

Ambon City of Music Identity Based on Local Wisdom

<http://dx.doi.org/10.25008/wartaiski.v6i1.209>

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Submitted: 14/02/2023, **Revised:** 18/03/2023, **Accepted:** 15/04/2023

Accredited by Kemristekdikti No. 30/E/KPT/2019

Abstract

Ambon City is known as a marine, cultural and musical tourist destination. The musical Deoxyribo Nucleic Acid (DNA) of the people of Ambon City, which is known for the characteristics of its traditional music, has made UNESCO designate Ambon as the city of music. This world music city label makes the musical identity of the people of Ambon City diverse and this is part of the development of local wisdom. This study aims to analyze the identity of local wisdom in the development and management of Ambon City of Music. The theory in this research is the diffusion of innovation. The study used a qualitative approach, and data was collected through involved observation, interviews, and FGDs. The results of the research obtained are that Ambon City of Music is not only limited to the identity of the city but is also a manifestation of the musical uniqueness of the Ambonese community and the value of tradition-based musical wisdom packaged with various genres of songs. Ambon City of Music also represents various elements, both musicians and existing songs and musical instruments. The momentum of Ambon as a World Music City is increasingly introducing that the identity of the Ambonese people is music and music in Ambon is not only limited to works but also is part of peace mediation.

Keywords: City of Ambon; City of music; Tourism destination; Local wisdom; Music identity

Abstrak

Kota Ambon dikenal sebagai destinasi wisata bahari, budaya, dan musik. Deoxyribo Nucleic Acid (DNA) musikal masyarakat Kota Ambon yang dikenal dengan ciri khas musik tradisionalnya membuat UNESCO menetapkan Ambon sebagai kota musik. Label kota musik inilah yang menjadikan identitas bermusik masyarakat Kota Ambon beragam dan ini merupakan bagian dari pengembangan kearifan lokal. Penelitian ini bertujuan menganalisis identitas kearifan lokal dalam pengembangan dan pengelolaan Ambon sebagai kota musik. Teori dalam penelitian ini adalah teori difusi inovasi. Penelitian ini menggunakan pendekatan kualitatif, pengumpulan data dilakukan melalui observasi, wawancara, dan FGD. Hasil penelitian yang didapatkan adalah kota musik Ambon tidak hanya sebatas identitas kota tetapi merupakan wujud dari keunikan musik masyarakat Ambon dan juga nilai kearifan musik berbasis tradisi yang dikemas dengan berbagai genre lagu. Kota musik Ambon juga mewakili berbagai elemen, baik musisi maupun lagu dan alat musik yang ada. Momentum Ambon sebagai kota musik dunia semakin memperkenalkan bahwa identitas masyarakat Ambon adalah music, dan musik di Ambon tidak hanya sebatas karya tetapi merupakan bagian dari mediasi perdamaian.

Kata Kunci: Kota Ambon; Kota musik; Destinasi wisata; Kearifan lokal; Identitas musik

INTRODUCTION

Before being designated by UNESCO as a World Music City in the ranks of the World Creative Cities, Ambon City had already been known for its musical status which had musicians, musical genres, musical instruments, and people who had high musical values. This is not just an ordinary instrument, but the main component of UNESCO's assessment is community participation in supporting the development of regional music and this naturally forms in local communities. Ambon City itself is not only limited to the City of Music, which introduces musical culture. Rather, it is a medium of peace and evidence that existing traditional music or folk music is a branding identity based on local wisdom (Aksa, 2020; Tomaso, 2022).

The designation of Ambon as a World Music City, of course, cannot be separated from the thought, preparation, planning, and realization in the City Branding concept. Not only proposing Ambon to UNESCO, but also trying as much as possible to make Ambon the first World Creative City in the Music field in Indonesia and the Southeast Asia region. Suwitra (2011), explains that in the implementation of City Branding, it is not only related to logos and slogans but also destination management which includes developing the city by combining local wisdom and modernization, secondly, people of the city must be friendly to foreign tourists, and the last is to make the city concerned a comfortable and safe place.

