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Judul karya ilmiah : The Application of Tourist Gaze Theory to Support City Branding in the Planning of the Historic City Surakarta, Indonesia
 (Jurnal)
 Jumlah Penulis : 3 penulis (Eko Nursanty, **Atiek Suprpti**, Joesron Alie Syahbana)
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 c. Vol.,no.,bulan,tahun : Volume 13 Issue 3: 223-241, Agustus 2017
 d. Penerbit : Palgrave Macmillan UK
 e. DOI Artikel : 10.1057/s41254-016-0037-3
 f. Alamat web jurnal : <https://link.springer.com/article/10.1057/s41254-016-0037-3>
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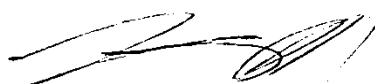
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Reviewer I



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Semarang, 10-01-2018
 Reviewer II



Prof. Dr. Ing. Ir. Gagoek Hardiman
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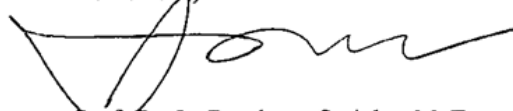
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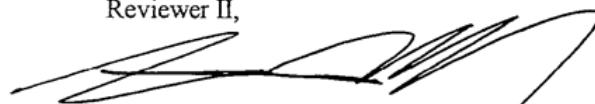
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Total = (100%)	40					40
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- a. Kelengkapan unsur artikel:
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- b. Ruang lingkup dan kedalaman bahasan:
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Place Branding and Public Diplomacy

Volume 13, Issue 3, 1 August 2017, Pages 223-241

The application of tourist gaze theory to support city branding in the planning of the historic city Surakarta, Indonesia (Article)

Nursanty, E.^{a,b} ✉, **Suprpti, A.^a**, Syahbana, J.A.^a 👤^aDiponegoro University, Semarang, Indonesia^bDepartment of Architecture, Faculty of Engineering, University of 17 Agustus 1945 (UNTAG), Semarang, Indonesia

Abstract

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Globalization has led to increasingly fierce intercity competition. At the same time, it has motivated these cities to grow and develop by building their own local uniqueness spatially displayed in urban spaces. However, poor understanding of the utilization of local values makes cities in Indonesia compete using identical methods without bringing out their respective uniqueness. As a result, their ongoing city branding efforts often become futile, short lived, and even, sometimes, confusing for the society. This paper attempts to examine the city branding processes of a historic city in which the tourist gaze can be involved directly in the development of such processes by considering all the elements of society actively. This is a case study of Surakarta City, Central Java Province, which is better known as Solo City. The research was undertaken in a historic area in Jalan Rajiman and Jalan Slamet Riyadi. What makes these findings unique is the identification of the three stages of the tourist gaze occurring consecutively in each spatial zone. In terms of the architecture, the sequence of those three gaze stages can be connected directly to the current urban space and architectural establishment. © 2016 Macmillan Publishers Ltd.

