

**BRANDING AWARENESS “KAMPUS BELA NEGARA” FOR STUDENTS
UPN “VETERAN” JAWA TIMUR
(Descriptive Analysis of Public Sector Marketing)**

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ABSTRACT

The public sector is all activities carried out by the state apparatus with the aim of meeting the needs of society and solving public problems. UPN "Veteran" Jawa Timur is one of the state universities as a public institution that has branding in marketing. Through branding, it can convey a message to the public and students about the meaning of defending the country itself. However, it turns out that there are still many students who are not aware of the branding of the state defense campus itself. so it is necessary to measure the awareness of the branding of state defense campuses that have never been evaluated by UPN "Veteran" Jawa Timur or abbreviated as UPNVJT. This study aims to measure the level of Branding Awareness of UPNVJT students on the branding of the State Defense Campus. The method used is descriptive quantitative with the technique of collecting data sources obtained by distributing questionnaires. The population in this study were all students of UPNVJT class of 2014-2020, namely 13,915. with a sample to be taken of 389 respondents. The results of this study indicate that branding policies in the public sector are still not supported by the awareness of these public sector managers. The branding awareness of the State Defense Campus is still not at the Top of Mind level so that further treatment is needed to be able to increase public awareness from users.

Keywords: *Public Branding Management, Public Sector Marketing, State University Branding*

A. PRELIMINARY

Currently, the public sector is starting to make changes from the old paradigm to the new one. one of them is through the New Public Management (NPM) paradigm which discusses the need for reform of the public service bureaucracy so that it is not inferior to the private sector. So that in facing competition in the service sector, the public sector begins to make adjustments by injecting genes adopted from the business sector into the public sector. in NPM theory which explains the need for management in the public sector in the form of marketing in the public service process. So the NPM theory also explains that the public sector also needs to compete with fellow public and private institutions.

The public sector must be oriented towards meeting stakeholder needs and resolving public conflicts.

State universities are one of the public sectors that have been affected by the change in the paradigm of public administration, so there needs to be adjustments in providing educational services. Which requires state universities to pay more attention to the quality of education and provide quality services. The condition of intense competition between universities requires every educational institution to get prospective students with their respective advantages. To face this competition, an innovation is needed in carrying out promotional activities in attracting prospective new students. One of them is by branding, it is very important for universities to do branding so that they can maintain their existence in the face of business competition. This is done to achieve the same goal, namely to attract prospective new students by providing quality educational services. So that the fulfillment of the public's wishes in the education sector can make the image of higher education even better.

In Indonesia public sector branding has been widely used in scientific research. For example (Nawang Sari & Suksmawati, 2019) regarding the Evaluation of Public City Branding Policies "Sparkling Surabaya", (Yuniningsih & Suwitri, 2017) regarding Community Participation in Developing City Branding Semarang City, Central Java, Indonesia, and (Muktiali, 2011) regarding Kaji City Branding Appeal of Semarang City With Cities in Indonesia (Solo & Surabaya) and World Cities (Amsterdam City). So that the public sector branding is very interesting to research in universities which are the public sector. According to (Kotler, 2009:258) Branding is a name, term, sign, symbol, design, or a combination of the whole, which is made with the aim of identifying goods, services or groups of sellers as well as to distinguish product goods or services of the designer.

Branding is not only understood to attract the attention of customers to want to buy the goods or services offered. However, branding is one of the main elements in public sector marketing. According to (P. Kotler & Bloom, 1987:8) Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of value with other parties. There are several reasons why the public sector requires the implementation of marketing branding, as follows:

1. The need to have a market orientation mindset in the policy planning process. The mindset of a market orientation in the context of the public sector means seeing trends in the public and then reading people's anxieties and desires.
2. The need to apply marketing skills when disseminating policies. Positive socialization of policies (encouraging the application of certain attitudes).
3. The need for marketing skills when delivering value propositions to the public as stakeholders. Delivering a set of added value through superior service and processes is part of marketing.

Therefore, branding is an important element in the implementation of the public sector. In providing attractive public services, we must create an innovation. One of them is through branding or branding in order to be easily remembered by consumers as users of public services.

