Brand Identity Model to Develop Bondowoso Regency as the "Republic of Coffee" in Indonesia

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Abstract

The development of regional brand identity is crucial in enhancing economic competitiveness and strengthening the image of Bondowoso Regency as a leading coffee center. Bondowoso Regency, as a historic site and coffee production hub, faces challenges in maintaining and expanding its positive image to support sustainable economic growth and promote culture-based tourism, as well as its natural resource potential. This study proposes a brand identity model based on Kapferer's Brand Identity Prism theory and empirical data to establish Bondowoso Regency's branding as the "Republic of Coffee" in addressing these challenges. A qualitative approach was employed in data collection, involving interviews with eight informants from various stakeholders, field observations, and documentation from both primary and secondary sources. Validation was carried out through data triangulation and documentation analysis to ensure the consistency and validity of the findings. Data analysis integrated theory and empirical data in developing a strategy for building an authentic, integral, and sustainable brand identity. The research findings indicate that the success of this branding can enhance the region's image, attract tourists, and drive economic growth through strong and consistent brand identity elements. These findings underscore the importance of collaboration among the government, community, and businesses in establishing a relevant and enduring brand image. The implementation of this model is expected to position Bondowoso Regency as a national and international hub for coffee.

Keywords: Brand Identity, Bondowoso Regency, City Branding, Economic Development, Republic of Coffee

Introduction

Coffee plays a significant role in the national economy (Wahyudi et al., 2020). Coffee, with a competitive market, is one of the most important commodities in Indonesia's agricultural industry (Putri et al., 2024). The International Coffee Organization (ICO) asserts that Indonesia has a significant opportunity to increase coffee production due to the rising global trend in coffee consumption (As'ad & Aji, 2020).

One of Indonesia's regencies with the most potential for the coffee industry is the Bondowoso Regency, which contributes significantly to labor absorption and Gross Regional Domestic Product (GRDP) (Hermanuadi et al., 2018). Known as the "Republic of Coffee," Bondowoso Regency is the leading provider of coffee beans in East Java Province, Indonesia (Oktavianawati et al., 2020). The title of the "Republic of Coffee", held by Bondowoso Regency, is well-deserved. Out of 34 plantation units owned by PTPN XII in East Java Province, only four cultivate Arabica coffee, three of which are located in Bondowoso Regency, namely Jampit Farm,

Blawan Farm, and Pancor Farm, while the remaining one is Kayumas Farm in Situbondo Regency (ptpn12.com, 2019). The dominance of Arabica production in Bondowoso is closely linked to various factors that influence consumers' decisions to purchase coffee, including personal considerations, product attributes, cultural and social aspects, external environmental conditions, coffee viscosity, and non-product attributes (Tapaningsih, 2020).

Figure 1. Logo Bondowoso Regency as the "Republic of Coffee"
Source: Memo Indonesia (2018)

To maximize its coffee potential, Bondowoso recognizes the importance of innovation and city branding. Innovation is now crucial for gaining a competitive advantage, including in developing city branding (Aidhi et al., 2023). City branding is a marketing concept that utilizes specific symbols and emblems to establish a city's identity and promote tourism (Sukamdani et al., 2023). City branding formation is a strategy to enhance and strengthen a city's positive image perception (Asysyauki et al., 2024). City branding aims to promote the arts, culture, tourism, industrial hubs, education, and community well-being by integrating all aspects of the city, including its citizens, public spaces, infrastructure, and transit networks.

The Bondowoso Regency Government plays a crucial role as both a regulator and promoter in the agricultural, especially coffee industry. The Bondowoso Regency Government has issued two local regulations related to the development of the city branding of Bondowoso Regency as the "Republic of Coffee". These regulations were established through Bondowoso Regent Regulation No. 25/2017 on the Management and Commerce of Bondowoso Coffee Products and Bondowoso Regency Regulation No. 02/2018 on the Protection and Development of Bondowoso Coffee Clusters. Based on these regulations, to strengthen Bondowoso Regency's city branding as the "Republic of Coffee," coffee produced in the Ijen Plateau, Raung Plateau, and Argopuro slope areas is designated as recommended commodities that are proven superior in quality, yield, and taste. These products are also required to carry the identity as Bondowoso Coffee on their

packaging (Sekretariat Daerah Kabupaten Bondowoso, 2017). In addition, the Regency promotes research and development within the Bondowoso Coffee Cluster to advance science and technology in cultivation and processing, with the aim of improving product quality, consumer responsiveness, and environmental sustainability (Sekretariat Daerah Kabupaten Bondowoso, 2018).

The Bondowoso Regency Government is developing the first Bondowoso Regency brand identity model, titled the "Republic of Coffee," on May 22, 2016, to support the growth of the sustainable coffee industry in Indonesia. Brand names play a crucial role in influencing tourists' decisions to visit, as they identify the brand's image and make it easy for them to remember and recommend it (Chan et al., 2022).

