

# A SYSTEMATIC LITERATURE REVIEW ON CITY BRANDING AND IMAGE FOR AGRO-TOURISM AND BUNG KARNO MEMORABILIA DEVELOPMENT IN BLITAR

Received: 12<sup>th</sup> March 2025 | Accepted: 8<sup>th</sup> September 2025 | Available Online: 30<sup>th</sup> November 2025

DOI: 10.31436/japcm.v15i2.972

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## ABSTRACT

This study aims to conduct a systematic literature review on the concepts of city branding, city image, and city identity, and how these three elements can support the development of the image of agro-tourism areas in Blitar City. With the increasing interest in agro-based tourism, it is essential to understand how effective branding can enhance the attractiveness and identity of the region. The methodology employed in this research involves a comprehensive literature analysis, gathering and evaluating various relevant studies. This review encompasses multiple aspects, including successful branding strategies, public perceptions of city image, and the factors that shape city identity. The findings indicate that the integration of city branding and the development of agro-tourism image can create positive synergies, enhance tourist appeal, and strengthen local identity. The results of this study are expected to provide recommendations for stakeholders in Blitar City in designing more effective branding strategies and developing policies that support the growth of the agro-tourism sector. Thus, this research not only contributes to academic literature but also offers practical guidance for sustainable tourism development in the region.

**Keywords:** agro-tourism, city branding, city identity, city image, sustainable tourism

## 1.0 INTRODUCTION

In an increasingly competitive global landscape, cities worldwide are actively cultivating unique identities to attract investment, tourism, and recognition (Kowaas, Syamsia, & Mandagi, 2023). This pursuit of distinctiveness involves strategic city branding efforts, aimed at shaping both the city's image and its inherent identity. City branding, at its core, is about highlighting a city's uniqueness to differentiate it from others. However, many promotional endeavors risk overlooking the genuine character of the city they seek to promote (Hidayat, Ismariati, & Apriliandini, 2019). This creates a tension between constructed image and authentic identity, a critical challenge for urban development.

Prior research emphasises the interplay between a city's physical attributes, cultural values, and technological advancements in shaping its image (Ghafar, Ghani, & Adam, 2022). The public's perception, or "city image," is the culmination of these characteristics as understood by its inhabitants and visitors (Chan, Suryadipura, & Kostini, 2021; Al-ghamdi & Al-Harigi, 2015). A cohesive city identity arises when branding and image resonate with the affective and emotional connections that people have with the place and are reinforced by cognitive understanding of its unique qualities (Peng, Strijker, & Wu, 2020; Sönmez, 2020).

While the literature extensively covers city branding, city image, and city identity separately, less attention has been paid to how these concepts can be integrated to support specific regional development goals. This study addresses this gap by examining the potential of city branding, city image, and city identity to foster the development of agro-tourism in Blitar City.

Blitar, renowned for its star fruit production, presents a unique opportunity to capitalise on its agricultural heritage, thereby boosting tourism and enhancing the regional economy.

This systematic literature review aims to:

1. Synthesise existing knowledge on city branding, city image, and city identity;
2. Analyse how these concepts interact and contribute to a cohesive city identity; and
3. Explore how these elements can support the development of Blitar's star fruit agro-tourism sector.

The review thereby provides a comprehensive understanding of how strategic branding is grounded in a deep understanding of city image and identity, which can contribute to sustainable tourism development and enhance Blitar's unique position in both regional and global contexts. It also offers practical insights for policymakers and stakeholders seeking to leverage the city's unique assets for economic and cultural growth.

## 2.0 LITERATURE REVIEW

### 2.1 City Branding

City branding has emerged as a critical strategy for urban development, aimed at enhancing a city's identity, attracting tourism, and improving the quality of life for its residents. It involves the promotion of a city's unique characteristics, including cultural diversity, historical significance, and natural resources. Recent studies emphasise the importance of integrating community engagement and effective governance in city branding efforts to ensure that the branding resonates with both residents and visitors. As cities compete for recognition and investment in an increasingly globalised environment, successful branding requires a comprehensive approach that addresses various dimensions such as public services, safety, and infrastructure.



**Fig. 1:** National Tourism Attractions in The City of Blitar  
(Source: Research Team Field Survey, 2025)

## 2.2 City Image

The concept of city image encompasses the perceptions and impressions that individuals construct about a city based on their direct experiences, interactions, and exposure to external information.. This image is influenced by various factors, including media representation, cultural events, and the overall atmosphere of the city. A positive city image can significantly impact tourism and economic development, as it shapes potential visitors' decisions to explore a destination. Research highlights that effective management of city image involves not only promoting attractions but also ensuring that the actual experiences align with the marketed image. This alignment is crucial for fostering long-term relationships with tourists and enhancing community pride.