One of the public universities in the city of Surabaya that has a mandate through a presidential regulation to use branding in carrying out its functions is the “Veteran” National Development University of East Java. Since becoming a State University (Presidential Regulation No. 122/2014 concerning the Establishment of the East Java “Veteran” National Development University, 2014), UPNVJT has a State Defense Campus branding. However, there has never been an evaluation, theoretically, public sector branding should be evaluated to see its effectiveness in the public sector. Does the UPNVJT State Defense Campus get significant benefits or not. Because the branding of the State Defense Campus is related to the internalization of the values of the spirit of defending the state of its students and the entire UPNVJT community.

Public sector branding is a study that is still minimal in Indonesia in general, most of them are testing the level of branding on the private business sector that prioritizes large profits by providing maximum service. So that researchers want to do research in order to increase the number of literature on branding awareness in the public sector which is still empty. Therefore, this research was conducted to determine the level of branding awareness of UPNVJT students towards state defense campus branding.

B. LITERATURE REVIEW

a. New Public Management (NPM)

There needs to be a renewal in a new paradigm to regain public trust by improving the bureaucracy of public services for the better. New Public Management (NPM) is an alternative paradigm that shifts the old or traditional public administration model to a more effective and efficient public administration. Meanwhile, according to (Mardiasmo, 2006) the definition of NPM is a global phenomenon, however its application may vary depending on localized contingencies. NPM changes the ways and models of the traditional public bureaucracy towards private business methods and models and market developments (Hood, 1995). In addition, NPM is present because of the criticism of the Old Public Administration (OPA) and New Public Administration (NPA) paradigms. The implementation of New Public Management (NPM) can be viewed as a form of management modernization regarding public services. This NPM paradigm is aimed at correcting the shortcomings of the previous paradigm, which has received a lot of criticism from the public because it is not based on public interests, and is still far behind the bureaucracy in the private sector which is oriented towards profit seeking.

b. Public Sector Branding

The public sector is managed to solve public issues and provide public services in an effort to meet public needs, so that in its implementation the public sector is required to produce goods or services that have value to meet the needs and rights of the wider community. In the process of public services, there is a need for innovation in order to attract public attention to public services that are getting better in showing their existence. Branding is an important element in the implementation of the public sector, through branding or branding in order to be easily remembered by consumers as users of public services. So that along with

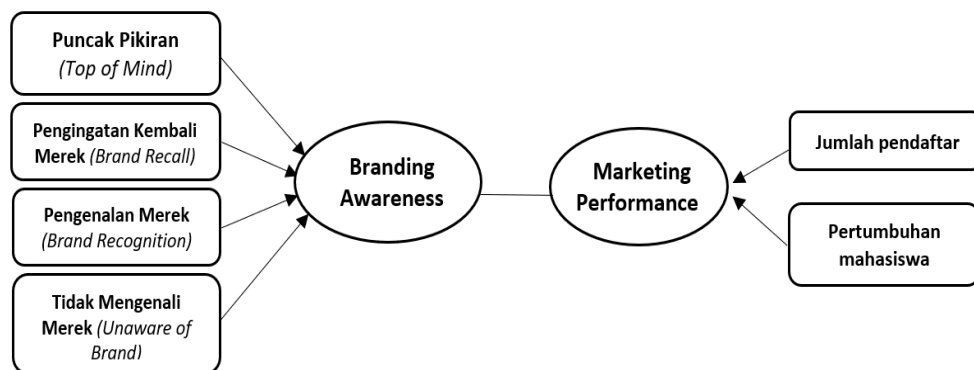
the development of the era of public service, it is not considered monotonous by using branding to be one of the attractions in the process of providing public services. the existence of branding makes the public sector still exist in any field. So that it is not inferior to its competitors, namely the private sector which provides many new innovations and satisfying services.

c. Public Sector Marketing

The public sector is all activities carried out using public money, so that marketing in the public sector is not oriented towards profit or profit but on stakeholder satisfaction. In the public sector, marketing is needed which aims to maintain its existence with its competitors. According to (P. Kotler & Bloom, 1987:8) Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of value with other parties. Competitors in the public sector are not only private or private sectors, but fellow public sectors. One example is that State Universities (PTN) in Indonesia are both holding a competition to attract new students to register at the PTN.

