



THE EXPLORATION OF PONTIANAK CITY BRANDING CONCEPT THROUGH THE REVITALIZATION OF KAPUAS RIVER

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ABSTRACT

The concept of city branding is needed to create positive identity of the city. One of those identities that support the city tourism is developing the river tourism destinations, such as Kapuas River in Pontianak City. Pontianak City Government sees that the river tourism could become the leading city tourism after the Equator Monument. However, this new destination requires aspects of choosing the right communication channel, partnership, and concern for maintaining a sustainable river ecosystem without losing the characteristics of local wisdom. This research is an explorative-qualitative with case study method. Data collection techniques were carried out by non-participating observation, in-depth interviews, and documentation. The Model of Miles and Huberman was applied as the data analysis technique in this research. The research results showed that 1) the city branding of Pontianak City was built based on the characteristics inherent in the city of Pontianak, namely a city crossed by the equator and the culture of ethnic groups in West Kalimantan; 2) Pontianak city branding portrays a water-type tourism city which is manifested by tourism activities in the Kapuas river channel. The contribution of this research showed that the city branding concept of the Nanogone Model is applied in Pontianak City tourism and has an important meaning in promoting local wisdom.

Keywords: *Pontianak, West Kalimantan, Revitalization of Kapuas River, City Brand Nanogone*

INTRODUCTION

The development of Kalimantan has spurred Pontianak City to develop infrastructure for the tourist attraction of the Kapuas River. As the longest river in West Kalimantan Province, which passes through five regencies, namely Kapuas Hulu Regency, Sintang Regency, Sanggau Regency, Sekadau Regency, and Pontianak City itself, the Kapuas River is also rich with small ditches throughout the city. This also gives the impression of this city as a typical Pontianak city of water.

The specialty of this city complements other tourist destinations such as cultural heritage, Batu Layang Tomb, Kadriah Palace, Jami Mosque, and Beting Area. In addition, Pontianak is very close to river culture, especially the history of the existence of the central government or kingdom of Kadariyah Palace which is right on the bank of the Kapuas river. The existence of the cultural heritage building has also become part of the current Kapuas river tourist destination. In addition, the construction of waterfront infrastructure at several points of Kapuas River or known as the Kapuas River Square has also become a magnet to be marketed.

Another potential of Kapuas river tourist destination is wide ditches which also have a history dating back to the Dutch colonial era (Yuliansyah et al., 2018). The ditches that cross the city reach more than 30 streams. A breakthrough by the city government has begun to make Parit Jawi River to become a fun water tourism for the community.

As a city inhabited by various ethnic groups, as well as being the center of government activities, economic and socio-cultural activities. Pontianak City has a diversity of cultures and customs that are maintained. However, specifically, Pontianak City itself has a well-known city tourist destination, in foreign countries. This city tourism has seven main tourist destinations with a large enough attraction for tourists to visit, most of which have been developed. The city of Pontianak is known as the Equator City because it is traversed by zero latitude degrees of the earth. Pontianak City has an area of 107.82 KM² with a population in 2017 reaching 655,857 people.

The city which is nicknamed the Equator City has a typical water city. Pontianak City is known as the city of water because it has hundreds of ditches or tributaries and the city is traversed by two major rivers, Kapuas River and Landak River. It shows a very strong river culture. It is also strengthened by the history of the formation of Pontianak which started from the edge of Kapuas River with the establishment of the government/kingdom center of Kadariyah Palace which is located on the edge of Kapuas river.



Figure 1: Masjid Jami' Sultan Syarif Abdurrahman menjadi cagar budaya yang dapat diakses melalui tepian Sungai Kapuas (Rozalena, 2021).

Pontianak City introduced the city branding "Pontianak Kota Khatulistiwa" in

2017. The purpose of the launch was to show that Pontianak City has its branding. The city's branding aligns with the slogan 'Pontianak Greets the World'. In this case, Pontianak City covers all tourism which should have its face by carrying city branding.

