

CULTURAL BRANDING OF PESILAT VILLAGE MADIUN REGENCY AT THE YOUTH TOURISM AND SPORTS OFFICE

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Abstract

Madiun Regency has a high potential culture, that is “Pencak Silat”. For some people, “Pencak Silat” and fighters have negative impression because in their opinion they did disturbance. Through the formation of “Kampung Pesilat” , the government of Madiun district through youth and sport tourism office of Madiun Regency aims to remove the negative stigma about “Pencak Silat” while lifting the potential of “Pencak Silat” as an icon of the cultural branding Madiun Regency. The purpose of this research is to know the cultural branding of “Kampung Pesilat” implemented by youth and sport tourism office of Madiun Regency. The type of research used is qualitative descriptive by making factual description according to the data obtained in the field. Researcher gathers the datas using depth interview techniques, online interview, field observations, and documentation. The process of analysis is done by using the Brand Destination theory of Ristiano which includes Brand Culture, Brand Character, Brand Personality, Brand Name, Brand Logo and Symbols, Brand Slogan. The result of this study shows the Government of Madiun through youth and sports tourism office of Madiun Regency in carrying out cultural branding of “Kampung Pesilat” has been running and fulfilling aspects of the Brand Destination theory, although the implementation is still not maximal.

Keywords: *Madiun Regency, “Kampung Pesilat”, Cultural Branding*

Introduction

Currently, branding is needed in the process of introducing a product or brand. Branding is not only needed to introduce a product, but also serves to build and raise a brand to be better known by the public or also to form public opinion. The importance of a brand in a company, makes many agencies or companies flock to create a branding with a unique slogan whose goal is to make it easier to remember and recognize by the public. Branding is currently not only applied to an agency or company, but currently branding is also applied in the context of a city or district. That's because the application of a branding in a city or district can attract and bring in tourists and investors in a city. Basically, the function of branding is to provide a differentiator or characteristic to a brand so that the branded brand can be attached to the community. The types of branding are not only focused on product branding, but actually the types of branding are very diverse ranging from product branding, personal branding, corporate branding, geographic branding, or cultural branding. The various types of branding that exist, make various agencies or companies to create creative ideas on how they can introduce a potential that is owned in a product. For example, through cultural branding, an agency can develop and introduce the potential of the environment and the people of a particular location. Madiun Regency is one of the areas that is currently intensively developing the potential of the region by looking at the existing cultural potential. Madiun Regency is a regency located in the east of East Java province. At first the government of Madiun Regency was located in Madiun City.

One of the efforts or activities carried out by the Madiun Regency government through the Youth and Sports Tourism Office in promoting the new district capital is by promoting the martial arts culture of pencak silat. Besides being known for its pecel, Madiun Regency is also famous for its martial arts which is evident from the many silat colleges in this area. From the existence of a pencak silat culture, there must be a historical value or tradition that can be raised to become a potential or attraction for Madiun Regency. For example, there is a *suran* agung activity which is often carried out every suro month comes. Various

fighters from the region or outside the Madiun area will come and carry out their activities in Madiun Regency. In addition, there are many large hermitages which are the secretariat centers or information centers of a silat college. Seeing the great potential in terms of culture, currently the government of Madiun Regency through the Youth and Sports Tourism Office is actively promoting pencak silat to be known by the public and wants to instill public opinion that Madiun Regency is actually the center of pencak silat. Especially since Madiun Regency was designated as the Indonesian Pesilat Village in 2018. Madiun Regency raised the potential of pencak silat through the branding "Kampung Pesilat".

