



Identity to Claim : Case Study of Place Branding in Dharmasraya Regency, West Sumatera, Indonesia

Ongky Andriawan

Introduction

Having distinguished “value to offer” is paramount. Value or what can be utilized in creating one provide assets for a city. Assets can generate betterment economically, culturally, intellectually, creatively, etc (Richards and Duif, 2019). However, some countries, and especially small cities find it difficult to acknowledge and create one. Dharmasraya Regency is one of the developing regions in West Sumatera, Indonesia which has potential value to offer. This poster analyzes The **Distinctive Nature (DNA)** of Dharmasraya as a small regency/city and the **social construction** behind the appearance of the Imaginary Identity of Dharmasraya as **The Land of Kings**, among locals. This can further be a unique value Dharmasraya can offer to attract potential investment and development in the future.

Method

Data collection used in the writing is a literature review referring to three prior research; Ongky Andriawan (2021) about the Pamalayu Festival and construction of meaning, Sarmiati (2022) about Gender and Historical Awareness of a Region, and research by Chammy Lau and Yiping Li (2019) about the Effects of Urban Food Festival.



Figure 1. A Mandala of Amogapasa
Source: Museum Nasional Indonesia

Findings



Figure 3. Expansion of Singhasari
Source: Gunawan Kartpranata



Figure 2. Meaning Creation Process (Andriawan, 2021)

Locals' awareness to initiate positive changes for region (Sarmiati, 2022). Festival sparked positive feelings among locals toward places (Andriawan, 2021). Dharmasraya has potential Distinctive Nature as The Land of Kings to claim as identity. As Bott, Cantrill and Myers (2015) mention that identity is not determined by physical component but the associated meaning between people and place (cited by Wang & Cheng, 2015). Human experiences give meaning to a place (sense of place “ the ability to recognize different places and different identity of a place” (Relph, 1976, p. 63).

Conclusion

It is indeed tricky to brand small city and any branding activity may require hundreds or even thousands of dollars, especially when it comes to place making process. A small city needs to find its distinctive nature to claim as a brand. The local community is the biggest assets that most small cities have. Building awareness among the community may lead to emotional attachment to a place. Community begun to have emotional attachment to place. This attachment changed the way locals perceive historical places. Community started to have positive feeling and share the same visions. Community started to have imaginary identity about the region.

Scan for references

