

## ARTICLE

# The Combination of City Branding and Ecocity

## A Critical Review of Opportunities and Challenges in Indonesia

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**Abstract:** This study aims to evaluate the combination of city branding and ecocity in Indonesia and critically examine the opportunities and challenges of developing both concepts. The background of this study was the increasing attention to the development of sustainable cities in Indonesia and the importance of city branding in enhancing a city's competitiveness. However, there is concern that city branding may overlook environmental sustainability aspects, which has led to the development of the ecocity concept as an alternative to improving the city's sustainability. The research method used in this study was a literature review. This literature review uses a systematic literature review approach with a narrative review method. The literature database used Google Scholar, CrossRef data, and Scopus data from 2010-2023. The results showed that developing a combination of City Branding and Ecocity has several opportunities and challenges that must be faced in Indonesia. The opportunities that arise are improving the positive image of cities in Indonesia, improving the quality of the environment in densely populated cities, and enhancing a city's competitiveness in investment and tourism. However, the challenges include limitations in resources, both financially and in terms of human resources, and obstacles in implementing sustainable policies and regulations. Nevertheless, Indonesia has significant opportunities to combine the concepts of City Branding and Ecocity.

**Keywords:** city branding; ecocity; city

## 1. Introduction

Concept city branding has become increasingly popular in recent years as an attempt to improve the image and appeal of a city. This concept is seen as a process to build a city image and identity that is attractive to visitors, investors, and citizens of the city itself (Cleave & Arku, 2020). The purpose of city branding is to increase the attractiveness of the city, attract tourists and investment, and improve the quality of life for city residents (Prasetya & Laksono, 2021). Some important aspects of city branding include the visual image of the city, the uniqueness of the city, people's impressions and perceptions of the city, and people's experiences when visiting the city (Mihardja et al., 2019).

On the other hand, the discussion of ecocity is also becoming increasingly important in dealing with environmental problems, especially in urban areas (Kim & Cheon, 2022). Ecocity is the concept of environmentally friendly city development by considering various aspects of sustainability such as reducing carbon emissions, using renewable energy, good water and waste management, and environmentally friendly transportation (Ingallina, 2019). The eco-city concept does promise a positive impact on the city and the surrounding environment. However, its implementation still faces various challenges, including limited resources and a lack of public awareness of the importance of sustainability (Sari Mandeli et al., 2022).

Previous research has shown that city branding and ecocity are rarely combined or contradictory because of their different focuses (Wu & Chang, 2020). City branding focuses more on the image and identity of the city, while ecocity focuses more on sustainable city development (Vorobiov & Shylo, 2021). However, an assumption is mentioned (Joo & Seo, 2018) that these two concepts need to be combined because city branding can be used to promote sustainable urban development, while eco-city can help build a more positive and attractive image of the city for visitors and investors. Meanwhile, another view sees that city branding and eco-city have a connection that lies in efforts to promote the image of an environmentally friendly city through the right branding strategy (Putri, 2019).

There are several reasons why city branding and ecocity need to be combined. First, city branding can be used to promote sustainable urban development and improve the image of the city in the eyes of visitors and investors (Lu et al., 2017). Second, eco-cities can help build a more positive and attractive image of cities for visitors and investors because sustainable cities tend to be healthier, more comfortable, and environmentally friendly (Fathinnah et al., 2022). Third, by combining city branding and eco-city, cities can create a unique and attractive competitive advantage for visitors and investors who care about environmental and sustainable issues (Barani, 2021). In addition, the combination of city branding and ecocity is considered to significantly impact the tourism and investment sectors. With city branding, it is expected that cities can attract more tourists and investors (Demaziere, 2020).

The combination of city branding and ecocity also raises questions about how this concept can be applied effectively, considering the differences in geographical, economic, and social conditions owned by each city (De Jong, 2019). It is considered more complex in developing countries, where infrastructure and resources are limited, and social and economic problems are complex. Therefore, it is important to pay attention to the limitations and challenges faced by each city and develop solutions that consider local conditions thoroughly.

