

## **Place Branding through Establishing IP Mascot to Increase Economy in Indonesia using Pentahelix Model**

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### **ABSTRACT**

Indonesia has a diversity of cultures, each of which has its uniqueness. The characteristics of a region can be the basis for forming an Intellectual Property (IP) in the form of a mascot. The presence of an IP Mascot can improve the branding performance of the region. This research uses a descriptive qualitative method with a literature review comparing several case study areas are discussed. This research will specifically discuss the benefits of IP Mascots as a means of communication in a region based on the case studies raised. Based on the results, an attractive mascot design can build a region's branding image because an attractive mascot will be easier for the public to remember. Mascots can also increase consumer appeal and familiarity with a region. This research will also discuss the form of recommendations for the participation of various parties using the Pentahelix Model. It refers to coordination and collaboration towards the synergy of Pentahelix Actors to implement the role of it at tourism locations that use IP Mascot as a form of promotional media.

Keywords: IP mascot, pentahelix model, place branding

### **INTRODUCTION**

Indonesia has a diversity of culture and local wisdom in which each region has advantages; where each region must have clear economic and cultural objectives to differentiate itself from other regions, which means that the potential of each region must be highlighted so that it can compete well in order to attract local and foreign tourists. For this reason, it is necessary to form an identity so that a unique region can go global, which is expected to lead to the economic growth of the local community.

In Indonesia, the strategy of forming a visual identity is familiar. Many promotion strategies have been carried out in a region, such as creating a logo, improving product quality, organizing events, and even forming a mascot has often been done. Some of them were considered successful, including the formation of the mascots Osi and Ji as a form of branding for Malang. However, compared to Kumamon, the mascot of the visual identity of Kumamoto Prefecture (equivalent to Province) in Japan, its popularity is not only for local people but also worldwide. It can be seen from the variety of products using Kumamon's visuals that are selling well in the market.

Intellectual property (IP) refers to legal protections for mental works, including innovations, literary and creative productions, and brand names. These legal protections, such as patents, copyrights, trademarks, and trade secrets, allow inventors and producers to manage and monetize their intellectual property, which promotes creativity and innovation. Intellectual Property (IP) has various benefits, starting as a means of communication or as branding material for local community businesses. A region requires a characteristic, and one way to appoint this characteristic is by establishing Intellectual Property (IP). The existence of Intellectual Property (IP) can improve the branding performance of a region. In this paper, we will specifically discuss the benefits of Intellectual Property (IP) in the form of a mascot to communicate a location.

When talking about IP Mascot, Japan is one of the countries that put forward a branding strategy through character mascots to attract tourists and profit by implementing these characters in the products sold (Senen & Piri, 2019). Most of the character formation there applies the Yuru-Chara concept, which means the character is gentle and has cute (kawaii) visuals, and local Japanese people themselves know that the character mascot has a significant role in terms of promoting their local tourism (Nakasato & Tanaka, 2017). Implementing the Yuru-Chara concept is only an application with a cause because of the value contained in character; in this case, kawaii is a widespread everyday habit that Japanese people like (Senen & Piri, 2019). The application has been adapted to the habits and culture of Japanese society. Therefore, forming a character mascot can be an

excellent opportunity to become a place branding strategy in Indonesia by prioritizing its unique cultural values and characteristics.

Reporting from [kemenparekraf.go.id](http://kemenparekraf.go.id) Currently, 5 (five) Super Priority Tourism Destinations are the focus of the Indonesian Ministry of Tourism and Creative Economy to develop; after the goals are met and have world-class quality, the number will be expanded again. One of the five destinations is Labuan Bajo, which is predicted to be a hidden paradise in Indonesia. It is similar to Kumamoto, which has resources and beautiful natural appearances and is known as a Japanese tourist area, especially with the emergence of the Kumamon mascot, which not only strengthens the identity of the region but also serves as an instrument for economic growth and the welfare of the people there. With the similarities and differences in the potential of each region owned by Labuan Bajo and Kumamoto, it is hoped that adopting the mascot formation method as one of the branding strategies carried out in Kumamoto can also be applied in Labuan Bajo with its wisdom. Interestingly, the Kumamon branding was initially only centered on Kumamoto City but became centered on one prefecture. It is interesting to talk about because it is well known that Labuan Bajo is one of the most famous in East Nusa Tenggara, which can later become the mascot of a region.

