

Destination Branding and Government Role: A Case Study of the UNESCO Heritage Site “The Cosmological Axis of Yogyakarta”

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Abstract

UNESCO declared The Cosmological Axis of Yogyakarta as one of the world heritage sites of Indonesia on 18 September 2023. The establishment by UNESCO has consequences on the importance of Destination Branding The Cosmological Axis of Yogyakarta by stakeholders, in particular the local government, in supporting the preservation of sustainable culture and tourism. The purpose of the research is to learn the strategy of developing destination branding on the Yogyakarta Philosophy Axis to support the local government's preservation of cultural heritage. This research method is through in-depth interviews, observations, and Focus Group Discussion (FGD) with the Department of Culture (Dinas Kebudayaan/Kundha Kabudayan) in the Special Region of Yogyakarta, which is involved in the development of the philosophical axis area. The results of this research show that the government, especially the Department of Culture, has played an essential role in developing the destination branding strategy of The Cosmological Axis to improve the public's understanding of the values and efforts of preservation of cultural heritage. As a UNESCO World Heritage site, the Philosophy Axis has opportunities to increase tourist attractiveness based on cultural heritage. However, there are challenges, such as public awareness in preserving such cultural heritage, sustainable tourism, disaster mitigation, and the socio-cultural existence of communities around The Cosmological Axis of Yogyakarta.

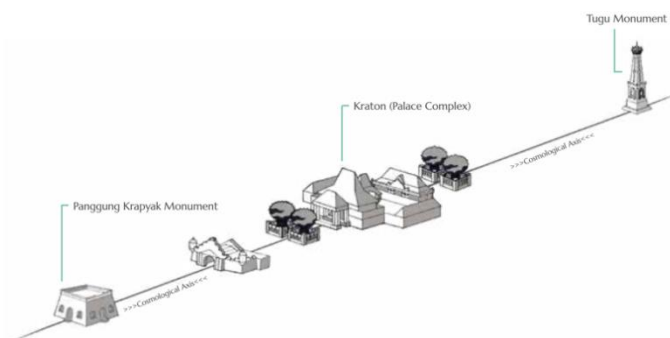
Keywords: Destination Branding, Stakeholder Roles, Cultural Heritage Conservation, The Cosmological Axis, Yogyakarta

1. Introduction

The United Nations Educational, Scientific and Cultural Organization (UNESCO) declared the Yogyakarta Philosophy Axis as one of the world heritage sites of Indonesia at the 45th Session of the World Heritage Committee (WHC) in Riyadh, Saudi Arabia. The Cosmological Axis of Yogyakarta is an imaginary axis stretching 6 km from North to South. The imaginary Axis forms a straight line drawn from Krapyak Square (south), Keraton Yogyakarta (center), and White Pal Tugu (Golong Gilig Tugu) or Yogyakarta Tugu. (north). According to the book *The Cosmological Axis of Yogyakarta and Its Historic Landmarks* (Revision edition February 2023), the Yogyakarta Philosophy Axis is not just an imaginary line; it has a spiritual side taken from the conception of Java.

The Yogyakarta philosophy axis is an idea of Sri Sultan Hamengku Buwono I, who built Yogyakarta in 1755-1792, based on Java principles referring to the environment. The main principle of its construction is Hamemayu Hayuning Bawono, which has the meaning of making bawono (nature) into hayu (beautiful) and rahayu (safe). The orientation of the axis and the placement of the landmarks along its length were designed to manifest in physical form the Javanese philosophical thoughts on human life, especially the cycle of life (Sangkan Paraning Dumadi), ideal harmonious life (Hamemayu Hayuning Bawana), the connection between human beings and the Creator (Manunggaling Kawula Gusti), and the microcosmic and macrocosmic worlds. The landmarks are connected spatially, in their design, through rituals, and by the traditional management system of the Sultanate of Ngayogyakarta Hadiningrat, known as Tata Rakiting Wewangunan. The axis is aligned between Mount Merapi, considered the abode of Guardian Spirits, and the Indian Ocean, regarded as the home of the Queen of the Southern Sea, reflected in the shape and meaning of the northernmost and southernmost monuments that define the axis. Finally, Hamengkubowono I (the first Sultan of Yogyakarta) realized the concept by creating an imaginary axis that symbolizes the harmony and balance of the relationship between man and God, man with man, and man with nature based on five elements: fire from Mount Merapi, land from Ngayogyakarta, water from the South Sea, wind (maruta), and space (angkasa). This historical process is the result of a long cultural assimilation. The philosophical poros showing the cycle of human life represents the concepts of three local wisdoms: Java (especially cosmology), Hinduism, and Islam. (UNESCO, 2020).