In Indonesia, city branding and ecocity have begun to be applied in city development. In recent years, the Indonesian government and the private sector

have begun to pay attention to the importance of building a positive image of a city as a way to increase attractiveness and investment in the region (Satria & Fadillah, 2021). Several major cities in Indonesia, such as Jakarta, Surabaya, and Bandung, have made efforts to improve their city's image through city branding (Satria & Fadillah, 2021). In addition, with extraordinary natural potentials, such as mountains, beaches, and unspoiled forests, it provides opportunities for cities in Indonesia to develop sustainable tourism with the concept of ecocity, which pays attention to environmental and social sustainability. So that Indonesia has great potential to implement a combination of city branding and ecocity concepts in various cities.

The combination of city branding and ecocity can be a solution to overcome the challenges faced by dense cities such as Jakarta in Indonesia (Ma, 2021). However, the implementation of this concept still poses opportunities and challenges. The opportunity is that city branding can increase public awareness about the importance of city sustainability to increase community participation in maintaining city sustainability. Meanwhile, the challenge is still limited understanding and resources needed to implement the ecocity concept in Indonesia (Nihayah et al., 2021). Based on these problems, there is a need for a more in-depth study of the implementation of the concept of a combination of city branding and ecocity in Indonesian territory as a sustainable and attractive city development strategy.

Therefore, this study will critically review the opportunities and challenges of combining city branding and eco-city, focusing on potential areas in Indonesia. The research study focuses on analyzing opportunities and challenges by considering the different social, economic, and environmental contexts in each city. The results of this research will highlight challenges that need to be overcome, such as problems of understanding and resources required, as well as limitations in applying this concept in different geographical, economic, and social conditions. The results of the study are expected to provide guidance and recommendations for sustainable and attractive urban development in Indonesia (Marwasta, 2019).

## 2. Methods

This study used a literature review method as one of the data collection techniques. The literature review was conducted systematically with a narrative review method, focusing on the development of the combination of city branding and ecocity concepts in Indonesia involving several related variables, namely city branding variables, which include city image, branding, and city marketing, and ecocity variables which include environmental, social, and economic aspects. In this framework, these variables influence and reinforce each other.

The literature database used in this study was collected from Google Scholar, Crossref, and Scopus data sources. All articles were collected between 2010 and 2023 using the Publish or Perish application. The collected articles were selected using relevant keywords related to the research topic. Seven keywords were used in the data collection process: "City Branding", "Ecocity", "City Image", "Sustainability", "City Marketing", "Urban Development", and "Indonesia." From the data collection process, 178 relevant articles were obtained that met the selection criteria based on keywords, abstracts, and article summaries using the QDA Miner application.

Then, relevant data were extracted from the selected studies. The extracted data may include information on research methods, populations studied, research results, and conclusions. The data was critically analyzed to obtain quality and accurate information regarding the combination of city branding and ecocity

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concepts and opportunities and challenges related to combining these two concepts in Indonesia. Data analysis was conducted by identifying important themes that emerged from the data and then grouping the data based on these themes. The data was also analyzed comparatively to compare opinions and views from various relevant literature sources.

### 3. Results and Discussion

#### 3.1. Data and Analytics

The data processing results resulted in 178 articles that met the inclusion and exclusion criteria for analysis. In full, the results of data processing are as follows:

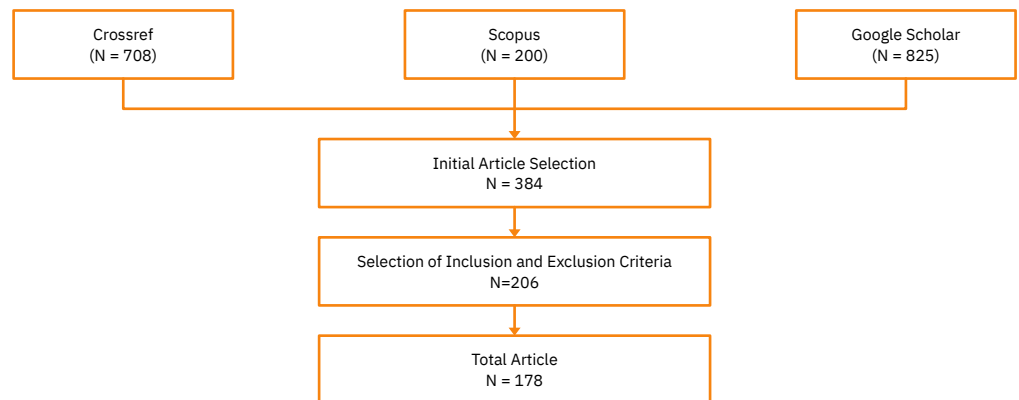


Figure 1. Results of Article Data Collection and Selection

Source: Processed by team, 2023

All data that has been collected is then analyzed to categorize ideas, ideas, and arguments from each article's content. The analysis process is conducted using the help of QDA miner software to facilitate the process of categories and comparisons. The results of the analysis conducted resulted in the following categories:

Table 1. Code Analysis Results and QDA Miner Cases

Category	Code	Description	Count	%codes	cases	%cases
Chance	Improving the Positive Image of the City	1. Focus on strategies to improve the positive image of the city. 2. Explain the benefits of improving the positive image of the city. 3. Provides case examples from other cities that have improved their positive image. 4. Contains relevant data and facts related to the positive image of the city. 5. Provide concrete recommendations for responsible parties in improving the city's positive image.	103	57%	103	57%
	Improving the Quality of the City Environment	1. Focus on the city's environmental issues and their negative impacts. 2. Describe solutions to improve the quality of the city's environment. 3. Provide case examples from other cities that have succeeded in improving the quality of their environment. 4. Contains relevant data and facts related to the city's environmental problems. 5. Provide concrete recommendations for those responsible for improving the quality of the city's environment.	127	71%	127	57%

Category	Code	Description	Count	%codes	cases	%cases
	Improving the Competitiveness of Cities in Investment and Tourism	<ol style="list-style-type: none"> <li>1. Focusing on strategies to improve the competitiveness of cities in investment and tourism.</li> <li>2. Explain the benefits of improving the competitiveness of cities in investment and tourism.</li> <li>3. It may provide case examples from other cities that have improved their competitiveness.</li> <li>4. Contain relevant data and facts related to investment and tourism.</li> <li>5. Provide concrete recommendations for responsible parties in improving the competitiveness of cities in investment and tourism.</li> </ol>	98	55%	98	55%
Challenge	Limited Resources	<ol style="list-style-type: none"> <li>1. Explain the limitations of existing resources in a region or country.</li> <li>2. Analyze the impact of these limited resources on people's lives and the economy.</li> <li>3. Provide solutions or strategies to overcome limited resources, such as efficiently utilizing existing resources or economic diversification.</li> <li>4. It may provide examples of cases from other regions or countries that also experience limited resources and how they overcome them.</li> <li>5. Contains relevant data and facts related to limited resources.</li> </ol>	157	88%	157	88%
	Inconsistencies Implement Sustainable Policies	<ol style="list-style-type: none"> <li>1. Explain the inconsistencies in sustainable policy implementation in a region or country.</li> <li>2. Analyze the impact of inconsistencies in implementing these policies on the success of sustainable development programs.</li> <li>3. Provide solutions or strategies to improve consistency in sustainable policy implementation, such as improving coordination between agencies or increasing community participation in decision-making.</li> <li>4. It may provide examples of cases from other regions or countries that also experience inconsistencies in sustainable policy implementation and how they address them.</li> <li>5. Contain relevant data and facts related to sustainable development policies.</li> </ol>	91	51%	91	51%