The realization of successful branding like Kumamoto Prefecture with its Kumamon cannot be separated from the intervention of various parties. This paper will also recommend developing the tourism sector using the Penta helix model approach, where the involvement of academia, business, community, government, and media can contribute to realizing this goal.

## **RESEARCH METHOD**

The method used in this research is a literature study. This method is a series of activities related to collecting library data, reading and recording, and managing research materials (Zed, 2008, p. 3). Literature data collection includes related study keywords/variables: Place Branding, Mascot Design Character, IP Character, Yuru-Chara, Visual Identity, Tourism Destinations, Economic Issues, Public Perception, and the Pentahelix model.

The data from the literature review will be collected and analyzed so that the results of the elaboration between the data that have been obtained will be obtained. The results of the data analysis will be concluded to propose action-plan recommendations to realize place branding through the IP Mascot character design, especially for super-priority tourism destination areas.

## RESULT AND DISCUSSION

By having Intellectual Property (IP), many benefits can be obtained. Apart from being protected by law, owning Intellectual Property (IP) can be used as a means of communication; specifically, in this paper, we will discuss the benefits of Intellectual Property (IP) in the form of a mascot which can be used as a branding strategy for a region, which has a positive impact on the economy: local communities – especially benefits in the field of tourism.

### Global and Regional IP Mascots Conditions

In this modern era, of course, tourism is an essential asset in the country's development strategy, all involved and stakeholders can undoubtedly build a strong image and reputation so that they can compete among cities and introduce it to the world, whose goal is none other than to increase local income. the area. When talking about locals, Reog Ponorogo is a real example as it is known that the City of Ponorogo has traditional arts, namely what we often know as Reog Ponorogo, which is usually a medium of communication. Reog Ponorogo itself is a traditional art that contains a lot of values and culture in it.



Figure 5.1 Reog Ponorogo and Visual design implementation  
source: Google, 2023

From here emerged a kind of branding where Rego is famous from Ponorogo City and vice versa; when someone talks about Ponorogo City, Rego is always kept up so that the formation of the Reog Ponorogo branding has an impact on several typical products/souvenirs there that apply Reog Ponorogo's visuals.

Visual communication design has various fields to be used as promotional media, one of which is promotional media using mascot designs. Mascots play an essential role in conveying a promotion. Mascots in Indonesia are more widely used at corporate events or agencies. The use of regional mascots is not new, but it is felt that their use needs to be evident. The regional mascots that were recently inaugurated were the mascots of Malang City, Osi & Ji. City and regional governments have realized the vital role of using mascots, with the city's promotional mascots becoming more attractive and lively. It can increase tourism potential and attract the hearts of tourists visiting the area. The creation of the mascot is also inseparable from references to other city mascots that have been published and officially used in an activity, both on a national and international scale, one of which is the Kumamoto Prefecture mascot originating from Japan named Kumamon; this mascot has reached its level of popularity to the international stage (Goddess, 2018).

The use of IP Mascot globally has been encouraged, especially by Japan, and has proven to be able to increase regional popularity and regional income. In Indonesia, designing a mascot to promote an area is not new, but it is not integrated enough, so the urgency of designing an IP mascot is not too high.



Figure 5.2 Pop art Jakarta 2022 event poster  
source: Instagram, 2023

However, in recent years, the importance of IP mascots has begun to be raised to the public, one of which is through Pop Art Jakarta. This event exhibits various intellectual properties created by the nation's children and organized by the DKI Jakarta Province Tourism and Creative Economy Agency. This activity educates the importance of IP Mascot as a media promotion and tourism asset in Indonesia.

### Case Study of Kumamon as an IP Mascot of Kumamoto Prefecture

It is known from the 2013 RJC Brand Research report, Kumamon was the highest-ranked IP Mascot in all of Japan in 2013. According to Yamane (2012), Kumamon is the main reason for the local prefecture's increasing popularity as a tourist destination. Kumamon has become a phenomenon of mascot success as a visual identity. The strategy behind this mascot was to establish identification at the regional level; However, initially, the promotion strategy mainly focused on Kumamoto, the prefectural capital, but the local government made efforts to promote the entire prefecture.

