities according to her up to this day, there are not enough facilities like the jogging track, etc. She thought that what differentiates Tomohon from other cities is from the landscape, the volcanoes, the cultures, diversity, and beauty.

Informant 6: J.M.

According to her, the valuable contribution of Tomohon City for the North Sulawesi province came from the education, tourism, religious, and hygiene side. Concerning the sector with the most potential, she related the palawija sector, which was agriculture and plantation. Aside from that, there was, moreover, the tourism sector. Her view regarding the local people of Tomohon was that they were considerate and reflected their culture, meaning still upholding the local culture, for example in the event of weddings or even funerals, the local culture could be felt. For the primary facilities, she said that first of all the schools, according to her on average they were satisfactory, there was the internet, good laboratory, and some schools provided dormitory, so many outsiders could willingly let their kids study in Tomohon. Second of all from the health sector, as stated by her, it was sufficient, indeed experiencing constant development from year to year. Third of all the local transportation, she said it was becoming better, moreover, the availability of online transportation that eased the people. The final one was the sports facility side, according to her was however lacking.

Informant 7: M.T

She carefully noted the valuable contribution of Tomohon City for the North Sulawesi province came from the education and tourism sectors. She furthermore said the city planning so far was moderately good and orderly. As for the productive sector with the most potential to develop properly, she said it was the local tourism and education sector. Concerning the academic facility like schools, it was moderately excellent; there were many distinguished schools and universities. For local transportation, Tomohon had public transport as well as other transportation like an online taxi (Gojek & Grab), and people predominantly used online transportation. For the local hospitals, she said they were getting more advanced. So was the sports facility, she said there were sports facilities like the gym that were appearing that enthusiastically encouraged the people to live healthily. The most dominant activity carried out by the people of Tomohon according to her was planting vegetables and flowers. The things that carefully differentiated Tomohon from the likely others were the amiable people that naturally made it comfortable to live in, the clear water because of how many mountains there existed.

Informant 8: M.W

As far as she knew Tomohon's contribution to the north Sulawesi province was in the tourism sector. She said that Tomohon was one of the cities that succeed to support the province's tourism target with the growth of tourist destinations from year to year. There was, furthermore, the education sector. She said that the evaluation of education in Tomohon was stable, and in 2019 Tomohon also received a proper evaluation from the side of teachers' quality. Through the growth of the tourism sector, education, and other sectors, Tomohon generated high PDRD. Concerning the city planning in Tomohon, she said that even now it was, however, lacking because of the constrained layout formulation/RDTR that was yet unfinished. For hygiene and beauty, currently, the Tomohon government had provided the garbage transport facility to minimize the littering, and also to make it easy for the people to dump their garbage. As for the sector with the most potential, she said there were three sectors. The first was tourism, the second was the education, and the last one was the trade sector because of how Tomohon located in the middle and was a track center. As for the local people, she said that most of them came from the Minahasa tribe. Concerning the social attitude of the natives, according to her, they were genuinely open and amiable. She thought the most dominant activity carried out by the people of

Tomohon was trades and farming. For the primary facilities, she said the schools in Tomohon were adequate, from early childhood education to universities, already existed and were more than one, and with good quality too. As for the local hospital, the modern facility was already suitable and adequate. For local transportation, there was local and online transportation. For the sports facility, she said that this year the local government was sufficiently completing the sports facilities in the stadium.

Informant 9: C.P

According to her, the valuable contribution of Tomohon came from the tourism sector. Other than that, Tomohon also contributed to the education sector. Tomohon several times sent students to compete in Olympic to the international level. She stated currently, the city planning of Tomohon was pretty good. For the beauty of Tomohon, she thought that Tomohon could be seen as beautiful. But, for hygiene, it had to be given more attention. About the social attitude and characteristics of the natives, people of Tomohon were genuinely friendly, they also lived peacefully, caring for each other, also possessed the spirit of mutual cooperation. The most dominant activity was farming, gardening, and raising livestock. Her thought for the productive sector with the most potential was agro-tourism like farming, gardening, and raising livestock. For the basic facility like school, she said that the school's adequate facility in Tomohon was very good, and almost every school fulfilled the present standard for education. For the local hospitals according to her on average, the facilities were suitable. For transportation, there was local and online transportation (Grab and Gojek). Both transportations indeed helped the people's activities, but right now the online transportation garnered more interest than local transportation. For sports facility, for now, it was however lacking.