Source: Processed by team, 2023

The analysis results are the best obtained from determining codes or grouping data. This process determines the suitability or relationship between a data set and predetermined criteria. In this case, it is said that the results of such analyses have a value of more than 50%, which can mean that most or more than half of the data were successfully classified or correctly identified. This 50% figure can be considered a threshold value to determine the success of an analysis, where the higher the percentage of values, the more accurate the analysis results obtained. Thus, it can be concluded that the analysis results displayed are good and reliable results for decision-making or further research. In the more complete discussion of the research results are as follows.

### 3.2. Opportunity: Improving the Positive Image of the City

Based on the research results, several findings were obtained related to combining the concept of city branding and ecocity in Indonesia. First, the concept of city branding, and eco-city has the potential to support and strengthen each other. Combining the two concepts can improve the city's image in the eyes of local and

international communities. It can encourage the development of a sustainable and environmentally friendly city. Some of the opportunities that arise associated with the improvement of the positive image of the city are as follows:

1. Strengthen the city's identity: City branding can help strengthen it and make it more memorable for tourists and investors. By having a strong identity, the city will be more easily recognized by local and international communities (Wiratama et al., 2020).
2. Attract investment and economic opportunity: City branding can help attract new investment and economic opportunities to the city. With a positive image, investors and entrepreneurs will be more interested in investing in the city and creating new jobs (Ardyan & Susanti, 2018).
3. Increase tourism: City branding can also increase tourism in the city. With a positive image, the city will be more attractive to tourists. This can increase regional income from the tourism sector and strengthen the local economy (Nursanty et al., 2017).
4. Improving the quality of life: Ecocity can help improve people's quality of life by paying attention to environmental, economic, and social aspects. With a better quality of life, people will prefer to live in the city and feel proud of the city where they live (Padang et al., 2022).
5. Increase community participation: Involving communities in sustainable urban development can increase community participation and make them feel they own their city. This can help increase the sense of responsibility and concern of the community toward the city (Lestari et al., 2022a).

By combining City branding and Ecocity, the city can have a positive image and become better and more sustainable. However, in its application, it is necessary to overcome various challenges and adopt the right concepts so that combining can provide optimal benefits for the city and its people. In Indonesia, one of the cities that have succeeded in building a positive image by combining City branding and Ecocity in Yogyakarta (Bawanti, 2016). Yogyakarta has a wealth of art and culture and environmentally friendly environmental management. Yogyakarta is also known as one of the cities with neat, green, and pedestrian-friendly urban planning. Yogyakarta was chosen as an example of a city in Indonesia that has succeeded in combining City branding and Ecocity to improve a positive image because Yogyakarta has several advantages in developing an environmentally friendly and culturally minded city (Sudarmanto, 2022).

Yogyakarta is known as one of Indonesia's arts and culture centers. This makes this city have a high historical and cultural value. Yogyakarta has successfully attracted tourists from various parts of the world by promoting the uniqueness of art and culture. Yogyakarta has a neat and green urban layout. Many city parks and recreational areas are green open spaces, thus creating a comfortable and beautiful city. This is a special attraction for residents and tourists to visit this city. Yogyakarta has also successfully developed programs focusing on environmentally friendly environmental management, such as waste reduction, greening, and using renewable energy. These programs also help improve the quality of life of citizens. However, not only has Yogyakarta succeeded in building a positive image of the city in Indonesia. Some other cities that have also succeeded in combining City branding and Ecocity include:

1. Surabaya: Surabaya has successfully developed the Green and Clean City program, which aims to create a clean, green, and healthy city. This program

includes greening, waste management, and sustainable transportation development (Arwanto et al., 2020).