Along with the increase in tourism activity with the promotion of Ijen Geopark and Bondowoso Regency as the "Republic of Coffee," the number of tourists has also increased. Based on Figure 2, Bondowoso Regency experienced a 51.47% increase in domestic and foreign tourist visits, reaching 555,171 people, compared to the previous year (Dinas Komunikasi dan Informatika Kabupaten Bondowoso, 2024). This is also in line with the revenue of Bondowoso Regency in the tourism sector from taxes and levies in the second semester of 2023, totaling Rp. 6,490,836,006 with details of revenue from taxes of Rp. 6,121,993,906 (94%) and revenue from levies of Rp. 368,842,100 (6%) (Badan Pendapatan Daerah Kabupaten Bondowoso, 2024; Badan Pendapatan Daerah Kabupaten Bondowoso, 2024a).

Figure 2. Bondowoso Regency Tourism Data in 2023
Source: Dinas Komunikasi dan Informatika Kabupaten Bondowoso (2024)

Bondowoso Regency's "Republic of Coffee" city branding has had a significant impact on tourism, industry, retail, and society; however, it has become less optimal due to internal and external factors, including the pandemic and regional power shifts (Muis, 2023). The COVID-19 pandemic has had a significant impact on Indonesia's economy, with the transportation, hospitality, and healthcare sectors being the most severely affected, followed by the domestic sector (Hamzah et al., 2021). In addition, shifts in regional power within local governments can have broad and varied effects, impacting international relations, economic dynamics, security, and social stability. The Regional Head plays a central role in this process, as their leadership determines the effectiveness of the regional government. This effectiveness is reflected in the Regional Head's ability, competence, and capacity to carry out administrative, managerial, leadership, guidance, and service functions (Fatmawati, 2021).

Table 1. Top 5 Coffee Plantation Production by Regency/Municipality in East Java Province (Tons) from 2021 to 2022

No.	Regency/Municipality	Coffee	
		2021	2022
1.	Malang	13207	13047
2.	Banyuwangi	12547	12504
3.	Jember	11827	11795
4.	Bondowoso	10464	10420
5.	Blitar	3865	3718

Source: Badan Pusat Statistik Provinsi Jawa Timur (2023)

Based on Table 1 above, Bondowoso Regency's coffee plantation production in East Java Province from 2021 to 2022 remains in fourth position, unable to surpass Jember Regency, Banyuwangi Regency, and Malang Regency. As one of the top five coffee-producing regions in East Java (2021-2022), Bondowoso Regency needs to develop a brand identity model as part of the revitalization of its city branding as the "Republic of Coffee". Building a strong brand is crucial because it can enhance a city's economic competitiveness, reputation and global influence (Priporas et al., 2021; Sutjiatmi et al., 2023), and people's perception of a brand's goods and services is greatly influenced by its position relative to its rivals (Lina & Sadasri, 2020).

In developing a regional branding strategy, choosing the proper theoretical framework is crucial to ensure the accuracy of analysis and the success of branding implementation. In this study, Kapferer's Brand Identity Prism (2008) model served as the primary framework for analyzing and developing the brand identity of Bondowoso Regency, positioning it as the "Republic of Coffee". This model was chosen for its ability to holistically integrate various aspects

of brand identity, including physical, personality, culture, relationships, self-image, and consumer perception, which are relevant in shaping the region's image as a tourist destination and coffee production hub.

The main reason for using the Brand Identity Prism is that this model has been widely recognized in various city and product branding studies, and is capable of supporting the development of a consistent and highly competitive brand identity. By adopting this model, a comprehensive mapping of the elements that shape Bondowoso Regency's image can be achieved, ensuring that the developed branding strategy truly reflects the character and uniqueness of the region as Indonesia's premier coffee hub.

The model is highly relevant to this research object because Bondowoso Regency not only emphasizes its coffee commodities but also aims to strengthen its image as a modern, cultured, and internationally competitive region. Thus, using the Brand Identity Prism as the foundation of this concept is expected to help create of a strong and cohesive brand identity, while also facilitating more effective promotional efforts.

Research on city branding have been widely conducted. Several previous studies have examined city branding in the last five years. Farida et al. (2020) carried out a descriptive qualitative approach and found that that Bangkalan Regency is not ready to build a religious tourism brand but the data obtained in the field shows that Bangkalan Regency has a lot of potential for spiritual tourism. Siswanto (2021) conducted a qualitative descriptive analysis showed that during the pandemic, the People's Coffee Cluster Program in Bondowoso Regency underwent changes in marketing and production processes to enhance sales, production, and economic stability. Meanwhile, Jumiati, et al. (2023) showed that Coffee Agro-Industry Development Strategy in Bondowoso Regency reveals the SO (Strength-Opportunities) Strategy. Their study found that this approach is the optimal approach for the development of the coffee agro-industry includes socialization, education, increased sales promotion, innovation, and government involvement in promoting Bondowoso Regency's original coffee. Study by Eldo and Rahayu (2024) demonstrated that in developing city branding, Wonosobo Regency Government uses social media platforms like Instagram, Facebook, YouTube, and TikTok for digital communication. However, the utilization of the social media platforms showed limited effectiveness due to lack of familiarity and limited farmer activity. Lastly, a literature study conducted by Hakim (2024) that explores the elements of measuring the effectiveness of city branding in Blitar Regency showed that choosing "Blitar Land of Kings" as a tagline is the right decision, considering that the tagline can describe the essence of the history of Blitar Regency well.

