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Natural Tourism Empowerment Construction through Brand Strategy based Online Marketplace to Accelerate the Development and Enhancement of Industrial Competitiveness 4.0 in Undeveloped Areas of the Coast of East Java

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Abstract :

The aim of this research was to find a form of construction of natural tourism empowerment through a brand strategy based online marketplace to accelerate development and enhance the competitiveness of industry 4.0 in undeveloped areas of the coastal areas of East Java. The research sites were in 2 regency, namely Bangkalan Regency and Situbondo Regency. The analysis technique used Triangulation analysis. The conclusion of this research is that from a geographical point of view, Situbondo Regency has the potential of large and prospective natural resources to be developed as a driving force for social economic growth. Situbondo Regency has a large sea area and a fairly dense forest area. This is a very large asset of Situbondo Regency as an economic source to encourage the development of a populist economy. Online Marketplaces that are often used are Instagram, Facebook and Websites. The Situbondo Regency Brand Strategy: Situbondo Regency as a Fisherman Village and the Tourism Gateway for Baluran Forest. Bangkalan is the entrance to Madura Island that can be used as a brand strategy. The Madura Gate, the Greatness of Madura, the Future of Madura, can be taken into consideration in the preparation of City Branding.

Keywords: branding strategy; city branding; online marketplace; natural tourism.

JEL Classification: J11; O18; Z32.

Introduction

Sustainable tourism development is important in the tourism industry sector because it can contribute to the Gross Domestic Product (GDP) of the region and the State in general. Tourism development is inseparable from a marketing strategy as an image effort by building adequate tourism destinations, supporting tourism facilities, availability of accessibility and other supporting components of tourism activities. Tourism marketing aims to make

a tourist destination known nationally and internationally so that tourism objectives to improve people's welfare can be achieved.

Marketing of tourist destinations must be sustainable by taking advantage of technological developments through social media and online advertising media (Nikolskaya *et al.* 2019). The development of information and communication technology as a source of information and entertainment today has a very significant impact and it is able to shift the culture of socializing. The context of marketing in a region, city and state through tourism destination has been a dynamic matter and it has been popular a lot lately. Cities, regions, and countries realize that the need for a brand strategy that will provide many benefits for the region itself. Branding is the most effective way to provide an overview of tourist destinations in an effort to improve economic quality so as to avoid economic inequality and natural resource imbalances (Marczak and Borzyszkowski 2020; Wildan and Sukardi 2020).

1. Literature Review

1.1 Natural Tourism

Natural and cultural wealth is an important component in tourism. Indonesia as a tropical country has 17,508 islands and 6,000 of them are uninhabited. Besides, Indonesia has the third longest coastline in the world (BPS 2019). This country also has 1,340 ethnic groups, each of which has different customs and traditions. The number of ethnic groups more than 1,000 results in a variety of cultures in Indonesia. Indonesia was in 40th place of a country with strong tourism competitiveness in the 2019 Travel and Tourism Competitiveness Report. Previously, it was in 50th position according to an analysis of the World Economic Forum (WEF) (World Economic Forum, 2019). The large number of natural resources that have not been fully managed and diverse cultures make Indonesia a country that is rich in culture and natural resources and has excellent potential to be developed in the tourism sector (Suryaningsih *et al.* 2020).

1.2 Online Marketplace

The main regulator has to issue regional tourism policies that offer incentives for small and medium enterprises in internal tourism and the arrangement of visits in socio-economic stressed/undeveloped areas. Another direction is an investment policy targeted at making the internal market more centralized in order to have a clear spatial arrangement and a hierarchy of components in the territorial structure. Thereby, it contributes to a polarized process and forms the basis for the formation of a tourism transportation logistics system with distribution of internal and external tourism flow coordinator (Beketova *et al.* 2019).

In addition, promotional materials are used to organize, reinforce or change the image of the destination. Marketing activities can create awareness goals, generate interest, stimulate desire, and ultimately produce action (Panjaitan 2020).

1.3 Brand Strategy

The image of tourism destination can be seen as the determinant of the quality of a trip made and felt based on a comparison between tourist expectations and the actual performance of tourism services. The higher the tourists' satisfaction with tourism objects and attractions, the higher the tourists' preferences for these tourism objects and attractions, and the stronger the image of a positive tourism destination in the minds of tourists, which in turn can encourage them to return to these tourism destinations. or also encourage their friends to visit. Satisfaction, preferences, and a positive image of tourism destinations can be a good basis for tourism development, including national tourism in an integrated and sustainable manner (Lagarensen and Walansendow 2020).

This research is able to offer and produce the concept of destination brand value as a good intervening variable. It also shows the theoretical implication that destination brand value is the main determinant of tourist satisfaction in visiting tourist objects. Destination brand image does not affect the destination brand value of a tourist attraction. This research is also able to explain the role of destination brand value as an intervening variable in the relationship between destination brand awareness, brand quality and destination brand satisfaction and destination brand loyalty. The destination's brand value also provides additional reinforcement to the achievement of tourist satisfaction and loyalty. It means that when tourists decide to visit a tourist attraction, tourists will also consider the destination brand value of each of these tourist objects, which is based on four indicators, such as convenience, reasonable cost, pleasure, and benefits (Panjaitan 2020).

