

Synchronization of City Branding and Tourist Interest in The Triple Helix Concept: The Case of Banyuwangi Rebound during the COVID-19 Pandemic

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Abstract

The purpose of this study was to examine the relationship between the variable City branding and Tourist Visit Interest who have synchronized with the triple helix concept that runs in tourism in Banyuwangi district. City branding can be one way to increase Tourist Interest. The triple helix concept that was built connects these two variables because there are many stakeholders whose roles were affected during the COVID-19 pandemic. The Banyuwangi District Government is running a city branding program as an effort to restore the various pillars built in to Triple Helix Model. The method used is a mixed-methods type embedded design. For quantitative data analysis using SEM-PLS with a sample of 37 people. Then, to interpret the results, a qualitative descriptive analysis is needed through the results of focus group discussions and in-depth interviews with business actors and academics as part of the triple helix. The study indicates that the relationship between branding image and tourist interest has a latent variability of 42.0% in the structural model test results. This variable relationship in the Banyuwangi Rebound program has with the triple helix concept, especially in the business sector and academics in practice during the COVID-19 pandemic.

Keywords: City Branding; Tourist Interest; Triple Helix; Mix Methods; Banyuwangi Rebound.

A. INTRODUCTION

In recent years, the tourism sector in Indonesia has increased significantly, but at the beginning of 2020, the world was shocked by the presence of the COVID-19 outbreak. The COVID-19 pandemic has harmed all aspects of life in society. Tourism is one of the sectors that must feel a significant negative impact due to the COVID-19 pandemic. The Head of Badan Pusat Statistic explained that even though there is an increase in 2022, the increase is still relatively limited. Because in 2022 compared to the same period in 2020 there were 1.8 million visits. This means that tourism is still experiencing disruptions in Indonesia (Putri, 2022). This shows that there is still a decrease in visits to sluggish tourism activities in Indonesia. One of the areas in Indonesia that has been affected by tourism due to the COVID-19 pandemic is Banyuwangi district. During 2020 International tourist arrivals drastically declined from March 2020 (2,437 tourists) to March 2020 (172 tourists) by 70.5%. Meanwhile, there was only a slight increase in the third quarter of 2020. 2021 shows an unstable situation for international tourist arrivals. In fact, there were only 47 international tourist arrivals in August, or 2.65% of the total number of international tourists in 2021 (1,772 tourists). In 2023, the number of tourists moving from the second to the third quarter will become an epic phenomenon in increasing tourists. This can be seen from June to July 2023 through an increase in tourists of 57.8% for international tourists. Apart from that, the third quarter of 2022 will have the highest number of tourists (BPS Kabupaten Banyuwangi, 2023). This number can be compared to the initial period when COVID-19 entered Indonesia, namely 52.1% of the total 14,642 tourists in 2022.

Based statistic mentioned international tourist visits certainly impact various tourism plans for the Banyuwangi district. Several tourism incentive programs are run by the Banyuwangi district in 2020, such as "staycation". This fact shows the government's efforts to improve the local economy in the tourism sector during the early days of the COVID-19 pandemic. The staycation program designed by the Banyuwangi District government in the third quarter of 2020 shows that crisis management in the accommodation subsector has been considered since this crisis emerged (Hanggraito et al., 2022). The involvement of artists performing activities in hotels in the staycation program makes it clear that the Banyuwangi government is trying to manage the crisis due to the COVID-19 pandemic. In line with the application of "New Normal" in tourism sector, the Banyuwangi government presents various efficient marketing strategies, one of which is city branding. The Banyuwangi district city branding program that has just been proclaimed is "Banyuwangi Rebound" (Figure 1). This program consists of three main pillars, namely: (1) handling the pandemic from a health perspective; (2) economic recovery through programs to improve the people's economy; and (3) creating harmony by strengthening social solidarity (Pekab Banyuwangi, 2022).

In the tourism sector, city branding is expected to be a regional strategy to attract tourists to visit. Tourist visit interests in Banyuwangi need to be increased through city branding efforts in the "Banyuwangi Rebound" program. In addition, city branding is sought to stimulate tourist interest. The establishment of city branding can lead to a decision to visit, and with the existence of city branding, the consumer's needs for travel are fulfilled (Putra & Pangestuti, 2018). Therefore, this new city branding program is expected to rebuild the tourism sector in Banyuwangi district during the COVID-19 pandemic. In this case, "Banyuwangi Rebound" is expected to slowly form positive value in the minds of tourists. The city branding program is expected to be able to drive community social activities during the COVID-19 pandemic. Integration of political, economic, and cultural factors is a goal that will be achieved through the development of city branding throughout the region (Suosheng et al., 2014).