The preparation and planning carried out by the Ambon City Government, as a form of success in making Ambon the City of Music requires many improvements in several supporting elements. This is also part of the index of the effectiveness of the City Branding concept including the community, existing potential, and the right location (Ruberu, 2017). Ambon City of Music, which has been officially designated by UNESCO, has become the identity of the community. It can be interpreted that with the acknowledgment that has been received by the City of Ambon, it clearly acknowledges that the community has always had musical Deoxyribo Nucleic Acid (DNA) naturally that can be accounted for. Not only that, music is also used as a social learning innovation in supporting peace between communities.

Luthfi (2018), explains that a city must be able to interpret its existing identity in the form of potential so that it can attract tourists to visit. Identity is also important to be able to distinguish the characteristics of one city to another. This also applies to Ambon City, which has as much as possible an identity that is not owned by any other city. Because when it comes to marine tourism, almost most cities in Indonesia have the same potential. The existence of the City of Music strengthens the identity and characteristics of City Branding owned by the City of Ambon in the future.

The momentum of Ambon City which was designated as a Creative City in the Music Sector by UNESCO, brought significant changes to the community and of course the music industry players in Ambon. There are many public places such as places for music. Various genres of music are more evenly distributed and the works of Ambonese musicians are increasingly recognized by this status determination. The strategy taken by the Ambon City Government in strengthening the City of Music branding is to make the existing music have a harmonious, religious, and prosperous concept. This is also supported by the Ambon Music Office with the concept of bringing music as a tool of peace (Paristha, 2022).

The city of Ambon was formerly known as Ambon Manise, referring to its natural and marine beauty as well as its complete history and culture. This representation is also supported by the many Ambonese songs which are enjoyed by most Indonesians and the many top Indonesian singers from Ambon such as Broery Mrarantika, Yopie Latul, Ruth Sahanaya, and Glen Fredly. Coupled with the success of the City of Music, there is a long history of evidence that music cannot be separated from the people of Ambon (Andriani, 2020).

Damayanti (2019), explains that the management that must be carried out by the Government is in the City Branding concept, which aims to strengthen the Ambon City brand as the City of Music. The characteristic of being an area with a music city label is also strengthened by the infrastructure built, in order to support community development in music. It is hoped that the identity that Ambon receives from UNESCO will not only be a matter of recognition, but this must be maintained and various parties must remain consistent in maintaining the City of Music slogan as the identity of the people of Ambon City.

UNESCO explained that a good cultural exchange and introduction is by means of intercultural dialogue, which is expected by the community to experience development as well as peace. Various

regions in the world have been officially designated by UNESCO as Creative Cities, one of which is Ambon in the field of music. This is expected to boost the economy and promote welfare of the people of Ambon (Violyta, 2021). Ambon itself was officially designated by UNESCO as the City of Music in October 2019 after the Government carried out a series of developments to support infrastructure and various music festivals. With this, Ambon is the only city in the Southeast Asia Region designated as a World Creative City in the Music Sector.

The branding of Ambon City of Music, which is well known both domestically and abroad, has become a selling point for tourism in Ambon and its surroundings. That optimization and sustainability are able to continuously make Ambon a City of Music that supports not only the work side but also the welfare of the community. Brand Communication also needs to be synergized with Brand Image as the identity of the City of Ambon itself which seeks intensively and continuously in the promotion of Ambon City of Music (Arthur, 2016).

THEORETICAL FRAMEWORK

Destination Branding. The point of view in the existing tourism destination branding concept consists of a logo or tagline in which there are dimensions and reinforcing elements to support what will be introduced. This must also be considered conceptually and with continuous planning, where the image of the City of Music will always be an important part of the development of Ambon City. In 2010 in Athens, Greece, they made a difference with dimensions and elements focused on young, energized, nostalgic, creative, inspired. In 2012 in Ankara, Turkey, they focused on strengthening brand identity, cultural identity, and logo transformation (Kasapi, 2017). Therefore, Ambon with a regional music identity and also based on local wisdom can make a breakthrough in an effort to advance the identity of the City of Music.