2. Methodology

Research approach was applicative with indisciplin method. The research sites were in 2 districts, namely Bangkalan and Siubondo Regencies. The unit of analysis used a purposive sampling technique. Researchers explored and determined respondents related to research problems, such as the acceleration of development and competitiveness of natural tourist attractions on the coast of East Java, related agencies and local governments. Data collection techniques used questionnaires, interviews and observations. The analysis technique used was LQ to determine the economic structure based on the sector basis, analysis of the closest neighbors to determine the distribution of tourist objects, and triangulation analysis techniques. Measurable performance indicators formulated models to accelerate development and increasing competitiveness and empowerment of natural tourism in the coastal areas of East Java. Triangulation is one way to obtain truly valid data using a multiple method approach. The principle of triangulation is checking data to determine data that is truly accurate and describes a phenomenon in a research. Triangulation Data include the use of different data/information sources. The strategy used is to classify each group and evaluate, then compare it with various data sources (Bachri 2010). Triangulation analysis was used to obtain Natural Tourism Construction through Brand Strategy based Online Marketplace. This research used data sources from the Gross Regional Domestic Product to determine the economic trend of an area, especially in Bangkalan and Situbondo Regencies. The second data were the distribution of tourist objects used to determine the development of tourism activities to support the regional economy. The third data were the community's perception of the existence of tourist areas through security, comfort, frequently visited locations, and sources of information about the existence of tourist sites. Searching information about these perceptions are through interviews and questionnaires.

3. Result and Discussion

3.1 Result

3.1.1 Economic and Tourism Characteristics of Bangkalan Regency

Madura Island is a part of East Java Province. The development of this region is considered sluggish compared to other regions. Thus, the Government felt the need to build the Suramadu Bridge. The construction of the Suramadu Bridge is a government effort to accelerate the economic development of Madura Island.

Bangkalan Regency is the Gateway to Madura Island across the Suramadu Bridge, especially for goods and service traffic activities that connect Java and Madura Islands. Bangkalan Regency is part of the Madura Island area that is included in the development of Surabaya city. Bangkalan Regency is the pole of economic growth in East Java Province that plays an important role in supporting the development of the industrial, trade, agriculture and tourism sectors. It is strategically located at the western tip of Madura Island next to the city of Surabaya that is the center of city government and business center in East Java.

Tourism objects in the Bangkalan area are scattered throughout the region. This is obtained from the analysis of the Nearest Neighbors Analysis with the Arch GIS tool, that stated that the distribution of tourist objects in Bangkalan has been distributed.

The distribution of the location of tourist objects in Bangkalan Regency can assist the process of accelerating the economy in Bangkalan Regency evenly (Figure 1 and Figure 2).

Figure 1. Distribution of Tourism Objects in Bangkalan Regency

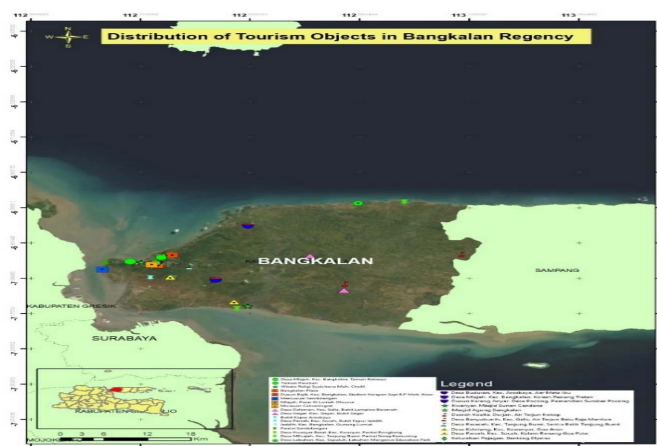
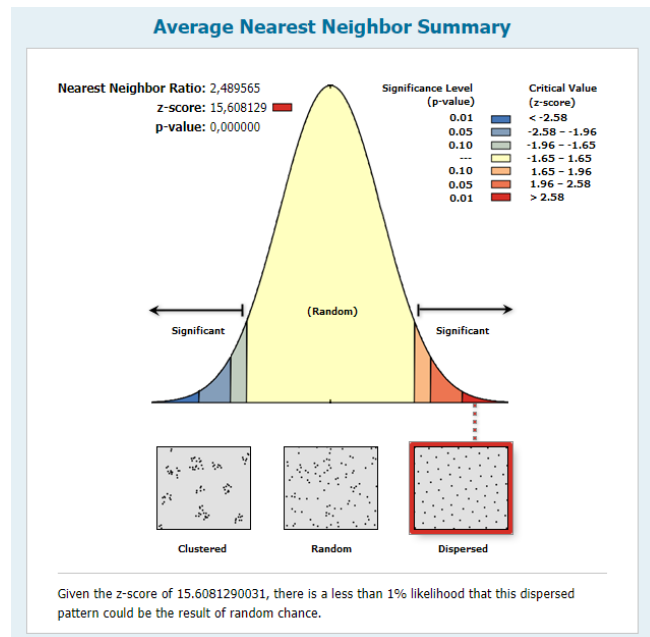


Figure 2. Results of Nearest Neighbor Analysis.



The tourism object distribution varies and advances in Bangkalan city. It affects toward economic sector growth. The results of the LQ analysis show that several sectors are progressive. One of the progressive sectors is the accommodation and food and beverage providers sector. This shows that Bangkalan Regency has begun to experience a shift in the structure of the economy from the agricultural, forestry and fisheries sectors that began to shift towards warehousing transportation, the information and communication sector as well as accommodation and food and beverage providers.

The providers of accommodation and food and beverage are the development of sectors towards tourism such as hotels and the provision of restaurants and tourism support activities (figure 3 and figure 4).

Figure 3. Economic development sector in Bangkalan Regency.

