

**'REGAINING THE LOST EDGE : REASSERTING THE "TEPIAN (EDGE)  
CITY" MOTTO OF "TEPIAN MAHAKAM" TOWARDS BRANDING  
SAMARINDA AS A LIVABLE RIVERFRONT CITY'**

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To my beloved family and friends.

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### *In The Name of Allah, the Most Gracious, the Most Merciful - My only source to rely on*

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*fie.-dha*

## ABSTRACT

The main purpose for a city creating ‘a distinct’ City Brand’ is to make the city easy to be recognized among other cities so the city can easily attract investors and visitors and at the end can enhance ‘the sense of pride’ among its citizens. This idea of being ‘ a distinctive city’ potentially builds upon the city’s geographic location, natural assets, history, culture and various socioeconomic elements that set the city apart from other cities. can have by Samarinda City. Samarinda has a ‘City Motto of ‘Tepian (Edge/Riverfront) City’ that reflects not only ‘Quality Aspects’ that Samarinda City aspires, as extended from the word “Tepian” : ‘TEduh (shady), raPI (neat), Aman (safe) and Nyaman (pleasant/comfortable)’; but also the city’s ‘Location’ on the banks of the second longest river in Indonesia – the Mahakam River - that can act as ‘Geographical Brand’. To support the study to do branding effort, researcher chose ‘Tepian Mahakam’ as ‘Brand Place’ and produced four main analyses which are 1) impressions about Samarinda City as Tepian (Edge/Riverfront) City’, 2) impressions about ‘Tepian Mahakam’, 3) Brand Elements on ‘Tepian Mahakam’, and 4) aspirations on ‘Tepian Mahakam’ to make it as ‘a livable riverfront place’. To do analyses, researcher did by quantitative method research which is ‘stratified purposive sampling’ by distributing 100 questionnaires with main conditionals are Samarinda Citizen and more prefer under group living more than ten years and age not less than 17 years old. As result, 1) respondents have high understanding that ‘Tepian’ is for ‘Quality Aspects’ but not for describing ‘Location’, 2) there are some strong negative and good impressions about ‘Tepian Mahakam’, and 3) good response on ‘Brand Elements’; and 4) aspirations on activities, visual attractions, amenities & facilities. As final output, by considering respondents aspirations, impressions, and existing condition on and surrounding ‘Tepian Mahakam’, researcher classified into four conceptual areas which are 1) Family Recreation, 2) Natural Concept, 3) Modern Entertainment, and 4) Historical and Cultural Concept. At the end, researcher highly hope these four concepts can be implemented in Samarinda City to have ‘a distinctive branding’ on ‘Tepian Mahakam as a livable riverfront place’ for reasserting the real definition of Motto ‘Tepian’.

## ABSTRAK

Tujuan utama sebuah kota (bandar) menciptakan 'City Brand' yang 'berbeza' adalah agar kota tersebut dapat lebih mudah untuk dikenali dari kota-kota lainnya dan dapat dengan mudah menarik pelabur dan pelancong yang pada akhirnya dapat meningkatkan 'rasa bangga' pada penduduknya. Ide untuk menjadi 'Kota yang Berbeda' dapat pula dimiliki oleh Kota Samarinda. Samarinda yang memiliki Moto Kota 'Tepian (Pinggir) Sungai' dapat memiliki dua erti yang berbeza iaitu 'Aspek Kualiti' yang diinginkan seperti 'TEduh (shady), raPI (neat), Aman (safe) and Nyaman (pleasant/comfortable)', dan 'Lokasi' yang berada di pinggir sungai kedua terpanjang di Indonesia 'Geofisikal Location'. Untuk mendukung projek, peneliti memilih 'Tepian Mahakam' sebagai 'Brand-Tempat' dan membuat empat analisa iaitu 1) impresi tentang Kota Samarinda sebagai 'Kota Tepi Sungai', 2) impresi tentang 'Tepian Mahakam', 3) Element Brand di 'Tepian Mahakam', dan 4) aspirasi pada 'Tepian Mahakam' untuk menjadi 'Tempat pinggir sungai yang menarik/hidup'. Untuk melakukan analisa, peneliti memilih metode kuantitatif dengan 'stratified purposive sampling' pada 100 responden dengan syarat utama mereka tinggal di Kota Samarinda lebih dari sepuluh tahun dan berusia lebih dari 17 (tujuh belas) tahun. Hasil studi, 1) responden lebih menaruh perhatian 'Tepian' sebagai 'kualiti aspek' berbanding pada 'Lokasi'; 2) terdapat beberapa negatif impresi yang kuat dan impresi yang baik pada 'Tepian Mahakam', 3) respon yang baik pada Elemen Brand, dan 4) aspirasi pada aktiviti, visual attraksi, dan ameniti dan fasilitas. Sebagai hasil final, dengan mempertimbangkan aspirasi responden, impresi, dan eksisting kondisi pada dan sekeliling 'Tepian Mahakam', peneliti membuat klasifikasi pada empat konsep, yaitu 1) Rekreasi Keluarga, 2) Konsep Alam, 3) Hiburan Moderen, dan 4) Sejarah & Budaya Konsep. Pada akhirnya, peneliti berharap agar empat konsep yang ditawarkan dapat menjadikan Kota Samarinda memiliki 'Brand-Kota (Bandar) yang berbeza' dengan membawa tema 'Tepian Mahakam sebagai A Livable Riverfront Place' untuk memperkuat Motto Kota 'Tepian' yang sebenarnya.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

Nowadays many advanced countries are busy differentiate their city from other cities. The effort is to catch ‘the attention’ of tourists and investors and be ‘recognized’ as a ‘different place’ in their country or in the world. The successful and powerful city campaign can be from New York City. Started in 1970, New York has the logo “**I♥NY**” created by Ad Agency Wells, Rich and Greene and graphic artist Milton Glaser (Windfield-Pfeferkorn, 2005). The logo became so famous and has been adapted by other countries and counties around the world with the word “I” and the symbol “♥”. We can easily see “I ♥ Korea” or “I ♥ MY” and other cities and countries, including ‘I ♥ UTM on shirts or on stickers, mugs, pins with proud feeling that the person ever went to that place or the person is so in love with the place.