2. Bandung: Bandung has successfully developed the Bandung Creative City program, which aims to promote creativity and innovation in art, technology, and culture. This program includes the construction of creativity centers, the revitalization of historical areas, and the development of sustainable transportation (Juan et al., 2021).
3. Makassar: Makassar has successfully developed the No Waste City program, which aims to reduce waste in the city and increase citizen awareness of the importance of a clean and healthy environment. This program includes waste management, greening, and green infrastructure development (Aprillia et al., 2021).

In this case, every city in Indonesia has uniqueness and challenges to combine City branding and Ecocity with building a positive image. Therefore, an appropriate strategy is needed in accordance with the conditions of each city. However, good management and coordination between relevant parties, including the government, society, and the private sector, are needed to achieve this goal. And please be aware that each city has its challenges and uniqueness, so it is necessary to adjust the right strategy to achieve the desired goal.

### 3.3. Opportunity: Improving the Quality of the City Environment

Combining City Branding and Ecocity can improve the quality of the environment because they are interrelated and strengthen each other. City branding can help build a positive image of the city through good promotion and branding of the city. At the same time, Ecocity improves the quality of the environment through the development of an environmentally friendly city. By combining these two concepts, the city can strengthen its positive image and improve the quality of its environment simultaneously. The application of the Ecocity concept can help improve environmental quality by building a more sustainable and environmentally friendly city. For example, by reducing the use of private vehicles and encouraging public transportation, cities can reduce greenhouse gas emissions and improve air quality. In addition, the development of a good water and waste management system can help prevent environmental pollution and improve water quality (Schienke, 2012).

Regarding city branding, the Ecocity concept can be used as an added value for city branding. The eco-city concept emphasizes the importance of protecting the environment and building a sustainable city, which can attract tourists and investors who care about the environment. By building a positive image of a sustainable and environmentally friendly city, the city can increase its attractiveness as a tourist and investment destination and improve citizens' quality of life. By combining the concepts of city branding and eco-city, the city can strengthen its positive image and improve the quality of its environment simultaneously. This can create a more sustainable city, attract tourists and investors, and improve the quality of life of residents (Sonn & Park, 2023).

Improving the quality of the environment is one of the opportunities that can be taken to build a positive image of the city. Some of the opportunities related to improving environmental quality include (De Jong et al., 2018):

1. Improving air quality: big cities in Indonesia have problems with air pollution. Improving air quality by reducing greenhouse gas emissions and developing sustainable transportation can be an opportunity to improve environmental quality.



2. Improving water quality: Improving River and seawater quality, as well as preventing water pollution, can also be an opportunity to enhance the quality of the environment in the city. Good waste management and the development of environmentally friendly water management systems are some of the ways to achieve this goal.
3. Improving environmental cleanliness: Environmental cleanliness is one of the important factors in building a positive image of the city. Improving environmental cleanliness can be done through waste management programs, developing public facilities such as city parks, and promoting environmental hygiene campaigns.
4. Improving greening: Afforestation is one way to improve the quality of the environment and create a beautiful and healthy city. This opportunity can be done by developing urban parks, planting trees on green paths, and developing green open spaces in urban areas.
5. Developing renewable energy: Using renewable energy can be an opportunity to improve the quality of the environment in the city. Some ways to develop renewable energy are to build solar panel installations, use wind energy collection systems, and develop water energy.

Improving the quality of the environment can be a promising opportunity to build a positive image of a city. By implementing various environmentally friendly programs and policies, residents' quality of life will improve, and tourists will be invited to visit the city. Some cities in Indonesia that have the potential to combine the concept of City Branding and Ecocity with improving environmental quality are:

1. Bandung

Bandung is a city that has started steps to improve environmental quality, such as developing public transportation, reducing greenhouse gas emissions, and improving river water quality. In addition, Bandung has potential in the field of creative industries and tourism that can be developed as city branding (Oktaviani & Sutisna, 2021).

