**PENGARUH *CITY BRANDING* DAN *CITY IMAGE* TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN LADANG BUDAYA (LADAYA) TENGGARONG.**

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1. LATAR BELAKANG

 Indonesia memiliki potensi wilaya pariwisata,baik yang di kenal wisatawan luar negri maupun yang belum di kenal wisatawan lokal.

Berbagai wisata indonesia terbentang dari sabang sampai merauke,salah satunya adalah Ladang Budaya yang berada di Tenggarong Kabupaten Kutai Kartanegara Kalimantan Timur.

Ladaya atau ladang budaya merupakan kawasan wisata yang di kelola oleh yayasan lanjong.Tempat ini memiliki fungsi utama sebagai kawasan outbond.Namun,berbeda dengan tempat outbond lainnya yang biasanya jauh dari tempat keramaian.ladaya terletak tidak jauh dari pusat kota.selain itu di sini juga memiliki suasana yang masih asri,di mana masih banyak pohon yang tumbuh di sekitar kawasan objek wisata ini.

Tempat ini sangat cocok untuk liburan bersama keluarga,terutama jika mengajak anak-anak.Terdapat banyak wahana permainan yang menarik,salah satunya yaitu *flying fox*.di ladang budaya juga terdapat mini zoo yang menjadi habiat dari binatang endemik dari pulau Borneo.Adapun binatang yang bisa di temuin di tempat ini yaitu burung enggang,Beruang Madu hingga Burung Merak.Sehingga menjadi pilihan yang tepat untuk masyarakat dalam ataupun luar mengenal hewan khas Kalimantan.

Di tempat wisata ini juga di bangun odah rehat yang merupakan bangunan kecil dengan bentuk sederhana yang menggunakan arsitek khas Rumah Tradisional Kutai.Odat Rehat berfungsi sebagai tempat istrahat bagi para wisatawan,sembari menikmati suasana di tempat ini dan banyak juga yang menjadikan odat rehat sebagai salah satu objek/latar buat berfoto-foto.

 Banyak daerah di Indonesia memiliki penamaan merek daerah tersendiri. sehingga penamaan merek pada suatu daerah/tempat (*City Branding*) menciptakan citra pada kota tersebut (*City Image*). Apabila kedua faktor ini ditingkatkan, mampu mempengaruhi keputusan berkunjung ke suatu tempat wisata. Sehingga dalam penelitian ini, *city branding* dan *city image* digunakan untuk melihat sejauh mana pengaruhnya terhadap keputusan berkunjung wisatawan ke Ladang Budaya Tenggarong.

 *Human resources are seen as one of the most important assets that must be maintained, especially the existence of employees’ performance, which is needed for the sustainability of organizational performance. Factors which may affect the employees’ performance, are information and communication technology (ICT) and empowerment. Therefore, there is a need for human resources that are able to master technology quickly, adaptively and responsively to changing technologies. Also, it is necessary to empower employees that operate useful information and communication technology to effectively and efficiently complete their work. This study aims to determine the relationship of empowerment toward the organizational performance, to determine the role of ICT as a mediator of empowerment toward the organizational performance. A total of 200 questionnaires were distributed to employees Regional Drinking Water Company East Java Indonesia, and finally 128 questionnaires were collected and used as a sample in this study. The data were examined using smart Partial Least Squares (PLS). The results showed that empowerment has a direct effect on employee performance. In addition, information and communication technology mediated the effect of empowerment on employee performance.*(Ekowati et al., 2021)

 *Human Capital is undeniably a very important factor for economic growth. In this paper, we investigate the impact of Human Capital on growth using the Neoclassical and Endogenous Growth models. We use the Generalized Method of Moment (GMM) method with 8 different Human Capital proxies measured in terms of quantity and quality of education. Using the LSDV method, we find: (i) Human Capital plays a significant rolein explaining growth, (ii) Identical initial technology assumption cannot be ignored in the growth model, (iii) The selection of proxies in terms of quantity and quality of education is very influential on the conclusion of the impact of Human Capital. to growth. With the GMM method, it is concluded that followers will diffuse to catch-up leader, while countries that are close to the leader will take advantage of the power of innovation. Our results also reinforce the view that trade and institutions are two of the most influential factors in our model. Finally, it is important to examine the issue of income inequality in developing country growth models and the issue of reverse causality between education and economic growth.*(Soegiarto et al., 2022)

 *This study aimed to investigate the effects of leadership styles on counterproductive work behavior, quality of working life, and psychological empowerment. The target population was employees in SOE Islamic banks in Malang Raya, Indonesia. A proportional random sampling was used to obtain a sample size of 160 from the 310 bank employees. SEM-PLS, a measurement and structural equation model was employed to explain the relationship between variables. The results showed that transformational leadership could reduce employee counterproductive work behavior through quality of work-life, while transactional leadership increases this behavior. Furthermore, the quality of work-life cannot mediate the effect of transactional leadership on counterproductive work behavior, while psychological empowerment cannot moderate the impact of transformational leadership on quality of work-life.*(Sabran et al., 2022)