Informant 10: J.E

Concerning the contribution of Tomohon for North Sulawesi province and Indonesia, as stated by him, the city of Tomohon kept on running the construction of Tomohon City according to the national medium-term development plan, and local medium-term. Seeing from the side of government, about the city planning, he said that they kept maximizing toward a smart city. As for the characteristics of the local people of Tomohon, they were very welcoming to guests, hence he believed that was a piece of evidence that they supported the tourism sector. He said that the most dominant activity done by people was farming. There were several types of farming, there were those who farmed daily, some farmed while selling, some worked as office workers, either for the private or government employees, even farmers. That was why even though Tomohon was a city but 70% still farmed. About the primary facilities, he said that Tomohon had the second-highest Indeks Pembangunan Manusia (IBM) in North Sulawesi. IBM was calculated from the availability of primary facilities of health, education, and infrastructure. Therefore for schools, he said that from primary school to university were available in Tomohon with adequate facilities. Besides that, for the hospitals, he said Tomohon had excellent private and government-owned hospitals. Tomohon was the only one that had built community health centers in every neighborhood. From the side of local transportation according to him, it was already good, that could be properly measured by the availability of roads..

Informant 11: H.L

He believed the valuable contribution of Tomohon undoubtedly came from the education sector. According to him, Tomohon was the center of education in North Sulawesi. He proved this by saying the education in Tomohon was known from the time of Netherland's communism. For city planning, it was still in the process of modern city planning. According to him the remarkable beauty of Tomohon City right now was pretty good but still needed innovations to encourage potential investments from the tourism sector and more importantly to do self-awareness for the people to maintain continuity of the protected environment. About the proper hygiene, he said it was moderately good but in need innovations. As for the leading sector with the most potential, he said that would be the tourism sector. Aside from the tourism sector, there were the possible trade and services sectors that offer the extraordinary potential to be developed economically remembering the region of Tomohon was in that is strategically positioned as a transit area. According to him the local people of Tomohon is genuinely sympathetic. He furthermore said that many people farms, because most of the land in Tomohon is traditionally dominated by productive farmland. About the primary facility like school, he said that from the infrastructure side was adequate. For the local hospitals, he said earnestly that right now there were three big hospitals, but it'd be worthier if an additional specialized hospital dealt with diseases like the heart or other specific diseases. For the sports facility, in his opinion, it was however lacking, so he humbly proposed the needed construction of sports facilities like football, swimming, badminton, etc. because according to him they were substantial and could be a means to produce accomplished athletes in the future.

Informant 12: A.W

As he stated by, the Tomohon City contribution to the North Sulawesi province and Indonesia was through the implementation of TIFF that led to many tourists visiting Indonesia, North Sulawesi province, even Tomohon City. Other than that, Tomohon additionally offered many good tourist attractions. There was moreover from the religious side because the Synod GMIM office was established in Tomohon and served as the headquarters of the Christian Evangelical Church in Minahasa (GMIM). According to him, city planning was not good enough, one aspect that could be seen was the lack of good hostelry. Hence, Tomohon could be considered as clean, there were more or less 100 janitors that cleaned the city. Therefore, through the well-kept hygiene, according to him, Tomohon still looked beautiful. The characteristic of the people of Tomohon was basically friendly, hard-working, and had a middle-class category lifestyle. The most dominant activity carried out by the people of Tomohon according to him was being civil servants, farmers, and private workers. According to him the local tourist attractions in Tomohon were excellent, and he could see that if they were managed well, the future prospect would indeed bigger. He believed the road infrastructure needed widening, and the facilities in attractive tourist destinations had to be better supported. As far as he knew the leading sector with the most potential was tourism because it was the most dominant in Tomohon. Concerning the academic facility, there were many schools, with good facilities. Concerning the local hospital, it undoubtedly required more attention, as was the sports facilities required more arrangements. As for reliable transportation, it was equally good.

Informant 13: A.T

According to him, the valuable contribution of Tomohon was through the successful implementation of the TIFF event that made Tomohon to be popularly known as the city of flowers. Also, according to him, Tomohon was known as the "Student City", religious city and faithful city. As for the city planning, he said it was at the level to be considered good. According to him, Tomohon was known as the tolerant city, because of the people that were very open to the outsiders, besides that the natives were also very appreciative of culture. According to him, in plain view, many people farmed and then sold the crop yields, or opened up businesses, it proven with the number of restaurant businesses that were opening. Many also worked as office workers. As for the sector with the most potential to develop, according to him was the business sector because at a glance there were many restaurants opening up. Besides, there was tourism. There were many great tourist destinations. According to him, seeing the city planning from the economic perspective, the construction level was excellent. Concerning the most dominant activity, according to him at a glance, many are farming, selling, and also opening up a business. Concerning primary facilities like schools, local hospitals, reliable transportation, and sports facilities, he said they were good.