## 2.3 The Attraction of Bung Karno's Tomb Blitar City

Blitar has significant potential for tourism development that focuses on historical attractions. The city of Blitar is closely related to Ir. Soekarno, the first president of the Republic of Indonesia. Soekarno was born in Blitar on June 6, 1901. Around 1917 - 1919, Soekarno's family lived in Blitar, precisely in a house called the Gebang Palace. The map museum is evidence of the history and identity of the PETA event, where Blitar City was once the center of the PETA army rebellion against the Japanese army. In addition, Soekarno was buried in the Raden Wijaya Heroes Cemetery (TMP) in Blitar. As Bumi Bung Karno, the city is known for the Bung Karno Tomb, which functions as a major national tourist destination, attracting visitors from various regions. Apart from that, there is the Blitar city square, Bung Karno's tomb complex, and Kebon Rojo which add to the impression of Blitar as a national tourist destination. As a form of city identity from Blitar, it has depicted several contexts of Blitar as a national city through several ornaments spread throughout the city of Blitar. See Fig. 1 for all National Tourism Attractions in The City of Blitar.

## 2.4 Starfruit Agrotourism Blitar City

The origin of Karang Sari Starfruit Agrotourism began in 1985 whereby, Mr. Slamet planted the first starfruit tree in Karang Sari Village. The story began when Mr. Suswanto, as the head of Karang Sari Village, visited Mr. Slamet's house. He was treated to large, sweet, and fresh starfruit. Then the village head suggested increasing the number of starfruit seedlings. Then Mr. Suswanto held a meeting with several Karang Sari residents, with the result that every house was required to plant a tree. In 2007, development was carried out by utilising the village land (tanah bengkok) with an area of 5.5 hectares with up to 2200 starfruit trees and the construction of a giant starfruit replica as an icon. In 2018 it was opened as an agro and continues to be managed by an agro manager consisting of 13 people including advisors, persons in charge, chairman, vice chairman, secretary, treasurer and sections. In addition, it is also managed by a community group of 35 people domiciled in Karang Sari who also manage it as farmers, with 1 farmer taking care of 20-24 trees. However, in 2020 the number of trees decreased to 1933 trees. Due to the conversion of land use for facility development. Blitar has significant potential for tourism development at agrotourism. Additionally, Blitar boasts considerable agrotourism potential through the *belimbing* (star fruit) farms in Karang Sari Urban Village (Fig. 2), offering a unique agricultural experience.

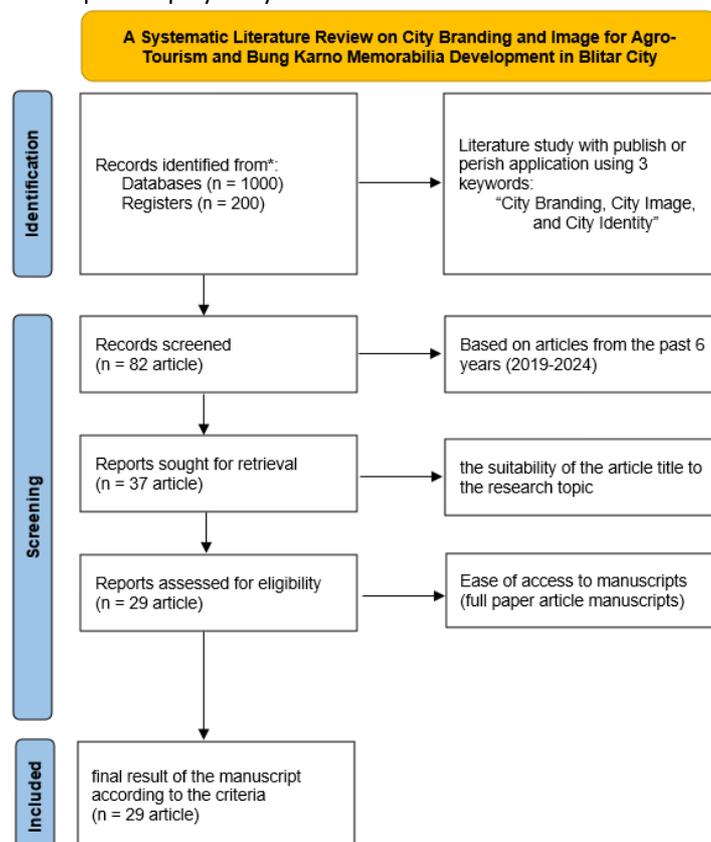


**Fig. 2:** Karang Sari Starfruit Agrotourism in The City of Blitar  
(Source: Research Team Field Survey, 2025)

### 3.0 METHODOLOGY

The research conducted aims to study a literature review that can be utilised in descriptive and explanatory research. This study employs a systematic review approach that is narrative in nature, specifically utilising the Systematic Literature Review (SLR) method with the Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) guidelines. The researchers identified and analysed relevant research topics within descriptive studies and discussed contemporary and engaging issues. Through the Systematic Literature Review using the PRISMA method, the researchers were able to comprehensively search for and filter relevant publication articles. To find publication articles that align with the research objectives, various inclusion and exclusion criteria established by the researchers were strictly applied.