2. Yogyakarta City

As mentioned, Yogyakarta has become a role model in applying the Ecocity concept. The city has environmentally friendly policies, such as encouraging the use of public transportation and reducing the use of single-use plastics. In addition, the strong branding of the city of Yogyakarta as a city of culture and tourism has helped increase the attractiveness of the city (Yu & Setiyaningrum, 2019).

3. Surabaya City

Surabaya has also begun measures to improve environmental quality, such as developing public transportation and reducing single-use plastics. In addition, the branding of the city of Surabaya as a city of business and investment can be developed as environmentally friendly branding (Fanida et al., 2018).

These three cities have the potential to combine the concepts of City Branding and Ecocity with improving environmental quality and increasing attractiveness as tourist and investment destinations. However, of course, strong measures and cooperation from all parties are still needed to achieve this goal.



### 3.4. Opportunity: Increase the City's Competitiveness in Investment and Tourism

The combination of the City Branding and Ecocity concepts can provide an opportunity to increase the city's competitiveness in investment and tourism because: first, it improves the city's image as an environmentally friendly and sustainable place, which can increase the confidence of investors and tourists to come to the city. This can open opportunities for investment and more sustainable business development. Then, it attracts travelers looking for a more high-quality, sustainable experience. Today's travelers are increasingly aware of the importance of the environment and sustainability, so cities that can offer eco-friendly and sustainable travel experiences can attract more tourists who have the potential to spend more money in the city. In addition, it increases the city's attractiveness as an investment and tourism destination that is unique and different from other cities. By combining the concepts of City Branding and Ecocity, the city can develop a unique image and differentiate itself from other cities, which can attract more investors and tourists (Ma et al., 2020).

One example of a real case of the successful combining of the City Branding and Ecocity concepts in Indonesia is Yogyakarta (Yu & Setiyaningrum, 2019). Yogyakarta has become a role model in implementing the Ecocity concept with environmentally friendly policies, such as encouraging public transportation and reducing single-use plastics. In addition, the city's strong branding of Yogyakarta as a city of culture and tourism has helped to increase the city's appeal. In recent years, Yogyakarta has become a popular tourist destination in Indonesia. This is inseparable from the policies that the Yogyakarta city government has taken to improve environmental quality and sustainability, as well as the city's strong branding as a city of culture and tourism.

One of the policies carried out by the Yogyakarta city government is to encourage the use of public transportation and reduce the use of private vehicles. With special bus rapid transit (BRT) lanes and a reduction in motorized vehicles in the city center, Yogyakarta has reduced greenhouse gas emissions and improved air quality. In addition, the Yogyakarta city government has also promoted the use of cloth shopping bags as an alternative to single-use plastic bags, as well as encouraging a zero-waste movement to reduce the amount of waste in the city. In terms of city branding, Yogyakarta has built a strong image as a city of culture and tourism through various cultural activities and events held every year, such as the Malioboro Festival, Keraton Nusantara Festival, and Jogja Bay Waterpark Festival (Ibrahim et al., 2019).

Various efforts made by the Yogyakarta city government in combining the concepts of City Branding and Ecocity have succeeded in increasing the city's attractiveness as a tourist destination and investment that is environmentally friendly and sustainable. This can be seen from the increasing number of tourist visits to Yogyakarta every year, as well as an increase in investment in the tourism sector and creative business.

### 3.5. Barriers: Limited Resources

Combining the City Branding and Ecocity concepts in Indonesian cities has challenges with limited resources because it requires large investments and skilled and qualified human resources. The resources necessary to develop environmentally friendly infrastructure and technology and to improve environmental quality and sustainability in Indonesia's densely populated cities are enormous. In addition, the cost of developing an effective branding campaign can also become quite expensive.

