

## PLACE BRANDING OF TOURISM AND CULTURE OF SAWAHLUNTO CITY THROUGH CYBER MEDIA

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### ABSTRACT

Sawahlunto has a form of coal mining heritage tourism, which became one of the distinguishing of towns in West Sumatra province. With the coal mining heritage tourism concept, the government of Sawahlunto conduct place branding called "International Heritage Tourism". The purpose of this study is to determine and analyze the place branding activities undertaken by the Department of Tourism and Culture of Sawahlunto through the use of cyber media. By using the theory of the construction of reality by Berger & Luckmann, describes the social process through action and interaction, where social reality is constructed through a process of externalization, objectivation and internalization. This study uses a qualitative method, in which the level of research is to explore the problem with the case study method. The results show that place branding activities undertaken by using more of cyber media than printing and electronic media. Cooperation with many parties became one form of effective activity for place branding of Sawahlunto as International Heritage Tourism.

**Keywords:** Place Branding, Tourism and Culture, Sawahlunto, International Heritage Tourism, cybermedia

### INTRODUCTION

Sawahlunto first had debuted as a coal town in the Dutch colonial era. It even had to use the term of world renowned city of coal industry. However, the 120 years of mining the natural resources continuously crushed no longer gave hope and perspectives to the citizens of Sawahlunto. In recent years the unrest will for a better future for the people living in Sawahlunto city's former coal mine comes apparent, more than 10,000 people moved to another city. So Sawahlunto then has been considered a "dead city" (Kompas.com).

With relics and mining activities in the Dutch colonial period, Sawahlunto started to make improvements. In 2001 born the formulation of the future set out into the city Sawahlunto, Sawahlunto Regional Regulation No. 02 Year 2002 on Vision And Mission Sawahlunto. Sawahlunto has a vision of "Becoming The Cultured Coal Mining Tourism City". In 2003 the city of Sawahlunto started to reform into a historical tourist attraction with the legacy of the former mining town, such as Lubang Mbah Soero, Museum Gudang Ransum, Public Kitchen providing meals for the miners, and Kandi Lake which is one of the former mining sites (<http://www.Sawahluntokota.go.id>).

Kind of tourism activities of the coal mining become one differentiator of cities in West Sumatra province. The introduction of "The Cultured Coal Mining Tourism City" that has