The government, in this case the Ambon City Tourism Office and the Ambon Music Office, is encountered with strengthening destination brands, which consist of brand development, brand creation, and brand value (Rimsky, 2019). The strengthening is described in detail, including:

Brand Development. As part of the Ambon City Government's tourism communication strategy, the Tourism Office and Tourism Actors, synergize and strive for 3 M, namely to form, create, and strengthen. The first stage is expected to prepare a strategy that is right on target. The second stage is developing and communicating both the logo, tagline and so on. The third stage deals with strengthening the existing brand by developing or updating what is already there.

Brand Creation. Brand creation is related to leadership, stability, performance, protection, support, and market development. This is clearly a reference for the success of destination branding that must be carried out by the tourism office and interested parties in the world of tourism.

Brand Value. The branding of existing tourist destinations is like building a business strategy. How strong and whether the brand created can increase the selling value and uniqueness of the destination in question. The tourism office and tourism actors must also know in detail the images and pictures that affect an increase in the number of tourists and tourist loyalty in visiting.

Building a destination that has its own uniqueness and is inaugurated as an identity. There needs to be encouragement from various parties in supporting breakthrough efforts in the form of innovation and creativity. Because the identity of a good area is able to be widely known and can attract the attention of tourists to visit, then there are several components that are needed according to (Kasapi, 2017), including:

Brand Identity. This one brand combines all brands whose purpose is that an object of the intended destination can be recognized. To be widely known, the City of Ambon, which branded itself as the City of Music, must be known with characters that have unique characteristics, ranging from symbols, taglines, destinations, facilities, to other organized supports. The focal point lies in the focus and targets to be achieved by the Ambon City Government within the specified timeframe.

Cultural Identity. Cultural identity is related to customs, culture, and also social communities in building and sustaining existing tourist destinations. The city of Ambon, which is known for its historical and exotic values, can display the values of local wisdom in every destination brand and tourism program that is created. Thus, there is a good synchronization of the Tourism Office, Tourism Actors, Communities, and Destinations. In this case, various regional music and music communities in support of existing cultural identity efforts are needed.

Local Wisdom

Lolita (2017), explains that local wisdom in Ambon City is the most important part of the development and marketing of Ambon itself. Social life and social systems that exist in the community provide its own characteristics in the context of local wisdom. One of them is in the field of music with many folk songs, musical instruments, and of course, the habits of the Ambonese people who like music. Ambon and its surroundings are back to cleaning up and making the social life of the community a stepping stone for bargaining.

The local wisdom-based strategy is developed by the Ambon City Government in supporting efforts to introduce and promote Ambon Music City by holding various music festivals, empowering local music communities, providing a stage for local musicians in public places, and of course trying to provide infrastructure facilities for musical interests. This is done so that tourists who want to enjoy the City of Music can feel the touch of regional music that only exists in Ambon City.

In Development of a Communication Model Based on Local Wisdom (Bakti et al, 2018), explains that the development of tourism in an area cannot be separated from the values of local wisdom that are continuously maintained and developed as an attraction for the area. Of equal importance is positive human behavior in relation to nature and the surrounding environment that originates from local religious values, customs, which develop into the culture of the area. This also has an impact on the City of Music in Ambon City by introducing regional music originating from elements of custom, culture, and religion. The designation of Ambon City as the World Music City is inseparable from the various musical genres that have developed so far, ranging from pop, dangdut, Malay, R&B, Qasidah, Rohani, to others.

Local wisdom also reflects local identity, which then actualizes the existing potential for the development of the area concerned. Local wisdom is also more closely related to sustainable development and also the creative economy. Local wisdom is part of communication practices that can practically provide the nuances of renewing tourism activities so far that are oriented to the "modern" model based on the development of science and technology. The model based on local wisdom is carried out in an effort to provide an alternative to tourist destinations to be visited by tourists (Nugraha, 2017).