One of the faces of the city that makes the city perfect is the existence of the Kapuas River. The existence of Kapuas River divides Pontianak City into three lands, Kapuas Besar, Small Kapuas, and Landak River. The Kapuas River has long been the lifeblood of the people of Pontianak City.

Not only plays a role in the economic aspect but also plays a role in shaping the culture and customs of the people of Pontianak. Its location which divides right in the middle of the city and is connected to several tourist spots along the riverbank is a gift that holds tourism potential to be explored abroad. However, many tourist attractions in Pontianak City have not been developed, so they need the support of all parties and levels of society to make them tourist destinations.

In its continuation, Kapuas River has become the center of change in the development of city tourism objects by carrying out several water tourism developments on Kapuas River and several tributaries that have the potential to be developed into mainstay tourist attractions to attract more tourists to visit Pontianak City. The last few years have gradually added tourist facilities around the river to develop water tourism.

The development of this Kapuas river tourist destination is very closely related to various aspects that surround the city's marketing process. One of the interests of river tourism is to maintain local wisdom through the cultural values and good habits of its citizens. Cities need to create a positive image by involving several aspects, such as potential, presence, place, people, pulse, and prerequisites. However, other aspects, such as media selection, the role of partnership with the community, and consistency in maintaining the river ecosystem are also important.

The problem that is quite obvious is the awareness and concern of the community which is still low on borders and edge. If this is not considered, later it will experience severe damage to river tourism objects. The area around the river loses its basic value and function, of course causing the impact of ecosystem changes and the burden of problems that are increasingly unresolved at any level. In addition, the neglect of an unregulated life in the absence of adequate facilities and infrastructure has made the condition of the river worse over the years.

On the other hand, each stakeholder cannot integrate the existence of the river with other areas so that physical improvements can be executed in terms of structuring borders and edge to be more organized. The program which was introduced during the era of President Jokowi's administration with the restoration and revitalization of river edge has become a very important issue for the image of the country and cities in the country. In this program to improve socio-economic and ecosystem values that are of essential value, the government and other stakeholders have made a breakthrough in the program to return Slum Rivers and ecosystems that do not deserve to be more productive and attractive to be developed as a driving force for city tourism. In this case, the government carries out tourism planning to refresh the river area through physical and non-physical aspects so that the river becomes the center of economic activity while preserving the city's cultural heritage.

River tourism and various supporting facilities require strategic communication support with the aim of strengthening city brands and city or regional taglines. Stakeholders need specific strategies to strengthen the communication of the city's brand, both through the aspect of the city's brand. In this case the selection of communication channels and massive dissemination of information as well as media exposure, both personal, social, and mass.

Therefore, this study aims to explore the concept of culture in the revitalized Kapuas River tourism. This study also elaborates on city branding as a water tourism center based on the cultural identity of the people of Pontianak City. The research question focuses on how the city government plans Pontianak City tourist destination referring to the revitalized of Kapuas River.

City Brand Communication

A city deserves to have a good name and image. Like the humans who inhabit it, the city requires good, precise management and has a positive impact on the area. Every city is rushing to create a city brand and plans a strategy in a way that creates unique and attractive branding for anyone who visit. The purpose of the city brand apart from building a region for residents can also be able to attract tourists to come to the city.

Most cities brand themselves in conformity with what their pathway would lead us to predict, except for cities with a strong manufacturing- oriented profile; the brands of the latter type deviate markedly from their current reality. Cities adopting branding strategies that contrast sharply with their historical legacy and current profile risk promoting themselves in ways that the outside world is likely to perceive as lacking in credibility (Jong et al., 2018).

City branding generally focuses on image management, precisely what and how the image will be formed and the communication aspects carried out in the image management process. The reputation of a city, whether positive or negative, cannot be used as an absolute guide to describe the reality of a city. In reality, a city changes rapidly, but changing the city image takes a very long time and it is very difficult to get everyone out of the simple justifications of a city and understand the complexities that lie within it.

