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*Culture Heritage of Malay's Nation Clump:
An Evaluation of Places Marketing*

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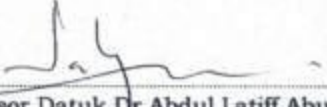
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**Cultural Heritage of Malay's Nation Clump :
An Evaluation of Places Marketing**

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Abstract

To reach the goal of liveability, visitability (tourism, MICE) and investability (investment friendly) are correlated with importance of marketing target and goal (places marketing), so that the successful of cities in the world in selling its city, it is because the cities have an unique in a function of city life which is history, spatial quality (including infrastructure), life style, cultural heritage, with based on strong cooperation of the work program for city marketing between city's society and the government.

To shift the strategy of city marketing to the strategy of endogenous which focuss on development of city-region's assets it is need the ability of strong government to take major intervention. Also need visioner leadership of city's manager. Effort should be develop to build the positive images for the city-region covering as follows : (a) cultural identity; (b) spatial identity; (c) event and sponsorship, and also (d) media.

Keywords : places marketing, identity cultural, spatial identity, sponsorship and event, media.

I. Introduction

Entering 21 century, world is facing various challenge such as economic, political and quite serious cultural social. At this moment economic globalization process and information are taking place, where regional boundaries of a state do not become barrier to various life aspect in this world.

Globalization have certain characteristic which differentiating it with previous eras. At global era the state boundaries gets blurry and tend to the world formed without bound, so that can erod the traditional cultural heritage which owned by a State nation including Indonesia and Malaysia.

Next it will Extinct the partitions of geografic-politic with coherent (deteriorisation) in social interaction practices because of recent technology (born of sophisticated gadget and internet link with high-speed, so that the media industrial well established), homogeneity in architecture design which is has West pattern in big cities around the world, till global tourism industry which have effect of diffusion (spreading process) culture and also the increasing of consumption at local and global level as touched by Friedman (1994) in his book of Cultural Identity.

Indonesia and Malaysia as Nation clump have bonding because taking root at same relative cultural heritage. Both Cultural heritage are exotic and very enthused by international world because owned various resources such as language, and art of regional letter, artistry, ancient, history, traditional value, museum, flora and fauna, typical cultural garden and also interesting architecture desain.

Lately the eksistensi and cultural heritage development in Indonesia and Malaysia show very spectacular symptoms, where the growth of opportunity in every part of the world promising regional image through cultural heritage.

However, the rapid of rich various information that accepted by our society seems not be able yet to create full awareness in having high caring of history ommissions and Archipelago culture, and to the property that had by this nation.

This article's aim is to give idea as contribution in pece marketing strategy of preservation cultural heritage clump from tourism sector, in West Java- Banten (Indonesia) and Malaysia.

II. Conceptual/Theoritical Framework

2.1 Place Marketing

In order to compile of marketing strategy is requiring attention at the object characteristic which will be marketed. One of the category in marketing activity according to Kotler, 2008 is place marketing. According to him, a place, like town, regional, and State is actively compete to attract tourist, factory, company, and new comer. The effort done to increase the place capability in getting optimum proxy. Place Marketing according to Kotler (2002:44) basically cover four activity, consist of:

1. Developing location (positioning) and strong image and attractive to society;

2. Compiling interesting incentive to buyer and consumer and product user and service, that existing and potential in this time;
3. Giving service and product related to place efficiently and accessible;
4. Promoting the fascination and place benefit to guarantee that potential consumer are really realizing the advantage in that place. In starting activity of marketing, a place face some important choice, its means of election of strategy to attract visitor, resident and labour, business industry and also improve exporting.

Thereby, the strategy in executing place marketing are:

1. *Image marketing:*

Facing of raising competition is require strong image. One of the target in image marketing is to develop a slogan that be able to be trusted, valid image and communicated variously and through various channel.

2. *Attraction marketing:*

Image repairing just not enough to increase elementary fascination from a place, but with development from various attraction.

3. *Infrastructure Marketing:*

Besides image and attraction, the development and marketing of a place should be base with an effective infrastructure.

4. *People marketing:*

Next Strategy from Place Marketing is through people marketing. Successfull place depend on resident character.

Thereby, can be concluded that to make city as one of the factor that can attract enthusiasm of society outside the city to do investment and other activity so that can turn around the wheel of economic, the city must have strategy in improving image, fascination, infrastructure, and society residing in it.

So , place marketing process relate to a region activity in order to maximize the potencial and competitiveness to get optimum benefit.

Relate to development of city resources in order to conducting marketing at that place, Kotler in Page, 1995:208 expressing that point of marketing are:

1. Design mix society and city service precisely. Basically, society are major doer that involved in city development and major fascination;
2. Compiling Interesting incentive to all potential buyer and consumer of service and product;
3. Giving service and product efficiently and available.
4. Promotion Image and value so that be potential buyer realize the difference and excellence offered place.