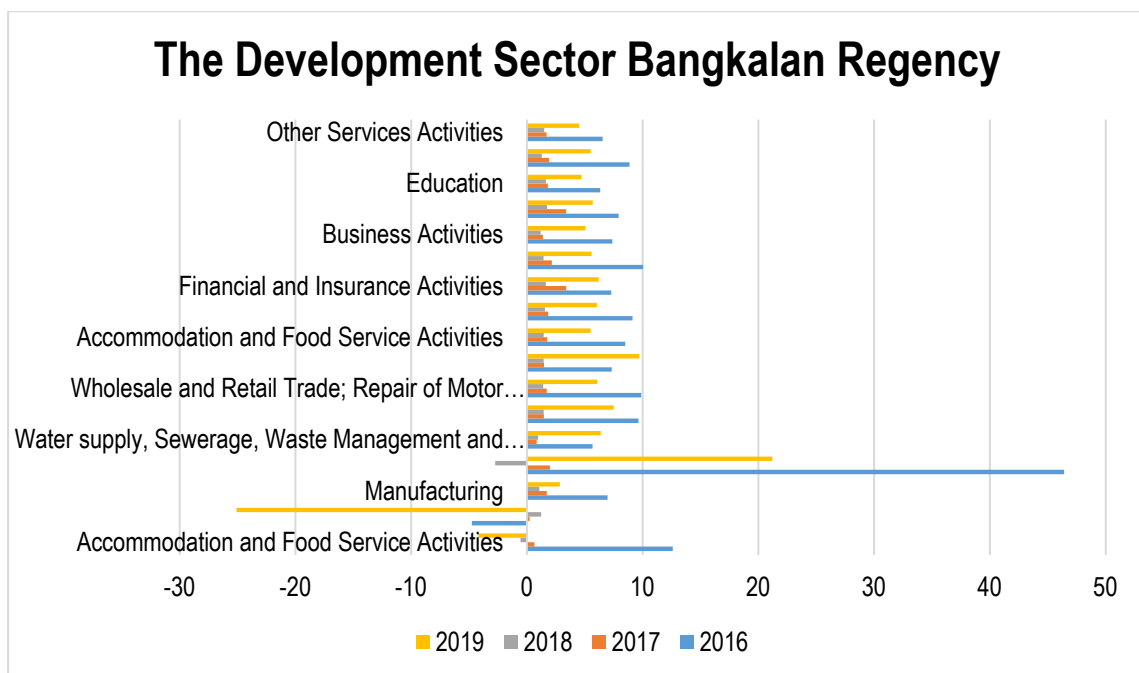
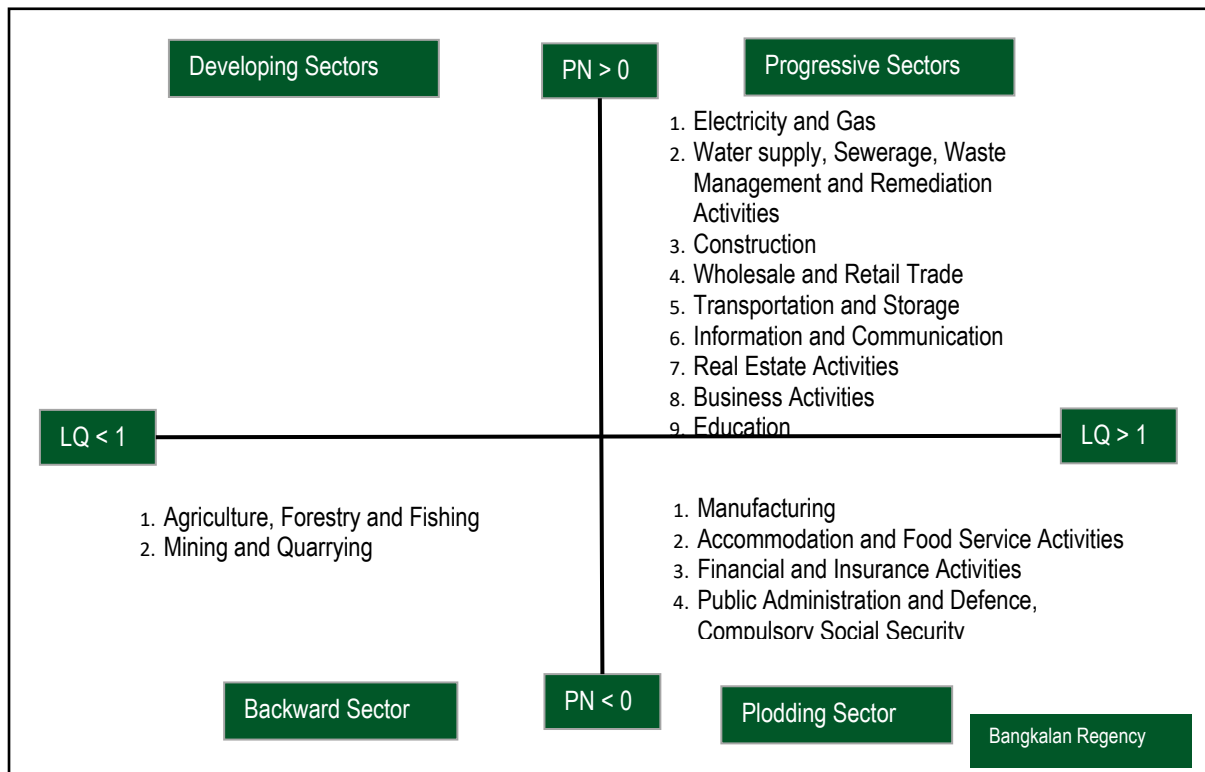


Figure 4. The division of the basic sector economic structure in Bangkalan Regency.



Providers of accommodation and food and beverage is a sector development towards tourism such as hotels, restaurants and tourism support activities. The growth of the tourism sector in Bangkalan Regency has begun to penetrate nationally since 20015. It continues to be made by the Bangkalan Regency Government as a tourist destination on a national scale. This activity was supported by the central government by building a bridge connecting Java and Madura Island since 2010, known as the Suramadu Bridge.