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In addition to limited financial resources, limited human resources are also a challenge in combining the concepts of City Branding and Ecocity in Indonesia. Trained and skilled human resources are needed to develop effective branding and sustainability strategies and manage complex environmental programs. Another challenge is the lack of public awareness and weak policies in terms of environment and sustainability. Although several cities in Indonesia have adopted the concept of Ecocity and City Branding, public awareness about the importance of sustainability and the environment is still low. Therefore, greater efforts are needed to raise public awareness and adopt stronger policies regarding sustainability and the environment.

Limited resources, lack of public awareness, and weak policies must be overcome by combining the concepts of City Branding and Ecocity in Indonesian cities. However, with strong commitment and collaboration between the government, society, and the private sector, these challenges can be overcome, and the potential success of the concept in Indonesia can be realized.

One of the cities in Indonesia that faces the challenge of limited resources in combining the concepts of City Branding and Ecocity is Denpasar City, Bali (Prabainastu, 2020). As the main tourist city in Indonesia, Denpasar needs a strong image as an environmentally friendly and sustainable city to maintain its attractiveness as a tourist destination. However, Denpasar has challenges in terms of limited resources, such as limited land and a lack of skilled human resources in environmental management and renewable energy. This is an obstacle to the city's efforts to promote itself as an environmentally friendly city.

Nevertheless, Denpasar has made several efforts in combining the concepts of City Branding and Ecocity, such as tree planting programs and sustainable waste management, as well as developing environmentally friendly transportation facilities such as electric public transportation. Denpasar also plans to develop bike lanes and make the city greener and more environmentally friendly. However, limited resources are still a challenge for Denpasar in combining the concepts of City Branding and Ecocity. The efforts made by this city still need support from the government and the community to achieve its goals (Putra et al., 2021).

### 3.6. Obstacles: Inconsistencies in Implementing Sustainable Policies

Combining city branding and ecocity can provide challenges and obstacles that must be overcome. Some challenges faced include inadequate policies and regulations, lack of community participation and involvement, and lack of support from the private sector. In addition, combining the two concepts also requires a high understanding and awareness of the importance of sustainable development and environmental sustainability. This can be seen in the case studies of four cities in Indonesia, namely Jakarta, Bandung, Surabaya, and Yogyakarta. Each city has different conditions in the development of city branding and ecocity.

Case studies in Jakarta show that the development of city branding and ecocity can be a tool to improve the city's image, which is often associated with problems such as congestion, air pollution, and flooding. However, the development of this concept in Jakarta faces many challenges, such as urban spatial problems, lack of community participation, and lack of support from the government (Lestari et al., 2022b). Meanwhile, a case study in Bandung shows that combining the concepts of city branding and ecocity can help strengthen the city's image as an innovative and environmentally friendly city and increase tourism and investment potential. However, challenges in Bandung include the lack of adequate infrastructure to support sustainable urban development, lack of public awareness about the

importance of sustainable urban development, and lack of coordination between various stakeholders (Mayangswari & Mardhatillah, 2022).

A case study in Surabaya shows that city branding and ecocity development can help improve the city's image, which is often associated with problems such as flooding and garbage. However, the challenges facing Surabaya include a lack of support from the central government to promote sustainable urban development, as well as a lack of coordination between various stakeholders in the development of the ecocity concept (Arwanto et al., 2020). Finally, a case study in Yogyakarta shows that combining the concepts of city branding and ecocity can help strengthen the city's image as an environmentally friendly and sustainable tourist city. However, challenges in Yogyakarta include a lack of support from the central government to promote sustainable urban development, as well as a lack of community participation in the development of the ecocity concept (Pasande & Suhendra, 2017).

Overall, this case study shows that every city in Indonesia has different conditions in developing city branding and eco-city and faces unique challenges in implementing this concept. Therefore, different approaches are needed in the development of city branding and ecocity in each city, as well as strong support from the central government and active community participation to achieve sustainable urban development in Indonesia.