Next step after marketing this place, since 1980's there are a new trend that make the city(place) as tourism place. If previously many tourism activity conducted in mountain area or coast, so as its growth emerge new trend which present urban fascination with various activity as tourism goal. Thereby in management and town planning, development

of town tourism (urban tourism) become indivisible important part from all system urban development.

2.2 City Branding

City Branding is process or effort to form brand of a city so the government can be easier in introducing it's city to the to market target (investor, tourist, talent, event) by using positioning sentence ,slogan, icon, exhibition, and other various media in that city.

City Branding not only a slogan or promotion campaign, but also a picture of mind, feeling, association and incoming expectation from someone's mind when someone (prospect or customer) see or hear a name, logo, product, service, event, or even various symbol and design who described it.

A city, just like a brand, should has the functionally character. Functionally mean can be seen as a benefit. A city must has function as target for the job seeker, industrial, residence, public transportation ,attraction and also recreation.

In making of city branding, there are some criteria which must fulfill, they are:

1. *Attributes: Do they express a city's brand character, affinity, style, and personality?* (Described a character, fascination, style and town personality);
2. *Message: Do they tell a story in a clever, fun, and memorable way?* (Described a brightly story, pleasing and easy to remembered);
3. *Differentiation: Are they unique and original?* (unique and difference from other city);
4. *Ambassadorship: Do they inspire you to visit there, live there, or learn more?* (Inspired People to come and wish to live in that city).

A city that has ambassadorship criteria describe very attractive good city so that all people are wish to come and live in that city. Good city should has several things;

- *Offer attractive employment.*
- *Not be unduly expensive in relation to wages.*
- *Provide good and affordable housing.*
- *Have reasonable public transportation.*
- *Have good schools and recreational/cultural attractions.*
- *Have a reasonable climate.*

City branding is strategy from a state or area to make strong positioning in their market target's mind, as like positioning of a service or product, so that the state and area can be recognized widely in the world.

2.3 Steps in Developing Strong City Branding.

Brand which is legendary and can survive in years or even hundreds years, not emerge just like that. But they have planning steps, and different from its competitor.

And so having strong brand, a region must has special characteristic which can be explained and identified. For example city physical, experience of people who lived in that region.

Major steps in developing strong City Branding are:

1. *Mapping Survey*; covering perception survey and expectation about a region either from society itself or outside parties who have relation to that region.
2. *Competitive Analysis*; do competitive analyse either in micro or macro level of that region.
3. *Blueprint*; compilation blue print or grand design wanted region, such as logo, password, "nick names", "tag line", and other along with branding strategy and communication strategy.
4. *Implementation*; grand design execution in many media form, like making of media center, making of events, advertisement, and others.

Some example in the world who assumed to have strong City Brand are New York, Paris, and San Francisco. Why that cities assumed to have strong City Brand? Because the cities have qualification which must have by A strong brand, which is having history, quality of place, life style, cultural, and interesting variousity and marketable.

Basically marketing a region mean design a region that has high selling price which capable to fulfill and gratify perception and expectation of market target. Then who become target market goals of a region? According to **Hermawan Kertajaya (2005)**, marketing target area consist of three group, first, **Resident** and region society. Second, **Trader, Tourist, and Investor (TTI)** either from local and international. And third is **Talent** (quality resources), **Developer** (developer), and **Organizer** (event organizer) - **TDO**- and entire party which is have contribution in developing excellence compete region.

Build excellence compete of region according to Michael Porter, marginally have three strategic steps. First become good host to region cutomer, second treat Your guest properly. And last is buliding a "home sweet home" for them. This Three strategic steps assist a region to make correct positioning with excellence that had by a region.

2.4. Culture and Cultural Heritage

Culture in this case can be defined as: *a set or overall symbol which is used or owned by human being in life to be able to reproduce and face its environment, earned by learning process in its life as member of community or society*. This Matter then bear cultural diversity in human life.

There are three culture forms according to **Koentjaraningrat**. First is idea, opinion or value system. Because this idea operate on cognate training, so it is rather difficult identifying it. Besides that, know by other symbols which its form more concrete from first form to become distinguishment or valid as cultural traits between one culture and other. The concrete form from the symbols are behavior, habit, habitus (as France sociology says, Pierre Bourdieu, mention it), or recognize as tradition term as second form of culture. Besides tradition, other element is material culture. Material Cultural or artifact or objects from culture represent things in most concrete culture

Here, inheritance culture can be defined as sets of collective symbol which inherited by previous generations from owned collectivity of that symbol.