In realizing the role of a quality public sector, a marketing performance is needed as a tool to measure the level of success of the overall performance undertaken including the success of the strategy implemented, sales growth and company profits. Marketing performance or market performance is a general construct for measuring the impact of an institutional strategy for producing goods or services. Marketing performance can be assessed through market prey, profit, and sales growth rate (Adipoetra, 2004). Business organizations carry out a superior strategy to increase profits and create good value (Prayogo & Nirawati, 2019). By reflecting a good impression on the product, consumers will always remember the brand of the product they use (Indah, 2015).

Figure 1. Marketing Performance Indicators



Source: Data Processed 2020

d. State Defense Education

Education is a process in the form of educating or educating someone and being able to share the knowledge they have as a knowledge for the next generation (Muhtadi, 2010). Meanwhile, character education for state defense is education based on love for the country and nationalism. What is given to

universities in order to instill the values of state defense in state life that can be implemented in the world of work and daily life. According to (Koesoema, 2010:250) explaining that character education is the basic values that must be understood if citizens want to live socially and cooperate with others. According to (Winarno, 2010:182) State defense is an effort made by citizens in protecting their country. Meanwhile, according to (Kaelan dan Achmad Zubaidi, 2010:120) State defense is a determination, attitude and action of citizens who are orderly, comprehensive, integrated and continuous which is based on love for the homeland and awareness of national and state life. Values such as wisdom, respect for others, personal responsibility, feelings of the same fate, suffering, peaceful conflict resolution, are values that should be prioritized in character education. In character education in higher education, all components must be involved, including the components of education itself, namely curriculum content, learning and assessment processes, handling or management of courses, campus management, implementing additional activities or activities, empowering infrastructure, financing, and the work ethic of the entire campus community.

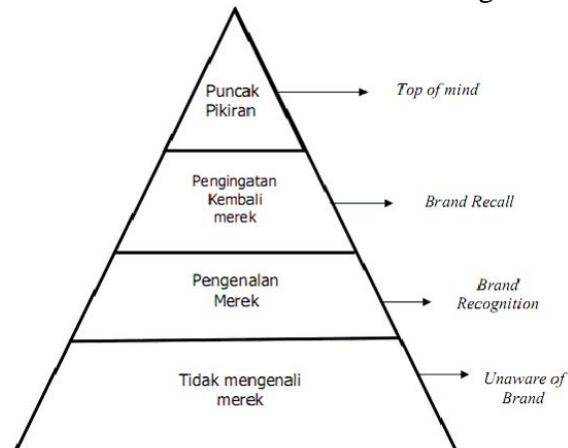
e. Branding Awareness

The definition of a brand according to (Durianto, 2004:2) states that a brand is a name, term, sign, symbol, or design, or a combination of these, which is intended to identify goods or services of a person or a group of sellers and to distinguish them from the product. competitor. Meanwhile (Peter & Olson, 2000:190) states that brand awareness is a general purpose of communication for all promotional strategies. (Durianto, 2004:30) states that brand awareness can be built and improved in the following ways:

1. The message conveyed by a brand must be easy for consumers to remember.
2. The message conveyed must be different from other products and there must be a relationship between the brand and the product category.
3. Using catchy song slogans that help consumers remember the brand.
4. If a brand has a symbol, the symbol should be associated with the brand.
5. An extension of the brand name can be used to make the brand more memorable to consumers.
6. Brand awareness can be strengthened by using a signal that is appropriate to the product category, brand, or both.
7. Doing repetition to improve memory, because forming memories is more difficult than forming recognition.

There are four dimensions to measure Brand Awareness (brand awareness), namely through the top of mind (Top of Mind), brand recall (Brand Recall), brand recognition (Brand Recognition) and not being aware of the brand (Unaware Brand).

Figure 4 Dimensional Elements of Branding Awareness



Source: (Durianto, 2004)

1. Top of Mind (top of mind) is a brand that is mentioned for the first time by a consumer or that first appears in the mind of a consumer, or the brand is the main brand of various brands that are in the mind of a consumer.
2. Brand Recall (brand recall) is a brand recall without assistance (unaided recall).
3. Brand Recognition is the minimum level of Brand Awareness, where the recognition of a brand appears again after aided recall is carried out.
4. Brand Unaware (not aware of the brand) is the lowest level in the Brand Awareness pyramid where consumers are not aware of a brand.