### 3.7. Reflections: A Holistic and Integrated Approach

A holistic and integrated approach to developing City Branding and Ecocity is necessary because they are interrelated and influence each other. Cities cannot achieve their desired goals effectively and sustainably without a holistic and integrated approach. A holistic and integrated approach to the development of City Branding and Ecocity allows the city to integrate various aspects, such as environmental, economic, social, and cultural aspects, in the city's development strategy. Thus, cities can create a balance between economic development and environmental protection as well as social and cultural sustainability (Alraouf, 2019).

A holistic and integrated approach also allows the city to consider the impact of every decision and action on all aspects of life. For example, cities should consider their impact on the environment, community well-being, and economic sustainability when planning infrastructure development. In addition, a holistic and integrated approach allows cities to involve various stakeholders, including government, the private sector, communities, and academia, in urban development. Thus, cities can create strong and sustainable partnerships in developing City Branding and Ecocity strategies. In order to achieve the goal of sustainable urban development, a holistic and integrated approach in the development of City Branding and Ecocity must be implemented properly and consistently by all parties involved in the development of the city (Sundana, 2019).

One of the studies on a holistic and integrated approach in urban development was by Sarah Hickmott and Jeremy Kohlitz in 2018, entitled "Sustainable city development: a systems approach to strategic urban planning." This research discusses the importance of a systems approach in sustainable urban development. All components related to urban sustainability, such as environmental, economic, social, and cultural, must be integrated holistically and into every decision and action taken.

This study explains that a systems approach to sustainable urban development can help identify the relationship between the various components and the impact of

decisions and actions on the overall balance of the city. Thus, a systems approach can help identify more sustainable solutions and balance economic development, environmental protection, and social and cultural sustainability. The research also shows that a systems approach to sustainable urban development requires the participation of all stakeholders in the decision-making process and strategy development. In this regard, public participation and partnerships between the government, the private sector, and communities are essential to creating effective and sustainable solutions for cities.

To achieve the goal of sustainable urban development, this study suggests that the application of a systems approach must be continuously improved and refined. This requires strong awareness and commitment from all parties involved in urban development as well as adequate support in terms of resources, institutions, and policies.

#### 4. Conclusion

Indonesia has great potential in combining the concepts of City Branding and Eco-city. All the potential it has can contribute to three things: firstly, improving the city's image as an environmentally friendly and sustainable place, which can increase the confidence of investors and tourists to come to the city. Secondly, combining City Branding and Eco-city concepts can improve the quality of the environment in densely populated cities in Indonesia. Thirdly, implementing this combination of concepts can also enhance the city's attractiveness as a unique investment and tourism destination, different from other cities. This shows that combining City Branding and Eco-city can be an effective strategy for creating sustainable cities with a good image in Indonesia.

In addition, in implementing this concept, the challenges related to resource fulfillment need to be prepared. Apart from financial resources, fulfilling the quality of human resources is still a challenge that Indonesia needs to face. In addition, other challenges that need to be faced are related to policies and regulations that are still inadequate and lack of support from the civil and private sectors. Therefore, different approaches are needed in developing city branding and eco-city in each city, as well as strong support from the central government and active community participation to achieve sustainable city development in Indonesia.

It should be noted that this research has several limitations that need to be acknowledged. Firstly, this research only focuses on Indonesia as a case study, so the findings and research results cannot be directly applied to other contexts. Secondly, this research only considers the perspectives of stakeholders involved in the development of city branding and eco-city in Indonesia, so the views of the public and indirectly related groups cannot be fully considered.

Although it has limitations, this research can contribute to developing future research themes. This research can be a reference for future research in developing more appropriate and suitable strategies for city branding and eco-city that meet the needs of society and the environment in Indonesia. In addition, this research can enrich the literature on city branding and eco-city in Indonesia, especially in facing the challenges and opportunities in developing these two concepts. Thus, this research can serve as a basis for decision-makers and practitioners to develop more effective and sustainable policies and programs for the development of cities in Indonesia.

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