There are four forms that can be identified and categorized as culture inheritance. First, physical objects or material culture. This First form cover all objects by human being, start from small objects size till very big objects (for example from sign's Royalty of Sultan Nata Sintang, songket fabrics, traditional weapon Keris, then Borobudur Temple.). Then, second form is behavior patterns which represent of a certain culture tradition. This second Form cover things in daily, like eat, work, learn, pray, and patterns that dealt with activity of community, like custom ceremony and Ngaben ritual in Bali society. (Al Mudra, 2009)

In that daily patterns, consist of values or rules from valid tradition. That Valid Rules are represent as live opinion or value system in certain society, where this live opinion represent third form of culture. This Third form more abstraction compared to both previous forms (that Al Mudra, 2009) beside that in remain culture context here, there are one more inheritance form which is becoming the fourth form it is environment.

Ahimsa-Putra (2004: 38) explain that marginally environment can be differentiated based on (1) nature or situation and (2) origin. Environment based on nature category still divide into:

- a. Physical environment. physical Environment as objects that exist around us, creature, and all natural elements;
- b. Social environment. Social Environment covers of human behaviors or social activity which is interaction of its individual also individual activity; and
- c. Cultural environment. This Environment include views, knowledge, norms and also rules that valid in society.

While the environment that viewed from origin such as: (1) *natural environment* where this type of environment has meaning of whole element outside human being itself which not human being creation, and (2) *built environment* it is environment represent result of human creation.

Environment can be become the part of inheritance culture because the environment play role as indivisible part of creation culture itself. As illustration, can be compared to coastal society or fisherman alongside North Java Coast in Cirebon, fisherman society in Archipelago of Karimunjawa, or sea Tribe society in South Thailand with agrarian society, like Salak farmer society in Yogyakarta or Coffee farmer society in Minahasa mountain. The first Difference that visible is environment or area where they execute their cycle life (born, work, interaction, married, etcetera), it is in plateau or mountain and coastal area. second Difference is mind's view society or their opinion in life . Society coastal mind's view is different with mind's view mountain society. This difference lay in

This difference lay on set knowledge rules society (symbol system) which is on its turn influence their definition way on problems or things that related to its environment, with its life. It is called local wisdom, a typical knowledge at certain society, emerge through human's concern of its environment. this environment concern become local wisdom or typical culture later it is value system, tradition, and cultural artifacts. (check Ahimsa-Putra, 2008: 11-12).

Thereby, environment as one of important entity in forming a culture can be categorized as heritage or inheritance culture, so that has to be protect and preserve.

III. Analisis Cultural Heritage of Malay's Nation Clump :

An Evaluation of Places Marketing

To reach seminar target and this international workshop which is held on cooperation of Korpri Unit of KOPERTIS REGIONAL and Institut Seni Malaysia Melaka (ISMMA) Malaysia, that is giving recommendation to the government in the case of Strategy Protection and Development Of Cultural Heritage of Indonesia-Malaysia and Promotion Tourism in international world, with Strategy Place Marketing togetherness at tourism objects which is has unique value sell image as cultural heritage of both Malay's clump nation.

Therefore, we have to guard, take care of, tidily, and publication on properties of our clump cultural heritage to the world to confirm our identity as prestigious nation. Cause, only by comprehending and taking care of properties of cultural heritage and history, this nation will esteem and respectably looked by other nation. Other Benefit which can be plucked is that this nation also can gradually secede from foreign cultural hegemony (Al Mudra, 2007b).

According To Government Regulation Number 20 year 2008 about National, Regional Plan mentioned at :

Section 6, Strategy for preservation and increasement of social culture nation cover:

- a. Improving society love of culture value which is express great nation spirit
- b. Developing in applying of cultural nation in social life, and
- c. Preserve cultural heritage nation site.

Section 7, Strategy for preservation and area value increasement as world heritage cover:

- a. Preserve authentic physical also keeping balance ecosystem.
- b. Improving national tourism.
- c. Developing science and technology and continuity preservation of environment.

Tourism sector is strategic sector which can pushed other various development sector, like economic, social culture, technology and information. The benefit of tourism Socio- economic in a state push tourism development fasly into state prosperity. As a systematical activity, multi-dimension, multi- sectoral, inter-disipliner, and has international domain, tourism sector need collective support from entire/all whole stakeholders in private sector and and also public. Tourism Stakeholder in private sector is tourism industry.

To reach the goals of Place Marketing are liveability (competent in living), visibility (competent in visiting, tourism, international delegation) and investability (competent in investing and effort) a place, need to study by real asset support of a region. Cities basically create an uniqueness which can be processed based on character which already have in there. The uppermost functions that they had such as: business, cultural heritage, art, or technology.