The idea of ‘City brand’ can be traced back to ‘branded livestock’ and continued on to ‘branded goods/services’ and became famous for the ‘branded city’. The first word came from the Viking Language ‘brandr’ meaning for ‘burn’. At that time, Viking Breeders gave ‘mark’ on their livestock by burning their skin as peculiar mark to differentiate theirs from others’ livestock (R. Aswin Rahadi and Alia Widyarini Hapsariniaty, 2011). The notion of ‘brand as mark’ evolved to the goods and services with the purpose of making the goods seem ‘different and easy to recognize’. Mahfudz et al., (2011) support the idea that the goods and services from one company or seller must be different from its competitor by using name, sign,

specific design or symbol or combination of them. It evolves to the City Brand. The fast influence from the mass and electronic media in publicising and advertising the large cities in the world in their efforts to appear dominant than other major cities, such as Amsterdam, Singapore, Kuala Lumpur, etc also followed by some cities in Indonesia such as Jakarta, Bandung, Surabaya, Solo, Pekalongan, Jogja, Batu (Figure 1.1).

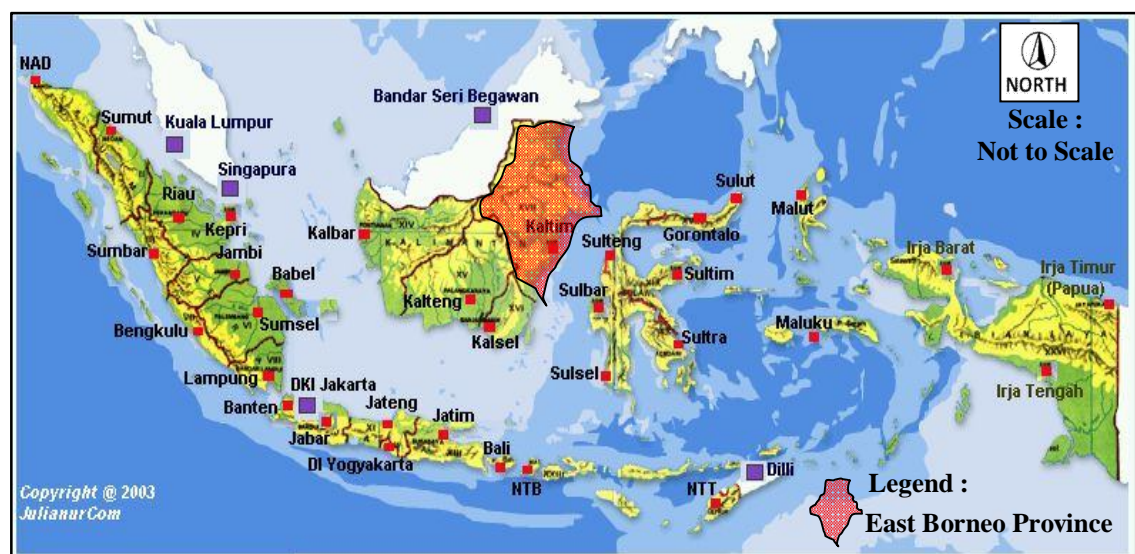
Branding is not a product from the Government or political parties only. Branding is a product that represents all of the elements in a country/city. The basic element for making a good branding is by embracing the citizen. Because at the end, the citizen is the direct factor that will face the visitors, give positive support to the Government Policies, and make a place ‘livable’ and ‘attractive’ and of ‘good impressions’. Citizens with ‘high sense of pride for the place’ can give important roles for supporting the lucid place branding. They have roles in expressing the place’s culture, leaving impressions to others, mirroring these impressions on the identity, and reflecting the changes evoked back into the place culture (Kavaratzis and Hatch, 2013). So, whoever visits a ‘place’ can have ‘a good experience’ for particular experience for different culture/traditions, people, time (with purpose of having specific seasonal purposes’ journey) and want to repeat the experience.



**Figure 1.1:** Brandings from Some Cities in Indonesia

Indonesia (Figure 1.2) has huge potential in the water sector including the coastline and river line. The coastline puts Indonesia in the 4th position for the longest shoreline (95,181 Km) in the ranking (year 2008) in the world after the United States, Rusia and Canada. In the river line, Indonesia has 94,573 Km consisting of 5,590 rivers and 65,017 tributaries. Therefore, some of Indonesian Cities started their civilization from the edge of the river or tributaries or shoreline.

Based on the river line, there are 3 (three) longest rivers in Indonesia that are located in the Borneo Island (Figure 1.3), namely the Kapuas River (1,178 Km), the Mahakam River (920 Km) and the Barito River (900 Km). From those 3 rivers, only the Mahakam River is located under the East Borneo Province (Samarinda City, Kutai Kartanegara and West Kutai Regency) while the Kapuas River and the Barito River shared the river's area with another province (Table 1.1).