SciVal Topic Prominence ⓘ

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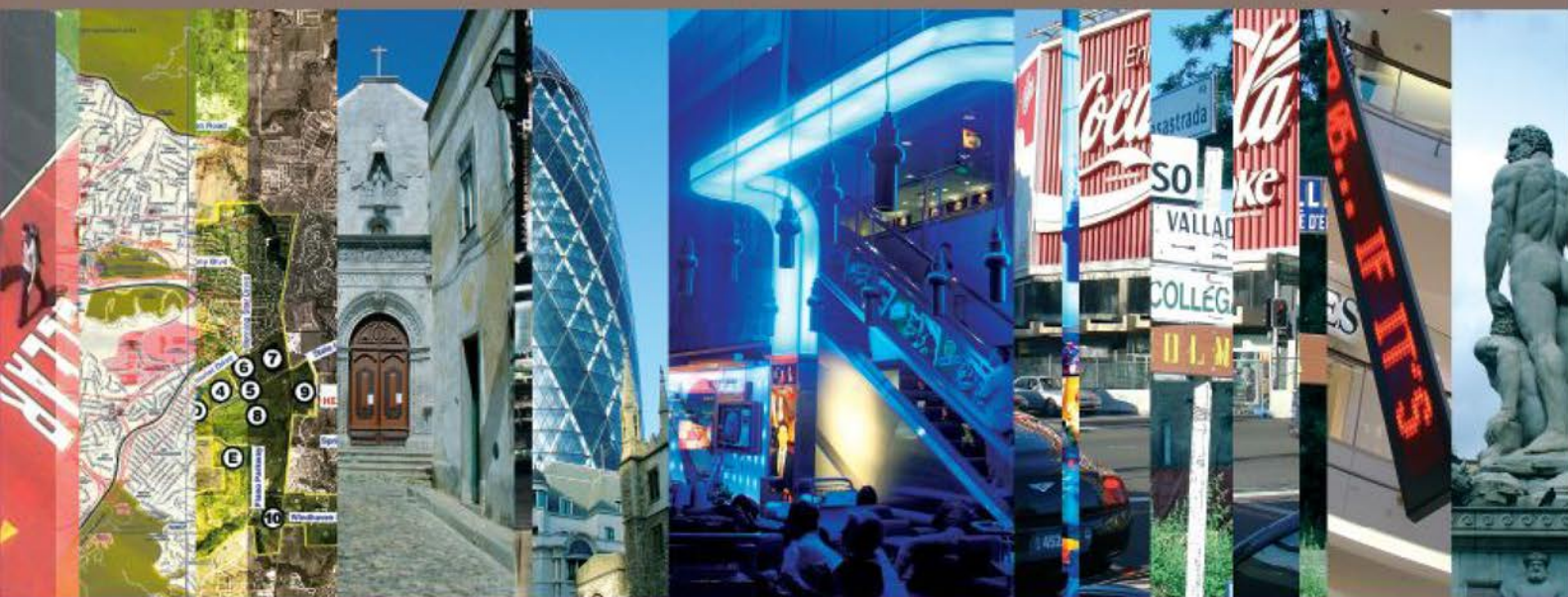
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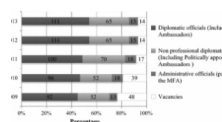
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The application of tourist gaze theory to support city branding in the planning of the historic city Surakarta, Indonesia

Eko Nursanty  Atik Suprapti & Joesron Alie Syahbana*Place Branding and Public Diplomacy* **13**, 223–241 (2017) | [Cite this article](#)**204** Accesses | **1** Citations | **1** Altmetric | [Metrics](#)

Abstract

Globalization has led to increasingly fierce intercity competition. At the same time, it has motivated these cities to grow and develop by building their own local uniqueness spatially displayed in urban spaces. However, poor understanding of the utilization of local values makes cities in Indonesia compete using identical methods without bringing out their respective uniqueness. As a result, their ongoing city branding efforts often become futile, short lived, and even, sometimes, confusing for the society. This paper attempts to examine the city branding processes of a historic city in which the tourist gaze can be involved directly in the development of such processes by considering all the elements of society actively. This is a case study of Surakarta City, Central Java Province, which is better known as Solo City. The research was undertaken in a historic area in Jalan Rajiman and Jalan Slamet Riyadi. What makes these findings unique is the identification of the three stages of the tourist gaze occurring consecutively in each spatial zone. In terms of the architecture, the sequence of those three gaze stages can be connected directly to the current urban space and architectural establishment.

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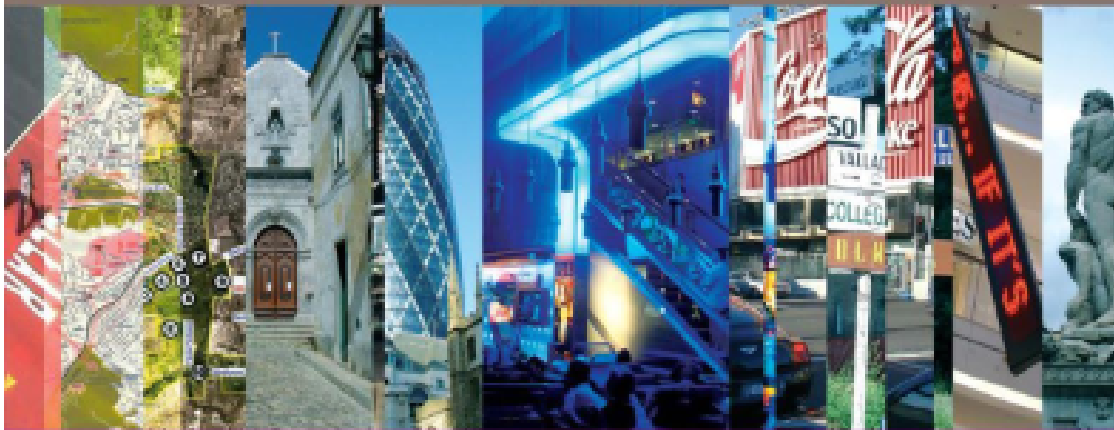
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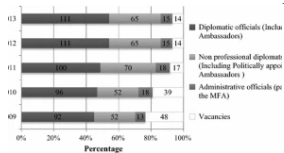
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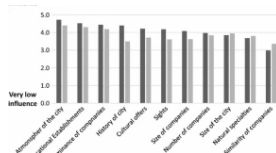
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- Published: 30 November 2016