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Based on the background of the problem, the researcher wants to examine how the efforts and cultural branding of the Pesilat village in Madiun Regency are carried out by the Youth and Sports Tourism Office of Madiun Regency. For researchers and readers, this research is expected to add insight and knowledge. As for institutions, it can provide an overview of the importance of branding, especially cultural branding in attracting stakeholders

Research Method

The place of research in this study was carried out at the Office of Tourism, Youth and Sports, Madiun Regency. This study used the type of research in this study was descriptive qualitative research. systematic, factual, and accurate facts about certain objects (Kriyantono, 2006). The data obtained in this study were presented in the form of descriptive words, pictures, and not numbers or by using formulas. Researchers using qualitative research aim to reveal facts, events or events, phenomena and circumstances that occurred when the research took place by explaining and describing what actually happened in the field according to the facts that occurred. In collecting data that supports the research, the researcher uses data collection techniques in the form of in-depth interviews, online interviews, observation and documentation. After all the data were collected, the researcher then carried out data analysis techniques by using an interactive model which included (1) data reduction, namely by recording the results of the interview in a note in the form of a summary and also recording the results of the interview. (2) Presentation of data, namely the translation of the results of the interview, which was initially in the form of recordings, then translated into written form and descriptions and then selecting data if necessary and related to the research, (3) Drawing conclusions and verification, namely carrying out the interpretation of data from the results of research and discussion which later the results of the interpretation will be the conclusion.

Results and Discussion

Brand Culture

Pencak silat is one of the cultures owned by Madiun Regency. The magnitude of the potential of pencak silat in Madiun Regency not only makes pencak silat a culture, but pencak silat is one of the traditions that exist in Madiun Regency. The potential for pencak silat culture is high as evidenced by the 14 existing martial arts colleges registered with IPSI Madiun Regency. The fourteen martial arts colleges include the Setia Hati Tunas Muda Winongo Brotherhood, the Sehati Brotherhood, Cempaka Putih, the Faithful Heart Tuhu Tekad and Pagar Nusa

Brotherhood, IKS Pro Patria, IKS Kera Sakti, Fraternity of Single Taste, Brotherhood of Faithful Heart Terate, Merpati Putih, OCC Pangastuti, Persinas Asad, Pandan Alas and Tapak Suci Putra Muhammadiyah. The number of fighters who were born and grew up in Madiun has earned Madiun the nickname from the community as the repository of fighters. Moreover, the mention was reinforced by the news that Madiun was designated as the village of Indonesian fighters.

Figure 1. News of Madiun's determination to become the world's pencak silat village



The Pesilat Village of Madiun Regency also contains the existence of a pencak silat tradition, namely the Suro Agung activity. Suro agung is a tradition and custom that is carried out every year by fighters from Madiun Regency in welcoming and celebrating the month of suro or the 1st of Muharram. In the implementation of the nyekar ritual in the field, brawls and even clashes between silat schools often occur. The Suro Agung tradition, which was supposed to be a celebration of the month of Muharram and to commemorate the elders of the silat college, actually became an arena for a power struggle over who was stronger. The good suro agung tradition actually brings its own negative impact and trauma for the people of the Madiun area, be it the City or Regency area because the fighters when the suro month arrives often make crowds on the streets which often create chaos on the streets, not infrequently the action of the suro agung parade causes victims injured and died due to fights and scenes of throwing stones and even

sharp weapons that made people afraid and reluctant to come out when the month of suro arrived.

Implementation of Brand Culture

The Madiun Regency Government through the Madiun Regency Tourism Office in promoting the culture and traditions of pencak silat as well as removing the negative about the culture of pencak silat, namely by doing;

a. Construction of the Pesilat Village Padepokan Building

Through the Pesilat village hermitage building, the Madiun Regency government through the Youth and Sports Tourism Office wants to facilitate as well as introduce pencak silat with a center in the building. In the building, the public will know that the fourteen existing martial arts colleges are peaceful and even now they have an office center or information center in one place. The public can also find out about the culture of pencak silat, how they practice it, and what achievements the fighters have. Through this building, people will understand that pencak silat is not just a fight that can cause conflict or victims, but silat also has artistic value and can even be a proud achievement.

The community considers that the construction of the Pesilat Village Padepokan Building is a good strategy in introducing the culture of pencak silat to the people of Madiun or even people outside Madiun. The Pesilat Village Padepokan building has several good goals to introduce and change negative thoughts about pencak silat and silat in the eyes of the public. The function of the joint hermitage will be very good if later realized correctly in accordance with the goals that have been set. The existence of the Pesilat village hermitage building will also change the public's view that pencak silat is not only related to chaos but can create achievements in the context of sports and art.