The philosophical axis of Yogyakarta describes the journey of the human life cycle based on the conception of Sangkan Paraning Dumadi. For example, the trip from the Krapyak Stage to Keraton Yogyakarta represents the concept of origin and the process of human cultivation. The trip refers to the Krapyak stage, which means early birth. The Krapyak Stage trip to Keraton Yogyakarta symbolizes the concept of making dumadi: a human journey from the uterus from adulthood to marriage and having children. The journey from Tugu Yogyakarta to Keraton Yogyakarta symbolizes man's journey towards the Creator, according to the concept of healing. These concepts have created meaning and value in the context of social life and society of Yogyakarta today (Muwalliha, 2022). Meanwhile, the white color on Yogyakarta Tugu symbolizes the holiness of the heart.



Figures 1. The Cosmological Axis Illustration

(References: Nomination Dossier The Cosmological Axis Of Yogyakarta, Kemendikbud)

However, the settlement also needs help managing and preserving the Yogyakarta Philosophy Axis area. Setting up this area for UNESCO also considers the management plan of the Yogyakarta Philosophy Axis area that has been drawn up. Therefore, Indonesia must fully implement the management plan to preserve world heritage status. It is worth noting that the area of Yogyakarta Philosophy Axis and its surroundings is constantly growing and developing. The city growth process, including the buildings and places, must be controlled so the Government can preserve the Yogyakarta philosophy axis. The axis passes through some crucial points essential to the sultanate and residents of Yogyakarta, including Krapyak Square, Yogyakarta Keraton, and White Pal Tugu, each with a unique philosophy (Mahany, 2020). The establishment by UNESCO has implications for the importance of Destination Branding The Cosmological Axis of Yogyakarta by stakeholders, particularly the Government, in support of cultural preservation and sustainable tourism. Recognizing the importance of building a positive image and introducing the cultural heritage of The Cosmological Axis of Yogyakarta at the international level, the study focuses on destination branding strategies and the role of Government.

2. Literature Review

2.1 Destination Branding

Destination branding strategy is a strategic approach aimed at creating a positive and distinctive image for a destination to enhance its competitiveness in the tourism market. It involves selecting consistent brand elements to establish a unique identity differentiating the destination (Blain et al., 200). Effective destination branding provides visitors with assurance of quality experiences, reduces search costs for potential tourists, and helps the destination establish a unique selling proposition (Blain et al., 2005). This strategy is essential for cities, regions, and countries as it involves applying branding techniques to promote economic, political, and cultural development (Kemp et al., 2012). Moreover, destination branding aims to create a memorable connection or emotional link between the target market and the destination, enhancing its strategic market position and competitiveness (Blain et al., 2005). It is crucial for destination brand managers to engage local stakeholders, businesses, and residents to ensure their long-term commitment and loyalty to the brand, making the branding strategy appealing and sustainable (Sartori et al., 2012). Furthermore, developing a destination brand image acts as a differentiation strategy in the marketplace, attracting tourists and contributing to the overall success of the destination (Peña et al., 2013). Despite challenges like short-term economic pressures and political interests, implementing a destination branding strategy is vital for boosting economic growth, enhancing residents' living standards, and improving the overall competitiveness of a destination (Insch, 2011).

Destination Marketing Organizations (DMOs) play a critical role in emphasizing the distinctive personality of a destination through marketing campaigns that focus on emotional and holistic dimensions, such as personality traits, to establish a strong brand identity (Aguilar et al., 2014). In conclusion, destination branding strategy is a multifaceted approach that involves creating a

unique and positive image for a destination to attract tourists, differentiate itself in the market, and ultimately achieve economic growth and sustainability. Destination branding management involves creating and maintaining a positive image of a tourism destination to distinguish it from others (Hultman et al., 2015). Central to destination branding is the involvement of various stakeholders, including residents, in promoting the destination as brand ambassadors (Wagner & Peters, 2009). Collaborative efforts among stakeholders are crucial for successfully creating and managing a destination brand (Wagner & Peters, 2009).