Based on the theory of Roger J. Best in the journal (Sastika et al., 2019:124) which uses indicators from the Customer Response Index (CRI) which consists of awareness, comprehend, interest, intentions) and action (action).

1. Awareness, a form of a person's ability as a customer to recognize or recall that a brand is part of a certain product category.
2. Comprehend, is an important process carried out by customers before people say they like or dislike a product.
3. Interest, is a situation that occurs if someone understands and is aware of the advertised product, then the next step is to build interest in the advertised product.
4. Intentions, a customer is already interested in the advertisement's product, then an intention arises to find out about the product. Intention is something that is related to consumer plans to buy certain products.
5. Action, the last stage is the action which is the last attempt of the marketer to immediately carry out a purchase action or part of it.

C. METHOD

The research was conducted using quantitative descriptive research methods with data collection techniques through distributing questionnaires to UPNVJT

2014-2020 students who are still active with a sample of 389 students as respondents. Measurement of variable indicators uses a Likert scale that allows respondents to answer each question item that is able to describe their attitudes and behavior (Zikmund et al., 2013). There are 5 indicators used to see the level of awareness of the branding "Kampus Bela Negara", namely through Awareness (awareness of the brand), Comprehend (understanding the content of advertising messages by consumers), Interest (interest in the product), Intentions (interest to buy), and Action (actual purchase action). Below is the operationalization of the indicators into the questionnaire.

Table 1. Operationalization of the Concept

| No | Statement | Indicators |
|-----|--|------------|
| 1. | You are very familiar with the branding of Kampus Bela Negara. | Awareness |
| 2. | You already know that UPN "Veteran" East Java has the branding of the State Defense Campus. | Awareness |
| 3. | You can quickly remember that UPNVJT is a state defense campus | Awareness |
| 4. | If asked to mention the PTN that has the State Defense Campus branding, you will immediately mention UPNVJT | Awareness |
| 5. | You can easily remember that UPN "Veteran" East Java is a State Defense Campus | Awareness |
| 6. | Innovation, Achievement, Success is the slogan of UPN "Veteran" East Java as the State Defense Campus | Comprehend |
| 7. | You know that UPNVJT is the only university that has a state defense campus branding in East Java. | Interest |
| 8. | You know that UPNVJT is very synonymous with the branding of its state defense campus | Interest |
| 9. | Willing to sacrifice for the nation and state is the value of state defense which is instilled in the UPN "Veteran" East Java State Defense Campus | Comprehend |
| 10. | You know the branding of the state defense campus before registering to UPNVJT | Intentions |
| 11. | You made UPN "Veteran" East Java because it has the State Defense Campus branding as the main choice in choosing a university | Action |
| 12. | Apples, Gymnastics and Ceremonies | Comprehend |

| | | |
|-----|--|------------|
| | are an association of the State Defense Campus branding | |
| 13. | You agree that the State Defense Campus Branding owned by UPNVJT is an attraction for prospective new students | Interest |
| 14. | The State Defense Campus is one of the brands of UPN “Veteran” East Java | Intentions |
| 15. | You have told a relative or friend about the state defense campus branding that is owned by UPNVJT | Action |
| 16. | You have been told by friends or relatives about the state defense campus branding that is owned by UPNVJT | Action |

D. EXPLANATION

a. Validity and Realibility Test

In this study, testing the validity and reliability using a tool in the form of the SPSS 26.0 program. The validity test is intended to determine whether a questionnaire is made reliable or not, in the sense that it is in accordance with what will be measured (Jasmani, 2018). Testing the validity using the product moment correlation technique, namely by comparing the value of each item with the total value. The instrument trial was taken from a sample of a population of 389 respondents. The general condition is declared valid is if the correlation results $r_{count} > r_{table}$ at the 5% significance level. Because the number of respondents in this instrument is 389 respondents, it is obtained r_{table} of 0.0994. The results of the instrument trial were then analyzed with the help of SPSS 26.0 for windows. From the calculation of SPSS, it is obtained Branding Awareness, there are 16 questions with 5 indicators declared valid because the value of $r_{count} > r_{table}$.