Figure 2. Pesilat Village Building



b. Formation of Logo Identity in Several Regions

The planning of logo identity development in a number of regional borders in Madiun Regency is considered good by Madiun Regency fighters, one of which is Aji Bagus Prayogo. broad society. When someone sees the identity, they can immediately see that the existence of the Pesilat Village in Madiun Regency does exist with evidence of the existence of the identity building. In addition to being used as an identity enhancer, the development of the logo can be a change of mind or a stigma in the community that pencak silat or fighters are not viewed badly because the development of a logo identity that is planned and built can also prove that the fighters in Madiun Regency have changed, have become peaceful. one another.

Brand Character

The tradition of suron agung which is routinely carried out by silat fighters which is used to celebrate the 1st day of Muharram is considered to have a negative impact by the community due to frequent clashes when the celebration of suron agung takes place. There have been clashes not only once or twice, but there have been many cases that have resulted in clashes between silat schools. Clashes between fighters occurred not only because of cases of power struggle, but also because of misperceptions between silat schools and even issues that were not discussed. true or provocative news that causes between fighters to clash. The clashes that occurred gave rise to a trauma or fear in the community. The fear arose because when the suro agung celebration took place many victims appeared; the victims were not only from among the silat fighters. However, victims of the effects of the suro agung celebration also often afflict the surrounding community. The emergence of many victims from

the community as a result of clashes between fighters adds to the public's bad view of fighters in Madiun Regency. In addition, the number of news media reporting about the riots carried out by Pesilat made people think that thoughts about Pesilat and pencak silat having negative impacts were true and factual.

Figure 3. News related to clashes between fighters



The number of media reporting about the negative actions carried out by the silat fighters even caused victims from the surrounding community to make people think badly about silat and pencak silat. Bad opinion will make the reputation of the pencak silat character decline and have no value in the eyes of the public. Conditions like this if allowed to continue will lead to the absence of a value belief in the brand character in pencak silat. Therefore, the Government of Madiun is trying hard to improve the character of pencak silat in the eyes of the community by means of strategic approaches by creating peace between the fourteenth martial arts college.

Implementation for Brand Character

The Madiun Regency Government through the Youth and Sports Tourism Office created various strategies to remove the negative stigma about fighters and pencak silat through the "Kampung Pesilat" branding in the following ways:

- a. Kampung Pesilat Seminar

The character of pencak silat in the community is considered negative or bad because it often causes riots during the celebration of the month of 1 Muharram which makes the community afraid because it often causes injuries, both from members of the fighter or from the community. The Madiun Regency Government through the Tourism Office wants to change the character of the fighter who was originally bad to be good by creating an event in the form of a seminar related to the fighter village.

Based on this, it can be seen that the idea of providing public education through the fighter village seminar is very appropriate because it can add insight to the community about the true definition of the term fighter village which includes the purpose, function, scope and so on. The community which was initially bad turned out to be good. But unfortunately the implementation of the event did not cover the wider community and involved a large number of Pesilat members and the event was only held once and only in the central area of Caruban.

b. IPSI Communication Forum

To reduce and minimize misunderstanding of perceptions or issues that can divide between fighters from various universities. The Madiun Regency Government assisted with IPSI created and conducted a communication forum that was carried out jointly between silat schools whose main purpose was to establish a community of harmony together.

IPSI in collaboration with BANGKESBANGPOLDAGRI often holds meetings with the head of the pencak silat college and related members to discuss problems that occur or just to monitor what is happening to the lives of the fighters in each branch. silat, information on events in the form of martial arts competitions, pencak silat, solving problems and issues that occur to reduce misperceptions between fighters in various universities.

Brand Personality

The Madiun Regency Government through the Youth and Sports Tourism Office continues to disseminate information about the formation

and existence of the Madiun Regency Pesilat Village to the Madiun community so that the Madiun people know that the Pesilat Village does exist and is real. that the fighters from the 14 martial arts schools are at peace and can live side by side.