Moreover, the role of Destination Management Organizations (DMOs) is pivotal in applying brand strategies and marketing techniques to develop the destination as a brand (Shi, 2020). Destination branding management is a multifaceted process that involves creating a positive destination image, engaging stakeholders, building brand equity, and fostering emotional connections with tourists. By implementing effective branding strategies and involving various stakeholders, destinations can differentiate themselves, attract visitors, and ultimately achieve a competitive advantage in the tourism industry.

To explore the significance of destination branding and stakeholder roles in the context of the UNESCO Heritage Site "The Cosmological Axis of Yogyakarta," it is crucial to consider the interplay between branding strategies and stakeholder engagement in managing and promoting this unique heritage destination. Destination branding plays a pivotal role in enhancing the recognition and appeal of heritage sites like "The Cosmological Axis of Yogyakarta" by creating a distinct identity that resonates with visitors (Qu et al., 2011) Giannopoulos et al., 2020). Branding involves highlighting tangible attributes such as historical sites and intangible characteristics like culture and customs to differentiate the destination (Qu et al., 2011). Moreover, applying branding theories to tourism places, particularly heritage destinations, is essential for shaping destination image and personality (Hosany et al., 2006). Stakeholders, including UNESCO, the National Government, Tourist Boards, and local merchants, play crucial roles in the branding and management of heritage sites (Ryan & Silvanto, 2009). Effective stakeholder coordination and collaboration are necessary for developing a successful destination brand (Bregoli, 2012). Engaging stakeholders in the branding process, co-creating brand identity, and motivating them to support the brand are vital for fostering brand authenticity and attachment (Golestaneh et al., 2021).

Furthermore, the involvement of internal stakeholders, such as local communities and residents, is instrumental in shaping the brand image and promoting the heritage destination (Sartori et al., 2012). Actively seeking input from local stakeholders regarding the destination's personality and image can enhance stakeholder engagement in the branding process (Martins et al., 2023). This engagement benefits various stages of destination brand development, including research, implementation, and control (Martins et al., 2023). In conclusion, the successful branding and management of the UNESCO Heritage Site "The Cosmological Axis of Yogyakarta" rely on strategically integrating destination branding principles and effective stakeholder engagement. By leveraging branding strategies, emphasizing authenticity, and actively involving stakeholders in the branding process, destinations can create a compelling brand image, attract visitors, and ensure the long-term sustainability of the heritage site.

2.2 Stakeholder Roles

Stakeholders play a crucial role in the development and success of destination branding strategies. The involvement and commitment of stakeholders are essential for creating a strong and sustainable destination brand identity (Sartori et al., 2012). Successful destination branding requires a collaborative approach among various stakeholders, including local communities, businesses, and tourism organizations (Martins et al., 2023). Engaging stakeholders in the branding process ensures their support and helps align the branding strategy with the needs and desires of internal and external stakeholders (Kemp et al., 2012). Furthermore, the participation of stakeholders in destination branding is vital for balancing short-term gains with long-term benefits and managing the interests of all relevant parties involved (Merz et al., 2009). Stakeholders' perceptions and values should serve as the foundation for defining the destination brand's identity, fostering their commitment to the branding efforts, and contributing to a sustainable brand image (Martins et al., 2023). The destination branding process often involves a wide range of stakeholders who seek to have a say in defining and communicating the brand, highlighting the importance of effective stakeholder management (Sartori et al., 2012). In conclusion, stakeholders' active involvement and collaboration are fundamental to the success of destination branding initiatives. By engaging stakeholders, destination marketers can ensure that the branding strategy resonates with the local community, businesses, and other key players, leading to a more authentic, compelling, and sustainable destination brand identity.

3. Research Method

This research uses descriptive analysis with a qualitative approach. The primary data is collected through observations, in-depth interviews, and literature studies. Secondary data gathering is done by collecting data related to tourism development, indicators of attractions, facilities, services, and management of tourist destinations, as well as data relating to the research objectives. The method of analysis used in this research uses mixed analysis, i.e., descriptive analysis and qualitative analysis, which are only referred to as qualitative descriptive analysis techniques. (Ruslan, 2008). Qualitative analysis consists of three cycles of activity that co-occur between data reduction, data presentation, and conclusion drawing (Moleong, 2007). This research method is through in-depth interviews, observations, and Focus Group Discussion (FGD) with the Department of Culture (Dinas Kebudayaan/Kundha Kabudayan) in the Special Region of Yogyakarta (or Daerah Istimewa Yogyakarta/DIY), which is involved in the development of the philosophical axis area.