Informant 14: V.H

She believed the sector with the most extraordinary contribution was the tourism and economic sector that really raised the name of North Sulawesi in the eyes of the world, one of which was the implementation of TIFF that was known internationally. Concerning city planning, she said that the city planning layout of Tomohon City was one of the deciding aspects for its development because Tomohon balanced out the open space and the buildings in the city, so it was neither heavy on building nor the open spaces. Then, the beautiful scenery and hygiene of Tomohon city were remarkably good. She said the sector with the most potential to develop was the tourism sector.. She said that as a visitor, she felt thoroughly comfortable being in Tomohon because the people were very friendly and very welcoming/open to the visitors. As for the most dominant activity, people could do while in Tomohon, they were traveling to and exploring the tourist attractions. She said the primary facilities like schools, local hospitals, reliable transportation, and sports facilities were pretty good and qualified. Concerning schools, she said that most of the schools in Tomohon were accredited. For the transportation that in her opinion, was really accessible and there was also online transportation. She said that the sports facilities were really good and adequate. According to her Tomohon was a city flower rich with preserved culture.

Informant 15: W.R

As mentioned by her, one undeniable appeal of Tomohon was tourism, because Tomohon naturally possessed a supporting and enchanting nature. As for hygiene, an agency regulated the city's proper hygiene, so according to her the hygiene was taken care of and felt clean. Concerning the natives, according to her, the

people of Tomohon are very friendly, open to guests, they were unboisterous, which naturally made Tomohon a very safe city. She stated the sector with the most potential to develop economically was tourism. According to her, the most dominant activity carried out by the people of Tomohon was working as a civil servant, and many also did business, especially in culinary. According to her, the basic facilities in Tomohon were pretty good. Second, concerning proper health, she claimed even though Tomohon was a small city but there were three local hospitals and many standardized community health centers. For reliable transportation, she said every road in Tomohon was asphalt. As for the smoothness of transportation in Tomohon, it was remarkably facile; there was a terminal inside the city. Other than that, there was also terminal outside of the city, because Tomohon was a transit city. For the sports facility, she said that currently, the local government had built sports building.

CONCLUSION AND RECOMMENDATIONS

Conclusions

1. Based on the aspect of pulse, Tomohon was a city that was very suitable to be used as agricultural land; therefore many people in Tomohon were happy to farm. Besides farmers, some worked as traders, breeders, civil servants, and private employees, and entrepreneurs.
2. Based on the potential aspect, the tourism sector was the most potential sector to be developed.
3. Based on the aspect of people, it was concluded that the residents of Tomohon had friendly characteristics, liked to help, had a high mutual cooperation spirit, were very open, and liked to entertain guests.
4. Based on the aspect of presence, the contribution of Tomohon city to North Sulawesi province, Indonesia, and even to the world came from many aspects, such as tourism sector, education sector and agriculture sector.
5. Based on the aspect of the place, Tomohon had cool and mild temperature, and had really beautiful scenery that made people feel relaxed and comfortable to spend some time in Tomohon. But for cleanliness, it still needed to be addressed, especially the cleanliness of tourist attractions, as well as remote areas, not just downtown.
6. Based on the prerequisite aspect, the conditions of basic facilities in the city of Tomohon, such as schools, hospitals, and transportation were adequate, so that people never felt worried because everything was available, had easy access to obtain, and met good standards. But the availability of sports facilities was still very minimal.

Recommendation

1. The author suggested that the government continued to implement good urban development and the development of quality human resources so that they could support various programs from the government because in building a strong brand depended on the support and commitment of the local community, the existence of city identity, partnership with investors, and good leadership.
2. City brand that the researcher humbly proposes was "The heart of North Sulawesi." Heart equally described the center, like the city of Tomohon was a potential center for North Sulawesi in the future.
3. The researcher suggested for business people to choose the city of Tomohon to be targeted for investment because the city of Tomohon had indeed been blessed with extraordinary natural scenery and the location of the city of Tomohon was also very strategic. Combined with good economic stability, the city was safe, and has a workforce that could be relied upon and fully supported by the city government.

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