The research consisted of 29 published articles, and the findings were organised methodologically and presented in accordance with PRISMA criteria. The PRISMA technique was used to assist in the methodological organisation and presentation of study findings. A comprehensive strategy was implemented to enhance knowledge about the subject by integrating information from 29 published articles that met the established criteria set by the research team. This study contributes to the advancement of knowledge in this field by employing a narrative systematic review technique while adhering to the principles outlined in the PRISMA guidelines, thereby providing results that can be useful for future descriptive and explanatory research. Fig 3 below shows the PRISMA methodology techniques employed by the researchers:



**Fig. 3:** Stages of SLR Analysis with the PRISMA Technique  
(Source: PRISMA analysis, 2025)

### 4.0 RESULTS

#### 4.1 Number and Type of Publication Articles

Based on the systematic literature review of 29 selected journal articles, information was obtained regarding the number and type of publications reviewed, as follows:

1. Journal Title and Code

To facilitate the review conducted by the researchers, the reviewed journals were codified as shown in the Table 1.

**Table 1:** List of Journals Reviewed

<b>Code</b>	<b>Title</b>	<b>Year</b>	<b>Country</b>	<b>Affiliation</b>
[1]	Social Representations Of The European Capitals And Destination E-Branding Via Multi-Channel Web Communication	2019	Italy	Sapienza University of Rome
[2]	Boosting City Image For Creation Of A Certain City Brand	2019	Italy	School of Urban and Regional Planning, University of Florence
[3]	Planning Cities4People—A Body And Soul Analysis Of Urban Neighbourhoods	2020	Poland	KTH Royal Institute of Technology
[4]	History, Modernity, And City Branding In China: A Multimodal Critical Discourse Analysis Of Xi'an's Promotional Videos On Social Media	2023	China	The Hong Kong Polytechnic University
[5]	Branding China Through The Internationalization Of Higher Education Sector: An International Students' Perspective From China	2020	China	Kean University Wenzhou Campus
[6]	Art-Event Image In City Brand Equity: Mediating Role Of City Brand Attachment	2020	India	Cochin University of Science and Technology
[7]	Comparing City Image And Brand Identity In Polycentric Regions Using Network Analysis	2020	Netherland	Delft University of Technology
[8]	Leveraging Tokyo 2020 To Re-Image Japan And The Olympic City, Post-Fukushima	2021	England	University of Surrey
[9]	Informality And The Branding Of Creative Places: The Case Of Suci Screen-Printing Kampong In Bandung, Indonesia	2021	Indonesia	Institut Teknologi Bandung
[10]	Place Branding And Growth Machines: Implications For Spatial Planning And Urban Development	2022	Canada	Ryerson University dan University of Western Ontario
[11]	Place Branding (R)Evolution: The Management Of The Smart City's Brand	2021	Poland	Lodz University of Technology
[12]	The Sense Of Place And Its Influence On Place Branding: A Case Study Of Sanandaj Natural Landscape In Iran	2020	Iran	University of Tehran
[13]	Ningbo City Branding And Public Diplomacy Under The Belt And Road Initiative In China	2021	China	University of Nottingham Ningbo China
[14]	Architecture And City Branding: Role Of Iconic Buildings	2019	Egypt	October University for Modern Sciences and Arts (MSA) University
[15]	Tourism As An Aspect Of City Branding In Functional Urban Areas	2021	Poland	Bialystok University of Technology
[16]	Sullana City Brand: Opportunity And Challenges In Piura, Peru	2022	Peru	Universidad Nacional de Frontera (UNF)
[17]	Connecting Identity And Image Of City Branding In Kota Tua (Old City) Jakarta	2019	Indonesia	State University of Jakarta
[18]	Systematic Creation Of A City's Visual Communication: Logo Design Based On The Phoenix Flower In Tainan City, Taiwan	2022	China	City University of Macau
[19]	A Review Of The Essence Of City Branding In Enhancing Image And Identity Of A City	2022	Malaysia	UNIVERSITI MALAYA
[20]	The Adaptive Reuse Of Cultural And Historical Heritage As An Asset In City Of Riga Branding. Case Of Hanzas Perons	2022	Latvia	Latvian Academy of Culture
[21]	City And Festival: Spaces Of "Site" Identity, Territorial Development And Branding	2021	Russia	Irkutsk National Research Technical University
[22]	The Design Of City Brand Visual Image Recognition System	2021	Korea	Seoul National University
[23]	Media Technologies In Shaping Urban Identity	2020	Russia	Samara State Technical University
[24]	Between Branding And Being: How Are Inclusive City Branding And Inclusive City Practices Related?	2024	Netherland	Erasmus University Rotterdam
[25]	How Can Cities Build Their Brand Through Arts And Culture? An Analysis Of Ecoc Bidbooks From 2020	2024	Rumania	Transilvania University of Brasov