Referring to the research on the arrangement of the Loloan River in Denpasar City, the government builds the image of the river to be clean and tidy. The way to do this is to empower and implement the Loloan River as one of the tourist attractions of the river in Denpasar City. The potential of the Loloan River is considered to have gone through correcting existing weaknesses so that the development of tourist attractions can proceed as planned (Wisudawati, 2017). That is, water river tourism requires a serious arrangement by involving aspects of the city's marketing support.

Additionally, as for research on the development of Musi River tourism that has become a potential tourist area of the Musi River a tourist destination in Palembang City, it is necessary to consider regulations supporting local government policies. Palembang City has a Palembang City Regional Spatial Plan (RTRW) for 2012-2032 which specifically explains that the Musi River bank area is directed to the development of cultural tourism, historical tourism, and waterfront city development

(Mulya&Yudana, 2018). This study shows that river tourism requires effective measures to develop river tourism areas to qualify as tourist destinations.

Furthermore, in the research conducted by Prihatini (2013) regarding the image of the Waterfront City, it is stated that the city of Palembang has a treasure as a waterfront city. The city government's effort is to carry out the "Musi River Tour" program. This program involves the use of above-the-line and below-the-line media in the promotion of "Musi River Tour" (Prihatini, 2013).

Wiradharma (2022) states, that city branding planning also involves stakeholders, of course, they will make various efforts to increase the value and competitiveness of the potential of the area. In this case, when referring to the basic word branding, where brand refers to a product, company, organization, or place (Wiradharma, 2022). However, in Rahmanto's view (2020) the parameters of the success of a city branding strategy should be followed by various changes, such as city planning, infrastructure and policy preparation, event organization, such as branding of cities in Indonesia (Rahmanto, 2020).

Research on a tributary of the Citarum River, namely the Cikapundung River also shows important aspects of city branding including media channels and partnerships between the community and the community with the government (Rozalena & Saidah, 2020).

Kapuas River Revitalization

Kapuas River has a length of 1,086 kilometers with a river flow having a catchment area of 98,249 Km². Therefore, this river has 33 main rivers and 11 branches. Its existence has strategic value and function for the people of Pontianak City and has a very large role in the era of development in the West Kalimantan Province.

Kapuas River divides Pontianak City into three landmasses, namely Kapuas Besar River, Small Kapuas River and Landak River (A. Purwanto, 2022). Kapuas River is known as the economic lifeblood of the people of Pontianak City for this long river crossing through these four regencies also shapes the culture and customs of the people of Pontianak.

Pontianak City has many small rivers or ditches that function as drainage. This ditch also acts as a domestic waste reservoir where all of these ditches eventually emptied to Kapuas Kecil river, so that Kapuas Kecil River is the estuary of Landak River and as the final reservoir for various types of waste from the activities of the people of Pontianak City (Purnaini et al., 2019).

The location of Kapuas River which divides right in the middle of the city and is connected to several tourist spots along the riverbank is a blessing. This exoticism of the longest river in Indonesia holds tourism potential that still has a great opportunity to be explored further. However, many tourist attractions in Pontianak City have not been developed, so they need the support from all parties and levels of society to make it an attractive tourist destination.

In its continuation, Kapuas River has become the center of change in the development of city tourism objects by carrying out several water tourism developments on Kapuas River and several tributaries that have the potential to be developed into mainstay tourist attractions to attract tourists to visit the local city. The city government has developed water tourism in recent years and has gradually added tourist

facilities around the river.

The city government is also revitalizing Kapuas River which has been initiated since 2016 to grow the economic activities in the vicinity while improving environmental quality. This government support is carried out by the Ministry of PPN/Head of Bappenas in collaboration with the Regional Government for the development of the Kapuas riverbank area to become part of the tourism icon of West Kalimantan Province. This revitalization seeks to revitalize the economy, physical, social and institutional in order to create a livable city, smart city and green city. In addition, it is hoped that the Kapuas riverside area can be built with the concept of a city image that is competitive, characterized and integrated between activities as a new growth center (Caesario, 2015).

The revitalization development of Kapuas River will also be developed in the construction of Kapuas Indah-Senghie Waterfront which has been built since 2020. The construction of the waterfront promenade is sourced from the Pontianak City Regional Revenue and Expenditure Budget (APBD). Through this arrangement, settlements and a number of infrastructures along the Kapuas River that previously looked slum were arranged to become a neater riverside area and become a special attraction for tourists.