However, based on several studies that have been described, a lack of research remains on brand identity models in city branding development, particularly in the case of Bondowoso Regency as the "Republic of Coffee". Although several studies have discussed city branding strategies and regional identity development in various parts of Indonesia, the research that examines explicitly effective brand identity models in the context of product-based city branding, such as coffee, is still limited. Therefore, this study offers a new contribution by applying the Brand Identity Prism model to comprehensively design and analyze the brand identity of Bondowoso Regency which has never been done before in this regional context.

This article aims to develop a brand identity model for enhancing the city branding of Bondowoso Regency, positioning it as the "Republic of Coffee". This research argues that formulating a brand identity model for the development of city branding of Bondowoso Regency as the "Republic of Coffee" is needed to address the challenges of the marketing and production process of coffee plantations in the agricultural industry and tourism industry. By addressing this, the Bondowoso Regency's "Republic of Coffee" city branding can have more potential to be on the customer's top of mind. The potential benefit that follows are the increase in the production and sales of Bondowoso Coffee products as well as tourist visits to the regency, which, in turn, will have an impact on the economic stability,.

Theoretical Framework

City Branding

Promotional media has a crucial role in implementing an integrated marketing communication strategy by informing about products or services (Junaedi et al., 2025). Destination brand identity is a social, dynamic structure in the globalized tourism market, constantly competing with the rapid availability of information due to technological advancements and the internet (Escobar-Farfán et al., 2024). City branding, as a government tool, should promote sustainable urban development by integrating cultural and environmental elements with resident experience impressions (Ulimaz et al., 2024). Cities are promoting their sustainability credentials, focusing on the triple-bottom-line, circular economy, and "just transition" concepts, thereby integrating social, economic, and environmental dimensions into their development strategies (Fratini et al., 2019). The integration of city branding and urban development practices promotes a shift towards more participatory and democratic governance in urban sustainability plans, resulting in more pluralistic economic value outputs (Gonzalez & Gale, 2023).

City branding is a subset of place and city marketing that emphasizes uniqueness, authenticity, and promotion of a city (Kotler et al., 1993; Asadzadeh et al., 2021). City branding is

a popular strategy for enhancing a city's image and appeal, aiming to create a unique identity that is appealing to visitors, investors, and city residents (Cleave & Arku, 2020). City branding aims to enhance the city's appeal, attract tourists and investment, and enhance the quality of life for its residents (Prasetya & Laksono, 2021). City branding involves enhancing the city's visual image and uniqueness, as well as capturing people's impressions and experiences during their visit (Mihardja et al., 2019).

City branding fosters pride and a sense of belonging among citizens by connecting them to their city's vision and identity. Engaging communities in the branding process creates shared narratives and a sense of belonging, strengthening resilience and cohesion activities (Florek et al., 2021). City branding is crucial for cities to differentiate themselves and establish robust identities that appeal to their intended audiences (Belabas & George, 2023). A brand's symbolic system, encompassing logos, colors, shapes, and audio elements, influences audience perception by triggering emotions, associations, and perceptions through its impact on the audience (Pratiwi, 2025). A brand's symbolic system can also serve as a Call to Action (CTA) that invites the audience to take specific actions related to the product or service provided, such as making a purchase, contacting the company, or visiting a website (Junaedi, 2025).

Branding is a multifaceted process that involves creating a distinct identity for products, services, or organizations through various attributes and communication strategies. Moilanen & Rainsto (2009) outline a systematic approach to designing a place's branding, starting with "Start-up and Organization" and moving to the "Research Stage" and "Forming Brand Identity". The "Making, Executing, and Enforcing the Plan" stage involves analyzing place images, strengths, weaknesses, and competitor studies. The "Implementation and Follow-up" stage plans detailed budgets for implementation activities. This process ensures a well-structured and effective branding strategy for a city. However, challenges such as the risk of misinformation can damage a destination's image, so it is essential to ensure that the content presented is authentic and positive to strengthen the image of Bondowoso Regency and encourage sustainable tourism growth (Junaedi et al., 2025a).

City branding involves identifying city assets, such as culture, tourism, history, buildings, and structures, that are easily accessible to the government and community (Susanti, 2018; Zahrah, 2023). A city can benefit from branding through various advantages, such as community character and culinary excellence (Zahrah, 2023). Lestari et al. (2020) emphasize the importance of public involvement and intersectoral collaboration in city branding in Indonesia, as the current approach primarily focuses on slogans and logos, neglecting public aspirations and local identities, and lacks intersectoral coordination.

Brands are socially constructed entities shaped by stakeholder interactions, challenging the technicist view of brand application in a specific city, region, or country (Carniello & Dos Santos, 2022). The importance of cultural identity, community engagement, environmental elements, governance, safety, infrastructure, and services in effective city branding lies in the fact that these interconnected components create a unique narrative, foster a sense of belonging, and influence the city's attractiveness to residents and investors (Kowaas et al., 2023). Consistency in marketing strategy and messaging can enhance brand identity, helping customers distinguish the brand from competitors, improve sales management, and generate better revenue for the brand (Shams et al., 2024).