Code	Title	Year	Country	Affiliation
	To 2026			
[26]	A Critical Typology Of “Good Place Branding” Lessons From Place-Branding Expertise	2023	Sweden	Lund University
[27]	Place Attachment And The Expression Of Thematic Imageries In An Urban Kampung In Surakarta, Indonesia	2023	Indonesia	University of 17 Agustus 1945 (UNTAG) Semarang
[28]	Public Squares As Catalysts For City Brand	2023	Iraq	Architectural Engineering Department, Al Nahrain University
[29]	Temporary Identification Style Of Urban Areas	2021	Russia	Kazan State University of Architecture and Engineering

## 2. Distribution of Publication Years

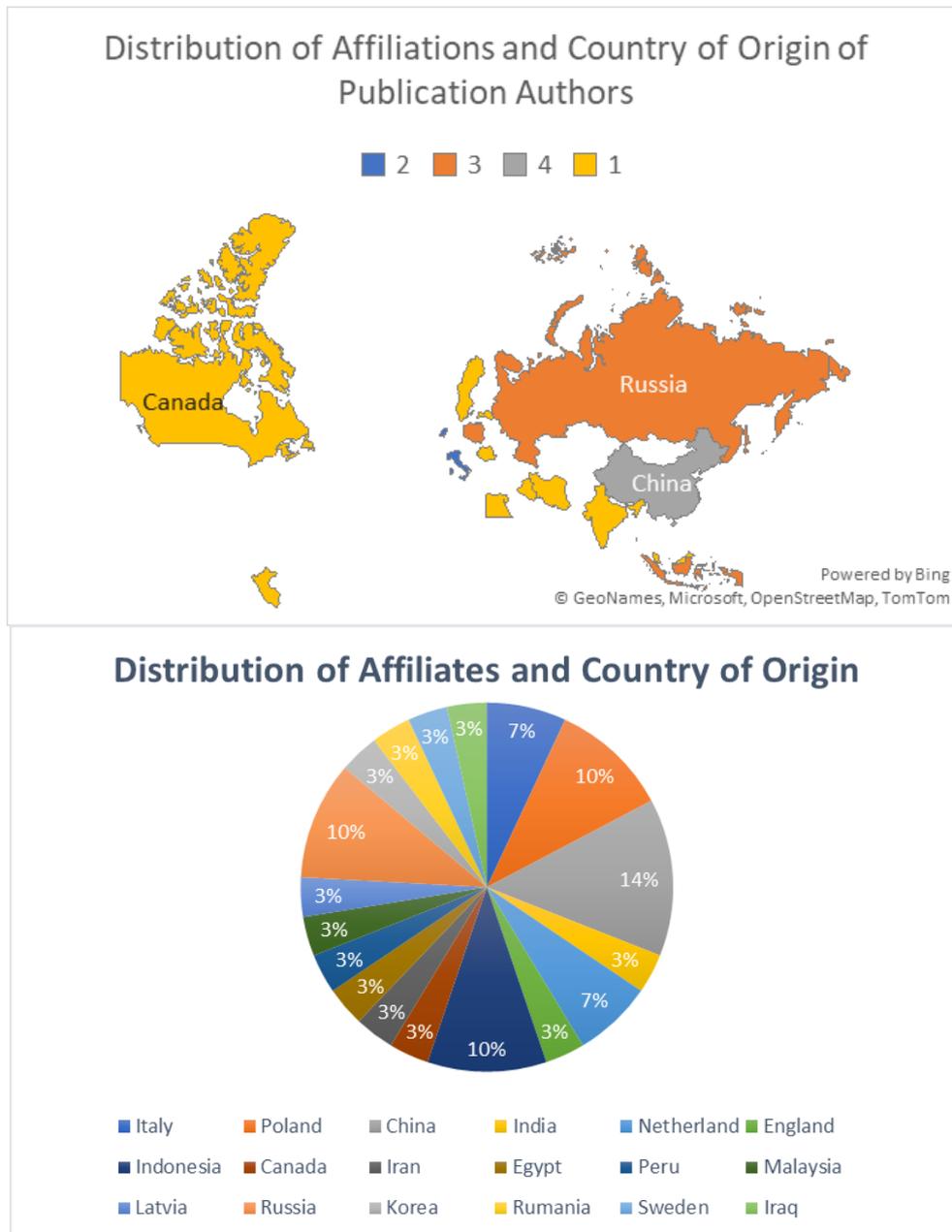
Literature studies on various academic publications regarding city branding, city image, and city identity are conducted by researchers, considering the increasingly dynamic and innovative developments of cities. Based on the classification by publication year, many studies indicate developments in research on city branding, city image, and city identity within the last five years. The studies conducted during the last five years are as follows: 2018 (13.79%), 2019 (20.69%), 2020 (27.59%), 2021 (16.24%), 2022 (13.79%), and 2024 (6.90%), as shown in Table 2:

**Table 2** : Distribution of Publication Year

Years	Total	Percentage
<b>2019</b>	4	13,79
<b>2020</b>	6	20,69
<b>2021</b>	8	27,59
<b>2022</b>	5	16,24
<b>2023</b>	4	13,79
<b>2024</b>	2	6,90
<b>Total</b>	29	100,00

## 3. Distribution of Affiliations and Country of Origin of Publication Authors

The classification of authors, as depicted by their affiliations, reveals that in the overall literature review of the 29 articles reviewed, all are affiliated with academic institutions, namely universities and colleges (See Fig. 4). This indicates that the scientific development regarding city branding, city image, and city identity is progressing dynamically and rapidly, so that research on this theme continues to develop both substantially and practically. Academic affiliations from various universities, spread across countries both developed and developing, demonstrate a collaborative effort in developing a future city identity.



**Fig. 4: Author Affiliation Distribution**  
(Source: Data Illustration with Microsoft Excel, 2025)

## 2.2 Important Substances of Publication Articles

Based on the results of a systematic literature review of 29 selected journal articles, the important substance of each article was obtained descriptively as shown in Table 3.

**Table 3 : Review of Literature and Emerging Variables**

No	Author	Research Theory	Methodology	Variable Research
1	A.S. de Rosa	Brand Identity (Aaker, 1996); Brand Image (Baloglu and McCleary, 1999)	Content Analysis	Institutional places, geographical places, social recreation places, urban places, architectural places; Best performance, good performance, medium performance, medium performance, lower performance; Updating, reability, content
2	A. Shirvani	Systematic approach	(Grounded Theory)	Economic Performance, Media and

	Dastgerdi	(Strauss & Corbin, 1994); Emerging approaches (Glaser, 1994); Constructivist approach (Charmaz, 2006)	Purposive Sampling dan Content Analysis	Advertising, Cultural Activities, Policy, Spatial Planning
3	M. Hårsman Wahlström	Place identity, place attachment	quantitative (Urban Neighbourhood analysis)	Body: Meeting place, public service, commercial service, connectivity; Love: pride, satisfaction, loyalty; Soul: cultural diversity, beauty, imagery, security, symbolic, experience, accessible nature, walkability, loyalty, identification
4	Y. Wang	Urban imaginary, city branding	Multimodal Critical Discourse Analysis	modernity: Style, Youth, Fantasy city, Popularity, internationality; historical: Reshaping and revitalizing folk arts
5	S. Yousaf	Nation Branding, customer-oriented perspectives (Lomer, Papatsiba, & Naidoo, 2018)	Snowball Sampling	country distance, national image, brand equity, behavioural intention
6	D. Jawahar	Event Image, city brand equity, city attachment	Sampling (kuisisioner), SEM	Demographics and travel habits
7	N. Wäckerlin	Place Branding	Quantitative Network Analysis	People's Views on the City; Cognitive and affective attention
8	D.M.B. Duignan	Place Branding (Keller, 2003)	Qualitative and Multimethod	Branding strategies and initiatives, innovation functions and representatives, management challenges
9	F.Z. Fahmi	City Branding (Kavaratzis, 2004; Dinnie, 2011)	Qualitative (Content Analysis)	Village potential, development framework, development components, respect and self-esteem
10	E. Cleave	Place branding	semi-structured interviews	Central Partners, peripheral partners, cycles of place
11	M. Grebosz-Krawczyk	Smart City	direct or indirect communication with respondents through questionnaire surveys by phone or online	Emotional Values, Functional values, smart values
12	H. Falahatkar	Sense of Place	Qualitative	Social and cultural (ethnicity and religious background)
13	S.I. Zhang	city branding	Qualitative	Stakeholder perception: Official, residents, business, expatriates
14	R. El Messeidy	City Branding	Qualitative	Landmark, spot truism, perspective
15	E. Glińska	City Branding	Content Analysis	Atmosphere, attraction, amenities, access
16	A.P.C. Milagros	City Branding	Quantitative, descriptive (Random Probability Sampling)	Colour Association, Banyangan Association, Slogan, Pride
17	R. Hidayat	City Branding, City Image, Image Building	Qualitative	Symbols, Slogans, logos, brands, and other attributes
18	W.P. Hsun	Bergstrom (2008) contends that two aspects make up a sign: form and content.	Content Analysis and Morphology Analysis	Symbols, cultural elements, Typeface design, Industrial embodiments, meaning of the human body
19	N.A. Ghafar	City Image and City Identity, Kavaratzis (2009) and Oguztimur and Akturan (2015).	Content Analysis	Emotional value, identity, city assets