Many city in world start to sell pluss value and unique through creative efforts (Florida, 2002), including mass migration of human resources, from scientist to artist, to region which giving expand fascination by inovative, coulde be intercontinental. This creativity also can introduce face and character of city to " external world".

Some this creativity could be a result of an old or new, for example big unique society event, and popular, or simply effort to catch an opportunity condition to move inovative-creative in a city.

For creativity problem in marketing this city, Japan as homogeneous state, can be made as example .Though social character, culture, also Japan city's morphology almost alike, they can result special unique for every its city.

" ippin isson" Term or " one product for one village" has been heard in a regional policy package in otonomy regional era (otda) in Japan, since 1974. A region (from village to city) claimed to result product which can be sold and give earnings, love at region, also create regional character.

First time this program " only" base by the anxious young man who leave village and a idea effort for create, so not too depend on government center. The road that have been take is by digging product or real regional effort to be able to "sold" . Clearly this program is initiation from bottom up. In development this principles have inside in all regional ladder, from village to city, even in province level. One Japan, but has different character to present spirit which can be sold as their region pride.

Cultural heritage with its various form containing two potencies,First, cultural heritage as cultural and social capital. Second cultural heritage as capital (economic). From that both propotion, this article wish to see how cultural heritage can become " patrimony" to society who owning it through the culture preservation in globalization era, as preserve authentic form , balancing the ecosystem improve national and international tourism, developing technology and science and also preserve to continue environment, which is represent real asset in a region.

Cultural preservation in general can be defined that all action or behavior (effort) with aim to maintain the existence and situation an inheritance from old generation through inventarize process, documentation, and revitalize. This matter is useful (1). to know, to comprehend, and to appreciate achievements or attainments of ancestors; (2). as source of inspiration to build better future without repeate mistake in the past (3). An asset wich can be used to increase prosperity of the society. However, this article has aim to more focus and divide in two urgent things relate to benefit that can be plucked when preserve cultural heritage, it is inheritance culture as social and cultural and capital, that can be offered as tourism industry that influenced by a State ability to make "sold" brand regional.

Marginally, this things concerning universal culture elements, which take root from relative same source that is Malay culture, like life view, artistry, art, culinary, custom ceremony, tool (technology), clothe, artifact, language, building, traditional medication and Malay customary law, which is second real asset of State that excellence considered as differentiation compared with competitor other State.

Some excellence can be considered as differentiation asset " Cultural Heritage of Malay's Nation Clump " (social-culture), between Indonesia and of Malaysia there are:

a). Malay's Art

Malay's art is about skill of Malay people in expressing esthetic ideas, so that result object, atmosphere, or other masterpiece which shows fine feeling and amusing. This art created by Malay's own society and become their property. That's why Malay's art is cultural representation of Malay culture. Can be said that Malay's art is the part of the effort of Malay people for response, to comprehend, interpretation and answering facing problems. the difference Malay's art from other art is traditional background and cultural system which bear the art.

Traditional background and cultural system relate to knowledge, idea, believe, value, norm and others. Because tradition and cultural system different from other cultural system, for example Javanese, expression pattern, the aim and art philosophy also different from Javanese art. Art not only as beauty expression, but also as message media. Esthetics ideas and message culture formed in dance art, music, weave art, carve art, paint art, martial art, and traditional play. Each part categorized based on historical phase and profanity. As historical phase, Malay's art divide into two things: traditional and contemporary which is based on profanity, this art also divided in to two things too: and sacrate and profan.

b). Malay Culinary

Culinary is about cooked food. The cooked food like all sorts of side-dishes, food and beverage. Every region has own taste so no wonder if every region also has different culinary tradition. In Malay society, culinary tradition growth with well with typical Malay taste. For example typical taste can be tasted in Tilam Cik Puan Food, Lontong Sagu, Fish Jewel Of Geok, Tembatu Banana Ice and Selasih.

c) Malay's Dress

Malay's Dress represent from Malay woven production which has different certain with other woven. Historically, Malay's dress expand from time to time through adaptation process with the environment. Besides, there are also acculturation process which start from commerce contact of Malay people with Indian, Chinese, Arab and Europe, so that show certain view about Malay's dress. This unitedness result beautiful various Malay dress and unique which is showed in many pattern and yeast.