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| .854 | 16 |

Reliability test is used by researchers to measure the reliability or reliability of the questionnaire, which is an indicator of a variable. A questionnaire can be said to be reliable or reliable if the answers given by someone to a question can

be consistent or stable over time (Ghozali, 2005). The variable reliability value is indicated by the Cronbach Alpha coefficient. A variable is said to be reliable if the Cronbach Alpha coefficient is > 0.60 (Nunnally, 1967). Following are the results of the reliability test based on the Branding Awareness questionnaire.

From the results of the reliability test, it was found that all the values of the Branding Awareness variable resulted in a Cronbach Alpha value of $0.854 > 0.60$, so it can be concluded that all the instruments in this study were reliable.

b. Indicator Frequency Table 1

Level of Awareness Indicator

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Very Low | 1 | .3 | .3 | .3 |
| | Low | 10 | 2.6 | 2.6 | 2.8 |
| | High | 95 | 24.4 | 24.4 | 27.2 |
| | Very High | 283 | 72.8 | 72.8 | 100.0 |
| | Total | 389 | 100.0 | 100.0 | |

Awareness is student awareness of the state defense campus branding owned by UPNVJT. The state defense campus is a branding product owned by UPNVJT that must be understood by all students, as the implementers of the branding. Based on the table above, it can be explained that there are 72.8% or 283 of the 389 samples that the researchers took were at the highest Awareness level. Meanwhile, only 0.3% or only 1 student from the sample had the lowest level of awareness or did not understand or realize the branding of the State Defense Campus.

c. Indicator Frequency Table 2

Level of Comprehend Indicator

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Very Low | 5 | 1.3 | 1.3 | 1.3 |
| | Low | 34 | 8.7 | 8.7 | 10.0 |
| | High | 143 | 36.8 | 36.8 | 46.8 |
| | Very High | 207 | 53.2 | 53.2 | 100.0 |
| | Total | 389 | 100.0 | 100.0 | |

Comprehend is an understanding of the message content of the State Defense Campus branding by UPNVJT students. Based on the table above, it can be understood that there are 53.2% or 207 students of the total sample of 389 students who the researchers took were at the highest Comprehend level. Meanwhile, only 1.3% or only 5 students from the total sample had the lowest Comprehend level or did not understand or realize the branding of the State Defense Campus.

d. Indicator Frequency Table 3

| | | Level of Interest Indicator | | | Cumulative |
|-------|-----------|-----------------------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Very Low | 2 | .5 | .5 | .5 |
| | Low | 22 | 5.7 | 5.7 | 6.2 |
| | High | 85 | 21.9 | 21.9 | 28.0 |
| | Very High | 280 | 72.0 | 72.0 | 100.0 |
| | Total | 389 | 100.0 | 100.0 | |

Interest is the student's interest in the State Defense Campus branding offered by UPNVJT. Based on the table above, it can be understood that there are 72% or 280 students from a total sample of 389 students who the researchers took were at the highest level of interest. Whereas there are only 0.5% or there are only 2 students from the total sample who have the lowest interest level or have no interest in branding the UPNVJT state defense campus.

e. Indicator Frequency Table 4

| | | Level of Intention Indicators | | | Cumulative |
|-------|-----------|-------------------------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Very Low | 57 | 14.7 | 14.7 | 14.7 |
| | Low | 152 | 39.1 | 39.1 | 53.7 |
| | High | 88 | 22.6 | 22.6 | 76.3 |
| | Very High | 92 | 23.7 | 23.7 | 100.0 |
| | Total | 389 | 100.0 | 100.0 | |

Intention is a student's interest or interest in the branding of the State Defense Campus. Based on the table above, it can be understood that there were only 23.7% or 92 students from a total sample of 389 students who the researchers took were at the highest level of interest. Whereas in the very low level table there are 14.7% or there are 57 students from the total sample who have the lowest level of interest or have no interest in branding the UPNVJT state defense campus. So that in this table the highest number of presentations on the intention level is in the low column as much as 39.1% or there are 152 students who have a low interest or interest in the branding of the State Defense Campus of UPNVJT.