4. Finding and Discussion

4.1 Heritage Site The Cosmological Axis of Yogyakarta"

The Cosmological Axis of Yogyakarta holds significant cultural and historical importance in Indonesia, particularly in the region of Yogyakarta. This axis represents a unique heritage site that embodies the area's rich cultural heritage and diverse social groups (Sakti, 2024). The preservation and revitalization of cultural landscapes, such as the Kotagede area, designated as a heritage preservation site, play a crucial role in maintaining Yogyakarta's historical and

cultural fabric (Rindrasih & Witte, 2020). Additionally, transforming sites like the Prambanan temple into archaeological parks while facing challenges such as protests from locals highlights the delicate balance between heritage conservation and development initiatives (Lukman, 2020). Yogyakarta's status as a World Heritage City is further reinforced by efforts to reveal tourist hotspots and promote the city's heritage through social media data clustering, supporting the preservation of its philosophical axis (Wibowo et al., 2021).

The multi-layered identity of Yogyakarta, often referred to as the City of Philosophy, reflects the city's historical significance and cultural depth, with landmarks like Borobudur Temple Compounds recognized as UNESCO World Heritage sites (Siregar, 2019; Maizida, 2021). The protection of cultural heritage sites in Indonesia, including those in Yogyakarta, underlines the importance of safeguarding historical and archaeological treasures for future generations (Hosty et al., 2018). The role of local guides in shaping tourism discourse in Yogyakarta and the acculturation dynamics of traditions like the Sekaten Festival further contribute to the cultural vibrancy and heritage value of the region (Espelt & Aulet, 2019). The conservation of traditional symbols and the ideological meanings associated with heritage sites in Yogyakarta is of utmost importance, underscoring the significance of preserving local beliefs, wisdom, and historical narratives (Siregar & Rukmi, 2020). Overall, the Cosmological Axis of Yogyakarta represents a tangible link to the region's past, serving as a testament to its cultural legacy and historical evolution.

The results of an interview with an informant related to the meaning of "The Cosmological Axis of Yogyakarta" are as follows:

"Yogyakarta's owned Java philosophies are Memayu Hayuning Buwono, Manunggaling Kawula Gusti, Sangkan Paraning Dumadi described in a "The Cosmological Axis of Yogyakarta". So Yogyakarta's character is like a character in a philosophical axis. The philosophical axis does not mean to be a tourist destination, but to be an impact."

"The Cosmological Axis of Yogyakarta" is a site of historical, cultural, and spiritual value. The Cosmological Axis of Yogyakarta is a historical property with a cosmological and philosophical value that is very important in the context of the culture of Java. This property consists of several historical landmarks in Yogyakarta linked to the rich concepts of cosmology and Java philosophy. Here are some crucial points about the site of the heritage:

1. Cultural and Spiritual Significance: This site is an essential witness of Java civilization and culture, which shows a necessary exchange between belief systems and values. The Cultural and Spiritual Significance of The Cosmological Axis of Yogyakarta and Its Historic Landmarks lies in its role as a profound witness of Java civilization and culture, showcasing a dynamic exchange between diverse belief systems and values. This site serves as a living testament to the rich heritage of the Javanese people, reflecting the harmonious coexistence of different religious and spiritual practices that have merged to create a unique cultural tapestry. It preserves a myriad of values and traditions that are integral to the Javanese identity. The cultural site embodies historical significance by preserving royal traditions, societal customs, and the evolution of belief systems. Through collaborative conservation efforts and community

engagement, the site ensures the continuity of its cultural legacy, making it an icon of cultural and spiritual significance in Yogyakarta.

2. Cosmological Direction: Landmark placement along the cosmological axis designed to manifest in physical form Java's philosophical thinking about human life, especially the life cycle, the ideal harmonious life, the relationship between man and the Creator, as well as the world of the microcosm and macrocosm.

The Cosmological Axis of Yogyakarta and Its Historic Landmarks exemplify a profound cosmological direction by strategically placing landmarks along an axis that physically embodies Java's philosophical beliefs regarding human existence. This design manifests Java's philosophical thinking about various aspects of human life, including the life cycle, the pursuit of an ideal harmonious life, the intricate relationship between humanity and the Creator, and the interconnectedness of the microcosm and macrocosm. Each landmark along this axis symbolizes a different facet of these philosophical concepts, creating a tangible representation of Java's deep-rooted spiritual and intellectual traditions. By placing these landmarks, the axis is a physical manifestation of Java's profound contemplation on the nature of human existence and its interconnectedness with the divine and the universe, offering visitors a unique insight into the philosophical underpinnings of Javanese culture and spirituality.