Brand Identity

Brand management relies on positioning, a marketing concept developed in the 1960s, which involves a brand occupying a consumer's mental space and aiming to leave a lasting impression (Petitimbert, 2024). Brands are patterns of familiarity, trust, and reassurance, created through promotions, customer service, social responsibility, reputation, and visuals, and are managed through intellectual assets (KL & Babu, 2024).

Brand identity represents a set of unique attributes and associations (Aaker, 1996). Brand identity is the foundation of all marketing actions and significantly influences their success or failure (Rose, 2020). Brand identity refers to the perceived meaning and impact of a brand on consumers, while loyalty is a crucial consumer behavior that ensures regular purchases (Susetyo et al., 2024).

The organization's vision, mission, and goals are crucial elements that must be effectively communicated to establish a positive brand image (Ingenhoff & Fuhrer, 2010; Bawazir et al., 2024). Brand communication management involves delivering messages that cater to the target audience, taking into account audience analysis, message selection, and the chosen media (Risanti et al., 2021). Brands can better respond to audience identity by understanding it, as the audience constructs their own unique identity, influenced by various factors, thereby fostering strong connections with the audience (Kateryna & Luibov, 2024).
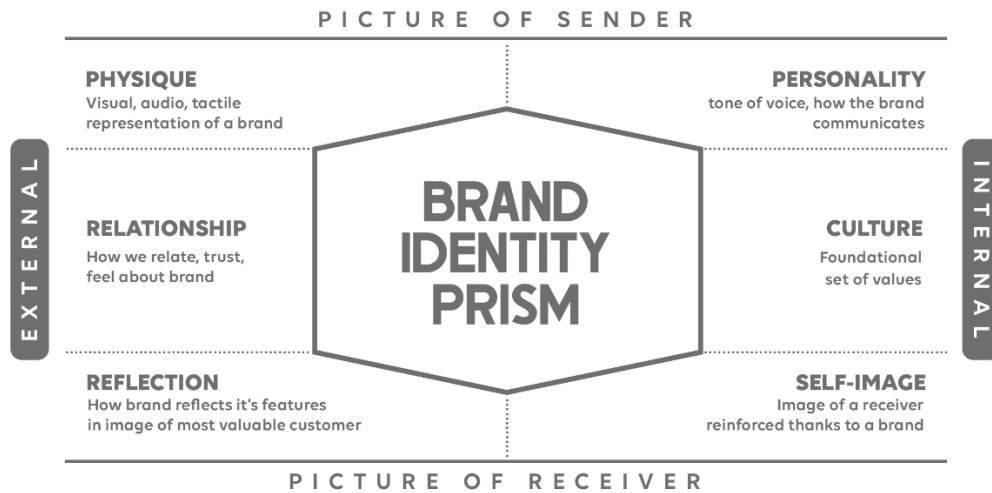
Figure 3. Kapferer's Brand Identity Prism
Source: Screens.Agency (2023)

Kapferer criticized organizations for neglecting brand purpose, prioritizing marketing activities such as those of designers, graphic artists, packaging, and advertising agencies over developing effective branding policies (Kapferer, 2008). Kapferer developed the Brand Identity Prism (Figure 3) to illustrate the interdependence of elements, aiming to create a concise, clear, and appealing brand identity (Kapferer, 1994). Jean-Noël Kapferer's brand identity theory, using a six-dimensional prism, assesses a brand's image based on its vision, distinctive features, values, competence, and metable needs (Kovács, 2020). According to Kepferer (2008), a well-presented brand must be seen as a person (constructed source: physique and personality) and a stereotypical user (constructed receiver: reflection and self-image). A brand has social aspects that define its external expression (externalization: physique, relationship, and reflection) and aspects that are incorporated into the brand itself (internalization: personality, culture, and self-image).

The theory identifies six elements based on their position between the business (Sender) and the client (Recipient), ranging from internal to external dimensions (Lombard, 2018; Rose, 2020). Kepferer (1994) identifies six aspects of brand identity, including physique, personality, culture, relationship, reflection, and self-image. These aspects can only come to life when the brand effectively communicates with its consumers. Strong brands are capable of weaving all aspects into a compelling whole to achieve a concise, clear, and appealing brand identity.

The six aspects of brand identity are described in depth as follows. *First*, the physical form, which is shaped by elements such as colors, shapes, or designs, serves as the foundation of brand identity (Chevalier & Mazzalovo, 2008; Zwakala & Steenkamp, 2021). *Second*, personality is a brand's character, influencing how the brand communicates with customers, creating the

impression of possessing specific qualities, and endowing them with human characteristics (Keller, 2013). *Third*, culture is the set of values and principles that guide a brand's behavior, products, and communication, often originating from the cultural values of the brand's original developer (Beverland, 2018). *Fourth*, a brand's representation of human relationships necessitates that brand managers communicate their connection with customers, as each product has its unique voice and target audience (Kovács, 2020). *Fifth*, reflection is the consumer's desire to be perceived and make a positive impression when using a brand, referencing the stereotypical user and influencing identification (Iankov et al., 2020). *Lastly*, self-image is a crucial aspect of marketing, influencing a consumer's perception of a brand as a means of self-identification (Kovács, 2020).