Implementation Brand Personality

The Madiun Regional Government through the Youth and Sports Tourism Office continues to invite the public to preserve the culture of pencak silat and wants to inform the existence of pencak silat and silat which has now changed through the annual event "Indonesian Pesilat Village Festival". In realizing and proving the change in the attitude of the fighters who have now changed and have gotten along well with each other to the community. The Madiun Regency Government through the Youth and Sports Tourism Office held an event entitled the Pesilat Village Festival. The fighter village festival will be held every year in order to maintain and build a sustainable pencak silat culture and harmony between silat colleges. The festival, which is held every year, contains various activities including the launching of the logo, the parade of 1400 warriors, as well as the highlight of the Pesilat village festival in its first year. In the second year, the arrangement of events includes a Pesilat parade and the peak event of the Pesilat Village Festival.

Figure 4. Poster of kampung pesilat festival in 2018 & 2019



The existence of the Kampung Pesilat Festival which is held annually is very good because it can provide information that is of positive value to the community and as proof because with the Kampung Pesilat Festival,

the public can know that the four silat colleges that depend on IPSI are peaceful and pencak silat is not known by the name. just chaos and confusion. Through events organized by the community, people can assess and see the changes that have been made by inter-collegiate fighters. However, the lack of information that was socialized by the Youth and Sports Tourism Office regarding the events held related to the Pesilat Village caused many people who did not know about the Pesilat Village Festival event.

Brand Name

The name of the fighter village was chosen as the cultural branding of Madiun Regency because it is able to show that Madiun Regency has various silat and fighter schools that were born and developed in the Madiun Regency area. The name of the Pesilat village was chosen by the Madiun Regional Government in order to change the bad public opinion about pencak silat and fighters among the public because of the frequent acts of anarchy. The Pesilat Village functioned as a unifying forum for the fourteen martial arts schools to unite in one harmonious goal in realizing a safe Madiun Regency.

Implementation of Brand Name

In introducing the brand "Kampung Pesilat Indonesia" the Government of Madiun Regency formed and carried out an event entitled 'Festival of Kampung Pesilat Indonesia'. In this series of events there was a launching event for the inauguration and establishment of the "Indonesian Pesilat Village" which was officially inaugurated by the Regent of Madiun Regency Ahmad Damawi which was witnessed directly by the people of Madiun Regency and 1,400 fighters from the fourteen martial arts schools in Madiun.

Brand Logo and Symbols

Logos and symbols are not only used in marketing a brand, logos and symbols are also used to provide a differentiating identity from other brands or as a distinctive feature if one day someone creates a similar brand.

Implementation of Brand Logo and Symbol

a. Indonesian Pesilat Village Logo Competition

The provision of a logo contest that involves the community is intended to mean that the fighter village is created for the common good and is created from the results of joint deliberation. The making of the village logo was formed not from the formation of the Madiun Regency Government only, but the logo of the Pesilat Village of Madiun Regency was formed from the results of the competition process which was participated by the Madiun community, totaling 70 participants and the logo chosen would be the official logo of the Pesilat village of Madiun Regency. The existence of the formation process through the competition proved that the enthusiasm of the community in participating in promoting and preserving the culture of pencak silat was very high. The competitions that have been carried out have proven that there are still many people who believe that through the Pesilat Village, they can create a Madiun Regency that is safe and can bring harmony between the Silat Colleges in Madiun Regency.

b. Issuance of the Madiun Regent's Regulation concerning the Logo of Madiun Regency, Indonesian Pesilat Village

All functions, meanings and uses related to Kampung Pesilat are clearly explained in the regulations that have been issued. The existence of the Madiun Regent's Regulation regarding this matter also functions that the logo has become the logo of the Madiun Pesilat Village and as a legal reinforcement by explaining the aims and objectives of the formation of the Indonesian Pesilat Village logo.