Figure 1. Banyuwangi Rebound
Source: (Pekab Banyuwangi, 2022)

However, city Branding cannot change a city or district but can help increase its overall competitiveness (Fernández-Cavia et al., 2013). Branding is a powerful weapon for destination marketers confronted by increasing competition, product parity, and substitutability (Morgan et al., 2003). Destination is a more useful metaphor than "country as product brand" or "country as corporate brand" (Anholt, 2002). When consumers make brand choices about destinations, they will necessarily include lifestyles (Morgan et al., 2003; Urde, 1999). Visitors or tourists will be interested to visit not only for the image but also for the emotional connection. Then, an increase in tourist visits will affect the process of integrating these aspects.

In this case, the interest of tourists in visiting Banyuwangi needs to be seen as an important goal of the "Banyuwangi Rebound" program. This requires the involvement of various actors who can revive tourism in Banyuwangi District. Etzkowitz and Zhou (2008) argues that the triple helix

model is very appropriate for increasing innovation (Muzaqi & Hanum, 2020). In this case, the Triple Helix concept consisting of the Government, Business Actors, and Academics needs to move in the current recovery situation. In the end, the city branding program "Banyuwangi Rebound" is expected to be one of the movements that will be able to increase the variable of interest to visit. The problems in Banyuwangi district during the COVID-19 pandemic were not only focused on the relations between city branding but also about visitor interest. Therefore, synchronizing the role of Triple Helix in the tourism recovery process through the "Banyuwangi Rebound" branding is found to become an important study during the crisis and after. Based on this phenomenon, this research will focus on the synchronization between City Branding "Banyuwangi Rebound" and visit interest by using the Triple Helix approach during the COVID-19 Pandemic.

B. LITERATURE REVIEW

City Branding and Visitor Interest

In general, city branding is a concept of creating branding and to develop a city as a product (Luthfi & Widyaningrat, 2018). City branding is also a managing process of a cities as destinations through strategic innovation and coordination of economic, social, commercial, cultural, and government regulations (Anholt, 2004). Moreover, city branding is an effort by a city or district to differentiate its potential from other regions. Slogans in city branding must interpret the area so that later it can attract tourist visits.

According to (Anholt, 2004) there are six aspects to measuring the effectiveness of city branding, first is presence, based on the city's international status and global knowledge of the city, it is also used as a measure of the city's contribution to science, culture, and governance globally. Second is potential, measuring economic and educational opportunities in a city. For example, opportunities to find employment, or opportunities to get higher education. Third is place, related to measuring the public's perception of the physical aspects of each city in terms of climate, environmental cleanliness, and how the city is laid out. Fourth is pulse, measuring the perception that there are interesting things in a city, whether it's activities or events that can fill spare time or can attract visitors. Fifth is people, measuring how friendly the local population is, what communities exist in the community, and how the area can provide a sense of security for visitors who come. Sixth is prerequisite, determines how people see the quality in a city, whether the city is satisfactory, has standard public facilities such as schools, hospitals, transportation, and sports facilities.

In general, visitor interest overlaps with buying interest from a consumer who incidentally as tourist. Buying interest is related to the attitude of individuals who are interested in an object, and will have the power or encouragement to carry out a series of behaviors to approach or obtain the object (Simamora, 2004). In the process of choosing, there is one aspect in which can determine consumers or tourists' purpose and motivation to choose. This strong and motivating urge to choose an action is then called interest (Abdulrahman, 2017).

According to Ferdinand (2006) in Effendy and Kunto, (2013), there are several indicators of buyer interest, which are: transactional interest, namely the tendency of someone to buy a product. Other indicators are referential interest, namely the tendency of a person to look for product information to others, and referential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product.