Source : <http://harunarc.com.blogspot.com/2012/12/peta-pulau-kalimantan.html>

**Figure 1.2 :** Indonesia and East Borneo Province Location



Source : <http://harunarc.com.blogspot.com/2012/12/peta-pulau-kalimantan.html>

**Figure 1.3** : Three Longest Rivers Location in the Borneo Island

**1. Kapuas River**

Length for 1,178 Km

Locate in :

West Borneo (Kalimantan)

Central Borneo (Kalimantan)

**2. Mahakam River**

Length for 920 Km

Locate in East Borneo (Kalimantan)

**3. Barito River**

Length for 907 Km

Locate in :

South Borneo (Kalimantan)

Central Borneo (Kalimantan)

**Table 1.1** Riverine Data in the Borneo Island





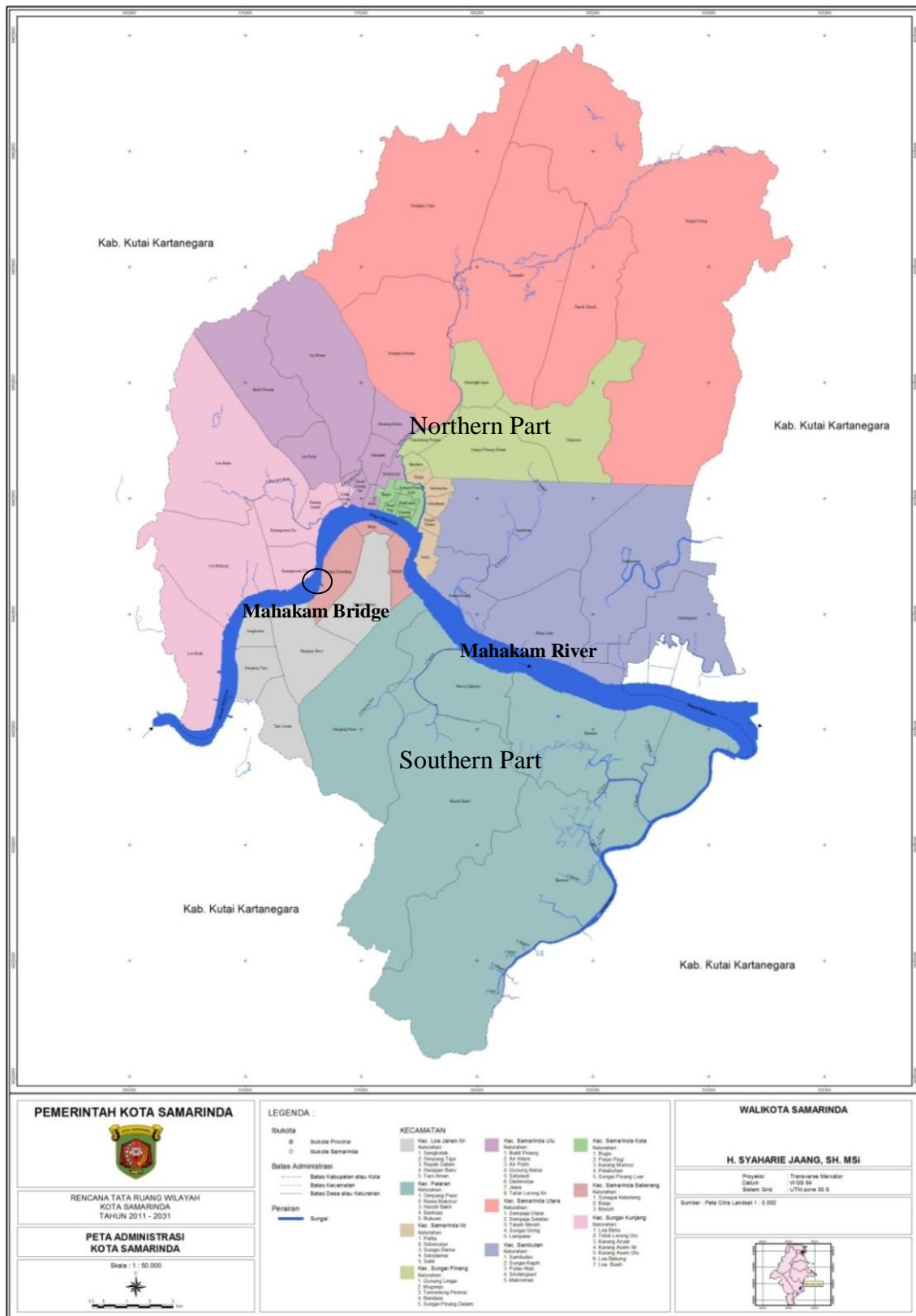
Matters	West Borneo	Central Borneo	South Borneo	East Borneo
Kapuas : 1,178 Km	Kapuas River 568 Km	Kapuas River 610 Km	–	–
Mahakam : 920 Km	–	–	–	Mahakam River 920 Km
Barito : 909 Km	–	Barito River	Barito River	–
Slogan/Brand	<b>1,000 Rivers City</b> <a href="http://www.allaboutlogo.com/2011/07/blog-post.html">http://www.allaboutlogo.com/2011/07/blog-post.html</a>	14 Precincts to be <b>River City</b> <a href="http://bisniskeuangan.kompas.com/read/2011/07/28/19550828/21.Daerah.Dikembangkan.Jadi.Kota.Sungai">http://bisniskeuangan.kompas.com/read/2011/07/28/19550828/21.Daerah.Dikembangkan.Jadi.Kota.Sungai</a>	Banjarmasin City as <b>1,000 Rivers City</b> <a href="http://wwwnew.menlh.go.id/home/index.php?option=com_content&amp;view=article&amp;id=4883%3Abanjarmasin-catatan-484-tahun-kota-1000-sungai&amp;catid=76%3Aartikel&amp;Itemid=94&amp;lang=id">http://wwwnew.menlh.go.id/home/index.php?option=com_content&amp;view=article&amp;id=4883%3Abanjarmasin-catatan-484-tahun-kota-1000-sungai&amp;catid=76%3Aartikel&amp;Itemid=94&amp;lang=id</a>	–
Emblem of the City/Province				
Motto of the City/Province	<b>AKCAYA</b> <b>Indestructable</b> <a href="http://www.allaboutlogo.com/2011/07/blog-post.html">http://www.allaboutlogo.com/2011/07/blog-post.html</a>	<b>ISEN MULANG</b> <b>Never Give Up</b> <a href="http://www.allaboutlogo.com/2011/08/makna-dan-arti-lambang-provinsi_26.html">http://www.allaboutlogo.com/2011/08/makna-dan-arti-lambang-provinsi_26.html</a>	<b>KAYUH BAIMBAI</b> <b>Paddling Together</b> <a href="http://www.allaboutlogo.com/2011/10/kota-banjarmasin-dan-lambangnya.html">http://www.allaboutlogo.com/2011/10/kota-banjarmasin-dan-lambangnya.html</a>	Samarinda City Motto <b>Tepian City</b> <a href="http://www.samari ndakota.go.id/content/lambang-kota-samarinda">http://www.samari ndakota.go.id/content/lambang-kota-samarinda</a>