Beside that, this acculturation also has certain name of cloth, like 'Baju Kurung, "Cekak Musang, Teluk Belanga, Long and short Kebaya and others. Based on its use, Malay dress can be divided in to King cloth, custom cloth, and daily cloth. With widely culture, Malay has wide coverage, in this portal, various pattern and yeast described based on geo-culture with starting from types usage.

d). Malay's Building

Malay's Building is one of Malay's culture material form. It always expand from time to time and seen from the changing of building physical, from simply to complex wih based on the growth of Malay science and art. Historically, Malay art expand step by step according to requirement and its function at that time. The step start from house in stone caves; tree house, podium house, podium house with brick; board house with zinc roof podium house with terrace, and separate rooms till high level podium house. That steps distinguished for example:

(1) podium, (2) stair, (3) tropical roof, (4) uppermost pillar (5) detail ornament and (6) certain spatial. This growth, finally bear recognized discipline science with Contemporary and Traditional Malay Art. This Malay Art traditional or contemporary containing symbolic values and philosophic meaning which realized at engraving by using flora fauna, or calligraphy motive.

If seen from its function, traditional Malay building can be grouped to five:

House for Residence, Custom House, Meeting Hall, Religious Place, and Repository Not like Malay contemporary building because already had the multifunction character and had culture acculturation like stillitation at certain parts. Therefore, just residential house can be as meeting house, hall house, library, research place or place development of science. This Portal explain all problems concerning Malay building, contemporary and also traditional, following wiyh philosophic values in framework Malay Artistic as reference.

e). Malay's Traditional Medication

Traditional Medication which often called folk medicine, is various way that tightly relate with culture of an ethnic group that lived in certain geography region. Addition of traditional word in this medication system relate with way of diagnosa and the medication conducted, Who conduct it, what drug materials used and perception of disease will be cured. We have to admit it that the meaning of sick word is different between one ethnic group and the other, and what caused different therapy pattern and used material drug.

Traditional medication use natural materials that already exist in around environment, place where ethnic group stayed, Usually from plant and animal. Part of Plant that is used are fruit, bar, leaf, handle, root and brnch skin, while part of used animal usually bone and flesh, but can be other part of body also used. The medicine from mix various plant element and animal is called traditional ingredient.

Historically, is very difficult to trace who is the first founder this traditional drug. But clearly many ingredient has result from long experience of a nation or an ethnic group in execute life and overcome challenge.

The nation or ethnic group that known has very good and strong traditional medication are China, India, Egypt and Java. Malay People in fact also have traditional medication tradition which they inherited from their ancestor.

f). Malay's History

Malay's History cover wide dimension, with span a period of long time. If Empire of Kutai considered to be the eldest empire in culture of Malay, so early Malay history phase is around fourth or five century . The history mean real event or occurrence that happened in the past. The footsteps can be traced to through fossil, manuscript, inscription, oral history and also artifact. In this portal, Malay's history divided into three category: (1) history about empire, (2) copy history and (2) fossil history site, like temple, mosque, palace and also cemetery.

g). Musical Instrument

Malay Musical Instruments are Kompang, Gambus, Violin, Accordion, Marwas, Drum, Rebana, Serunai, Rebab, Bedug, Gong, Flute, Kecapi, Canang, Tetawak, Nobat, Nafiri, Lenggara, Katambung (Middle Kalimantan)

h). Malay's Artifact

Malay's Artifact is one of culture form also called physical culture, because that culture is the most concrete than other culture it is the values and culture system. In every culture whether it's traditional or modern always exist and so with Malay's culture. Some artifact in Malay's culture are palace buildings, temple, weapons and fortresses. Beside that, Malay's culture leaving many other artifact, like weapons with its specification, monarchic objects, stone with letter, and tombstone of other artifacts.

Some artifact that exist in Malay describe a progress of Malay civilization in period of certain history. Nowadays, that Artifacts gives information related to the past which can be guidance or base knowledge in every aspect including Culture aspect. Artifact can explain culture phenomenon in the past with all problems, whether about glory or deterioration

Cultural heritage as *social-cultural capital*, the preservation effort of inheritance culture can be defined as land to strengthen spirit. Cultural heritage not just tangible (any empiric) but also *intangible* (formless). The Assumption that expand in this time that only cultural heritage in object form that can be diversity of a culture is not right. It is from the social fact that local wisdom variousity not only functioned as fixed identity shelter (given identity) or collective memory of a nation but also as media to preserve environment where the culture grow up and develop

In that local wisdom consist in various values ethic-philosophy (cosmology) and also aesthetic of a culture. From here, emerge all sort of culture expression form in more concrete, more tangible, like Malay's art, wood carve art Dayak society, Batik Art and fasten at woven and others (Pambudi, 2000).

Cultural heritage can be function as identity from a society because different from other society. Of course this matter is covered by three aspects in culture, such as Life view, behaviour, and artifact.

With the strength of our local identity the cultural heritage can become dialected with cosmopolitan identity which more universal in this globalization era. Through this we will also have strong foundation or bargain position to compete with identity and various culture that offered by globalization. (Al Mudra, 2008c).