Practically, city branding has a significant relationship with interest in visiting other regions. City branding aims to attract tourists to visit and the requirements for forming city branding are

ambassadorship (Juanim & Rahmawati, 2015). City branding "The Heart of East Java" is able to become an attraction for tourists to visit the Malang district (Putra & Pangestuti, 2018). The Prerequisite indicator supports "the Heart of East Java" as city branding, and not just a tagline that can significantly attract tourists to visit the city of Surabaya (Ramadhan et al., 2015). Alpianoor (2017) explains that the tagline "kediri again" as city branding has a role in influencing domestic tourists to Kediri district. (Putra & Pangestuti, 2018). Based on previous research gap, this study will test the relation between city branding and visitor interest to visit Banyuwangi during the COVID-19 pandemic.

The Triple Helix Model of Tourism

Tourism development in a destination requires a combination of roles from the stakeholders (Sugiama, 2013). Tourism requires support from various parties, including contributions from academia, the business industry, and the government (Weaver & Lawton, 2014). In practice, the tourism sector is connected with other sectors such as education and business. The close relationship between the three roles of stakeholders, such as academia, government, and business people, creates connected hybrid organizations called "trilateral network hybrid organizations" (Etzkowitz & Zhou, 2008). The Banyuwangi District Government is running a city branding program as an effort to restore the various pillars built into the Triple Helix Model (Figure 2), Various indicators of city branding are expected to be able to support the acceleration of each stakeholder's role in the tourism sector.

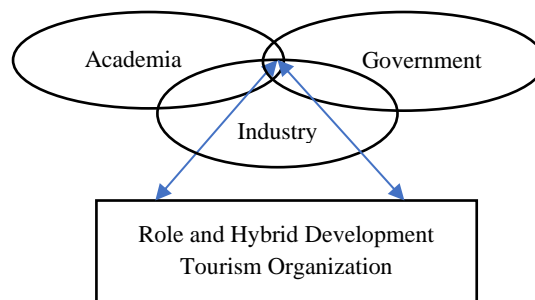


Figure 2. The Triple Helix Model of Tourism

Sources: (Etzkowitz & Zhou, 2008; Sugiama, 2013; Weaver & Lawton, 2014)

C. RESEARCH METHOD

The method used in this research is Mixed methods of embedded design type (Figure 3). Creswell (2012) states that the strength of this embedded design lies in utilizing a combination of the advantages of the two research methods (Vebrianto et al., 2020). The interpretation of the relationship between variables in quantitative research can be maximized through the results of qualitative analysis.

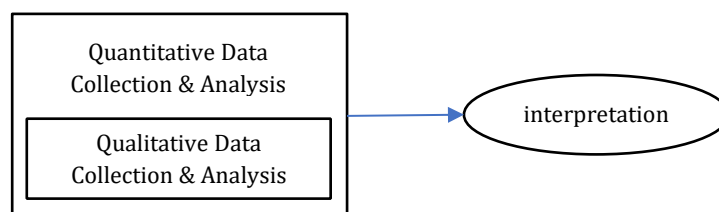


Figure 3. Mix Method Embedded Design

Source: (Vebrianto et al., 2020)

In this study, quantitative data were obtained through questionnaires distributed by purposive sampling method which were later processed through SEM-PLS. SEM-PLS can work efficiently with small sample sizes (minimum 35) and complex models (Sholihin & Ratmono, 2013). It can also analyze reflective and formative measurement models as well as latent variables with one indicator without causing identification problems (Sholihin & Ratmono, 2013). In this case, the sample used was 37 people to test the effect of SEM-PLS. Furthermore, to strengthen the qualitative data, the results of interviews and direct observation of actors in the triple helix concept are needed, namely, business actors and academics.

In this study, the main informants interviewed were the head of marketing division of the tourism Banyuwangi office, and one academician a tourism business management lecturer at the Banyuwangi State Polytechnic. In this study authors also conducted FGDs with several business actors. Including one tourism business from Transtourism East Fleet, the team from @yukbanyuwangi, marketing from Osing Deles souvenir, from truly Banyuwangi, then the team from @tourbanyuwangi.

In general, the government's role has been seen in the "Banyuwangi Rebound" program through the three pillars it carries. This research seeks to synchronize the programs that have been implemented with the impacts faced by business actors and academics with the new city branding. This is because the two stakeholders are indirectly affected by the city branding program policy of the Banyuwangi District government. In the end, this research is expected to be able to interpret the results of the combination of methods carried out as a whole.