 *The purpose of this study was to examine the influence of job satisfaction and organizational commitment towards organizational citizenship behavior. The study was a case study on employees of local water company “Tirta Mahakam” located in Kutai Kartanegara Regency. Quality of service will always be a significant factor for organizations that focus on customer satisfaction. It is done to improve business activity and organizational performance. To have excellent quality services depends on the human resources of the organization. The organization needs human resources that are performing well. Human resources/employees who show strong OCB are believed to be able to perform better. That is why organizations need to create employees with strong OCB. This study was a causal associative study using a quantitative approach. Data were collected using a closed questionnaire with a total sample of 83 respondents, and the selection of respondents chosen using simple random sampling. The results showed that job satisfaction and organizational commitment simultaneously affected organizational citizenship. Job satisfaction partially influenced organizational citizenship behavior. Organizational commitment partly influenced organizational citizenship behavior. Job satisfaction was proven to have the most significant influence.*(Iskandar et al., 2019)

 *The aim of this study was to analyze the impact of 900 VA electricity tariff adjustments on household consumption patterns in East Borneo. This policy potentially increased the poverty, considering that in the last few years, East Borneo had experienced a contraction in economic growth. The analysis of this study used the Linear Approximation of Almost Ideal Demand System (LA/ AIDS), and the concept of elasticity to reach the objectives of this study using Susenas in 2016 and 2017. The results of the analysis showed that the policy indirectly had more impact on all residential electricity customers rather than on 900 VA and above customers. The residential electricity customers would generally be more responsive to reduce the non-staple consumption in addition to respond the subsidies revocation, compared to 900 VA and above users. This circumstance was certainly related to the economic condition of 900 VA and above residential electricity customers who were more capable, so the food needs were no longer a household staple. Meanwhile, the middle economic households would continue to maintain the nutritional status of the household by continuing to consume high protein food sources (fish / meat / eggs / milk). Meanwhile, based on the type of region, the revocation of 900 VA subsidies and the increase in household non-subsidized tariffs for rural was more responsive than urban households. This was understandable since the level of electricity dependence of the urban community was quite high than the rural area.*(Sari & , Adawiyah, 2019)

1. TUJUAN
2. Untuk mengetahui pengaruh *city branding* terhadap *city image* di Ladang Budaya Tenggarong Kabupaten Kutai Kartanegara
3. Untuk mengetahui pengaruh city image terhadap keputusan berkunjung di Ladang Budaya Tenggarong Kabupaten Kutai Kartanegara.
4. MANFAAT PENELITIAN
5. Bagi Instansi/Ladang Budaya Tenggarong

 Memberikan informasi kepada masyarakat khususnya masyarakat di luar tenggarong yang belum mengenal ladang budaya tersebut,supaya bisa di kenal lebih banyak orang atau daerah lagi.

1. Bagi Akademisi

 Penelitian ini dapat menambah pengetahuan dan pemahaman dalam bidang penelitian mulai dari pengumpulan data,pengelolaan data hinggapenyajian dalam bentuk laporan.Bisa menjadi bahan referensi pada penelitian selanjutnya yang berhubungan dengan *City Branding* dan *City Image.*

1. Bagi penulis/peneliti

 Sebagai sarana bagi penulis untuk menerapkan ilmu yang di dapat selama perkuliahan dengan keadaan yang terjadi di lapangan.dapat menambah pengetahuan dan wawasan juga bagi penulis mengenai *City Branding* dan *City* *Image* Terhadap keputusan berkunjung.

1. PENELITIAN TERDAHULU

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| NO | NAMA PENELITI | JUDUL | TUJUAN PENELITIAN | HASIL PENELITIAN |
| 1 | Amelia Fatimah Putri (2018) | Pengaruh *City Branding* Pada *City Image* Dan Keputusan Berkunjung Wisata Batu (Studi kasus kota wisata batu) | Untuk mengetahui hubungan yang signifikan antar *city branding,city image* terhadap keputusan berkunjung | Variabel *city branding* (X) berpengaruh signifikan terhadap *city image* (YI) variabel city branding (X) berpengaruh |
| 2 | Bidratul jannah,dkk (2014) | Pengaruh *City Branding* Pada *City Image* Dan Keputusan Berkunjung Wisatawan Ke Kota Banyuwangi | Untuk mengetahui hubungan yang signifikan antara *city branding,city image* terhadapan keputusan berkunjung | *City branding* berpengaruh signifikan terhadap *city image*, variabel *city branding* berpengaruh signifikan terhadap keputusan berkunjung dan *city image* memiliki pengaruh namun tidak signifikan terhadap keputusan berkunjung |

1. VARIABEL PENELITIAN

 Penelitian ini menganalisis Pengaruh *City Branding* Pada *City Image* Terhadap Keputusan Berkunjung Wisatawan Ladang Budaya Tenggarong. . Variable Independen : *City Branding* (X1),*City Image* (X2), Variabel Dependen : Keputusan Berkunjung (Y)

1. ALAT ANALISI

 Dalam penelitian ini, peneliti mengkaji penelitian dengan menggunakan alat/media PLS (*Parcial Least Square*).

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