Diffusion Innovation Theory

The theory of diffusion of innovation appears following a study conducted by Katz and Lazarsfeld who came to the hypothesis that information originating from the mass media flows to opinion leaders who will then be passed on to members of the community. The theory of diffusion of innovation is widely used by planners and development actors in developing countries to influence people to accept development ideas.

The process of diffusion of innovation occurs simultaneously with social change and is related to one another. Social change is marked by the entry of innovation into society caused by communication. The spread of innovation will cause society to change and these changes stimulate people to spread new things in the form of innovation. The process of social change goes through several stages, namely: invention, diffusion, and consequences.

The diffusion of innovation is a special form of communication. According to Rogers (1983), diffusion is the process by which an innovation is communicated through certain channels over a period of time to members of a social system. The diffusion of innovation has four main elements, namely the innovation itself, communication channels, time and social systems. These four elements are closely related to the SMCRE communication element where the recipient of the source is the source of innovation, the message is the innovation, the recipient of the message is the social system, the communication channel is the medium for the dissemination of innovation and effects are changes that occur in the form of knowledge, attitudes, and behavior.

Diffusion of innovation is the process of exchanging information from one individual to another that requires media or communication channels. The communication channels used in the innovation diffusion process are mass media and interpersonal channels. Mass media that can be used are radio, television, and newspapers that are able to reach large and fast audiences which are considered effective for the process of diffusion of innovation. Meanwhile, the interpersonal channel is face-to-face communication that has the most effective level of persuasion among the existing communication channels. Interpersonal channels will have a higher influence if the individuals involved have a degree of similarity in terms of beliefs, education and social status.

MATERIAL AND METHODOLOGY

The research strategy used is a case study. Yin (2003) revealed that case studies are a scientific research strategy that seeks to examine contemporary events, which involves direct observation of the events being studied and conducting interviews with the parties involved in the incident. The method of data collection was carried out by involved observation in which the researcher was present directly and followed and saw firsthand what was being done within the specified period of time. In-depth interviews were conducted with the tourism office, tourism actors, and related tourism bodies.

Researchers used data analysis techniques from Miles & Huberman (1992). Researchers wrote back notes obtained during field observations as desired in the research concerned and conducted interviews that must be recorded and then continued by transcribing the results of the interviews in sheets, as well as notes that are written during observations and must be studied in more detail. Therefore, researchers can determine which information is most important and which information is ordinary.

RESULTS AND DISCUSSION

Amboina Ukulele Kids. AUKC which stands for Amboina Ukulele Kids Community was born from the idea of Nicho Tulalessy, who was later supported by Maluku musician Rio Efruan. The objectives of establishing AUKC include diverting children from gadget addiction, preserving culture, and supporting Ambon as the City of Music. The values that are taught apart from music to children include tolerance, social life, environmental preservation, leadership, and trauma healing.

The number of AUKC members consists of 160 children in Ambon City and 30 children on Banda Island. AUKC also initiated the formation of the Local Content Curriculum (Mulok) in collaboration with the Ambon City Education Office, as a result, several schools have implemented Ukulele playing skills in Mulok subjects. Not only that, Ukulele is also an example for the Afghan delegation who came to Ambon to learn tolerance. This is because AUKC members come from both Islam and Christianity. Not only that, Ukulele musical instruments in Indonesia have their own characteristics, in terms of both passages and instrument tones, which are more numerous than Ukulele in other countries. Thus, many foreigners come to learn the Ukulele as a musical instrument typical to Ambon City of Music.

Ambon Music Office. It starts from being the Ambon Development Planning Team to the World Music City in 2016 based on the Decree of the Acting Mayor of Ambon. This team together with the Indonesian Board of Creative Economy (Bekraf RI) and the Ambon City Government succeeded in declaring Ambon to become the World Music City on October 29, 2016. In 2017, the Ambon Development Planning Team towards the World Music City changed its status into Ambon Music Office or AMO based on the Ambon Mayor's Decree Number 523 2017. AMO has the structure of an Advisory Board, Director, Manager, and Administrative Personnel. AMO was formed as a representative of the Ambon City Government towards the World Music City in 2019, with 25 strategic steps that must be taken.