While cultural heritage as Capital can be identification as Brand power of a state, must be realized that it is not enough if spirit or motivation for preserve inheritance culture addressed only for pride event, tighten cultural identity *eneration of the past* and others. Why not? Undeniable also that in this time we stand up in global capitalism era, so weakness for any individual in economic expansion ideas will fail or not survive, and so with society which preserved cultural heritage. History has proved, as illustrated above, that only with in frame management then cultural heritage will survive longer, even not everlasting. (Al Mudra, 2009).

So challenge that faced in this time is how to tidy up inheritance culture become something that can be usefull or valid as Brand Power of a State in conducting *destination branding*.

Basic smart thinking and creative idea are needed to create economic opportunities which on its turn can bring benefit for society itself.

Successful key in running *destination branding* is how to reach brand positioning and brand identity and different in externally, also inspire internal side to "buy" *brand positioning and brand identity*.

Kirshenblatt-Gimblett (1995: 369) has five reasons to answer why inheritance culture or heritage worth to preserved dan has valuable sell. The reasons are : (1) *heritage is a mode of cultural production in the present that has recourse to the past*; (2) *heritage is a "value added" industry*; (3) *heritage produces the local for export*; (4) *a hallmark of heritage is the problematic relationship of its objects to its instruments*; dan (5) *a key to heritage is its virtuality, whether in the presence or the absence of actualities*.

Even that way, what will be emphasized in this article is second reason, namely a is) *heritage is a "value added" industry*. A cultural heritage with loads of cultural value can be tidy with more economic and marketable forms. This thing will automatically dribble cultural heritage in comodification perspective. Kirshenblatt-Gimblett gave his argument why then heritage can act as commodity. Because, an inheritance culture as implicate contain three fundamental values, likes (1) *the value of the past*; (2) *the value of exhibition*; dan (3) *the value of difference*. With this third matter, so cultural heritage become valuable in economic , especially if we correlate it with global tourism industry, as *destination branding*.

Furthermore, if have been known potencies which implied in " cultural heritage of nation clump ", is it our property which called cultural heritage will be sold by itself? The answer is not. After that still needed concrete steps to make all cultural heritage being confessed and marketable. That's why here the the vital position for new industry which is called creative industry also known as creative economic. (**Kompas, Saturday, 7/07/2008; Paeni, 2008**).

The World is changing. Separated by time and distance shall no longer become the problem of people who work in creative industry. Creative industry generally bear innovations which is worthed to be patented. So that people who work in world of research technology and science, architect, product /furniture designer , graphic designer, actor and musician are part of creative economic big family. Friction of world economic orientation from economic of *Fordist to post-Fordist* which forward human resources asset, have caused extraordinary emulation in grabbing and appeal talents in this creative world.

World economic Future is on creative people shoulder who capable to jigger creativity and knowledge become innovation that bear remarkable economic machine. And world cities also race to appeal this talent. Or can be term by **Richard Florida** as phenomenon '*global competition of talents*.' That is why Silicon Valley go out as a winner.

That is why England and Netherlands change over from economic base on industry become creative economic as their future bases. In England they result movement of economic for 112 billion Poundsterling. In Singapore, year 2005 launched by creative economic movement with theme of Design Singapore, Media 21 and Renaissance City 2.0.

This Creative economic has understand as ability exploration, process, creation, tidy, and transformed cultural heritage products professionally and modern without destroy " authenticity" of cultural itself. Without this ability, " new mine" of industry base on this cultural heritage will not walk. With this creative economic, life of nation which has entered globalization era where depended of human being with information technology and communications very high, culture will become bases and new backbone to economic of society at the same time, (**Paeni, 2008**). Thereby, it will reach balance benefit level society (prosperousity) and also the preservation deposit which implied in cultural heritage

of Malay's nation clump which will never finished to dig, which capable offered to the world as unique *destination branding*.

Ability in resulting unique *destination branding* of course not only considering condition and external competition with productively something different, but also find internal uniqueness which become root and soul in local society. How to balance external and internal analysis become succeeding in *destination branding*.

To reach the marketing region goal represent creation of *economic sustainability, social sustainability dan environmental sustainability*, Indonesia and Malaysia government must have marketing strategy of place marketing, together involved in planning, goal setting and stipulating of marketing which is involve various stakeholder and have the same importance, such as with the strategy effort in build Brand Image " cultural heritage of nation clump " Indonesia and of Malaysia, that is Malay culture.

Build positive image in world eye cover some elements : (a) Cultural Identity; (b) physical room; (c) event and sponsorship, and also (d) Media.