City branding in Bangkalan Regency is very important to be able to encourage the economy of regional development. Bangkalan Regency is a regency that is no less interesting than other districts. The potential of this Regency is in the form of culinary diversity, the distribution of tourism objects in the form of religious and non-religious tourism, natural and artificial tourism, batik centers and investment prospects that are the base sector in Bangkalan Regency. In addition, the geographical conditions of all aspects supported by infrastructure are very beneficial for the progress of Bangkalan Regency. The opportunities for progress in this Regency are increasingly opening up with the construction of the Suramadu Bridge that is the gateway to the island of Madura. However, all the existing potentials have not received maximum attention and utilization from the Regional Government of Bangkalan Regency to form and determine the right City Branding for Bangkalan Regency that can reflect the life and environment of the Bangkalan people.

To establish city branding in Bangkalan Regency, some matters need to be taken into account such as natural potential, tourism potential which of course has the support of the Bangkalan Regency Government.

Geologically, Bangkalan Regency has many limestone mountains. Thus, there are many limestone mines. The former limestone quarry is used as a well-managed natural tourist spot with several exotic spots for photos and unique relics on the walls of the limestone hills. Some of these tourist attractions consist of Jaddih Hill in Socah Vilaage, Kapur Arosbaya Hill and Geger Hill in Geger Village. Besides limestone hill tourism, there are also several beach tourism objects such as Sembilangan beach and Kemuning beach.

Sate Madura, Soto Madura, Topak Ladhe Bangkalan, Tajin Sobin Bangkalan, Nasi Serpang, Broth Kokot, Bebek Sinjay, Bebek Ongkep and Soto Mata Sapi are typical food of the island of Madura in Bangkalan Regency. Each meal offers a rich combination of seasonings, resulting a distinctive taste. This is the reason some tourists visit Bangkalan Regency and want to revisit.

The Madurese people are known as a society that is loyal to religious leaders and adheres to the teachings of the Islamic religion. Therefore, Islam in the view of the Madurese community is not only the basis of social norms in social life, but also an element that symbolizes the ethnic characteristics of the Madurese community. The culture that develops in Madurese society is a high respect for the supporting pillars of Madurese

culture, namely Bhuppa - Bhabhu - Ghuru - Rato which means Father - Mother - Teacher (Kyai) - Queen (government) (Farida, Zulaikha, and R. Hartopo Eko 2019). This expression is the basis for all social aspects in Madurese society. In the social-cultural life of the Madurese community, there is obedience to figures who are respected in stages. Thus, if people violates, they will get social-cultural sanctions.

Many factors make a traveler want to travel in Bangkalan Regency. 13 respondents gave several reasons for traveling, including: reckless knowing tourist attractions in Bangkalan district, the distance to tourist attractions are close to Surabaya, affordable for travel, beautiful and comfortable tourist attractions, they can visit the batik craft center (which usually comes from Pekalongan and Yogyakarta regency) and typical Bebek Sinjay culinary, beautiful natural scenery, especially limestone tourism, they want to know tourist attractions outside Java, official tours and refreshing.

Social media that was often used by respondents to obtain information about tourist spots was the website. This is indicated by 38% of respondents who stated that the website was a medium used to find information about tourist attractions in Bangkalan Regency by directly writing a blog or the official website of the Bangkalan Regency Tourism and Culture Office. Website was the fastest medium to obtain the desired information. Furthermore, it was Instagram and Facebook which were stated by 23.08% of respondents. Through Instagram, many people uploaded photos of themselves at tourist attractions, which of course provided very interesting photo spots. 15.38% of respondents stated that they did not know because some of the respondents were in the vicinity of tourist sites, so they did not need to search in cyberspace to find information about tourism objects in Bangkalan Regency.

Instagram is one type of social media that is widely used by respondents to find information about a brand. Instagram is very easy to operate because it is integrated with the smartphone application facilities offered. The results of the respondents showed that 61.54% of respondents used Instagram to find information.

3.1.2 Economic and Tourism Characteristics of Situbondo Regency

A province that has a sea area four times the area of the plains with a coastline of approximately 3,000 km is East Java Province. Beside its large area, East Java is also rich in natural resources that can be utilized as the supporting capacity for regional development. Situbondo Regency is a regency East Java Province that has marine and fisheries potential. In addition, Situbondo Regency is also popular due to its Blauran National Park as one of the conservation forests on the island of Java.

The distribution of tourist objects in Situbondo district used analysis of the closest neighbors with the Arch GIS tool. The results showed that the distribution of tourism objects in Situbondo Regency was scattered/distributed (Figure 5 and Figure 6).

It depicts that the distribution of tourism objects in Situbondo Regency has begun to mushroom in every sub-district in Bangkalan Regency. This effort can accelerate the process of accelerating the economy in Situbondo Regency.