Method

This work employs a qualitative approach in conjunction with a case study design. Case studies become more relevant when more questions need a thorough and "in-depth" explanation of a particular social issue (Yin, 2018). A case study focuses on a single situation, activity, project, or occurrence that highlights noteworthy topics (Kriyantono, 2021). The case study research approach aims to understand a phenomenon in its natural setting by examining specific cases within a defined context, such as a person, group, organization, or event (Ercan et al., 2022).

To gather data, this research used in-depth interviews, observations, and document analyses data. In-depth interviews were conducted with stakeholders to get primary data. In-depth interviews are not rigid; they are unstructured and open, as they involve conducting intensive meetings to understand the source's views on the research issues discussed. An informant is an individual who provides knowledge and information about the entire research project. Researchers use purposive sampling as a technique for selecting informants. Purposive sampling is a method of collecting data with specific aspects or criteria, where the researcher selects an individual as an informant because they possess the necessary information for this research (Sugiyono, 2019). As for the eight informants, they consist of several parties, including: a) one informant from Bondowoso Regency Agriculture and Food Security Office; b) one informant from Bondowoso Regency Tourism, Youth, and Sports Office; c) one informant from Bondowoso Regency Planning and Development Agency; d) one informant from Bondowoso Regency Cooperative, Industry, and Trade Office; e) two informants from Bondowoso coffee product MSME players; and f) two informants from Bondowoso coffee farmers.

This research also collected secondary data by examining research phenomena through digital and direct observation. Documentation seeks to dig up past data systematically and objectively using a variety of digital and physical references. Researchers achieve this by

triangulating data from interviews, observations, and documentation, and transforming the discussed concepts into analytical tools to scrutinize the findings and data gathered from both primary and secondary sources. Additionally, the analysis results in an explanatory dialect format, establishing a new conceptual framework based on all the data.

Results and Discussion

Picture of Sender

Physique
The vibrant and interconnected symbols effectively promote Indonesian culture and aid consumer understanding in competitive markets

Personality
The brand is described as a robust, devoted, and authentic entity, characterized by its robust communication and profound comprehension of its community

External

BRK
Bondowoso Republik Kopi

Internal

Relationship
Fostering community by cultivating emotion and loyalty among its citizens

Culture
Emphasizing the values of locality and sustainability, reflecting Indonesia's rich coffee farming traditions

Reflection
Targets coffee enthusiasts who value quality and tradition, promoting sustainability and supporting local farmers through its brand image

Self-Image
Coffee communities are a reflection of the identities of individuals shaped by their local environment and culture
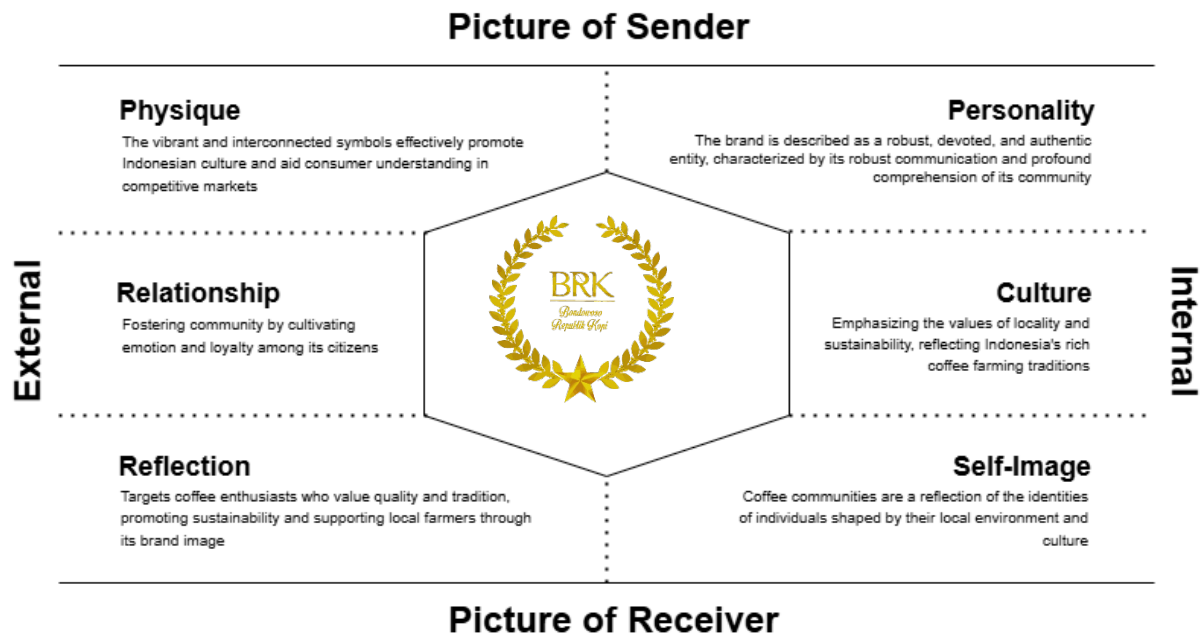
Picture of Receiver

Figure 4. Brand Identity Prism Bondowoso Regency as the "Republic of Coffee"
Source: Researcher's analysis

Based on Figure 4, the Bondowoso Regency's "Republic of Coffee" branding identity can be analyzed using Kapferer's model, which comprises six elements: physique, relationship, reflection, personality, culture, and self-image. The following is an in-depth explanation of each of these elements.