The Cosmological Axis of Yogyakarta is not just a cultural and historical heritage, but a spiritual and philosophical nucleus for the Java community. It transcends its physical manifestations to embody a profound spiritual significance, serving as a sacred space where the essence of Java's spiritual and philosophical traditions converge. This axis, with its strategic placement of landmarks symbolizing Java's philosophical beliefs on human existence, becomes a tangible expression of the community's deep-rooted spiritual values and philosophical contemplations. It stands as a revered center where individuals can connect with their cultural roots, contemplate the mysteries of life, and seek harmony with the divine and the cosmos. As a spiritual and philosophical hub, it not only preserves the cultural legacy of the Java community but also nurtures a profound sense of spiritual identity and interconnectedness, making it a vital cornerstone of Java's cultural landscape.

4.2 Destination Branding Strategy at The Cultural Heritage Site "The Cosmological Axis of Yogyakarta"

The destination branding strategy for the cultural heritage site "The Cosmological Axis of Yogyakarta" is carried out through various efforts to develop branding attributes, internalize privileged values, special activities, and socialization through the media and educational programs. The process of brand development attributes involves Mapping the cultural heritage of objects corresponding to the Outstanding Universal Value (OUV) values, translation-related documents in the form of studies that are more easily understood by the general public, and the creation of a deep and robust understanding of the philosophy axis.

The internalization of the privilege is done by providing learning to the State Civil Apparatus (Aparatur Sipil Negara/ASN) at various levels of office so that they can become ambassadors

who understand and explain the importance of the philosophy axis as a UNESCO heritage. In addition, various specialty activities such as carnival batik and cultural carnival are held regularly to revive cultural heritage and raise public awareness. Socialization is also extended through social media and websites and annual programs involving the comic community to attract young children. The Jogja Heritage Track program introduces cultural heritage through heritage bus travel, which helps broaden public understanding and involve them in conservation efforts. By implementing these detailed strategies and programs, branding the philosophy's axis is expected to become more known and understood by the broader public so that the preservation and enhancement of the value of cultural heritage can continue to be done well. Destination branding strategy is crucial in promoting and preserving heritage sites like "The Cosmological Axis of Yogyakarta." Here are some key points regarding destination branding strategy heritage site The Cosmological Axis of Yogyakarta:

1. Unique Selling Proposition (USP): The USP for the Cosmological Axis of Yogyakarta is a strategy that hones in on the unique features and values that set this site apart from others. This USP highlights the cosmological significance of the axis, which is a unique embodiment of the harmonious relationship between nature and the spiritual world. The site's historical landmarks, such as Yogyakarta Kraton, Tugu Monument, and the Krapyak Stage, which form the axis, are also key features. Additionally, the traditional management system and cultural practices that have been revived over the centuries add a special allure for tourists seeking authentic cultural and spiritual experiences. By accentuating these unique aspects, branding strategies can create a strong attraction for travelers interested in deep and authentic experiences. This approach also helps to differentiate the Cosmological Axis from other sites and enhances its appeal as a privileged tourist destination.

2. Storytelling and Narrative: Storytelling and Narrative: Developing a powerful and exciting narrative is crucial to branding this destination. This narrative should cover the rich history, cultural heritage, and spiritual significance of the Cosmological Axis of Yogyakarta. Storytelling conveys legends, myths, and historical events associated with this axis, thus creating deeper emotional connections for visitors. The narrative also involves perspectives from residents, historians, and cultural practitioners to provide authentic and diverse insights. An exciting narrative can help visitors understand and feel this site's cultural and historical values. The emotional connections created through storytelling can make visits more effective, encourage visitors' loyalty, and disseminate positive information about these destinations. The result of an interview with the following informants concerning strategy destination branding storytelling of the Cosmological Axis of Yogyakarta is as follows:

"One way to introduce to of the Cosmological Axis of Yogyakarta is by using the Jogja Heritage Track bus."

The new way to facilitate tourists and promote tourism of the Cosmological Axis of Yogyakarta is called the "Jogja Heritage Track" Bus. The Government of Culture (Kundha Kabudayan) Istimewa Yogyakarta District developed the facility. The Jogja Heritage track's primary purpose is to introduce the Cosmological Axis of Yogyakarta. to visitors with a storytelling and narrative

approach. One of the routes is the Sangkan Paraning Dumadi package, which is the three main points of the philosophy axis: Tugu, Keraton, and Krapyak Stage.