Table 1.1 shows West Borneo Province that crossed by Kapuas River has brand or famous as 1,000 Rivers City which is similar to Banjarmasin City (South Borneo Province). Different 'brand' came from Central Borneo Province that wanted to make their 14 precincts to be River City. It leads to the problem statement. *What is Samarinda city branding? Which branding is appropriate for Samarinda City? Where the City has potential location which crossed by the 2nd longest river in Indonesia.*

## 1.2 Problem Statement

Samarinda City is Capital City of East Borneo Province which divided into 10 districts and 53 sub-districts with area of 718 Km<sup>2</sup>. The city also has the highest population in East Borneo Province among other cities/counties, year 2011 was 755,630 people (Samarinda Statistical Data, 2012). In Figure 1.4, Samarinda City divided by Mahakam River into two regions which are northern and southern parts. As a Capital City, Samarinda City has many important functions for provincial level, that can affects at least five adjacent cities/regencies which are Kutai Kartanegara Regency, East Kutai, Balikpapan City, Penajam Paser Utara Regency and Bontang City (will be discussed further in Chapter 3). Therefore, Samarinda City besides its important location and functions on Provincial level, the city needs 'a distinctive branding' that can attract not only potential visitors for more than one million visitors just from adjacent cities' visitors but also from National or even International visitors with a good impression so they would love to revisit. This 'distinctive branding' should be representing the 'authenticity and identity' of Samarinda City that be 'different/unique' from other cities in Indonesia, pointing a place that can be a 'Brand-Place' by embracing the public participation which is Samarinda citizens. Because there will be no successful branding without citizen participation. There will be no 'A Livable Brand-Place' without citizen involvement. At the end, 'A succesful Branding' will affect the economic prosperity of citizens and enhancing 'the sense of pride' among its citizens.



Source : Samarinda City Spatial Local Plan, 2011  
**Figure 1.4 : Samarinda City Map**



Samarinda has a Motto as 'Tepian (edge) City'. The idea of 'Tepian (edge/riverfront) City' was presented in the form of an emblem of Samarinda City created by A. Waris Husain in 1992, was a mayor duration between 1985-1995 (Adi Susono, 2004). Referring to the Indonesian Language Dictionary, 'Tepian' based on the word 'Tepi', has definition for a shallow place located on the river bank. The 'Tepian (edge)' word, when it created, has important definition for the location of Samarinda City that originated on edge/riverfront (Tepi=Tepian) of the Mahakam River. Mahakam River that since Samarinda City was built, famous as the main transportation connecting between southern and northern parts and to other Cities in East Borneo Province.

Elements that are presenting in the Samarinda City's emblem can be seen in Figure 1.5. Elements are boat called as 'Ketinting' (Figure 1.6), three flows of river, Mahakam Irrawaddy (Porpoise Fish) and word 'TEPIAN' means for 'edge/riverfront'. Situation where people used to be boating called 'Ketinting Boat' from each region (north and south) was replaced by the construction of Mahakam Bridge in 1987 (Figure 1.7). This Bridge has caused a huge change on the mode of transportation in Samarinda City. The riverine transportation changed to 'land transportation'. The number of private vehicles such as motorcycle and car users are increasing and causing five wharves along Tepian Mahakam has fewer passengers than before. Many boat businessman bankrupted. Mahakam River that was busy with boats now becomes quiet. The land transportation in Samarinda City became more advanced by constructing other two bridges which are Mahulu Bridge and Mahakam Bridge II. Nowadays, the river still an economic arterial function for Samarinda for the coal shipping activities (Figure 1.8).