External

Physique

Brand physique encompasses its purpose, appearance, colors, features, and qualities, enabling consumers to differentiate between products and express the tangible benefits they offer. Key characteristics include physical appearance and essential features. The concept of "physique" refers to the tangibles and products of a brand, serving as its "backbone" from a conceptual standpoint (Kapferer, 2008). Element of physique enhances all of the brand's physical and visual aspects. The Bondowoso Regency, as represented by the "Republic of Coffee" logo, features elements that reflect the culture of Indonesian coffee, including striking warning signs

and symbols related to the coffee industry. This design is not only visually appealing but also easy to use, which helps consumers understand this product in a competitive market.

The "Republic of Coffee" logo can be identified through physical and visual elements that reflect Indonesian culture. These elements include colors, symbols, geometric shapes, textures, and visual identities. The combination of colors, symbols, geometric shapes, textures, and a clear visual identity creates a unique and memorable logo for Bondowoso Regency, known as the "Republic of Coffee."

Relationship

Brand relationships connect sender and recipient, especially in services, focusing on product-customer relationships. Key characteristics include staff interactions and customer relationship management. The concept of "relationship" refers to the consumer's expectations beyond the tangible product, such as longevity, trust, and excellent service, and can even evoke a sense of "love." (Kapferer, 2008). The connection aspect describes the interaction between the brand and its customers. The "Republic of Coffee" branding aims to foster strong bonds with the customers of Bondowoso Regency through a gradual process of enjoying high-quality coffee. Bondowoso Regency organizes coffee festivals and community events that encourage audiences to participate in the coffee-making process, thereby fostering emotional and brand loyalty.

Our informant from the Bondowoso Regency Agriculture and Food Security Office stated that,

> "The coffee festival is not only a promotional event, but also a place to strengthen the relationship between business actors, the community, and visitors. This relationship is not only limited to economic transactions, but also builds emotional closeness and sustainable trust between brands and customers."

The relationship between Bondowoso Regency's identity as the "Republic of Coffee" and its community is critical, as it fosters and influences interactions between the brand and the community. This includes community involvement in product development and promotion, customer experience, local influence, social media communication, and positive community engagement. By fostering these relationships, Bondowoso Regency's identity as the "Republic of Coffee" not only promotes its products but also cultivates positive relationships with the community, creates enjoyable experiences, and contributes to the local economy. These relationships are not just about selling products but also about building positive relationships with the community.

Reflection

Brand reflection is influenced by advertising messages and potential customers' perceptions of the brand, focusing on how the brand is perceived and the stereotypical image of the customer. A brand's reflection on its "buyer personas" can contribute to its success by understanding and

effectively marketing to its "stereotypical users" (Kapferer, 2008). Reflection is the process by which consumers evaluate themselves when using a product from the aforementioned brand. Bondowoso Regency, or the "Republic of Coffee," is a region where consumers frequently identify themselves as coffee drinkers who value quality and tradition. The brand promotes an image of sustainability and supports local farmers and individuals who share a passion for environmental responsibility.

The interview with informant from the Bondowoso Regency Planning and Development Agency found that,

"The people of Bondowoso Regency who identify themselves as coffee lovers and prioritize quality and local traditions are a reflection of the image we want to build through the 'Republic of Coffee' branding. Experience in the field indicates that the community is highly supportive of this branding effort, viewing it as a means to enhance the identity of Bondowoso Regency."

Reflection is crucial in creating a brand identity for Bondowoso Regency as the "Republic of Coffee," aiming to foster a positive perception and trust with consumers. It involves creating a clear and appealing image of the product or service, while also fostering emotional connections with consumers. Reflection also helps identify the brand's identity, distinguish it from competitors, and enhance its market position. By effectively conveying this perception, Bondowoso Regency, known as the "Republic of Coffee," can enhance its market position and foster customer loyalty.

Internal

Personality

The brand personality dimension considers a brand as a human being, representing its product through human traits. Consumers prefer brands with shared personalities, using famous figures as ambassadors or corporate faces. Brand personality defines a brand's character, resembling human traits such as elegance and outspokenness. Celebrities endorse products without revealing their personal opinions, creating a connection between the celebrity and the brand.

Based on an interview with Dani Firsada, who is a Bondowoso coffee farmer and MSME player, this research found that Bondowoso's character as the "Republic of Coffee" can be effectively portrayed through a friendly, authentic, and people-oriented approach. This brand identity is rooted in history, product quality, community collaboration, and marketing innovations, all of which play an important role in strengthening the city's reputation, driving economic growth, and supporting the development of the tourism and coffee industries.