Strategy to build Brand Image " cultural heritage of Malay's nation clump " Indonesia-Malaysia as one of best tourism in the world and Investment State through some the following step :

1. Stipulating of Brand Decision " **Cultural Heritage of Malay's Nation Clump**" Indonesia- Malaysia (Corporate Branding).

This Decision represent result of from interesting identification and has promise opportunity with some potency and excellence as differentiation which have been owned by both state Indonesia-Malaysia, it is " cultural heritage of nation clump " also called Malay culture , marginally this matter concerning universal culture elements, which take root from relative same source which are Malay culture, life view, artistry, art, culinary, custom ceremony, instrument (technology), dress, artifact, language, building, traditional medication and Malay customary law, representing both state real asset as " cultural heritage of nation clump" (cultural identity) which represent excellence that can be considered as differentiation compared with competitor from other state.

2. Unite Brand step **Cultural Heritage of Malay's Nation Clump**: Indonesia-Malaysia with adjustment in Facilities and basic facilities, along with that process, plan for brand Indonesia - Malaysia of development side" **Cultural Heritage of Nation Clump** started with guiding at accuracy, adjustment, between regional identity and also the quality of urban infrastructure asset like : (a) transportation; with achievement indicator: available bus service , public transportation, bicycle and walk; (b) energy (c) communication; (d) clean water; (e) sewerage (f) exile of solid garbage.

Effort to raise "Cultural Heritage of Malay's Nation Clump" as brand not only just become related side responsibility but also entire element that inside in it whether government, businessman or even both state society . From that elements need a significant collaboration to raise up Cultural Heritage of Malay's Nation Clump Indonesia- Malaysia Brand.

So many objects that becoming potensial tourism business in Indonesia especially West Java - Banten which not yet been arranged systematically, beside that the availability of facility to support the raise of Cultural Heritage of Malay's Nation Clump brand in Indonesia not yet been managed and maximized better.

Tourism Slogan of Republic Of Indonesia with tagline "Ultimate In Diversity" has to give guarantee about feel secure and comfortable for the visitor. Both things are base absolute capital to attract tourist or investor to inculcate its capital in Indonesia, if want to collaborate with Malaysia for preservation and development of "Cultural Heritage of Malay's Nation Clump"

Marketing Slogan is related with branding, whether country branding or city branding. We can see country branding like

"Amazing Thailand", "Incredible India", "100% Pure New Zealand", "Yokoso Japan", "Visit Britain", "Keep Exploring" (Canada), "Uniquely Singapore", "Malaysia Truly Asia".

In local, more and more region has city branding. There are, "Sparkling Surabaya", "Yogya Never Ending Asia", "Semarang Pesona Asia", "Bandung Paris Van Java", "Solo The Spirit of Java", "Bali Shanti, Shanti, Shanti",

City branding and country branding "Ultimate in Diversity" are collaborate with "Cultural Heritage of Malay's Nation Clump" this become base of Visit Indonesia Year's tourism future of Republic of Indonesia. Why? From "nicest" tagline which is ear catchy, good view they will bring condusif oasis for tourism. Less there are two points that become our challenge. First, in local scope sounding city branding in every region, in national scope realitation of philosophy and goal of country branding. our challenge Here is how far citizen in every region internally inspiring by each region branding to give positive contribution according to ability and capacity, inspired by "Cultural Heritage of Malay's Nation Clump"

Second, comitment and applying branding consistency in every region which will determine or become pillar of reality of Indonesia tourism. Thereby, we can see that this country is different, unique and has excellence specification in the centre of nations in the world (externally different). culturaly it is true we are different but not that culture difference that captivated tourist to come. It is how far excellence specification, nature and human being in Indonesia can give *happy appealing entertaining* and give something more from tourist expected (boundary breaking), with preservation and development of Cultural Heritage of Malay's Nation Clump.

In that case, feel secure or safe and comfortable start from arrival in Indonesia, during in Indonesia, till journey to go back home to each state are base which should we give to foreign tourist.

So Visit Indonesia Year (VIY) in forward can reach expected goals if only peace in Indonesia is really taken care of, and also safety and security using our transportation well guaranteed. As big nation We are also tested at this event.

3. Implementation Brand "Cultural Heritage of Malay's Nation Clump"

Indonesia- Malaysia in the developing effort of positive image in front of International public, have programs which need to be conducted by both state. There are:

a. Increase public service by giving amenity to society and stakeholder which related to license.

b. Arrange events in complex business environment and related to support each other (attraction marketing), with periodic event for example like : seasons festival, flower festival, dance festival, music, religious procession, Culinary, Language, Building, dress, Artifact, customceremony, commemoration day and others which related to Both Malay cultures (Event/ Sponsorship).