Brand Slogan

Slogans have an important role in attracting people's attention, because they are considered more persuasive or invite the community. Through a slogan, a product or brand will be easier to remember or stick in people's minds because of its uniqueness and often hearing the words of a slogan owned by a product.

Implementation of Brand Slogan

In the slogan of Kampung Pesilat there is the word 'Madiun Regency' which means to be different from the Madiun City area. The slogan which reads 'Madiun Regency is an Indonesian Pesilat Village' has the meaning of Madiun Regency. Want to show that Madiun Regency is the only fighter village in Indonesia, which is evidenced by the existence of 14 martial arts colleges in Madiun Regency. used or socialized when there are events organized by Madiun Regency, for example during the annual 'Festival of Pesilat Village', besides that the slogan is also included in the official logo of the Pesilat village of Madiun Regency which in practice the logo is installed in various places for example in the square, bus stop, in front of government agency offices, etc. With the installation of the slogan in the logo design, it is hoped that when the public sees the logo of the fighter village, the community will automatically also read the slogan contained in the logo.

Brand Communication

In disseminating activities or informing information related to the Pesilat Village of Madiun Regency in the form of activities or information related to the Pesilat Village, the Madiun Regency Government through the Youth and Sports Tourism Office applies a Brand Communication process which includes:

a. Founding Person

The Madiun Regency Government through the Madiun Regency Youth and Sports Tourism Office in introducing Pesilat Village, one of them is by using an idea originator related to Pesilat Village, namely Regent Ahmad Dawami. Mr. Ahmad Dawami always invites the public to continue to preserve the culture of pencak silat because differences should be the attraction and characteristic of Madiun Regency, besides that Mr. Ahmad Dawami also often promotes the fighter village when there are work visits abroad or abroad even when there are guests in Madiun Regency. For example, Mr. Ahmad Dawami promoted the fighter village when there were visiting guests from the US Consulate General.

Then his activities will be published through the official website so that the public can find out the information.

b. The entire community of Madiun Regency

The community also plays an important role in introducing and promoting the Pesilat Village, Madiun Regency. The system used in introducing uses the World of Mouth technique. The community creates various products with the identity of the Pesilat Village in promoting the Pesilat Village in Madiun Regency so that people outside the Madiun Regency area will know about the Pesilat Village. These products are sold offline and online with products such as fighter village shirts, masks, key chains, hats, and others.

The public response in supporting the existence of the Pesilat Village is very large, as evidenced by the inauguration of the Pesilat Village. The community took the initiative to produce goods related to the fighter village. Even now these products have been used by people from outside Madiun.

Figure 5. Publications by the community & the Government of Madiun Regency



So far, in addition to promotions carried out by the Madiun Regency Government through the Youth and Sports Tourism Office, it is also greatly assisted by the role of young people who share information or related matters about Pesilat Village on social media. use of media and technological developments. Promotions

carried out by the Madiun Regency Government or the community are only limited to social media such as Facebook, Whatsapp, Instagram, and related official websites. The Madiun Regency Government does not yet have a special website or special account that disseminates information related to the activities or agendas of the Pesilat Village.

Conclusion

Cultural Branding of the Pesilat Village of Madiun Regency at the Youth and Sports Tourism Office of Madiun Regency includes; Brand Culture which includes the construction of the fighter village hermitage building and the formation of logo identities in a number of areas, Brand Character which includes the implementation of the fighter village seminar and IPSI communication forum, Brand Personality which includes the implementation of the pencak silat village festival event every year, Brand Name which includes the inauguration of the name which is inaugurated at the event. The 2018 Pesilat Village Festival, Brand Logo and Symbols which includes a logo contest and the issuance of the Regent's regulation regarding the Pesilat village logo, Brand Slogan which includes the inclusion of a slogan in the Pesilat village logo and the mention of slogans in an event entitled about pencak silat. Meanwhile, in terms of actions taken in Brand Communication which serves to introduce Pesilat Village, including; Founding person, Word of Mouth, all people of Madiun Regency, use of social media in disseminating information via WhatsApp, Facebook, Instagram and the web.

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