Figure 5. Distribution of Tourism in Situbondo Regency

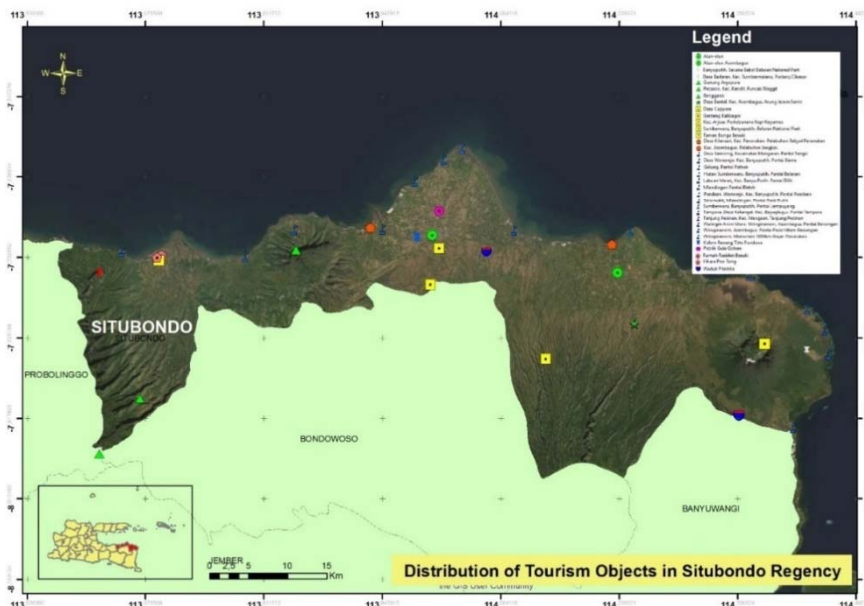
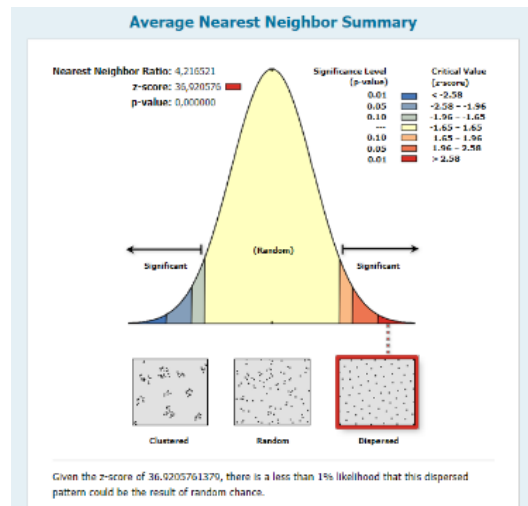


Figure 6. Result of The nearest Neighbor Analysis



The economic growth of Situbondo Regency is seen from the typical of sectors that become basis sector and a shift in the economic structure that can be developed.

LQ Technical Analysis is an approach commonly used in basic economic models as a first step to understand the sectors of activity that drive growth. LQ measures the relative concentration or degree of specialization of economic activity through a comparative approach. LQ technique is widely used to discuss economic conditions, leading to the identification of specializations in economic activity or measuring the relative concentration of economic activity to get an idea of determining the leading sector as the leading sector of an industrial economic activity. The basis for discussion is often focused on aspects of labor and income.

Figure 7. economic growth sector of Situbondo Regency.

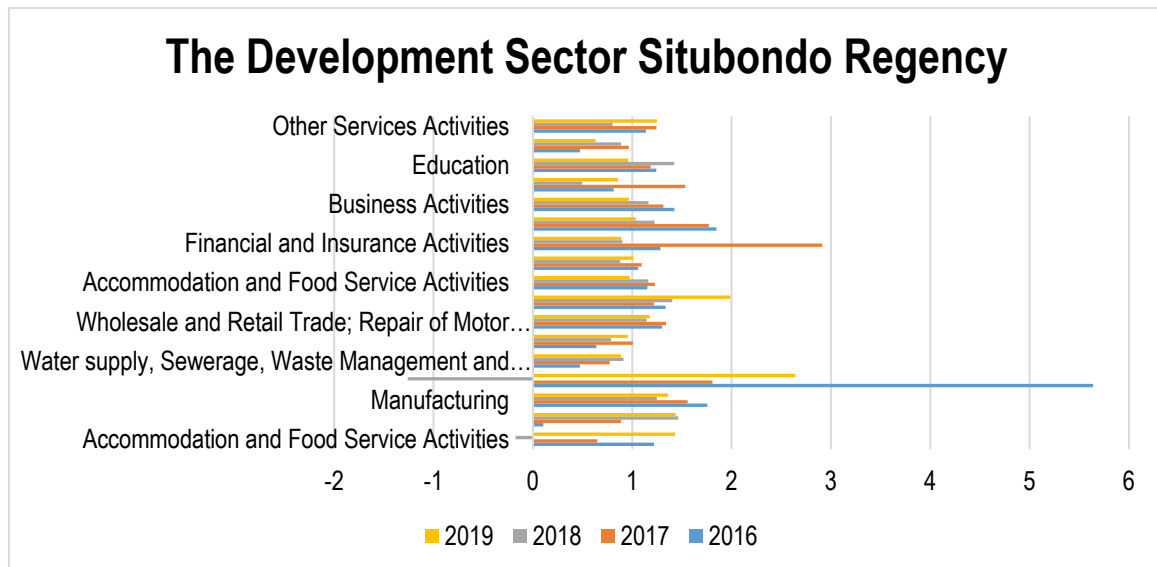
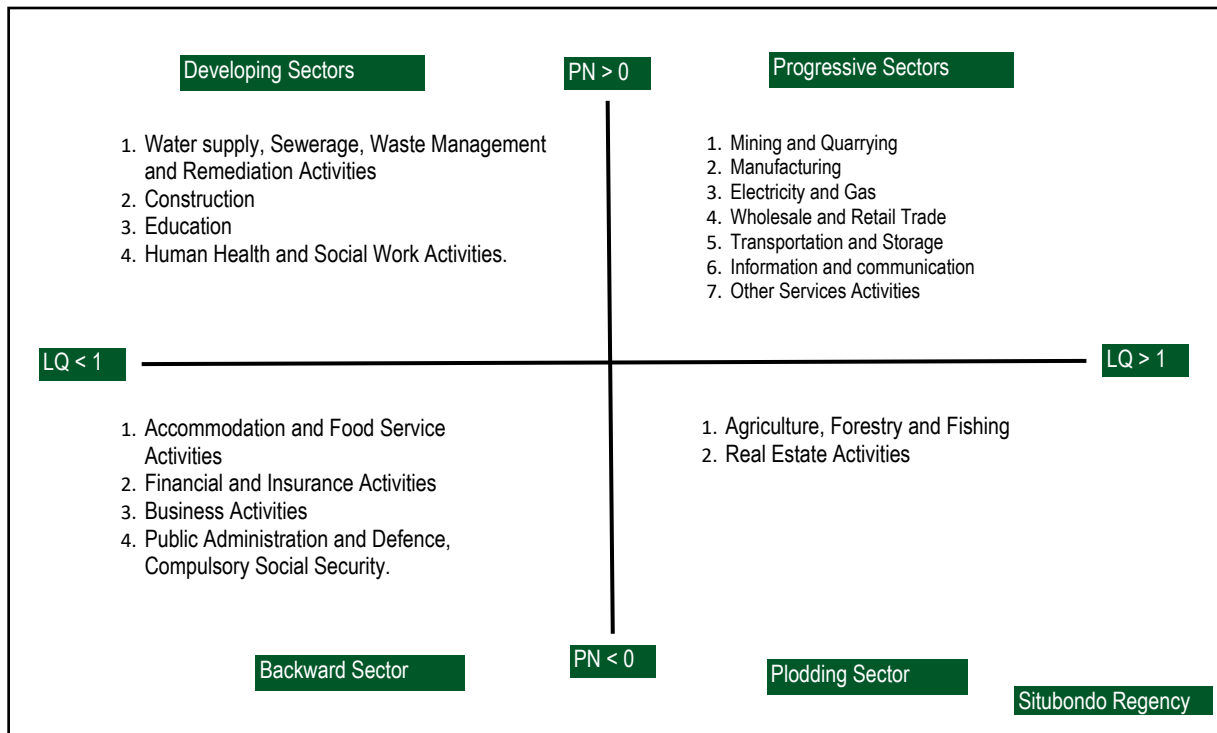