Data Analysis

In this research, the first thing to do is quantitative data analysis through Partial Least Square (PLS) analysis. PLS is an alternative method of Structural Equation Modeling (SEM) that can be used to solve problems in the relationship between variables that are very complex, but the sample size is small (30-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one certain distribution (Yamin, S. & Kurniawan, 2011). The variables in this study consist of latent variables and observed variables. The latent variables in this study are divided into two categories first is exogenous latent variables and second is endogenous latent variables. The exogenous latent variable is City branding (x) and the endogenous latent variable is visitor interest (y) (see Table 1).

Furthermore, quantitative data is presented by strengthening the exploration of qualitative data related to the "Banyuwangi rebound" city branding program that is running in the Banyuwangi district. The qualitative data analysis used is through the Interactive Analysis model. There are three stages in the process, namely: data reduction; data presentation; and conclusion drawing (Miles & Huberman, 1992). The results of the variable relationships from the SEM-PLS analysis combined with the qualitative data reduction results that have been obtained. This was then triangulated to interpret the main conclusions in the "Banyuwangi rebound" city branding program in Banyuwangi District.

D. RESULTS AND DISCUSSIONS

The results showed that 86 respondents who answered the questionnaire indicated that there were 37 people from outside the Banyuwangi District. So that the respondents selected by purposive sampling can be classified as a tourist group. There are 64.8% of them aged between 21 and 30 years, of whom 21.6% work as students. During the COVID-19 pandemic, 78.3% of respondents admitted that they visited the Banyuwangi district less than five times.

Table 1. Operational Variable Research

Variable	Indicator	Scale
City Branding (x) (Abdulrahman, 2017; Anholt, 2004; Luthfi & Widyaningrat, 2018; Wang et al., 2014)	<i>Presence</i> There are status and position items in the eyes of the international community; and regional important contributions at the world level	Likert
	<i>Place</i> Place related to physical Aspect; Convenience in traveling; The beauty of the regional arrangement; and possession of good weather	
	<i>Potential</i> Regional potential for good economic opportunities; educational offerings to the public; and ease of access as a high-altitude option.	
	<i>Pulse</i> There are related triggers: the area has the feel of an urban lifestyle; Visitors easily find interesting things in the area.	
	<i>People</i> Residents can be described on several points, namely: Friendliness of the population; Residents can exchange culture and language, and the area fosters a sense of security.	
	<i>Prerequisite</i> Prerequisites related to local basic quality; the area gives satisfaction with the accommodation provided.; and regions have easy access to fulfillment of needs.	
	<i>Information Search</i> Information seeking intensity	
Visit Interest (y) (Ramadhan et al., 2015)	<i>Interest</i> The desire to immediately buy / own a product	Likert
	<i>Preference</i> Preference that this particular product is desired, a person is willing to ignore other choices	

Source: Data Processed (2022)

Table 2 shows that all indicators for each variable have a Loading Factor (LF) value greater than 0.50 so that it meets convergent validity. Then, the Average Variance Extracted (AVE) value also exceeds the minimum value of 0.5 as required by Hidayat (2018), so there are no indicators that must be dropped. In Table 3 shows the value of Cronbach's alpha and composite reliability for all constructs above the value of 0.70. This explains that all constructs have good reliability following the minimum value limit that has been required.

Table 2. Checking the Loading Factor (LF) Value and Average Variance Extracted (AVE)

Loading Factor (LF) and Average Variance Extracted (AVE) values					
	Presence (X1)		Potential (X2)		
	LF	AVE	LF	AVE	
X1.1	0,904	0,784	X2.1	0,407	0,632
X1.2	0,867		X2.2	0,705	
	Place (X3)		X2.3	0,876	
X3.1	0,746		X2.4	0,840	
X3.2	0,784		People (X4)		
X3.3	0,829	0,553	X4.1	0,754	
X3.4	0,628		X4.2	0,780	0,656
X3.5	0,715		X4.3	0,890	
	Pulse (X5)		Prerequisite (X6)		
X5.1	0,819		X6.1	0,819	
X5.2	0,855	0,680	X6.2	0,909	0,686
X5.3	0,799		X6.3	0,889	
	Visit Interest (Y)		X6.4	0,676	
Y1.1	0,774				
Y1.2	0,639				
Y1.3	0,569	0,505			
Y1.4	0,784				
Y1.5	0,740				