Culture

Brand culture is the internal, intangible dimension of a brand, comprising artifacts, values, and basic assumptions that often define its relationship with the organization. Kapferer's brand-identity prism highlights culture as attributes that make a good brand a cult brand, offering a competitive advantage. The branded product is the key to this culture.

The cultural aspect refers to the fundamental values and principles that the brand upholds. Bondowoso Regency, as the "Republic of Coffee," emphasizes locality and sustainability, preserving Indonesian culture that will continue to be practiced through coffee traditions. It is a commitment to supporting local businesses and promoting Indonesian coffee to the international market.

The Nusantara Coffee Festival can support the branding's cultural aspect by serving as a platform to showcase and celebrate local coffee heritage, artisanal practices, and traditional customs related to coffee cultivation and processing. Through this festival, the rich cultural values, traditional arts, and community involvement surrounding coffee production are highlighted, reinforcing the region's identity as the "Republic of Coffee".

Based on an interview with one informant from the Bondowoso Regency Tourism, Youth, and Sports Office, it was stated,

> "The Nusantara Coffee Festival promotes cultural storytelling, preserves local traditions, and encourages community involvement in shaping a compelling culture and brand identity. In addition, the event also raises awareness of the unique coffee culture on a national and international level, deepening the emotional connection between audiences and visitors to Bondowoso's cultural heritage."

As a brand, the "Republic of Coffee" is shaped by its rich cultural heritage, which encompasses traditional arts and crafts, local craftsmanship, coffee production, community involvement in festivals, and its economic impact. The region's rich history, including Dutch colonization, has a strong tradition of coffee farming and processing. The community's involvement in events like the Nusantara Coffee Festival showcases the fusion of traditional and contemporary activities. Coffee production also serves as an expression of pride among locals, fostering a deeper connection between residents and their land.

Self-Image

Brand self-image refers to an individual's perception of their brand characteristics, which in turn influences their perception of their social class and target segment. Self-image refers to a consumer's perception of themselves, including aspects such as wealth, beauty, and athleticism, which influences the brand's relatability and success.

Self-image refers to how consumers perceive themselves when they are in the presence of others. Customers tend to feel proud to be a component of a coffee community that values

quality and consistency. Using coffee products from Bondowoso Regency gives customers a sense of identity as people who care about the environment and local culture.

Self-image is crucial in brand identity for Bondowoso Regency as the "Republic of Coffee", as it reflects the consumer's feelings and aspirations towards them. Our informant from the Bondowoso Regency Agriculture and Food Security Office, stated that,

> "Bondowoso coffee products can increase community pride in local culture and environmental sustainability. Farmers and consumers feel that choosing Bondowoso coffee is a form of identity as a citizen who cares about nature conservation and local community empowerment."

Self-image also influences loyalty, as consumers are more likely to trust their brand if they feel they are being recognized. A brand identity strategy encompasses visual design and communication, emotional connection, and community-based marketing. Understanding self-image in brand identity enables Bondowoso Regency to develop more effective strategies for attracting and retaining customers, ultimately creating a strong brand image within the community.

Discussion

Brand identity development is a crucial aspect of city and regional development strategies, particularly in the context of efforts to leverage local resource potential and enhance economic competitiveness and regional image. In this study, an analysis of Bondowoso Regency's brand identity development, specifically as the "Republic of Coffee," was conducted using Kapferer's Brand Identity Prism model. It is essential to connect these findings to fundamental theories and relevant empirical data from the literature on city branding and regional brand development to deepen understanding and provide a more comprehensive interpretation.

Kapferer's Brand Identity Prism, which serves as the primary framework for this analysis, views brand identity as a multifaceted construct comprising six elements: Physique, Personality, Culture, Self-Image, Reflection, and Customer Brand Connection. This model has become a key foundation for understanding how brands establish a strong and consistent image in the public eye. In the context of cities or regions, city branding theory expands on this concept by emphasizing the importance of building an image that reflects the uniqueness of the local culture, environment, and socioeconomic diversity.

This theory suggests that the success of regional image building depends not only on promotion and communication, but also on consistency between internal identity and external perception, as reflected through brand elements. For example, in the context of Bondowoso Regency, the 'Physique' element related to physical image, such as coffee products and geographical location, must be aligned with 'Culture', which reflects the local land and community

culture, as well as 'Self-Image', which relates to the community's perception of their own identity as part of the "Republic of Coffee".

Empirical data from various empirical studies on city branding show that success in instilling a positive image is highly dependent on the cohesiveness of these elements. In studies by Eldo & Rahayu (2024) and Farida et al. (2020), the success of city branding based on strengthening an authentic and consistent identity has been proven to increase tourist visits, attract investment, and enhance the region's image in the eyes of both national and international audiences.

For example, in the context of Bondowoso Regency, the finding that the "Republic of Coffee" brand increased interest in tourism and local products is relevant to the theory that an authentic identity showcasing a region's unique character is key to successful regional branding. Therefore, in-depth analysis needs to consider how each element of the Brand Identity Prism interacts and supports the others in forming a cohesive image.