Figure 8. Structure of basis economic sector in Situbondo Regency.



The economic growth of Situbondo regency is seen from the level of specificity of the sectors which are the base sector and the shift in the economic structure that can be developed.

LQ Technical Analysis is an approach commonly used in basic economic models as a first step to understanding the sectors of activity that drive growth. LQ measurement The results of the analysis show that in Figure 7 and Figure 8, there are several sectors that have experienced a decline, but some have had development. One of the progressive basis sectors was the electricity sector and gas supply. This showed that Situbondo Regency has begun to experience a shift in the structure of the economy, in which the agricultural, forestry and fisheries sectors have shifted to the transportation, warehousing, information and communication as well as mining and quarrying sectors. Providers of accommodation and food and beverage are a development of the sector towards tourism such as hotels and also the provision of restaurants and tourism support activities even though this sector is experiencing a decline. The development of the tourism sector in Situbondo Regency has started to penetrate nationally since 2015 and the Situbondo government continues to strive as a tourist destination on a national scale.

The geographical shape of Situbondo Regency has a sea of plains with a coastline of approximately 3,000 km, which is the f island of East Java. besides its large area, East Java is also rich in natural resources which that be used as the supporting capacity for regional development. Situbondo Regency is one of the regencies in East Java Province that has marine and fisheries potential. In addition, Situbondo Regency is also popular due to its Blauran National Park, which is one of the conservation forests on the island of Java.

The establishment of a Brand Strategy in Situbondo Regency was also carried out by distributing questionnaires and interviews conducted to the government, namely the Culture and Tourism Office of Situbond Regency. Questionnaires were distributed online by randomly distributing google forms with a snowball system. One respondent gave recommendations to other respondents. This was conducted because when the research was carried out in several areas, large-scale social restrictions were conducted to reduce the spread of the Covid-19 Pandemic. Snowball sampling with the system collected 35 respondents with the following results.

The driving factor for traveling in Situbondo Regency is the view of the beach sand that can be observed along the Pantura road that rises from west to east, the green expanse of mountains and hills that are soothing to the eye, the port in Situbondo Regency. It also has beautiful beach views and an adequate fishing location. Most of the respondents admitted that the natural scenery and beaches in Situbondo Regency are the most interesting things to visit. Besides the strategic location, it is located along the Pantura road (North Coast) for visitors traveling from West to East to Bali and Lombok Provinces. In addition, several respondents stated that they liked visiting Bondowoso because the locations were close. The location is easy to reach and very strategic as a place to spend time relaxing to relax. Interesting photo spots attracted tourists to visit to post on social media.

The social media that respondents often used to obtain information about tourist attractions was the website. This was shown by 28.6% of respondents who stated that Facebook is a link used to find information about tourist attractions in Situbondo Regency by directly writing a blog account or the official website of the Situbondo Regency Tourism and Culture Office. Website is the fastest medium to obtain the desired information. Furthermore, it is Instagram that was stated by 28.57% of respondents. Through Instagram, many people upload selfies at tourist attractions, that absolutely provided very interesting photo spots. 20% of respondents revealed that they obtained information from blogs on websites.

62.86% of respondents stated that the accessibility quality of the tourist attractions was good. Both in this case, it is easy to reach by any transportation and also how to obtain to the location of the tourist attraction was not too difficult. 60% of respondents stated that the quality of service at tourist objects was good, but 28.57% of respondents stated that the quality of service was sufficient. Many respondents stated that the services at tourist objects were adequate. This showed that there were still some services that need to be improved to give the best impression. 54.29% of respondents stated that the quality of tourism products served in each tourism object was Good. This showed that the types of attraction diversity provided at these tourist sites are very diverse, so as not to bore tourists. Almost the same as the quality of accessibility and also the quality of transportation facilities, 68.57% of respondents said it was normal. Hotels and dining facilities are not evenly distributed in tourist areas. Therefore they are expected to support tourism activities.