f. Indicator Frequency Table 5

| | | Level of Action Indicator | | | Cumulative |
|-------|-----------|---------------------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Very Low | 50 | 12.9 | 12.9 | 12.9 |
| | Low | 105 | 27.0 | 27.0 | 39.8 |
| | High | 147 | 37.8 | 37.8 | 77.6 |
| | Very High | 87 | 22.4 | 22.4 | 100.0 |
| | Total | 389 | 100.0 | 100.0 | |

Action is an action taken by students that reflects the value of state defense which is the hallmark of UPNVJT which has the branding of the State Defense Campus. Based on the table above, it can be understood that there are only 22.4% or 87 students of the total sample of 389 students who the researchers studied were at the highest level of Action. Whereas in the very low table there are 12.9% or 50 students from the total sample who have the lowest level of action or do not agree with actions taken as a form of the value of State Defense. So that there is the highest percentage number in the high column as much as 37.8% or there are as many as 147 students who took action to convey the message content from the state defense campus owned by UPNVJT.

g. Branding Awareness Frequency Table

| | | Level Brand Awareness | | | Cumulative |
|-------|-------------------|-----------------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Unaware Brand | 1 | .3 | .3 | .3 |
| | Brand Recognition | 32 | 8.2 | 8.2 | 8.5 |
| | Brand Recall | 180 | 46.3 | 46.3 | 54.8 |
| | Top Of Mind | 176 | 45.2 | 45.2 | 100.0 |
| | Total | 389 | 100.0 | 100.0 | |

Based on the branding awareness frequency table above, it can be explained that the use of public services at UPNVJT is still not optimal or the impact of significant differences in the branding of the State Defense Campus can not be felt. It can be concluded that the level of branding awareness of UPNVJT students for the State Defense Campus is in the Brand Recall dimension, namely, there are 46.3% or the equivalent of 180 students. After that, it was followed by the Top of mind dimension with the acquisition of 45.2% or 176 students who were well aware of state defense branding. so that the provision of educational services owned by UPNVJT needs to be improved, so that students can understand the contents of the message to be conveyed through the branding of the State Defense Campus.

h. Crosstabulation of Gender Trends against BA Levels

Jenis Kelamin * Level Brand Awareness Crosstabulation

| Jenis Kelamin | | | Level Brand Awareness | | | | Total |
|---------------|------------------------|------------------------|-----------------------|-------------------|--------------|-------------|--------|
| | | | Unaware Brand | Brand Recognition | Brand Recall | Top Of Mind | |
| Jenis Kelamin | Laki-laki | Count | 1 | 20 | 71 | 64 | 156 |
| | | % within Jenis Kelamin | 0.6% | 12.8% | 45.5% | 41.0% | 100.0% |
| | Perempuan | Count | 0 | 12 | 109 | 112 | 233 |
| | | % within Jenis Kelamin | 0.0% | 5.2% | 46.8% | 48.1% | 100.0% |
| Total | Count | 1 | 32 | 180 | 176 | 389 | |
| | % within Jenis Kelamin | 0.3% | 8.2% | 46.3% | 45.2% | 100.0% | |

The majority of male respondents had a brand awareness level of 45.5% brand recall, namely 71 respondents out of a total sample of 156 male respondents, followed by top of mind positions as much as 41% or as many as 64 students. male. Unlike the female respondents, the majority of whom understood the state defense campus brand better than the male respondents, so that they were in the top of mind position as much as 48.1% or as many as 112 students from a total sample of 233 respondents were female and followed by brand position recall as many as 46.6% or 109 students. This can happen if the level of sensitivity or awareness of the state defense campus branding is felt more by female respondents.

E. CONCLUSION

From this research it can be concluded that the level of branding awareness of users of education public services at UPNVJT is not optimal because the average user is at the brand recall level, even though the highest level of brand awareness should be in the top of mind where the brand of the belanegara campus should be the first brand to remember. , understood, and the value is recognized by the user. Like previous research on city branding, awareness of brand awareness in the public sector is still not an important point in the management of the public sector which must deal with fellow public and private sectors.

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