After Ambon became a National Creative City, AMO then began to work hard to involve various parties such as Bekraf RI, ICCN, and KNIU in preparing and filling out dossier or application forms from UNESCO as well as carrying out various activities that encourage and strengthen Ambon to become a UNESCO Creative City of Music or World Music City in 2019.

On October 31, 2019 in Paris coinciding with the commemoration of World City Day, Ambon was officially designated as a UNESCO Creative City of Music. This proves that Ambonese music can be used as an instrument of peace for the world, so that Ambon is fully aware that music culture is very helpful in eliminating tensions and building harmonious relationships between multicultural communities and becoming the main pillar of urban development planning to answer SDGs 2030, as well as the entrance of Indonesian music to the international world.

AMO plays a role in global dialogues on the role of the creative sector to build cities and communities while preparing for the evaluation process every 4 years by UNESCO. AMO also collaborates with the Ambon City Education Office and Pattimura University as stipulated in Ambon Mayor Regulation Number 39 of 2020 concerning the Establishment of Music Education Curriculum as Mandatory Local Content in Basic Education Units launched by the Minister of Tourism and Creative Economy on October 31, 2020.

Innovation Diffusion Theory of Research Results

Tourism is a promising and productive sector, due to the development and success of tourism in the area concerned. It will greatly impact other sectors, especially the creative economy sector. However, the readiness of the community and the synergy between the government and related stakeholders are the spearhead of how much tourism development is and has the development carried out optimally.

The researcher uses the diffusion of innovation theory, dividing it into 4 dimensions, namely (1) innovation dimension, (2) communication channel dimension, (3) time dimension, and (4) social system dimension. In the innovation dimension, the researcher focuses on the description and concept of the development of Ambon City as a City of Music which is part of tourism development. Identity development based on local wisdom aligns with regional music introduced by the Government to the public.

The second dimension is the communication channel, where the researcher focuses on how communication is established and carried out by the Ambon City Tourism Office and all relevant stakeholders including the Ambon Music Office, the Provincial Government, the Ministry of Tourism, and also UNESCO. The results obtained are that communication has been established both at the top level, namely with the ministry and at the bottom layer, namely with community leaders. Then related to digitalization, the media, especially social media, are used effectively for promotion and introduction of Ambon City of Music.

The third dimension is the time dimension which focuses on the roadmap or the short to long term carried out in the development of Ambon City of Music by the tourism office together with the Ambon music office. Maluku government. The results obtained are in the short term by designing a branding strategy and strengthening the City of Music, in the medium term by making music events on a national and international scale. which continues to be sustainable, and long-term to make Ambon City of Music the identity of Ambon City on a global scale.

The fourth dimension is the social system dimension, where researchers focus on the context of local wisdom in strengthening the development of Ambon City as a City of Music. Various elements of society support Ambon City of Music. This is because what was presented to UNESCO was regional music and the culture of the Ambonese people. It is hoped that this City of Music can improve welfare related to the components of local wisdom that have existed so far in the community.

CONCLUSION

The purpose of this study is to analyze the identity of local wisdom in the development and management of Ambon City of Music. Various components have been carried out to ensure the success of Ambon City as a World Creative City in the Music Sector by UNESCO forever. The components that have been carried out are building supporting infrastructure such as performing arts buildings, various musical trainings, preparing music curricula in various schools, and of course various music festivals at both national and international levels held annually with various musical genres.

This, of course, further strengthens the identity of Ambon City as a City of Music which has produced many great musicians, songs that are acceptable to the public, and musical arts with various genres such as pop, Malay, dangdut, R&B, qasidah, rohai, and others. But all this also makes the City of Music a form of strengthening peace and improving the economy for the people of Ambon City.

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