The view of the national park with the distribution of flora and fauna and the beauty of the beach along the Pantura road are the main attraction in Situbondo Regency. Fishing, eating together and gathering with family and friends are favorite activities that are often conducted at tourist attractions. In addition, capturing every moment by taking selfies at interesting photo spots and uploading them to visitor social media is something tourists often conduct. Pujasera or so-called warung/food court where traditional food and drinks are sold in Situbondo district is a favorite place for visitors to spend time together to be able to enjoy the results of typical food and drinks at tourist attractions. Respondents also often buy special items such as shell crafts as souvenirs and souvenirs as a sign of having visited a tourist attraction in Situbondo Regency. The beauty of the beach in the form of a panoramic view of the sea and fishing boat activities, as well as a peaceful atmosphere, a calm savanna scene and wildlife activities are things that have been waited and waited to be witnessed and seen. at tourist attractions in Situbondo Regency.

One hundred percent of respondents revealed that Blauran National Park is a must-visit tourist spot in Situbondo Regency. The second place is Pasir Putih Beach, Bama Beach, Pathekm Beach, Banongan Beach and Padang Savanah. The beach is the most dominant tourist attraction in Situbondo Regency. This is because the administrative area of Situbondo Regency is located along the North Coast of Java Island. One hundred percent of respondents stated that the main factor of interest in Situbond Regency was its natural beauty. Almost all (94.29%) respondents expressed a desire to repeat visits to the same tourist attractions. This was directly proportional to the frequency of return visits made by respondents who stated that return visits were made more than 4x visits to the same tourist attraction.

3.2 Discussion

The analysis of Tourism and Online Market of Bangkalan and Situbondo regency need to be evaluated and validated. Thus, the results of the analysis can be more accurate later. This evaluation and validation were carried out using triangulation analysis. Triangulation analysis refers to regional economic trends, distribution of tourist objects and public perceptions of tourist objects related to online markets and strategic brands based on natural attractions so that they can form city branding in Bangkalan and Situbondo districts.

3.2.1 Gross Regional Domestic Product of Bangkalan and Situbondo Regencies

Results of LQ analysis LQ showed that economic improvement leads to large and small trade, information and communication as well as the provision of food and beverage accommodation that is very supportive of tourism activities. Bangkalan and Situbondo regencies Government programs, since the Desa Mandiri program began through tourism activities, have been aggressively developing their territories.

3.2.2 Tourist Attraction distribution in Bangkalan and Situbondo

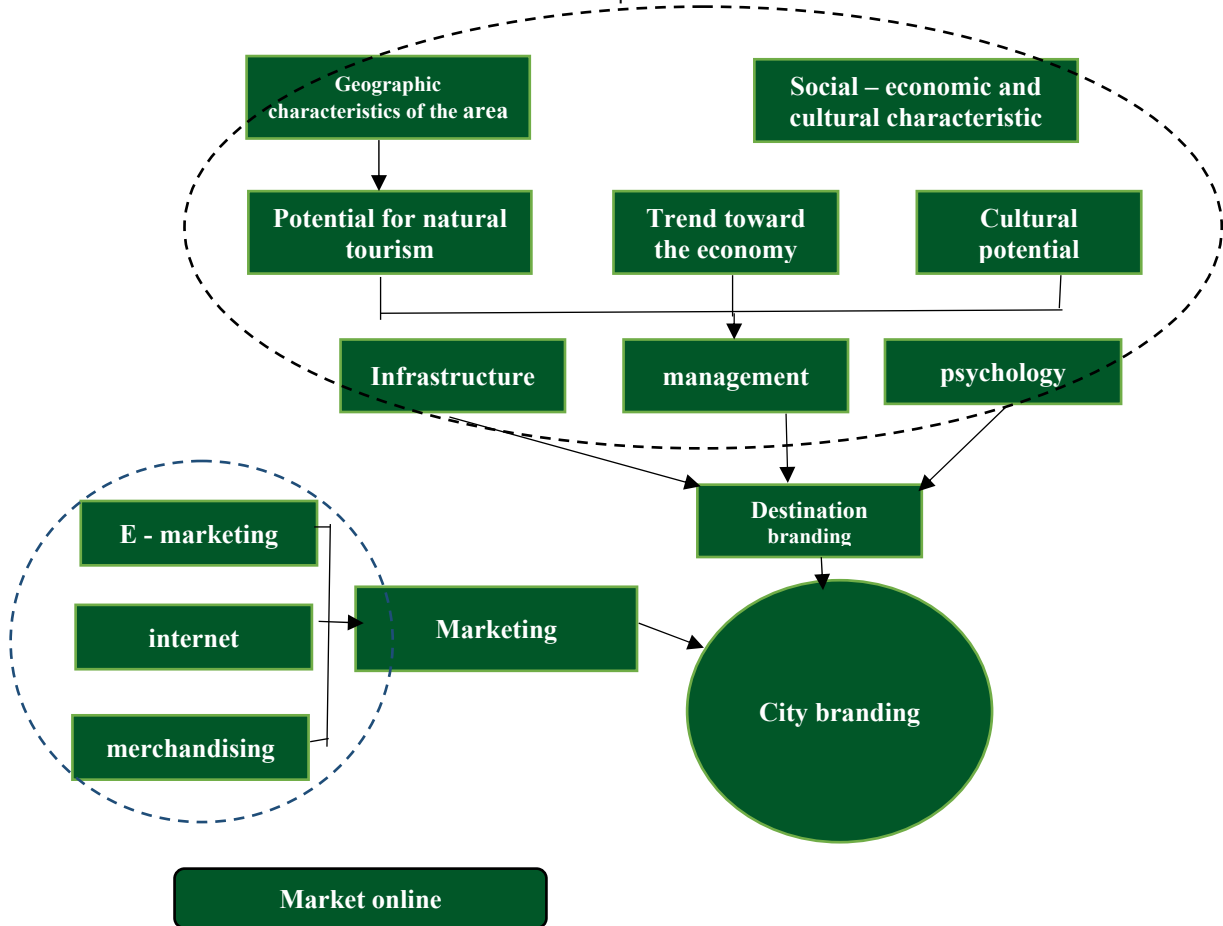
The distribution of tourism attractions in Bangkalan and Situbondo Regencies is scattered along the coastline, but some of the tourism attractions in Bangkalan Regency are concentrated in hilly areas that were formerly limestone mining. Many tourism objects have the characteristics of natural tourism by utilizing natural potential in the form of beaches and hills.