The City Brand Nanogon

The City Brand Nanogon originated comes from the city brand of Hexagon which was developed by Simon Anholt (2007). Branding Hexagon is used to measure the effectiveness of city branding uses, in which there are six aspects in measuring the effectiveness of city branding, namely 1) presence; 2) potential; 3) places; 4) people; 5) pulses; 6) prerequisites (S. Anholt, 2007).

Anholt's research revealed the results of the identification of 30 cities in the world related to the special characteristics of these cities. Anholt also explores important contributions to culture, science, and governance over the past 30 years. The six aspects referred to are as follow.

1. Presence. Anholt explained the status and position of the city in the eyes of the international community and how far the city is known by the citizens of the world.
2. The place. Aspects of the place for the city are the perception of visitors on the arrangement of the city and comfort while in the city.
3. Potential. The potential aspect relates to what the city has to offer visitors or investors.
4. Person. The city has a friendly impression and provides convenience in exchanging cultures, including language, creating a sense of security while in it.
5. Pulse. Does the city have interesting things and a pleasant impression on its citizens? Impression on the residents of the city for the short and long term.
6. Prerequisite. Prerequisite describes the public potential of the city. Do you like living there, does the city provide the accommodation provided, as well as easy access to meeting needs such as infrastructure and others.

As for the research that has been carried out in Bandung with the special object of the Cikapundung River which was revitalized by Rozalena (2019) with the model of the city brand of The Octagon (Rozalena, 2019a). Cities with river destinations need

to be exposed through potential marketing communication channels. The selection of effective and appropriate media makes it easier for visitors to find interesting places and attractions in the city. In addition, the research on the city brand Octagon mentions that the partnership aspect is the key to cooperation so that the city's brand mission is realized (Rozalena, 2019b).

Research at the same location was also continued by Saidah and Rozalena (2019). The Research findings indicate that cities need another important aspect, namely the formation of river ecosystems. Tourist destinations that are not maintained and are not protected from damage make it possible to restore the impression of the city to its original state.

METHODOLOGY

The explorative-qualitative and intends are applied in this research to explore the development of city tour through the revitalization of Kapuas River. Based on the data and information from the informants, it was then analyzed how the Pontianak City tourism model was developed by the city government as a national and international tourist attraction.

The Research with a qualitative approach uses an interpretive paradigm. In this case, the researcher describes and describes the characteristics of the object being researched, namely the city branding of Pontianak City through the revitalization of the Kapuas River to get an overview.

The Case Study

This research was conducted in December 2021-June 2022. Research located in Pontianak City, West Kalimantan with informants from the Regional Development Planning Agency, the Public Works Office, and the Pontianak City Youth and Tourism Office. The application of the case study method. refers to the unit of analysis related to the research object of the Kapuas river tourism in Pontianak City with a focus on six components, namely 1) city status; 2) physical city (3) tourism potential (4) community (5) accommodation or public facilities (6) lifestyle or culture.

Data Collection Technique

Data collection uses a qualitative approach. Primary data comes from interviews with BAPPEDA, the Department of Public Works and Youth, Sports and Tourism of Pontianak City, and the people of Pontianak City.

Secondary data itself comes from information that is not obtained directly from the first source but through a literature study. Researchers used data collection techniques through observation, interviews, and documentation. The research instruments used were researchers, interview guides, field notes, and recording devices.

Data Analysis

Data analysis in this study begins by examining all data collected from interviews and observations, then data reduction is carried out. The author performs a data classification that can describe the revitalized Kapuas River, tourism model. The data analysis used by the researchers refers to the Miles and Huberman (2014)

model. Miles and Huberman's view states that qualitative research includes several activities in analyzing data. The first stage is data collection, data reduction, data presentation (data display), and conclusion drawing/verifying.