Kumamoto City is the capital and largest city of Kumamoto Prefecture. While the promotional activities all started in Kumamoto, it is believed to be beneficial for the entire prefecture. Local people there also believe that if people find Kumamoto attractive, they will go to other cities in the prefecture. The determination and consistency of the people and the government have made Kumamon as famous as

it is now. Kumamon is the mascot connecting products, images, services, and tourist attractions throughout the prefecture. The Kumamoto Prefectural Government has used many marketing strategies to promote mascot awareness as a regional identity (Yamane, 2012).



Figure 5.3 Kumamon is the mascot of Kumamoto prefecture  
source: Google, 2023

The Kumamon mascot strategy is still actively supported. According to the Kumamoto Prefectural Government (2017) reported on the official website, it is said that Kumamon is not only well-known in Japan but also welcomed by neighboring countries in Asia and has even reached several more distant countries, such as the United States, Germany, and Italy.

As a form of support, the local government also formed a special Kumamon team by allocating a high-level promotion budget and opening various promotions through special Kumamon social media accounts (Facebook et al., official website, and blog). After Kumamon became popular, its image was strong enough that the Kumamon special team did not have to worry about the integrity and characterization attached to their mascot (Pairoa & Arunrangsiwed, 2016). It aligns with Wheeler's theory (2009, 46), where the mascot becomes an effective media promotion of context awareness and loyalty in the long term.

The key to Kumamon's success is primarily because the local government actively and creatively links it to the city's image, people's emotional needs, and local products, making it a symbol of the entire region. A solid contribution to

Kumamon's success is the local government's royalty-free strategy. Some of Intellectual property (IP) that does not require continuous royalties to be paid by users is referred to as royalty-free IP. Its creator or owner offers users the right to use the content or assets in question, frequently for a one-time fee. This makes it a cost-effective choice for a variety of creative and commercial uses because it enables people or companies to utilise the IP without incurring additional charges based on consumption. Royalty-free Intellectual Property could be the answer.

By having a standardized and designed IP Mascot asset that the community can use, it can become a potential used by the local community to promote their area, as well as a means of branding without thinking about the costs that must be incurred. However, certain usage rights and limitations can still be in place, therefore it's crucial to thoroughly read the licencing terms.

#### **Osi and Ji Case Study (Malang, Jawa Timur)**

If we look at the sales of Kumamon merchandise, which generated a profit of around 29.3 billion yen in 2012 (Fujii, 2013), the marketing strategy through IP Mascot is a potential that can be developed in Indonesia. As is known that Kumamon is an Intellectual Property (IP), which can also be said to be a public asset, so no fee is charged for applying the character for commercial or personal purposes, whereas companies that want to use the character only need to register free of charge with the Kumamoto prefectural government as permission to use. This promotion strategy is the basis for implementing IP Mascot for local products. Especially in this paper, we will take the example of Malang City.



Figure 5.4 Osi and Ji mascots  
source: Google, 2023



Malang City also has IP assets Mascot, Osi & Ji. This mascot was published on December 16, 2016. The mascot was chosen for Malang City from a competition held by the Regional Planning and Development Agency (Bappeda) in collaboration with ADGI Malang Chapter. This mascot consists of 2 (two) characters. Osi, the green lion, and Ji, the weaver bird. The visual selection is based on the characteristics and history of Malang City.

After the official issuance of the mascot for Malang City, the government designed brand activation to support the mascot, one of which is by launching an official website for the mascots Osi and Ji ([www.osidanji.com](http://www.osidanji.com)). The content on the site is in the form of historical explanations and related mascot philosophies, and creative concepts, as well as attachments to the official mascots Osi and Ji, which can be downloaded and used by the people of Malang City as a promotional tool that can also be applied to their visual merchandise. Osi and Ji's visual applications are the same as Kumamon, which can be used free of charge for commercial or personal purposes.

### **Economic Impact With A Mascot**

The tourism sector plays a crucial role as a source of income, which can drive national economic growth, especially in reducing the number of unemployed and increasing the productivity of a country. It is a strategic sector that must be utilized for tourism development as part of national development. Tourism development aims to increase people's income, which in turn can improve welfare and economic growth. Tourism activities create demand, both for consumption and investment, which can lead to producing goods and services. Tourism can increase foreign exchange earnings, create jobs, and even stimulate the growth of the tourism industry. Therefore it can trigger economic growth. Moreover, it can encourage various countries to develop the tourism sector.