Elements in the symbol that represent Samarinda as Riverfront City :

- Irrawaddy (Porpoise Fish)
- Boat
- The three river flows
- 'Tepian' word (means 'edge' or 'riverfront')

Source : <http://www.samarindakota.go.id/content/lambang-kota-samarinda>

**Figure 1.5** : Emblem of Samarinda City



Source : Researcher's collection  
**Figure 1.6** Ketinting Boat



Source : <http://remove404.blogspot.com/>  
**Figure 1.7** Mahakam Bridge



Source : [Source: http://diniovita.wordpress.com/2011/10/16/samarinda-kotaku/](http://diniovita.wordpress.com/2011/10/16/samarinda-kotaku/)  
**Figure 1.8** Coal Shipping Boats Activity on the Mahakam River, Samarinda, Indonesia

It changed. The power of City/Regency Mayor in Indonesia to utilize the city's resources has changed since 'the Enactment of the Republic of Indonesia Number 22 Year 1999' replaced with new 'Enactment of the Republic of Indonesia Number 32 Year 2004' about the 'Government Authority'. Those Enactments have given enormous power to the mayor of Cities and Counties throughout Indonesia to utilize the potential of its resources with the purpose for the greatest welfare of the citizen (Indonesian Constitution 1945 Section 33, Verse 3). The power to utilize city's resources does not need approvals from higher level such as from Province or National. In the Enactment Number 32 Year 2004 Section 14, mentioned that the City Authority has vital affairs in planning, utilising, supervising, development control and the investment administration services in its urban space. The power and great responsibility from the Mayors reflect in terms of 'planning, utilising, supervising, development control and the investment' which have the same purpose is to '*selling and promoting*' the city so it can increase the investments and visitors to the city in order to get better economic and citizen's welfare. As long as the purpose for increasing citizen welfare, with appropriate procedures, the Mayor can utilize city's resources without need approval from higher level.

This enactment has given immense effect to the economic development of the Samarinda City. Started 2000, The same Mayor who was leading in duration year 2000–2010 (two consecutive elections), has 'vision' 'to make Samarinda City as City of Services, Industry, Trading and An Environmental Residential Concept'. This vision is being continued by current Mayor (duration year 2010 – 2014) who wants to make 'Samarinda City as Metropolitan City based on Industries, An Advanced Trading and Services, an Environmental Residential Concept, as well as having a competitive advantage to improve the welfare of the community'. These two visions and each of the Mayor's missions have successfully attracted more people especially from Kutai Kartanegara, Bontang and West Kutai and other cities to come to Samarinda City and spend their time and money since Samarinda City has more shopping malls and cafes compared to their cities. Since these newer activities of shopping, business and trade are all located 'in-land', away from the Mahakam River, the significance and functions of "Tepian Mahakam" have been further eroded.

The current Mayor's vision (Syaharie Jaang duration year 2010-2014) under his vision to make Samarinda as Metropolitan City is not presenting Samarinda to be 'different' to other cities in Indonesia. Samarinda may risk losing its identity that has the second longest river in Indonesia. Samarinda City can not compare to those cities such as Jakarta, Bandung and Surabaya that already be 'Metropolitan City' or 'Megapolitan City' with more than enough 'Metropolitan's Facilities'. These all 'in-land' developments since 2000 until now, made the word 'TEPIAN' is only for the extension word under 'Quality Aspects', and only few of Samarinda people know history that Samarinda is originally from the edge of Mahakam River.

The thirteen years approaches of 'in-land' developments have made the location of 'Tepian (edge/riverfront) Mahakam' not as popular as the 'in-land' activities since there was no any important activities that provided in there. The area that is under the study location and already famous as 'Tepian Mahakam/Tepian Park' can be defined as uninteresting public spaces. However, the location can be a strong identity of Samarinda City since the area is an entry and exit gate leaving from/to Samarinda. This situation is different from the situation that the earlier Mayor wanted to build in the mind of visitors and Samarinda citizen. When Mayor A. Waris Husain made the word 'Samarinda as Tepian (edge/riverfront) City' in 1992, he wanted to make an obvious depiction about Samarinda City. The depiction that he wanted to make is, 'when people mentioned word 'Tepian City' they will have a depiction about Samarinda as a City with TEduh (shady), raPI (neat), Aman (safe) and Nyaman (pleasant/comfortable) on the 'Tepian (riverfront/edge) Mahakam River' (Adi Susono, 2004).

Since year 2000, the concept of 'selling' offered by the Samarinda City did not base on a 'city brand' that can make Samarinda 'different' from other cities in Indonesia. The basic idea of competing among cities in Indonesia makes Samarinda City should have 'distinctive brand' in an effort to attract investments, tourists, and even for the citizen itself. Zulaikha Budi Astuti (2011) say 'when a city wants to rebuild or renew the city image, they need to build the comprehensive image or brand as the initial step'. When a city has 'a specific brand', the city can provide specific services that cannot be provided elsewhere. Referring to Lynch (1960) the

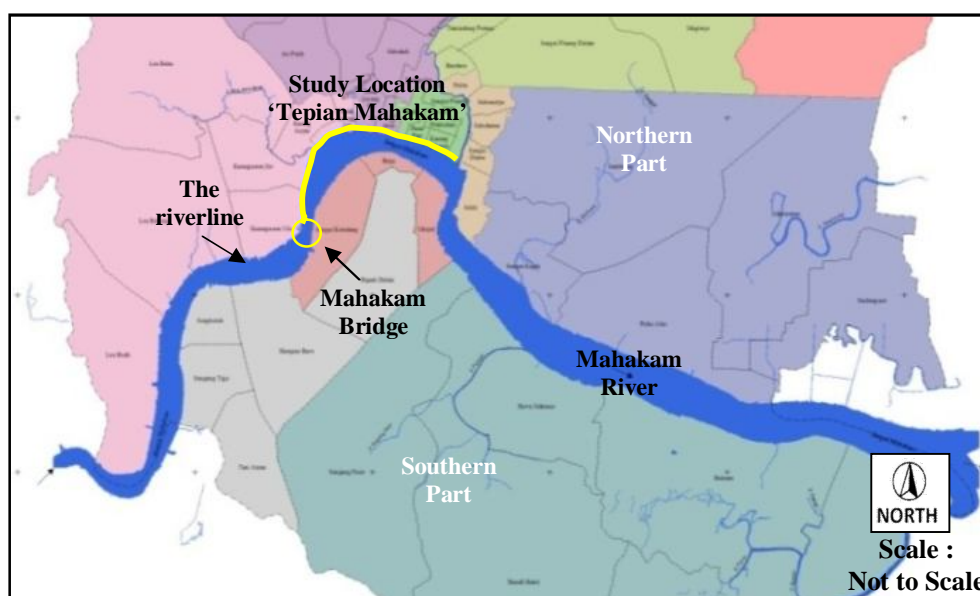
city should provide more than the people want to see and hear, a setting or a view waiting to be explored. A city with specific services can attract specific investors and visitors and at the end can enhance the local economy by benefiting the local communities.