3.2.3 People’s Perception about tourism attractions in Bangkalan and Situbondo Regencies

Most people have been known about brand. The brand according to them is a symbol, or brand. Brand is the result of a product or service. Destination brand or city branding greatly affects tourists in choosing tourist destinations to visit. There are Ease of accessibility, quality of accommodation, quality of security, quality of comfort, quality of public facilities, quality of service and good diversity of types of tourism in several tourist objects. Information on tourism attraction and city branding is mostly obtained from websites through social media, Facebook and Instagram. It is easy to open social media applications because it is integrated with a smartphone.

Referring to the triangulation analysis above, it was found that the construction of natural tourism through an online market based on a brand strategy is as follows:

Figure 8. Natural tourism construction through brand strategy based online marketplace.



Tourism sector in Indonesia rapidly develops every year because of beauty, uniqueness and diversity of natural wealth in Indonesia. One of the tourism attractions in Indonesia that attracts tourists to visit is nature tourism (Waworuntu and Herlambang 2019). besides its natural beauty, Indonesia also has cultural diversity with hundreds of nations scattered throughout Indonesia. The number of tribes make Indonesia having rich in cultural diversity. When the condition of the industrial sector has been the spearhead of the Indonesian economy, stagnated in the face of various obstacles, the Indonesian government began to develop other sectors. One of them is the tourism sector that assists local and state revenue (Prihantini 2018). The atmosphere of business competition does not only occur in products or companies, but competition between cities and regions is increasing every year and becomes a concern.

Competition between cities is always related to regional marketing and branding. A city or region that can create a strong brand with a reflection of its identity will attract potential consumers, tourists, investors or residents. Thus, the brand itself becomes a clear differentiator to increase the competitiveness of a city or region. City branding has the objective of enhancing business investment relationships, increasing the competitive advantage of the tourism market, promoting general economic and social development, and encouraging people to identify where they live (Luthfi and Widyaningrat 2013). Referring to the theory and analysis results, it is found

that a good integration between geographical, social-economic and social-cultural characteristics, through infrastructure processing, management and social psychology can form a destination brand for a tourist area. In the all-digital era, it is very supportive of brand formation through online marketplaces, social media such as Facebook and Instagram are people's favorites to obtain information. In addition to be easy and fast to access, the online marketplace does not require very high costs. It occurs in Bangkalan and Situbondo Regencies because of their geographic characteristics that are very supportive of the development towards natural tourism. The application of the brand strategy through the online marketplace will form the city branding of Bangkalan and Situbondo regencies.

Some difficulties perceived by government of Bangkalan Regency government are management of tourism and the lack of optimal authority given by the central government. The affirmation made during an interview with a resource person from the Open University of Surabaya, Mr. Sucipto, S.Sos., M.Sos, that the jargon of Bangkalan as Koa Dzikir and Sholawat is a slogan or motto built by the community, not a city branding in Bangkalan Regency. City Branding is a regional regulation agreed upon by the Regency Government and the local people. If it is seen at some of the existing potentials, Bangkalan is the entrance to Madura Island that can be used as a brand strategy to be developed into City Branding in Bangkalan Regency. *Madura Gate, the Greatness of Madura, The Future of Madura* can be taken into consideration in the preparation of City Branding.

Situbondo Regency as one of the cities in East Java that has a geographical structure bordering Probolinggo and Banyuwangi Regencies. Starting from the PLTU (Electric steam power plant) Paiton area on the east side to the Asembagus area with a length of about 100 km, the Situbondo Regency area has an area that stretches along the north coast (PANTURA) and also protected forest (alas Baluran) at the eastern end. in the East Java region.

Besides the geographical aspect, Situbondo Regency has the potential of natural resources which are quite large and prospective to be developed as a motor of economic growth for the people. Situbondo Regency has a large sea area, and has a fairly dense forest area. This is a very large asset of Situbondo Regency as an economic source to encourage the development of a populist economy. Yet, these natural resources have not been managed optimally. Therefore, we as researchers and community service would like to provide suggestions in the form of strategies on how to take steps to develop these natural resources through the Situbondo District Brand Strategy.

Furthermore, Situbondo Regency Brand Strategy is Situbondo Regency as a **Fisherman Village and Tourism Gateway** for Baluran Forest.

Conclusion

The conclusion of this research are as follow:

Local economic development in Bangkalan and Situbondo regencies has been improved and strong in large and small trade, information and communication as well as accommodation for eating and drinking to support tourism activities.

The geographic characteristics of Bangkalan and Situbondo Regencies are very supportive of the development of natural tourism areas in the form of beach tourism, nature conservation tourism in the form of protected forests and ex-mining of limestone hills which are managed independently by the community as a tourist destination.

The development of city branding in Bangkalan and Situbondo District through the triangulation analysis used shows that the geographical characteristics of the area as well as the socio-economic and socio-cultural characteristics can be used as tourist destinations if they are supported by complete facilities and infrastructure, good management and community mental management. The surrounding area can form a tourist destination brand. To be better known nationally and internationally, marketing is required. In the era of digitalization, the internet means information and destination brand formation can be channeled quickly, effectively and efficiently because it does not require high costs. Everything is well integrated to form city branding.

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