RESULT AND DISCUSSION

City Branding Culture Concept

When discussing the image of the city from city branding perspective, it should be noted firstly that nowadays, many cities attempt to promote themselves through the aid of iconic artefacts. From a general point of view, city branding is mainly based on three key attributes, which are image, uniqueness and authenticity (Riza et al., 2012).

The city of Pontianak is very synonymous with the fusion of two cultures in the province of West Kalimantan. Kuntien is ethnic Chinese and Malay who is very thick with tolerance and diversity of cultural adoption. Pontianak is also synonymous with the Bugis, Javanese, Madurese, Dayak, and several religions embraced by the community, such as Islam, Buddhism, Protestant Christianity, Catholicism, Confucianism, and Hinduism.

A city with such characteristics could become an idea of how to apply an identity that is usually used for a product, to become a place identity that is desired by the relevant stakeholders. However, in the events recorded in the Tambo Kingdom, the relationship between Kapuas river and the establishment of Pontianak are interrelated. In the incident recounted by PJ Veth in Borneo's Westerafdeeling I, Pontianak City have founded on 23 October 1771 coinciding with 14 Rajab 1185 Hijriah.

Based on the historical story of Syarif Abdurrahman who left Mempawah on November 23, 1771, his followers built a mosque. On January 7, 1772, in the delta region of the confluence of the Kapuas Kecil and Landak rivers. Syarif Abdurrahman and his followers made land and established new settlements. This information is corroborated by JH Meyer's statement stating that Syarif Abdurrahman was walking along the Kapuas River in 1771. Similarly, YacobOzinga's notes in his book *De Economische Ontwikkeling de Weenterafdeeling Van Borneo en de Bevolking's Rubber Culture*, interpret Schriche's opinion who wrote the anniversary of Pontianak on 23 October 1771 (Disporapar, 2017).

Syarif Abdurrahman interprets that Kapuas River can become a source of life and a place to live, as well as being the forerunner of progress in shipping and trade. The origin of this spirit of trade opened the doors of trade from various regions, such as South Sumatra, Riau Islands (Tambela, Serasa, Terempang, Midai, Ranci, Letung) and Banjarmasin. Likewise, the Sulawesi archipelago, such as South Sulawesi also marks the entry of various tribes and ethnicities such as Bugis, Malays, Chinese, and some relations with surrounding kingdoms (Disporapar, 2017).

The potential attraction that has been built since the beginning of Pontianak City through Kapuas River also affects other destinations in the form of the beauty and elegance of Kapuas River itself. As the longest river and crossed by the Equator. Pontianak City could reveal its potential of tourist destinations as an economic source for the city and society. In addition, the support of tribes and ethnicities that complement each other makes the city of Pontianak to be tourist exotica that is clear with culture.

The development demands described above have built Pontianak City physically and non-physically as a city towards urbanization. One of the improvements for the city, namely the city's physical facilities is increasing. In addition, Kapuas River with its belief in its strategic value and function has contributed significantly to the development of river tourism. This also gradually attracts local and foreign tourists.

Some tourist destinations based on the concept of culture can be observed in the following table.

Table 1: Pontianak City Tourism Destinations Based on Cultural Concepts

No	Tourist Destinations Category	Tourism Category	Culture Concept	Kapuas River Basin
1	Pontianak Sultanate Tomb (Makam Batu Layang)	Cultural heritage/historical tourism	Pontianak Sultanate Heritage	Estuary of Kapuas River
2	Palace Kadariah	Historical tourism	The Sultanate/Bugis Palace	The junction of Kapuas Besar, Kapuas Kecil and Landak rivers
3	Jami Mosque'	Historical tourism	Historical tour of the Sultanate/Bugis Palace	East of Kapuas Besar River, ParitBesar, SengHie Harbor
4	Rumah Betang	Replica tourism, museum	Dayak Identity	-
5	Rumah Radakng	Replica tourism, museum	Dayak Identity	-
6	Rumah Adat Melayu	Replica tourism, museum	Malay Ethnic Identity	-
7	Kampung Beting	Residential and riverside tourism	Community heritage Pontianak Sultanate	The confluence of Kapuas River and Landak River
8	Vihara BhodhisatvaKaraniyaMetta	Cultural heritage tourism, the oldest monastery	Chinese ethnic identity	The edge of Kapuas River
9	SengHie Harbour/ Promenade Water-front	Cultural heritage tourism	The history of trade initiated by Chinese entrepreneur Than SengHie	The edge of Kapuas River
10	Kampung Wisata Batik Kamboja	Creative tourism	The center for batik craftsmen typical of West Kalimantan	The edge of Kapuas River, Benua Melayu Laut