Samarinda, yet does not have an obvious 'City Brand' to make the city 'different' or looks 'unique' to other cities in Indonesia. ULI (2011) mentions that 'when building brands, cities must take advantage of local culture and history in order to differentiate themselves from others. Authenticity is valuable'. Mahfudz et al., (2011) says, referring to American Marketing Association (AMA), the notion of 'brand' according will define it as a name, term, sign or symbol including design, or a combination of them, intended to identify and differentiate them from their. Therefore, Samarinda can potentially have a clear brand based on :

- (1) The motto 'Tepian City' (**defined as 'name or term'**) for 'Quality Aspects'
- (2) The Emblem of Samarinda City (**defined as the 'sign' or 'symbol'**);
- (3) The location of the City that historically started on the 'edge ('Tepian') of Mahakam River' as the second longest river in Indonesia' (**defined for the 'history', and 'authenticity'**);
- (4) The City also has a location that called 'Tepian Mahakam/Tepian Park' on the Slamet Riyadi Road – RE Martadinata Road until Gajah Mada Road. This area can be a strong identity of Samarinda since the roads is the exit and entrance gate ( **can use as 'Brand-Place'**) .

These all important things can make Samarinda City to have the clear brand under the 'riverfront' geographical brand ('Tepian City') to make the City 'different/unique' from other cities specially among the riverfront cities. The motto 'Tepian City' is not only a motto, it can be a clear branding for Samarinda City to give clear description to outsiders about what is Samarinda City.

In Figure 1.9, ‘Tepian Mahakam’ is area along the Mahakam River line (edge/riverfront). Referring to Samarinda City administration area, Tepian Mahakam has the length (riverline) of 188.65 Km. The existing location that has been famous for Samarinda citizen called as ‘Tepian (edge/riverfront) Mahakam’ is on Slamet Riyadi, RE Martadinata, Gajah Mada Road and Yos Sudarso Road. This area unfortunately is not popular for citizen and visitors compared to ‘in-land’ activities such as shopping in Malls, or culinary activities such as cafes and restaurants. According to the Head of Samarinda Tourism Agency (M. Faisal, 2013) the City more famous as a place to have shopping or any other ‘in-land’ activities compared to go to places that provide natural beauty such as ‘Tepian Mahakam’.



Source : Samarinda City Spatial Local Plan, 2011

**Figure 1.9** : Area of Mahakam River in Samarinda City

Why have the people gravitated away from the ‘Tepian Mahakam’? Why has the area become less popular among citizens and visitors? In the effort of asserting the brand of Samarinda based on the motto which is ‘Tepian (edge/riverfront) City’ on the location called ‘Tepian Mahakam’, needs to embrace the participation from citizen of Samarinda City. A brand cannot be successful without public participation. To make a successful brand, it is not only about providing place and brand elements, but also needs the community participation to make the place be ‘livable’. The culture of Samarinda citizen that moved to the ‘in-land’ activities such as shopping, spending time at cafes and many other ‘in-land’ sport activities, has made the

‘Tepian Mahakam’ fewer visitors. This situation became worst because the location has been being supported by a minimum of activities (Figure 1.10). Therefore, to make the place ‘attractive’, needs to have participation from the direct users that may do the frequently visiting which are the people living in Samarinda City. According to Faga (2006), the planners have no choice but to ‘listen to the city’. Moreover, The planner needs to know further about what the citizen wants about the place, what elements should provide to attract them.



*Lack of Seats*

*Not many activities the visitors can do  
Sitting, eating from the street vendors*

*Source : Researcher's Collection*

**Figure 1.10 :** Conditions on ‘Tepian Mahakam’

Samarinda City has ‘geophysical location’ which is ‘Tepian (edge) Mahakam’ and the Motto to be ‘Tepian (edge/riverfront) City’. Unfortunately, these two important identities of Samarinda City can not represent Samarinda City under ‘riverfront’ identity. To cope this situation, *Samarinda City needs to revive ‘Tepian Mahakam’ and makes the place to be Samarinda’s City Brand.* To be a good ‘Brand Place’, Tepian Mahakam needs to provide more services to attract more people especially citizens and visitors from the adjacent cities/regencies.

### 1.3 Research Question

In an effort to produce a good City Branding and accordance with the character of Samarinda City, should study two examples of successful Riverfront City concept as their city branding which are from Marina Bay, Singapore and Yokohama, Japan.