20	L. Ozoliņa	cultural heritage, city identity, city branding, sense of belonging	Qualitative	architecture and cultural heritage, adaptive reuse as a process of preservation, architecture, and opportunity
21	O. Ye Zheleznyak	Authentic image space and traditional festival cultural archetypes	Descriptive	Regional uniqueness, Vital activities, Meetings between traditions
22	Y. Wu	City visual image	Response Surface Method Experiment (RSM and ANN)	Urban Planning and Demography
23	T.V. Karakova	Urban Image	Qualitative	Communion, Deterritorialization, attitude
24	R. Zhao	city branding	Qualitative (content analysis)	Practice and Demographics
25	E.L. Ciuculescu	City branding	Qualitative	Cultural programs that can be a branding strategy
26	J. Bertilsson	Good Place Branding (Weber, 1922)	Grounded Theory	Totemic, Artistic, Platformic, Mimetic
27	Krismawanti	Place attachment	Qualitative	People, Culture, and Place
28	S.M. Jameel	Kevin Lynch 1960 (City Image)	Descriptive Approach with Questionnaires	Dimensions and Images of Public Spaces; Quality of Public Space; City Image; City Identity
29	D. Koshkin	Urban Temporary Identification Style	Typology and classification approach	Cultural Event, Sport event, Design

From the preceding steps, it was observed that there are several similarities in research variables, theories, and methodologies used across the journals. Subsequently, an interpretation of the variables was conducted to determine the number of shared variables used by the identified journals. Table 4 shows the distribution of research variables.

**Table 4 : Distribution of Research Variables**

No	Variable Research	Research Paper	Total
1	Economics	Shirvani Dastgerdi & De Luca, (2019) ; Jameel & Hussien (2023)	2
2	Culture	Shirvani Dastgerdi & De Luca, (2019) ; Falahatkar & Aminzadeh (2020) ; Ozolina, (2022) ; Zheleznyak & Korelina (2021) ; Ciuculescu & Luca (2024) ; Krismawanti, K., & Nursanty, E. (2023) ; (Jameel & Hussien, 2023) ; Koskhin (2021) ;	8
3	Policy and Government	Shirvani Dastgerdi & De Luca, (2019) ; Jameel & Hussien, (2023)	2
4	Spatial Planning	Shirvani Dastgerdi & De Luca, (2019) ;   Wu, Y., & Shen, M. (2021)	2
5	Habits or activities	Yousaf (2020) ; Jawahar (2020) ; Zheleznyak & Korelina (2021) ; Jameel & Hussien (2023) ;	4
6	Demography	Jawahar (2020) ;   Wu, Y., & Shen, M. (2021) ; Zhao et al., (2024)	3
7	Functions and Representatives of Innovation	Duignan (2021) ; Grebosz-Krawczyk (2021) ; (Jameel & Hussien, 2023) ;	3
8	Place	Cleave & Arku, (2022) ; Krismawanti, K., & Nursanty, E. (2023) ;	2
9	Emosional value	Grebosz-Krawczyk (2021) ; Ghafar et al. (2022)	2
10	Social	(Falahatkar & Aminzadeh, 2020) ; (Jameel & Hussien, 2023);	2
11	Identity	Hidayat (2019) ; Ghafar et al. (2022)	2