Source: Regional Development Master Plan (RIPPDA) Pontianak City

The development of nature-based tourism is a mainstay for Pontianak City in attracting tourists. The city government has developed tourism through the natural beauty of the Kapuas River in addition to cultural tourism and special interest tourism. This City natural tourism covers the border and bodies of the Kapuas River and

the Kapuas Alun-alun Park in the Middle Village, Pontianak District.

When referring to the Regional Tourism Development Master Plan (RIPPDA) of Pontianak in 2008, the main priority tourism objects are tourism objects along the Kapuas River with development in Tanjung Pulau or Kampung Beting locations, industrial timber factories, Equator Monument, Floating Restaurants, Shopping Area and Jeuruju Area. However, in 2017, the city branding of the city of Pontianak was launched by bringing Pontianak the Equator City by integrating Kapuas River. An informant from the Pontianak City Youth, Sports and Tourism Office stated that in 2021 and 2022 the City of Pontianak already has a tourism activity program (Raiyani, 2021).

One of the focus activities is the development of Kapuas River tourist destinations consisting of types of nature tourism, cultural tourism and special interest tourism. Pontianak City Government plans a tourism program in the form of increasing the attractiveness of tourist destinations and tourism marketing. These two programs cover district/city tourist attraction and destination management activities. Likewise, the tourism destination marketing program includes strengthening promotions through print, electronic and other media, both at home and abroad.

The revitalization of Kapuas River is supported by central and local government policies, so that its implementation has an impact on Pontianak city tourism. The riverbanks, which are also the government's concern, are prioritized for the convenience of residents without losing the river buffer area. Travel along the river is a mainstay tourist attraction in Pontianak. Some of the mainstay tourist attractions, namely 1) recreational boating along Kapuas River; 2) fishing; 3) natural scenery around the river; and 4) stop at interesting places along Kapuas River.



Figure 2: The revitalized bank of Kapuas River has become the location of Pontianak City's tourist attractions such as fishing and other recreation (Rozalena, 2021).

Table 2 below shows the distribution of nature tourism along the Kapuas River which is in the Kapuas River channel.

Table 2: Nature tourism in the Kapuas River area

No	Tourism	Location
1	River flow tourism	Pontianak city and the edge of Kapuas River
2	The foot of the Kapuas River Bridge	East Pontianak
3	a. NipahKuningHarbour b. Jeruju gathering place c. Alun-alun Kapuas garden	West Pontianak

Source: Regional Development Master Plan (RIPPDA) Pontianak City

Therefore, based on the view of Hidayati et al (2015) it was stated that the route facilities that connect one tourist destination and attraction to another can be synergized with nature-based tourism activities. Therefore, the circulation routes between tourist destinations can be easily passed and provide an interesting adventure experience. The right types of tourism to be developed are nature-based tourism, and development steps are to create tourist attractions based on the natural characteristics of riverbanks, create access to comfortable and interesting adventure experiences and strengthen the characteristics of riverbank vegetation (Hidayati et.al., 2015)

The city government is also anticipating the concept of integration by revitalizing the city of Pontianak. This planning vision creates a new face for the new city through the rejuvenation of residential areas by maximizing local characteristics, waterfront potential, and tourism. This vision shows that there is a link between tourism potential, the distinctive character of the waterfront at the fork of the Kapuas River and the Landak River, as well as the potential that can create a new face image of the city through access to cultural heritage or historical tourism which is also located on the banks of the Kapuas River, such as the Alun-alun (Central City Zone), Kadariah Palace and Mosque (KampungBeting Zone) and markets, terminals and ports (Siantan Zone) (Barsuni, 2021)

Those three zones have become the mission of revitalizing the old city of Pontianak into a New City by improving the quality of community life and local culture through the preservation of the Shore area and traditional settlements that are in harmony with the distinctive nuances of the waterfront and contributing to tourism development. The arrangement of riverside corridors or promenades is made as the front yard of the city as well as a public space to provide circulation and visual access to the river (BAPPEDA, 2021).