The following questions from the crucial question and relating to the title **‘Regaining the Lost Edge : Reasserting the “Tepian (Edge) City” Motto of “Tepian Mahakam”** Towards Branding Samarinda as ‘a Livable Riverfront Place’ are :

1. What are impressions of residents about ‘Samarinda City as Tepian (Edge/Riverfront) City’ ?
2. What are impressions of residents about ‘Tepian Mahakam’?
3. What are elements from residents in making ‘Tepian Mahakam’ be ‘Brand-Place’ to support idea of ‘Samarinda’s Branding’ as ‘Tepian (Edge/Riverfront) City’?
4. What are aspirations from residents on ‘Tepian Mahakam’ to make it as ‘A Livable Riverfront Place’?

### 1.4 Purpose and Objective of the Study

Main purpose in making city brand is to introduce potential of a city to the world which is different to other cities. In this case, the potential of Samarinda City is the geographical location that cleaved by the second longest river in Indonesia. Therefore, Samarinda City needs to compete with the other cities that have the same potential which is River. Or, in other way, the purpose of the study is; want to have participation from Samarinda citizens about Samarinda City and Tepian Mahakam in the effort to make ‘City Brand’ under ‘Riverfront City’ concept.



The objectives of the study relating to the **‘Regaining the Lost Edge : Reasserting the “Tepian (Edge) City” Motto of “Tepian Mahakam” Towards Branding Samarinda as a Livable Riverfront City’** are :

1. To identify what residents impressions about City Motto ‘Samarinda City’ as ‘Tepian (Edge/Riverfront) City’.
2. To highlighth what residents impressions about ‘Tepian Mahakam’.
3. To identify ‘Brand Elements’ in making ‘Tepian Mahakam’ be ‘Brand-Place’ to support idea of ‘Samarinda’s Branding’ as ‘Tepian (Edge/Riverfront) City’.
4. To outline what residents aspirations on ‘Tepian Mahakam’ to make it as ‘A Livable Riverfront Place’.

## **1.5 Scope and Limitation of the Study Area**

### **a. Location**

The original meaning of ‘Tepian Mahakam’ is ‘location’ along Mahakam River Bank from West Kutai Regency until Kutai Kartanegara Regency and including Samarinda City administration for 188.65 Km. But, for the study area in the research is ‘location’ on four roads in Samarinda City which are Slamet Riyadi Road - RE Martadinata Road - Gajah Mada Road – Yos Sudarso Road (Figure 1.11).

### **b. Time**

The study was conducted in Samarinda City and has limitation to question 100 respondents who are Samarinda citizens from many background of age groups, educations, genders, marital status, and background of working. To increase objective responds, researcher more prefer to choose respondents that live in Samarinda City for ‘more than ten years’ and age more than 17 years old. The distributing of questionnaires were collected 27<sup>th</sup> March to 9<sup>th</sup> April 2013.

### c. Disciplines

Research conducted by mixing ‘Urban Planning’ and ‘Urban Design’ disciplines. Public participation that represented by 100 respondents affect the research in Urban Planning and urban Design aspects. Under ‘Urban Planning’, there are some approaches were conducted such as from question in questionnaire and from analysis such as spatial existing land use of ‘Tepian Mahakam’. in the effort to make a better ‘riverfront area’, urban design approaches were conducted such as from question in questionnaire and from analysis to make concept about what amenities & facilities, visual attractions and activities that should be provided on ‘Tepian Mahakam’.