6. Branding India: Constructing a reputation for responsibility in the nuclear order

Authors

- Karthika Sasikumar
- Content type: Original Article
- Published: 14 November 2016



Original Article

Branding Orthodoxy: Religious diplomacy and the Makarios legacy in Sub-Saharan Africa

Received (in revised form): 24th May 2016

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is Professor of International Relations at the [University of Cyprus](#). His research interests include diplomacy, conflict, international political theory and legal and normative aspects of international relations. He has published numerous books and articles, including *On the Way to Diplomacy* (Minnesota University Press, 1996), and the co-edited *Sustainable Diplomacies* (Palgrave Macmillan, 2010: with J. Der Derian) and *The SAGE Handbook of Diplomacy* (Sage 2016: with P. Kerr and P. Sharp).

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ABSTRACT This article investigates religious diplomacy and its branding potential and power ramifications, focusing on Cypriot missionary work in Sub-Saharan Africa. It analyses the diplomacy of Archbishop Makarios III, the first President of the Republic of Cyprus, who branded Orthodoxy as an anti-colonial alternative to the African 'colonial religions'. Makarios used religious diplomacy instrumentally for domestic and international legitimacy as well as for enhancing Cypriot statehood during periods of internal and external contestation. The article also examines the current work of the Greek Orthodox (Cypriot) Mission in Kenya, the continuities and shifts with regard to the initial aims of Makarios's religious diplomacy. It looks at the extent to which the Mission has been internationalized and potential to function as a 'reverse mission' also representing Kenyan-Africans in Cyprus. The article is based on archival research, press coverage, interviews and participatory observation.

Place Branding and Public Diplomacy (2017) 13, 179–193. doi:10.1057/s41254-016-0034-6; published online 18 August 2016

Keywords: religious diplomacy; branding; Orthodoxy; missionary work; anti-colonialism; Cyprus

Oh, it's extraordinary the number of babies and streets that have been named after me in Africa! In Tanzania I did nothing but meet little black Makarioses, and the same in Zanzibar, though Zanzibar is Muslim... Naturally they understood nothing about what it means to belong to the Greek Orthodox Church. You meet

some fellow on the street and ask him, 'What religion do you belong to?' and he answers, 'To Makarios's religion!'

Archbishop Makarios III, First President of the Republic of Cyprus, Interview to Oriana Fallaci (1974)

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Original Article

An international examination of private sector perspectives on city brand architectures

Received (in revised form): 9th May 2016

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Aliosha Alexandrov

is an Associate Professor of Marketing at the University of Wisconsin Oshkosh. He obtained his doctoral degree from the University of Memphis. His primary research interest is in word of mouth, consumer behavior, customer equity, and methodology. His methodological expertise includes multivariate analysis and structural equation modeling.

ABSTRACT This research examines private sector stakeholders' views on city brand architectures and overall strategic city brand management. It is carried out with survey research in two cities, one in the United States and one in Germany. The research tests two hypotheses and empirically examines four exploratory research questions. The results reveal that private sector leaders in both countries perceive a city to have a house of brands architecture if a different architecture is not intentionally managed. It additionally finds that private stakeholders perceive a branded house architecture as the city brand architecture with the greatest social and economic benefits. The exploratory analysis examines private stakeholders' intentions to financially support a single brand identity for a branded house architecture and the factors influencing these intentions. It also examines private stakeholders' views on factors influencing the success of a single brand identity for a city and views on the specific potential outcomes of overall strategic city brand management.

Place Branding and Public Diplomacy (2016). doi:10.1057/s41254-016-0032-8

Keywords: city branding; city brand architecture; place branding; place marketing; branding; brand architecture

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INTRODUCTION

Cities compete on an increasingly global basis to attract and keep businesses and individuals that can help sustain their

economy and culture (Kotler *et al*, 1993; Zenker *et al*, 2013), and cities of all sizes increasingly seek best practices for designing and implementing marketing strategies, particularly with regard to