Figure 3: Circulation and visual angle of Kapuas Square that leads to the waterfront of Kapuas River (Rozalena, 2021)

One of the cultural identities of the attractions of Kapuas River channel is enjoying the atmosphere of the river at certain times. People can relax in the square or fish on the waterfront of the river. There is also a Carbide Cannon Festival attraction held at the beginning and end of Ramadan (E. Purwanto, 2021).

This shows that the existence of tourist areas on the Kapuas River is closely related to environmental quality. The Kapuas Square which now looks more shady, beautiful, and cool, gives the impression that this tourist area on the Kapuas River also has good quality for a stopover, as shown in Figure 3.

Nanogone Model Acceleration on River Channel Tour

The existence of a city that has a city branding will be more profitable and have a positive impact on the people who live in the city. Simon Anholt (2010) states that the study and practice of place image and national standing need to move from its traditional narrow context of projecting soft power, enhancing competitiveness, and other variants of national self-interest, to tackling the shared challenges that define our age (Anholt, 2010).

For Pontianak, Anholt's (2010) intentions are stated in the destinations around the Kapuas river and manifested in the city branding "Pontianak, City of the Equator". This shows a reflection of ethnic identity that has complemented and interpreted each other in everyday life. Another meaning of city branding, namely the letter P on the Equator Monument creates a distinctive and historic character in the city of Pontianak. The choice of a bright and strong green color follows the dominant color that characterizes the city of Pontianak in terms of development and urban planning and symbolizes the green of plants.

Saidah and Rozalena's research (2019) combines the important elements in the formation of city branding: the purpose of the channel, partnership, and preserving the environment. This Nanogon model fulfills the characteristics of the formation of city branding. The author describes a city branding strategy that is a tourist attraction based on the concept of city branding Nanogon with an exploration of the

Kapuas riverside tourism in table 3 below.

Table 3: Distribution of the Nanogon Model based on the exploration of the Kapuas River downhill tourism

No	Aspect Nanogon Model	City Branding Strategy	Travel Destinations	Tourist Attractions
1	Presence	Establishing a Pontianak city brand Equatorial City	Equator Monument Tour	Visiting tourist point of interest, the Equator Monument The natural show of the culmination of the sun is at the latitude of 000'0 degrees in March and September
2	Potential	Opening up economic and educational opportunities through Kapuas River channel tourism	Cultural tourism of the Kapuas River channel	Recreational boating along Kapuas River Fishing Visiting point of interest tour Enjoying the panoramic view of Kapuas River from the foot of Kapuas River bridge Watching the dragon boat race event
3	Place	The development of the attractiveness of more beautiful, safe, and comfortable city destinations through the vision of structuring Pontianak with a new face or a New City	Natural tourism Culture tour Special interest tours	Arranging the area of Kapuas River that becomes access to tourism points of interest, such as: Equator Monument Beting Village Floating restaurant Kapuas Indah shopping area Flying Stone Grave Kapuas Square Park SengHie Harbor Recommend a visit to NipahKuning port, Jeruju Village, Caping Village, Weaving Village and Waterfront/ promenade
4	Pulse	Managing attractive impressions on tourist destinations, so that tourists come to visit again	Special interest tours Educational tour Culinary tour Shopping tour	Facilitate with special tourism attractions Fishing Cultivation Park Equatorial Agro Museum