## 5.0 DISCUSSIONS

### 5.1 City Branding and Strategy for Blitar City

The multifaceted concept of City Branding emerges as a prominent theme in a significant portion of the reviewed literature (Shirvani Dastgerdi & De Luca, 2019), (Wang & Feng, 2023), (Yousaf et al., 2020), (Jawahar et al., 2020), (Wäckerlin et al., 2020), (Duignan, 2021), (Fahmi et al., 2021), (Cleave & Arku, 2022), (Falahatkar & Aminzadeh, 2020), (Zhang et al., 2021), (El Messeidy, 2019), (Glińska, 2021), (Milagros, 2022), (Hidayat et al., 2019), (Ozolina, 2022), (Zhao et al., 2024), (Ciuculescu & Luca, 2024), and (Jameel & Hussien, 2023), with 18 out of 29 articles directly addressing it. These studies collectively highlight a range of key variables that intricately shape a city's brand identity. The preceding analysis identifies 11 key components that shape city branding. For Blitar to effectively position itself as a national tourism destination centered on its unique historical and cultural assets—namely, the Tomb of Bung Karno (Indonesia's first president), the Proclamators of Indonesian Independence, and starfruit agrotourism in Karang Sari—these components must be strategically leveraged:

1. **Economic Landscape:** As Bumi Bung Karno, Blitar can leverage tourism centred on its historical significance and agrotourism in Karang Sari. Supporting local businesses that offer Bung Karno-themed memorabilia and star fruit-based products boosts the local economy and enhances the city's brand. Highlighting these unique economic drives attracts tourists seeking cultural experiences and agricultural products, solidifying Blitar's economic landscape as a blend of history and nature.
2. **Historical Context and Modernity:** Blending historical narratives with contemporary innovation, Blitar can connect its legacy as Bumi Bung Karno with modern attractions. Interactive exhibits at the Bung Karno Museum and virtual tours of star fruit farms create a unique experience. This approach celebrates Blitar's past while offering engaging, modern tourism opportunities.
3. **Urban Activities and Events:** Organising events and festivals that celebrate Blitar's historical and agricultural heritage enhances its brand. Commemorations of Bung Karno's life and star fruit harvest festivals create a vibrant atmosphere. These activities attract tourists and highlight the city's unique blend of history and agriculture.
4. **Demographic Diversity:** Promoting inclusivity while showcasing Blitar's rich history related to Bung Karno and the star fruit agro-industry helps attract visitors. Supporting cultural exchange programs and community-based tourism initiatives further enriches the visitor experience. Engaging diverse community members in tourism efforts enhances the environment for both residents and visitors.
5. **Perceptual Impressions:** By ensuring positive experiences and promoting what Blitar offers, effective management of these elements can grow tourism for Bumi Bung Karno and star fruit. Addressing concerns and promoting what Blitar has to offer strengthens Blitar's reputation and attracts tourists. Showcasing these unique facets enhances Blitar's appeal.
6. **Functional Innovation:** Functional innovation improves tourist experiences, as innovation can help tourists get around historical sites or star fruit farms. By implementing user-friendly mobile apps for the city that help guide people around, this makes the city become more memorable for tourists. It would also positively shape the image of the city.
7. **Development Potential and Awareness:** Capitalising on Blitar's historical assets and Karang Sari's star fruit agro-industry drives tourism. Developing themed accommodations and cultural experiences centered around Bung Karno and star fruit enhances the city's appeal. Highlighting these aspects draws tourists and strengthens Blitar's brand.
8. **Policy and Governance:** Developing policies that support tourism development while preserving Blitar's cultural heritage and star fruit agro-industry is essential for long-term success. Protecting sites, promoting sustainable tourism, and encouraging local involvement are key. These measures create a collaborative environment, enabling active participation in

shaping Blitar's brand identity.

9. **Iconic Landmarks:** Leveraging the Tomb of Bung Karno and star fruit farms as iconic landmarks defines Blitar's identity. Promoting these landmarks through targeted marketing campaigns makes them recognisable to visitors. These recognisable locations draw visitors in and shape Blitar's identity.
10. **Tourism & Tourism Infrastructure:** Improving accommodations and the visitor center enhances tourist experiences, especially for Bumi Bung Karno and star fruit. By providing high-quality services and amenities, this increases the city's image as a prime location. Doing so will create a unique experience.
11. **Identity & City Slogan:** Developing a slogan that represents the legacies of Bumi Bung Karno and star fruit is paramount for Blitar. A good city slogan can attract more tourists by showcasing both those aspects of the city and setting it apart from others. This will entice those looking for an authentic cultural experience.