**Figure 1.11** Location of Study Area ‘Tepian Mahakam’

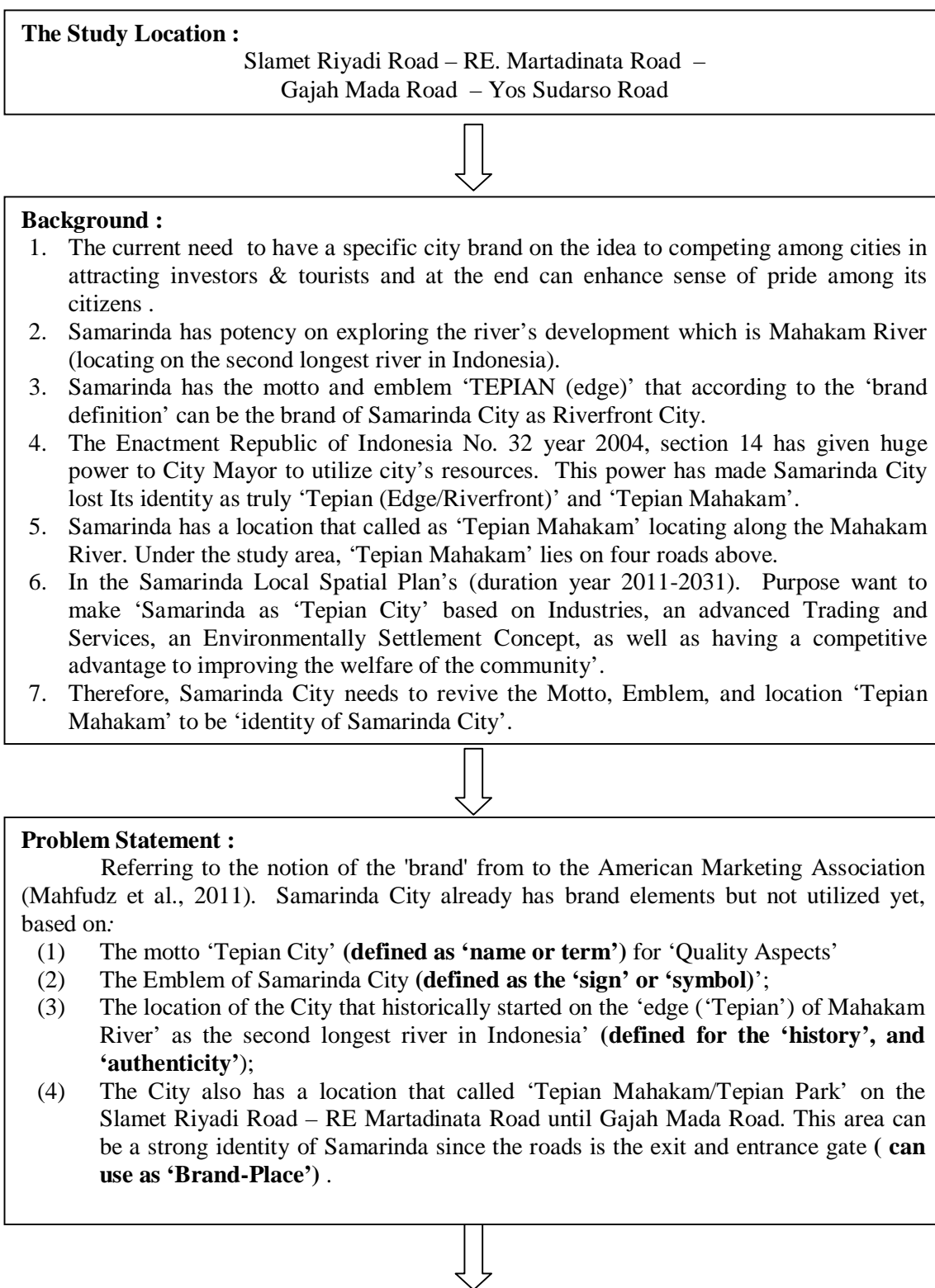
## 1.6 Significance of Study

Since Samarinda already has the Motto 'Tepian (Edge/Riverfront) City', the location called 'Tepian Mahakam' and 'Emblem' that represent the City; these three elements can support Samarinda City to have 'unique/distinctive brand' to attract visitors, investors and make citizen prouder about the 'Motto', 'Emblem' and the location 'Tepian Mahakam'. The study became more important since Samarinda City does not have branding yet and 'Tepian Mahakam' has been neglected that cause Samarinda City lost its identity of Motto and Location that represented in Emblem. The frame work of the study with short description from each of sub chapters shown in Figure 1.12.

The long vision of this study is Samarinda City can evolve the City with a 'Truly Distinctive Brand', which is 'Tepian City' as 'Riverfront City' not only on 'Tepian Mahakam' that under the research study but also along 'Tepian Mahakam River' ( $\pm 188.65$  Km).

**Figure 1.12 : Mainframe of the Study**

**‘Regaining the Lost Edge : Reasserting the “Tepian (Edge) City” Motto of “Tepian Mahakam” Towards Branding Samarinda as a Livable Riverfront’**



**The following questions are :**

1. What are impressions of residents about City Motto 'Samarinda City' as 'Tepian (Edge/Riverfront) City' ?
2. What are impressions of residents about 'Tepian Mahakam' ?
3. What are elements in making 'Tepian Mahakam' be 'Brand-Place' to support the idea of 'Samarinda' Branding' as 'Tepian (Edge/Riverfront) City'?
4. What are aspirations from residents on 'Tepian Mahakam' to make it as 'A Livable Riverfront Place'?

**Purpose of the Study :**

'Want to have participation from Samarinda citizens about Samarinda City and Tepian Mahakam in the effort to make 'City Brand' under 'Riverfront City' concept'

**The objectives are :**

1. To identify what residents impressions about City Motto 'Samarinda City' as 'Tepian (Edge/Riverfront) City
2. To highligh what residents impressions about 'Tepian Mahakam'
3. To identify 'Brand Elements' in making 'Tepian Mahakam' be 'Brand-Place' to support idea of 'Samarinda's Branding' as 'Tepian (Edge/Riverfront) City'
4. To outline what residents aspirations on 'Tepian Mahakam' to make it as 'A Livable Riverfront Place'



**OUTPUT :  
CONCEPT PLAN**

## 1.7 Organization of the Research

This research is divided to six chapters. Each of the chapters will discuss as following :

- Chapter 1** : Chapter one discusses about background of the study, problem statement, research question, purpose and objective of the study, scope and limitation of the Study Area, significance of the Study and organization of the research.
- Chapter 2** : Chapter two discusses about the literature review relating to the 'City Branding' and example of the successful cities branding under 'Riverfront' theme, and communities aspiration on making a good 'City Branding'.
- Chapter 3** : Chapter three discusses about the 'study area' started with the importance of Samarinda City in East Borneo Province Level, relation between Samarinda City and Mahakam River, and the study area 'Tepian Mahakam'.
- Chapter 4** : Chapter four discusses about the methodology of the study will conduct. The chapter will explain information for the method of study which are data collections, data preparation and data analysis.
- Chapter 5** : Chapter five discusses 'analysis from the questionnaire' by using graphs. At the end, the chapter will produce concept plan for 'Tepian Mahakam' on the effort to 'reassert the Motto 'Tepian (Edge/Riverfront) City' and make the site be 'Samarinda's City Brand' under 'riverfront' theme. The four analyses are 1) 'Samarinda City' as 'Tepian (Edge/Riverfront) City'; 2) Respondents' Impressions on 'Tepian Mahakam'; 3) Elements in making 'Tepian Mahakam' be the 'Brand-Place' of Samarinda City as 'Tepian (Edge/Riverfront) City'; and 4) Respondent aspirations on the 'Tepian Mahakam' to make it as 'A Livable Riverfront Place'.
- Chapter 6** : Chapter six provides conclusions and recommendations.

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