5	People	Involving the society in the management socializing and promoting the old and latest tour destination such as the banks of Kapuas River with other supported tour destination.	Special interest tours Educational tour Culinary tour Shopping tour	Facilitating with special interest tours: Hobby fishing Cultivation Equatorial Agro Park Museum b. Recommend Pontianak food
6	Pre-requisites	The city government provides public facilities such as transportation for the Kapuas River channel including worship facilities for various religions, sports and parks.	Natural tourism Artificial tourism Culinary tour Educational tour Sports tourism	Availability of recreation and sports areas for the public Arboretum Sylva Florest BanjarSerasan Jogging Track Untan Digulis Extreme Park and Skate Park CaturUntan Garden KampungWisatawarnawarni-Kuantan Mujahidin Mosque Catedral St. Joseph ViharaBhodhisatvaKaraniyaMetta
7	Purpose the channel	Selection of supporting media for the promotion of city branding, Bali print media, electronic and social media	---	Availability of media for tourists and visitors Promotion channel provision Booklet p/leaflet panduanwisata Website Pemerintah Kota: https://www.pontianakkota.go.id/ Website Disporapar: https://disporapar.pontianakkota.go.id/ Instagram www.instagram.com > disporaparpontianak Facebook www.facebook.com > disporaparpontianak
8	Partnership	The Collaboration of city government and societies		Improving tourist destinations around Kapuas river Management of new tourist destinations Promotion of tourist
9	Preservation of the environment	Provision of the facilities to maintain environmental cleanliness and arrangement of river ecosystem	River channel tours and all tourist destinations	Provision of the facilities to maintain environmental cleanliness and arrangement of river ecosystem River channel tours and all cleanliness and arrangement River ditch overflow control of river Provision of circulation and visual areas ecosystems towards the river Provision of garbage disposal in public areas Adding the distribution of green areas in residential areas

by a city. Various destinations that are innovated through strategic planning from the economic, social, and cultural, to government policies and regulations show the identity of the existence of the city itself. Therefore, the aim of city branding for the city of Pontianak is to be able to advance the city to the smallest extent, such as collaboration between the government and the community, involvement of investors to the media that will realize the city's branding strategy to be able to attract tourists to the city.

The six aspects of the city brand Hexagon concept from Simon Anholt (2010) are manifested through various tourist attractions in the city of Pontianak. The aspect of the city brand Octagon proposed by Rozalena (2019) related to the purpose of the channel and partnership and Saidah and Rozalena (2019) complements the environmental aspect, showing that this equatorial city fulfills all aspects of the Nanogone city brand concept.

On the environmental aspect, the Pontianak city government is trying to organize the banks of Kapuas River. The arrangement is carried out starting from settlements, trade and service centers, waterfront areas, and non-green and green open spaces. These shows in the aspect of preservation of the environment, a tourist destination must be managed and developed properly to cope with the impacts.

On the contrary, tourism activities carried out can support the beauty of the environment for the sustainability of environmental ecosystems in the future. Water tourism will provide social and cultural impact, namely: the emergence of cultural encounters between tourists and locals that will arise marriage culture. In addition, water tourism also affect ecosystem, namely: increasing efforts reservation of natural resources, development of national parks, protection of coastal and marine parks as well as the protection of mangrove forests. If the construction of facilities for water tourism are not considered properly and excessive, it can pollute and damage the physical environment (Fachrudin&Lubis, 2016).

CONCLUSION

This research concludes, 1) the image of Pontianak City is built based on a strong identity from the uniqueness of the city which is crossed by the equator and ethnic diversity. This is the basis for the creation of the city branding of Pontianak. The establishment of the city branding "Pontianak Kota Khatulistiwa" has made the government improve the management of Kapuas river tourism which provides access to other leading tourist destinations. Strengthening city branding is also strengthened through the tourist attraction of the Kapuas R iver channel which has become a new icon of the city with a waterfront/promenade and Kapuas Square; 2) Pontianak City, which is traversed by Kapuas River and Landak River, strengthens the existence of Pontianak City as a city of nature tourism, cultural tourism, special interest tourism, educational tourism, culinary tourism and shopping tourism. This is manifested by tourism activities, so it has advantages in the education, service, and tourism sectors. The application of the Nanogon city brand concept for Pontianak shows strength in all its aspects.

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