Source: Data Processed (2022)

Table 3. Values on Cronbach's alpha and Composite reliability

Variable	Cronbach's alpha	Composite reliability
City Branding (x)	0,937	0,944
People	0,735	0,851
Place	0,795	0,860
Potential	0,811	0,872
Prerequisite	0,842	0,896
Presence	0,727	0,879
Pulse	0,766	0,864
Visit Interest (y)	0,755	0,835

Source: Data Processed (2022)

Interpretation of the Sub-Models

The results of the path analysis of the measurement sub-model of latent that have reflective indicators are shown in the following table 4, it shows that all path coefficients from latent to each reflection sub-latent are significant at the test level (α) of 5 percent, that is, with the condition that the t-statistic value must be greater than t-table 1.96, which means 95% of these results can be trusted to explain indicators of lateness (Kencana & Mertha, 2014). There is a reflective relationship between the city branding variable and the sub-latent presence, place, potential, pulse, people, and perquisite as indicators.

The six path coefficients show a significant positive relationship through the coefficient of determination. The latent place variable has a slightly larger coefficient of determination (R^2) (82.1 percent) compared to R2 and the one with the smallest R^2 value is the presence (46.5 percent).

Table 4. Interpretation of Inter-latent Measurement Sub-models with the type of Reflective Relationship

Sub-Latent	R^2	Path coefficient	Standard deviation	t statistics	Ket
People	0,641	0,800	0,056	14,174	Sign
Place	0,821	0,906	0,027	33,350	Sign
Potential	0,588	0,767	0,075	10,222	Sign
Prerequisite	0,813	0,902	0,027	33,245	Sign
Presence	0,465	0,682	0,094	7,256	Sign
Pulse	0,752	0,867	0,044	19,906	Sign

Source: Data Processed (2022)

Structural Model Analysis

Structural models can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistical value of the path coefficient test (Table 5). The higher the r-square value means the better the prediction model of the proposed research model. The determination test or analysis of variance (R^2) is to determine the influence of exogenous variables on the hypothesized endogenous variables. A hypothesis can be accepted if the t-statistic value is greater than the t-table value that has been determined in testing the tool, namely 1.96; besides that, the p-value must be less than 0.05 (Kencana & Mertha, 2014).

Table 5. Determination Coefficient Value (R^2)

Hypo thesis	Variable		R^2	Path Coefficient	t-statistic	Value p
	Exogenous	Endogenous				
H ₁	City Branding	Visit Interest	0,42	0,511	3,577	0,000

Source: Data Processed (2022)

Based on Table 5, shows that the variable of visit Interest has an R^2 value in the sufficient category (0.420). Where when the value is $0.33 \leq R^2 < 0.67$, the exogenous latent explanatory ability is sufficient or moderate (Chin, (1998) in Kencana & Mertha, 2014). Then, the city branding variable can explain the latent variables of visit Interest by 42.0%, and the remaining 58.0% is explained by other latent outside of this variable. Predictive relevance (Q^2) used to validate the model's predictive ability. Interpretation of the results of Q^2 shows the predictive capability of the model when it is above 0 (Kastanja, 2014 in Sholiha & Salamah, 2015; Yamin, S. & Kurniawan, 2011)

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_p^2)$$

$$Q^2 = 1 - (1 - 0,420)$$

$$Q^2 = 0,42$$

The calculation results show a predictive relevance (Q^2) value of 42.0%. The predictive-relevance (Q^2) value of 42% indicates that the information contained in the data 42% can be

explained by the model. While the remaining 58% is explained by other variables (which are not included in the model) and errors.

The structural sub-model (see Figure 4) is the core sub-model in the structural equation model which represents the causal relationship between latent variables (Wetzels et al., in Mertha, 2015). In latent city branding, the perception of the six sub-latent (presence, potential, place, people, pulse, and prerequisite) shows a significant path coefficient (opportunity value = 0.000). In this case, the path coefficients from largest to smallest are place (0.906), Prerequisite (0.902), pulse (0.867), people (0.800), potential (0.767), and presence (0.582). In the causal relationship between city branding and visit interest, with the main latent of city branding as an exogenous variable, it can be seen that city branding has a significant influence on visiting intentions as indicated by the path coefficient value of 0.640 with an opportunity value (p) = 0.000.