## 5.2 City Image and Strategy for Blitar City

The discussion of city image is covered in detail in Journals (Shirvani Dastgerdi & De Luca, 2019), (Hårsman Wahlström et al., 2020), (Jawahar et al., 2020), (Grebosz-Krawczyk, 2021), (Ghafar et al., 2022), (Wu & Shen, 2021) and (Karakova et al., 2020). Based on the systematic review of 7 out of 29 journals, the topic of city image is discussed. Within the discussion of city image, it is known that several variables are discussed in several journals and are key to seeing how a city image can be formed:

1. **Media and Advertising:** Media and advertising play a crucial role in shaping the image of a city. In Blitar, effective communication strategies that promote its identity as Bumi Bung Karno and highlight the agrotourism potential of star fruit can significantly enhance public perception. Utilising various media channels to disseminate information about historical sites and agricultural attractions will help create a favorable impression. As discussed in Journals (Shirvani Dastgerdi & De Luca, 2019) and (Karakova et al., 2020), targeted advertising campaigns can effectively communicate Blitar's unique offerings to potential visitors.
2. **Spatial Planning:** Spatial planning is essential for developing a coherent city image that reflects its historical significance and agricultural assets. In Blitar, well-structured urban planning can facilitate access to key attractions like the Tomb of Bung Karno and star fruit farms in Karang Sari. By integrating these elements into policy documents, the city can create an inviting environment that enhances its image as a tourist destination. This aspect is emphasised in Journals (Shirvani Dastgerdi & De Luca, 2019) and (Wu & Shen, 2021), which highlight the importance of strategic planning in shaping a city's identity.
3. **Product Perception:** The perception of products associated with a city contributes significantly to its overall image. In Blitar, promoting local products such as star fruit and Bung Karno memorabilia can enhance the city's branding efforts. By emphasising the quality and uniqueness of these products, Blitar can foster a strong connection between its agricultural heritage and historical significance. This connection is explored in Journals (Hårsman Wahlström et al., 2020) and (Jawahar et al., 2020), which discuss how product perception influences city branding.
4. **Event Image:** Events play a vital role in shaping the character of a city's image. For Blitar, hosting events that celebrate its historical legacy and agricultural heritage—such as star fruit festivals or commemorations of Bung Karno—can create memorable experiences for visitors. These events not only attract tourists but also foster community pride and engagement. The significance of the event image is discussed in Journal (Jawahar et al., 2020), highlighting how such activities contribute to a city's overall branding strategy.
5. **Value:** The concept of value encompasses both emotional and practical aspects that shape a city's image. In Blitar, promoting the emotional value associated with its historical sites and agricultural experiences can enhance visitor engagement. By highlighting the unique stories behind Bung Karno's legacy and the cultural significance of star fruit, Blitar can create a compelling narrative that resonates with tourists. This aspect is explored in Journals (Grebosz-Krawczyk, 2021) and (Ghafar et al., 2022), which emphasise the importance of value in city branding.
6. **City Assets:** The assets possessed by a city are fundamental in forming its image. In Blitar, leveraging iconic landmarks like the Tomb of Bung Karno alongside agricultural assets such as star fruit farms creates a distinctive identity for the city. These assets not only provide cultural significance but also serve as attractions that attract visitors. The importance of urban assets in shaping city image is highlighted in Journal (Ghafar et al., 2022), underscoring their role in branding efforts.

## 6.0 CONCLUSION

In conclusion, the development of city branding for Blitar as Bumi Bung Karno and its agrotourism potential through Karang Sari's star fruit farms is essential for enhancing its identity and attracting visitors. By strategically leveraging various components such as media and advertising, spatial planning, product perception, event image, and urban assets, Blitar can create a compelling narrative that resonates with both tourists and residents. These elements work synergistically to shape a positive city image that reflects Blitar's rich historical legacy and agricultural heritage.

Furthermore, effective policy and governance are critical to support these branding efforts. Implementing regulations that promote sustainable tourism practices while preserving cultural heritage will ensure long-term success. By fostering community involvement and enhancing infrastructure, Blitar can create an inviting environment that not only attracts tourists but also instills pride among its residents. Ultimately, a well-executed city branding strategy will position Blitar as a premier destination for cultural and agrotourism, celebrating its unique offerings while contributing to the local economy.

## ACKNOWLEDGMENTS

First and foremost, we thank the Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) at ITN Malang for their generous support through the internal competitive research grant in 2024, which made this study possible.

We also extend our appreciation to the Pemerintah Kota Blitar and its relevant departments for their cooperation in providing data and facilitating research permits. Their assistance was crucial in gathering the necessary information for this study.

Finally, we are grateful to the Kelurahan Karang Sari community for their openness and support, particularly in highlighting the attractions of belimbing agrotourism. Their local insights provided invaluable context for our analysis.

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