Visual identity is closely related to images and image information that can convey the identity of a company or the object of a brand. Visual identity is everything that can be seen by the wider community, such as logos, packaging, mascots, and all the physical assets of a brand (Johnson, 2020). In a real example, visual identity plays a significant role in tourism development in terms of conveying information from

a tourist spot which usually uses several designs that aim to attract public interest and attention.

Buchory and Saladin (2017) explained that one of the elements of a company's or service's marketing mix is used to inform, introduce, and persuade the public about the things you want to highlight or, in this case, promote. In the promotion process, of course, it must be designed as attractive as possible, and the information conveyed must be easily understood by the broader community so that they are interested in and understand the content being promoted. For this reason, in designing a mascot, there must be benefits for the community and assistance from various parties to make it successful. It is also supported by the formation of a mascot with distinctive characteristics to have a long-term impact on the community to remember the mascot, considering that the mascot is part of a promotional media that attracts and remembers the public about the tourism object.



Figure 5.5 Souvenirs from the implementation of the Dufan mascot  
source: Google, 2023

For example, the Dufan water tourism in Jakarta, which has a well-known mascot as a supporting medium in the promotion process, then this design also focuses on the mascot as a supporting medium for promotions that are carried out to attract the attention of the wider community which also builds emotional bonds between visitors/tourists, so that the mascot is remembered, and recognized. It does not just stop at the character mascot; the mascot's face can be applied to various tourist souvenirs. Another tourism element that attracts visitors is that Dufan is the mascot of the proboscis monkey, which is personified into a character that represents Dufan. The presence of a mascot is considered capable of strengthening

promotional and branding aspects. Placing a mascot in every advertising promotion media or other media is considered to make it easier for the public to recognize and understand the personality or identity of a brand. The presence of a mascot is also considered to make it easier for someone to remember a brand.

From the data collected in Valentina & Tando's research (2018), many visitors know the existence of the Dufan mascot, and many take pictures with it. Through this group photo, a brand will be promoted to consumers. It is not uncommon for consumers to then upload photos with this mascot on their social media. It feels like it will be very profitable for a brand because consumers promote it directly.

From the data obtained, Dufan also sells its mascot in the form of souvenirs. According to Wattanarak & Kheakao (2020), the success of using mascots to promote tourism of a city or province to a widely known and to generate more revenue must implement by using marketing communication tools. Souvenir products using mascots are sold in sales promotions to create more value for the province.

### **The Pentahelix Model: The Need of Multiple-Party Cooperation**

Several cities in Indonesia already have a mascot as a supporter of city branding in their area, including the City of Malang with its mascot Osi & Ji and the City of Surabaya with Cak Suro and Cak Boyo (Kurniawan & Sayatman, 2018). Meanwhile, research by Wiratmo et al. (2021) explained that in the last few years, cities in Indonesia, as mentioned above, have tried to use mascots to shape the image of their cities. However, most of these mascots have yet to be well received by the public. It has not been well received here because people need to understand the urgency and importance of it, so they tend to ignore the IP Mascot for branding a region.

The Petahelix Model Collaboration between Academic – Business – Community – Government – Media, or what is commonly called ABCGM, is essential in tourism development because it can provide benefits and benefits to society and the environment with good integration and synergy to create quality activities, facilities, services, as well as experience and the value of tourism benefits.

The government's role in branding and promoting an area has a very large impact. Providing platforms and facilities for local people and communities is needed; for example, the Kumamoto Prefectural Government supports the existence of IP Mascot so that Kumamon can go global. The local community is the root generator.

One example is the Osi and Ji mascots in Malang City, which started from a competition organized by the Government with the ADGI Community (Association of Indonesian Graphic Designers) Malang Chapter. When communities work together, they can become a bridge for various parties to make branding their region successful. As academics, there is no need to doubt the need; everything needs research to make the strategies implemented effective. For example, the visualization of the Dufan mascot or the selection of Osi and Ji as mascots in which there is a role for designers in selecting the visual identity being designed, there is a philosophical meaning that has gone through the research process of academics.