From an empirical perspective, several case studies in Indonesia demonstrate that the success of city branding is closely tied to the use of data and strategies informed by an analysis of the local situation and strengths. For example, a study by Jumiati et al. (2023) on the development of the agro coffee industry in Bondowoso Regency reveals that the key to success lies in formulating strategies that target the region's main strengths, specifically Bondowoso Regency's specialty coffee. This strategy involves strengthening promotion, product innovation, and the development of coffee-based tourism, aligning with the brand identity of the "Republic of Coffee".

Data from the Central Statistics Agency indicate that regions that strategically manage local potential, based on empirical data, tend to achieve positive results. For example, increased revenue from the tourism and plantation sectors shows a positive correlation with focused branding and promotional activities. In the context of Bondowoso Regency, data from the regional revenue dataset, including tourism and levies, indicate a significant upward trend following the active launch of the branding program.

Furthermore, studies on the success of regional branding in Indonesia also highlight the importance of quantitative data analysis, including public perception surveys, tourist visits, and economic performance. In the context of Bondowoso Regency, empirical data indicate that enhancing the region's image as a coffee hub directly leads to an increase in tourist visits, as supported by data from the Tourism and Statistics Office's reports. This reinforces the theory that authentic branding, rooted in local strengths and consistently communicated through various communication channels, can enhance positive perceptions and amplify economic impact.

The development of the "Republic of Coffee" brand in Bondowoso Regency should be grounded in an authentic identity and supported by accurate data on the region's unique

strengths. This identity must reflect the authenticity of the culture, its flagship products, and the community's social values. One crucial aspect is to emphasize and showcase the unique character of Bondowoso Regency, which is closely tied to coffee, local culture, and collective success, supported by quantitative data.

Theory and empirical data indicate that successful branding can be achieved not only through formal promotion but also by enhancing the role of local communities within the brand ecosystem. Through community empowerment, training, and authentic and consistent communication, the image of the "Republic of Coffee" can be further strengthened and perceived as a symbol of identity that is emotionally and cognitively embedded.

Based on this analysis, various recommendations can be made. *First*, branding strategy development must continue to refer to Kapferer's model and strengthen the elements that are key strengths through empirical data. *Second*, it is essential to continuously collect data on the perceptions of the community and tourists through surveys and field studies, ensuring that the image being built remains relevant and authentic.

Third, intensify collaboration between the government, business actors, and the broader community in developing a consistent narrative based on empirical data regarding the local strengths of the region. *Fourth*, optimize digital communication channels, such as social media and official websites, supported by analytical data to reduce the risk of spreading inconsistent or inaccurate information. *Finally*, integrate direct tourism experiences and coffee products into the branding strategy as part of storytelling that strengthens the overall regional identity.

The development of a regional image, such as Bondowoso Regency being known as the "Republic of Coffee," mastery of theory, and the use of empirical data are the main foundations in designing an effective branding strategy. Kapferer's brand identity model theory has proven to be relevant in understanding the key elements that must be developed and consistently maintained. Meanwhile, empirical data from various studies and statistics show that data-based practices have a tangible impact on public perception and economic development.

The development of the Bondowoso Regency brand will not only serve as a symbol of the strength of coffee and local culture but also act as an agent of sustainable and authentic economic development by integrating theoretical knowledge and empirical data. A comprehensive branding strategy, grounded in theory and empirical data, is necessary to ensure that the vision of the "Republic of Coffee" becomes a reality and continues to evolve in tandem with the region's social, economic, and cultural dynamics.

Conclusion

Research on branding Bondowoso Regency as the "Republic of Coffee" reveals that effective branding strategies can enhance local identity, increase tourist numbers, and stimulate regional economic growth. This success is supported by the efforts of the government and stakeholders in building a distinctive, innovative, and sustainable image through consistent promotion and the use of Kapferer's Brand Identity Prism model. This model helps organize the elements of brand identity that represent the region's cultural richness, high-quality coffee products, and environmental sustainability, all of which are its key strengths. Bondowoso Regency has seen a significant increase in tourist visits and revenue from the tourism and coffee industries, demonstrating that strong branding can enhance regional competitiveness.

Strengthening physical image and emotional connections through authentic promotional activities is key to success. Positive perceptions of regional identity can be developed through cultural storytelling, improving culture-based tourism facilities, and educating people about the excellence of Bondowoso coffee. It is necessary to conduct regular evaluations of the community's and tourists' perceptions to support the development of an optimal branding strategy. Additionally, sustainable policies integrated with cultural heritage and flagship products must be continuously strengthened to ensure the brand image remains relevant and appealing.

Recommendations for further research include a comparative study of the effectiveness of branding models between other coffee-producing regions, as well as an analysis of the long-term impact of branding strategies on the economic and social sustainability of communities. Additionally, research on the influence of digital media and social media in building and maintaining a region's image is also crucial for optimizing the use of modern communication technology. Thus, the development of a contextual and adaptive brand identity model will strengthen Bondowoso Regency's position as a premier destination, leveraging its commodities and local cultural advantages.

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