- c. Collaboration Festival among Indonesia- Malaysia which have been planned and managed with well will become effective and cheap publicity to increase image of preservation and development of Cultural Heritage of Malay's Nation Clump in the world. Positive informations can be done by performing tourism event together. Created news from that event which appear later in mass media can bring positive message in society of both state and also other country.
- d. Having same responsible feeling of identity as Cultural Heritage of Malay's Nation Clump, that every individual always to look after, taking care of Malay culture identity which has unique and character strategy which coordinated with decisions that will be conducted by government of Indonesia and Malaysia
- e. Some asset like region resources asset or history physical heritage and vibrancy culture needs public support output even small relative and need popular culture recognition of as good planning and designing.
- f. Giving " appreciation of living human treasures, artist, intellectual and scientist, beside musician and writer, poet and film maker, actor and dancer which united in Malay Culture which colouring strength creative region (*people marketing*), creative work need public support . Creative society Indonesia- Malaysia especially teenager require more public room to facilitate their ambition in expressing their creation. Bandung is magnet city for growth of creative culture in Indonesia which capable to influence other big city and from the event all those things can be expand. Implication on physical requirement are: the available of research laboratory, university, studio room, performance, place and galeri event.(*Physical Room*).
- g. Giving support to artist either through financial nor by facilitate, so that besides Art and culture development that abundance by financial, with good facilitate and artist effort will be expressed maximally in preserve and develop Cultural Heritage of Malay's Nation Clump
- h. Giving direction and tuition to artist, so that every culture and art are presented and bring advantage positive benefit to every individual who see the show. Ascertaining Cultural Heritage of Malay's Nation Clump show something unique tourist's eye.
- i. In description of *Positioning* for both state Indonesia - Malaysia, as clump nation in relation of preservation and development of cultural heritage of Malay's Nation Clump in every event is easy to be remembered and understandable by tourist, either in logo, symbol, slogan or character (*image marketing*)
- j. Stay consistent to continue invesment in reaching culture art city even the financial target hasn't be fulfilled, To create public dialog about together information about this problem become base plan next plan.
- k. Using correct concept in communicating Indonesia-Malaysia as " State which preserve and develop cultural heritage of Malay's nation clump also do feed back each time required according to existing opportunity, through direct communication, dialogued between all relevant perpetrator collaboration action (*Media*).

L. Require a special committee or institution which has function as *tourist promotion board* for both state. This institution is a independent institution with aim to communicate and to promote the tourism potential resources which had by both state Indonesia-Malaysia to wide society or tourist. In this institution the represent from each state synergy with business associations in both state to plan and accomodate aspiration every side to design and get benefit of promotion activities. Tourism Office as government institution more aimed at making of policy concerning in tourism aspect with managed together, and this tourist promotion board will implementation the policy.

Things that can be done by this institution like has programs tourism event for both state which capable to attract local and international tourist and capable in create earning for both state, providing media center strategic places as information center for tourist. Design and give map to both state, transportation map and also tourism map to all tourist, doing survey of tourist satisfaction, and or provide special mini bus for tourist with shopping center routes and place of Malay's culinary.

4. Maintain Brand " Cultural Heritage of Malay's Nation Clump" Indonesia-Malaysia.

A this phase is more emphasized at efforts communicate positioning to both state that has cultural heritage of nation clump effectively. Communications build through integrated marketing communication by using appliances recognized promotion instruments, such as ; sales promotion, public relation, personal selling, advertising at media electronic and print media with comprehensively correct with benefit and precisely utilize.

So realized that Economic Politic or Culture Industry need specialty to process it Need professionalism and correct skill to it and also high morality as its base. Creative Economic is a masterpiece which really has to become world masterpiece, globally creative imagination product, brain masterpiece which applicable by law methods internationally. That's why *Intellectual Property Rights* not just protecting masterpieces, but more than that it is A Power Tool For Economic Growth and Wealth Creation (**Kemal Idris, 2001**).

IV. Conclusion

The explanation above at least capable to give early understanding to us about how important efforts in preservation and developing Cultural Heritage of Malay's Nation Clump" Indonesia- Malaysia.

Malaysia as inheritance culture in the middle of rapid globalization. The Dig, documentation, treatment and preservation, till in the end presentation if not wish to be referred as " sale" to world is the step which must be through by for the sake of everlasting which we have Cultural Heritage of Malay's Nation Clump.

Understanding and deeply researching about uniqueness Cultural Heritage of Malay's Nation Clump along with ritual, behavior of society become one of value which must be signalized in every of branding activity.

In other state, we can find coast, beautiful view or mountain, but one thing that we cannot find over there is rituality, history heritage and behavior of Malay society which have grown since ancestors live. This matter ought to become base of branding Indonesia-Malaysia as nation clump which result something different, has rooted inside, and will not impressed as *over promise under deliver*.

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