Business people are one of the keys to promotion. As a businessman, they have a mindset and basic 'sales'. In Kumamoto, implementing the Kumamon mascot into various souvenir products ready to be sold to tourists is a key strategy point. Many business people are taking advantage of this as an economic opportunity, which they enjoy not only as a source of income for the local community. The last one is the media. Nowadays, the media is intensive in capturing many moments and news. In today's digital era, social media quickly disseminates information widely, so the role of media cannot be denied. With the right strategy and good integration, the media can support a region's branding and promotion. That is what happened in promoting regional mascots in Kumamoto; for example, with many tourists taking pictures and sharing them on social media, this will attract many other tourists. So the Pentahelix concept encourages regional branding by incorporating five important stakeholders. Benefits include improved knowledge sharing, cooperation, and creativity. It strengthens a region's economic and social fabric by enhancing its identity, luring investment, and fostering sustainable growth.

## **RECOMMENDATIONS**

The role of Intellectual Property (IP) has enormous positive benefits for a tourist destination. It cannot be separated from just one or two parties. There needs to be cooperation from various parties in the success of the action plan that has been formed. Therefore, the Government must collaboratively and synergistically support IP implementation in a tourism destination. The importance of collaboration between parties in achieving common goals by maximizing the pentahelix concept involves many roles. Pentahelix, or multi-stakeholder, is an element of collaboration that combines various parties, including the Academy, Business, Community, Government, and Media (ABCGM). The main objective of implementing this concept is to develop knowledge innovations that have the potential to transform into products and services that are of value and benefit to society. For this reason, this paper provides recommendations from various parties according to the Pentahelix concept, including the following:

### **1. Government**

An IP mascot represents the image of its branding area. Building a good image is one of the government's tasks to build the region's positive potential. The Government has the right to regulate its territory; this can be an optimization to mobilize other parties by providing appropriate facilities, space, and other needs. A good platform and facilities are needed to develop Mascot IP as a space to work or share with Pentahelix to discuss strategic planning. Providing facility space is also needed, for example, when holding an IP mascot festival, and in this case, The Government plays an important role.

- The Government does not only open promotion channels but also provides space and facilities for development.
- Involve the local community to contribute to the initial analysis/concept. Preparation of mentoring materials tailored to the needs of the local community.
- The implementation of a series of programs is more effective every year, including the monitoring and evaluation stages.
- Synergize with other government/private parties.

## 2. Community

The community acts as an accelerator that aims to support the promotion of its territory and acts as a liaison between stakeholders to develop local communities in the entire development process of social change—understanding the importance of the IP Mascot character as a form of promotion/visual identity of the area.

- Collaborate with local communities to create activities/events that can be implemented in tourism activities.
- Synergize with the Government in terms of creating events/activities.

## 3. Academics

Academics have a role as drafters who conduct research and help manage the identification of potentials and opportunities for regional development.

- Accompanying activities running to monitor the analysis of ideas and concepts.
- Conduct activity development research to keep it up-to-date. Provide solutions and studies to produce solutions for developments in the tourism sector.

## 4. Businessman

The businessperson's role here can be an entity that carries out business processes that can later create added value in maintaining sustainable growth in a region.

- Collaborate with local communities and utilize local wisdom in tourism areas to see development potential.
- Creating jobs with local communities to advance the economy through the tourism sector.

## 5. Media

The media is one of the essential aspects of tourism promotion media, which can be a link between the community, entrepreneurs, and the Government. Today's media has a comprehensive and unlimited reach. It can be a potential promotion strategy.

- The media acts as an expander. Supporting publications in promoting products and services produced by people who want to make social changes.
- Utilization of social media for the brand image of a tourism area.

## CONCLUSION

Intellectual Property (IP) has many benefits in terms of communicating works; even its function can be a means of branding that positively impacts local community businesses in an area. Creating Intellectual Property (IP) as a mascot is the right step to building a better visual identity because mascots can reach public emotions. An attractive mascot design can build a region's branding image because an attractive mascot will be easier for the public to remember. Mascots can also increase consumer appeal and familiarity with a region. The study's results refer to coordination and collaboration towards the synergy of pentahelix actors to implement the role of pentahelix at tourism locations that use IP Mascot as promotional media.

This research can be a reading reference for the Indonesian people regarding the urgency of establishing an IP Mascot as a means of branding a region in Indonesia and as one of the proposed solutions to problems related to the formation of a region's visual identity as a promotional medium to increase the income of local communities and the country. The limitations in this study require a deeper study and pay attention to the character and uniqueness of each region more precisely so that future research results can be more accurate.

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