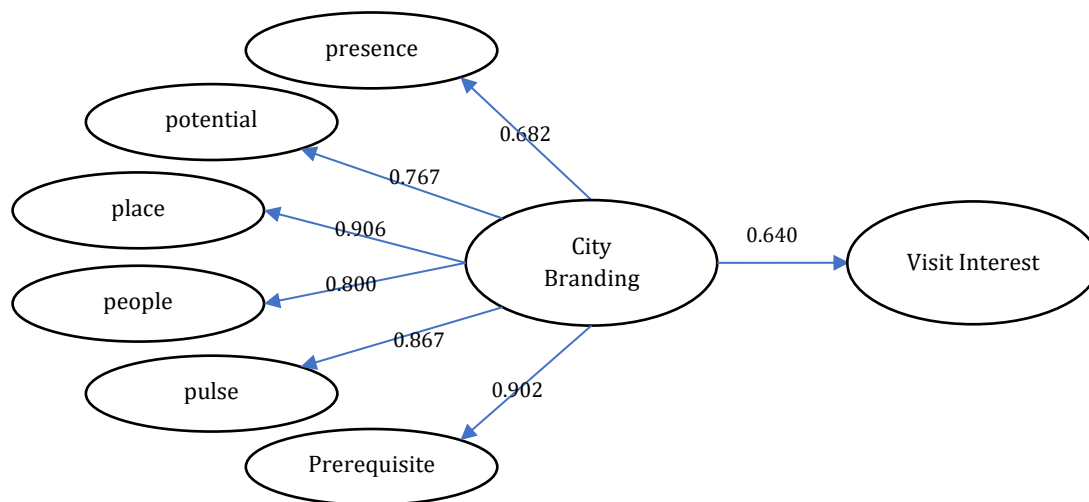


Figure 4. Sub-Model Structural Result

Source: Data Processed (2022)

Connectivity latent sub-variable city branding Banyuwangi rebound

Statistical data on six latent variables of city branding show attachment to the tourism marketing model in the Banyuwangi district. This is because each variable is certainly a consideration for respondents when thinking about their interest in visiting the Banyuwangi district. Based on the results of the questionnaire, several indicators show an important relationship between city branding and the interest of tourists visiting the Banyuwangi district.

For the people variable, 98.7% of respondents agree that cultural diversity indicators cover the branding of Banyuwangi Rebound. Cultural diversity, as a product of society, has become a dish that continues to run during times of crisis. Place variable related to environmental cleanliness is the most approved indicator 95.9% as an area that shows the meaning of the branding raised. Environmental cleanliness is a provision for the region to increase tourist interest in the Banyuwangi area.

Variable potential comfort to live in (94.6%) is the key for tourists to visit. When someone travels to Banyuwangi district, it will produce a feeling of comfort to live in. On the other hand, prerequisites variable 98.7% of respondents agree that the Banyuwangi area supports annual events during or after the COVID-19 pandemic. This is in line to launch a new city branding for tourism sustainability in Banyuwangi.

For the presence variable the indicator of foreign tourist recognition of Banyuwangi as a tourist city was also agreed upon by 94.5% of respondents. The existence of Ijen as one of the important magnets for international tourism makes this city's branding raise the intention of visiting tourists. For the Pulses variable, 100% of respondents tend to agree that Banyuwangi has tourist attractions that follow its natural area. Indirectly, this proves that Banyuwangi's rebound branding also supports the sustainability of its natural tourism potential. Where natural attractions are connected with programs from the government itself.

Several indicators in the city branding latent variable show connectivity between sub-variables that will support regional tourism promotion. Therefore, city branding can be a way to maximize government programs during a crisis. The maximization of the program in question is to form collaboration between stakeholders in the Banyuwangi district. One of the programs is aimed at the tourism sector. In the end, the city branding "Banyuwangi Rebound" became one of the important weapons in increasing tourist interest in Banyuwangi District.

Integration of City Branding in the Triple Helix Model of Banyuwangi District

In practice, the city branding "Banyuwangi Rebound" shows a close relationship between variable indicators and stakeholders in the Banyuwangi District tourism sector during the COVID-19 pandemic. This is based on the presence of tourism development involving the triple helix pattern (Figure 5). In fact, this model was running before the emergence of the COVID-19 pandemic. In the case of Indonesia, each party can play a role and contribute significantly to the development of tourism assets according to the capacity and capability of the academic, industry, and government (Sugiama, 2013). However, in this case, Triple Helix are stakeholders who are directly affected by the tourism crisis during the COVID-19 pandemic.

Based on the results of the SEM-PLS test, the R^2 (42%) and Q^2 (42%) values explained that branding through its sub-latency, shows a relationship between City branding "Banyuwangi Rebound" and visit interest from tourists who have visited during the COVID-19 pandemic. This indicates that the government's movement as part of the triple helix through "Banyuwangi Rebound" can attract interest from tourists. Practical implications can be used by destination managers and tourism policymakers to make the right decisions, benchmark policies during crises, and generate new ideas (Kuščer et al., 2022). Therefore, the branding "Banyuwangi Rebound," has shown one of the government's efforts to restore tourism in times of crisis.

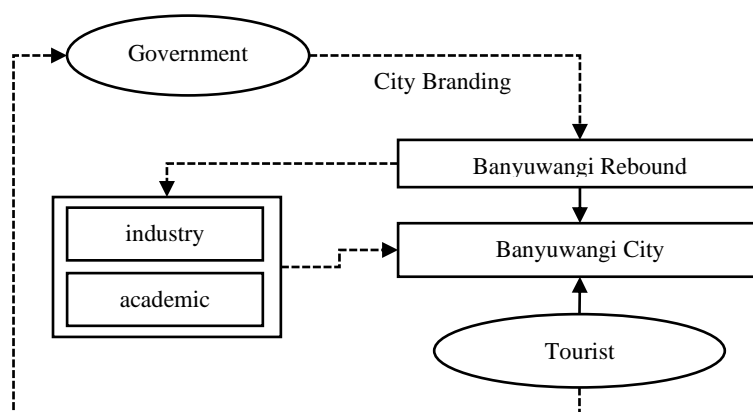


Figure 5. Optimization of City Branding on the Triple Helix model of Banyuwangi City
Source: Researcher (2022)

In this case, the Government has a role in executing various programs related to the Banyuwangi Rebound. In addition to the three pillars, the Banyuwangi Rebound Branding run by the Banyuwangi District government includes two foundations that support it, namely excellent public service and active public participation (Noviandari, 2020; Rosyidah, 2022). Basically, this new branding is intended as a stimulating movement for various aspects of the lives of the people of Banyuwangi. In this case, the creative economy and tourism are two of the targeted sectors in efforts to recover the economy and increase resilience in times of crisis.

From Figure 5 it can be seen that the government has a key role in the triple helix model during a pandemic. The policies implemented will directly affect the roles of business actors and academics in tourism sector. The results of the SEM-PLS explain that several sub-latent variables of city branding have a high significant value with the tourist visit interests. This value is closely related to the process of recovery and the resilience of stakeholders in the triple helix concept of tourism. Based on the results of the Forum Group Discussion (FGD) and in-depth interviews with various stakeholders, several responses emerged regarding city branding carried out by the government. The following is the implementation of the Banyuwangi rebound program, which is connected to the concept of city branding itself.

The Government of Banyuwangi District, through its support for MSMEs, has become an important part of efforts to restore the economy so that their growth is maintained during the current pandemic crisis (Dinas Kominfo Provinsi Jawa Timur, 2022). This shows that there has been an economic recovery strategy since the existence of the Banyuwangi Rebound program. According to Mrs. Erma, the owner of Godho Batik (2022), Banyuwangi Rebound psychologically gave more encouragement to business actors when the government announced this program at the beginning of the year. Personally, the government's good intentions were responded to as a motivator for society to move back in times of crisis. Godho Batik directly felt the impact of Banyuwangi Rebound through the holding of the Banyuwangi Batik Festival on October 1, 2022. In this case, Banyuwangi Rebound is not just a sweetener for the economic recovery movement. In addition, one of respondents from the Osing Deles souvenir center explained that turnover for restaurants and shops at Osing Deles, one of the largest souvenir centers in Banyuwangi District fell by up to 2%. Some of the Small and Medium Enterprise (SME) who used to leave their products at souvenir centers actually had other jobs when the Banyuwangi Rebound was announced.

Unlike the others, the Transtourism East Fleet Manager, stated that specifically, the Banyuwangi Rebound tagline did not feel any influence on the specific course of business. This is because the management of vehicle rental is not only focused on one service. In practice, aspects of knitting harmony in Banyuwangi Rebound are reflected in community networks. This is related to economic acceleration during the COVID-19 pandemic. For example, the concept of sharing that is implemented in the vehicle rental business network keeps business actors calm even though their movements are hampered by the COVID-19 pandemic.

From the academic perspective, one of the respondents explained that the impact of health care in the Banyuwangi Rebound program can be seen in the current practice of educational institutions. The Banyuwangi District government itself has taken anticipatory steps by increasing the third or booster vaccine (Husdinariyanto, 2022). This is reflected in the implementation of offline lectures which are being held again, although not yet 100 percent. In addition, this is also related to government policies regarding offline lectures. Through circular letter no. 3 of 2022 from the Ministry of Education, Culture, Research, and Technology concerning the Implementation of Learning in Higher Education during the COVID-19 Pandemic face-to-face learning can be carried out in accordance with health and safety protocols or distance learning (Kemendikburistek, 2022).

One of the sub-latent of city branding, namely potential, has an indicator of offering education to the public. Where the path coefficient value for potential is 0.767 or 76.7%. This explains that education is an important indicator of building a city that can improve relations with tourists during the COVID-19 pandemic. This is due to face-to-face policies and the tough aspects of the pandemic that have synchronized Banyuwangi Rebound with the accelerated recovery of community activities in the Banyuwangi District. In addition, in the business world, there are sub-variables with high-value path coefficients such as Place (0.906 or 96%), Pulse or trigger (0.867 or 86.7%), and Prerequisite (0.902 or 90.7%). Some of the indicators include comfort in traveling (Place); satisfaction with the accommodation provided (Pulse); and regions having easy access to fulfillment of needs (Prerequisite). These three sub-variables are connected to the activities of business actors during the COVID-19 pandemic.

Based on this relationship, city branding is able to synchronize its sub-latent with various indicators affected by the crisis in the tourism sector. In the end, this forms the subconscious of tourists to increase their visit interest of Banyuwangi District during the pandemic. Therefore, the various indicators in each Banyuwangi Rebound city branding sub-variable show that the triple helix model is connected with tourist interest in visiting. This can be revealed from the synchronization of visit interest with the three pillars strengthened in the Banyuwangi Rebound program.

E. CONCLUSION

Based on the results of the SEM-PLS test, shows that there is a relationship between city branding and the latent variability of visit interest by 42.0% on the results of the structural model test. Some of the main indicators that explain the effect of city branding latent variables on visiting intentions are People refers to the cultural diversity of society that continues to operate during times of crisis, place shows that the cleanliness of the regional environment is an important capital for tourism, potential refers to a sense of comfort to stay when visiting, prerequisite is aimed at the Banyuwangi area which supports annual events during or after the COVID-19 pandemic. Presence related to the recognition of foreign tourists on Banyuwangi as a tourist area and pulse is related to natural areas which are tourist attractions in Banyuwangi district. The variable of interest in visiting will not be separated from the connectedness of each latent sub-variable of "Banyuwangi Rebound" city branding. Therefore, this relationship correlates with marketing efforts during the COVID-19 pandemic. This variable relationship has synchronization with the triple helix concept, especially in the business sector and academics in practice during the COVID-19 pandemic. When the Banyuwangi Rebound was launched, the three pillars and two foundations initiated by the government were indirectly felt by business people and academics in activities related to accelerating tourism recovery in Banyuwangi District.

This study shows that there is a strategy in times of crisis by the government through the Banyuwangi Rebound City branding program. This strategy can be interpreted by stakeholders in the triple helix concept as an effort to restore the psychological and non-psychological aspects of the people of Banyuwangi District in various sectors connected with regional tourism.

This research proves that the government's city branding program was able to optimize all opportunities in society during the COVID-19 pandemic. In other words, the crisis period should not be seen as an obstacle in optimizing regional potential. The city branding program can be used to revive moments of crisis through various opportunities. Where this will be able to harmonize society with all opportunities, especially in the tourism sector. This research can be utilized by other

prospective researchers as material to reveal the government's city branding strategy during the crisis in other regions.

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