3. Cultural Experiences: Providing an authentic cultural experience is integral to a branding strategy. It includes offering traditional performances such as leather cartoons and gamelan music and craft demonstrations such as conventional dance or culinary art. Visitors can also participate in local ceremonies and festivals, giving them a hands-on experience of a lively culture. Based on information from the Ministry of Culture's website (Kundha Kabudayan), DIY actively organizes cultural activities and experiences such as the Parade of Cultural Arts, Jogja Cross Culture, and the Festival of Jeron Beteng. Immersive cultural experiences can enrich tourist visits and deepen their understanding of local culture. It can also help preserve cultural traditions by involving visitors and local communities in cultural preservation activities.

4. Sustainable Tourism Practices: Our commitment to sustainable tourism practices is not just about the present, but about ensuring the long-term sustainability of our heritage sites. We focus on reducing environmental impact and benefiting local communities. This includes promoting responsible tourist behavior, encouraging visitors to respect cultural and natural environmental norms, and supporting community-based tourism initiatives that involve locals in tourist activities. By educating visitors about the importance of conservation and promoting sustainable practices, we can reduce the negative impact and improve the well-being of local communities. This creates a more sustainable and inclusive tourism ecosystem, ensuring that our heritage site can be enjoyed by future generations.

5. Partnerships and Collaboration: Collaboration with various stakeholders, including government agencies, cultural institutions, and tourism organizations, is vital to strengthening branding and promotion efforts. These partnerships can support conservation efforts, enhance visitors' experience, and encourage sustainable development in the region. Based on the website of the Ministry of Culture (Kundha Kabudayan) actively organizes a monthly event called "Selasa Wage," which features dances from Paguyuban Art and the Cultural Community in Malioboro.

Collaboration with various stakeholders ensures cultural preservation efforts go smoothly and sustainably. It can also help promote the site to a wider audience and support more effective marketing initiatives, as well as bring economic and social benefits to local communities.

6. Digital Marketing and Promotion for "The Cosmological Axis of Yogyakarta: As part of the branding strategy, the use of digital marketing and promotion plays an important role in raising global awareness of the cultural heritage site "The Cosmological Axis of Yogyakarta" By leveraging digital marketing channels such as social media, websites, and other online platforms, the site can reach a wider and more diverse audience. Creating exciting content, including high-quality images, videos, and virtual tours, helps highlight the beauty and significance of this cosmological axis, attracting the interest of potential tourists. Developing interactive experiences and educational resources enabling prospective visitors to explore sites virtually can create a strong sense of connection and anticipation, increasing engagement and

interest in live visits. This approach promotes the site effectively and ensures that its cultural and historical values are understood and appreciated globally. The results of the interview with the following informants related to media marketing and information on "The Cosmological Axis of Yogyakarta" made by the Department of Culture (Kundha Kabudayan):

"We create an account [instagram@sumbufilesofi](https://www.instagram.com/sumbufilesofi), the website also has its own jogjaworldheritage.com that can be accessed"

The Department of Culture (Kundha Kabudayan) has implemented a comprehensive digital marketing strategy to raise global awareness of "The Cosmological Axis of Yogyakarta" area. The plan includes creating an Instagram account (@sumbufilesofi) and a dedicated website (jogjaworldheritage.com) to showcase the site's cultural significance through high-quality images and videos. The strategy also involves developing interactive experiences and educational resources to engage prospective visitors and foster a sense of connection and anticipation, ultimately promoting the site's cultural and historical values globally and increasing interest in live visits.

By implementing these strategies, the Cosmological Axis of Yogyakarta can strengthen its position as a unique and significant cultural heritage destination, attract more tourists, and ensure conservation and a deep understanding of its cultural and historical values. By carrying out these tasks, the Special Region of Yogyakarta Cultural Service plays an essential role in preserving the cultural and historical wealth in the Yogyakarta Special Region. Destination branding is a strategy that promotes and conserves the cultural heritage site "The Cosmological Axis of Yogyakarta." Implementing a comprehensive destination branding strategy that focuses on authenticity, sustainability, cultural experiences, storytelling, and collaboration, the Cosmological Axis of Yogyakarta can attract more visitors, preserve its heritage values, and contribute to the local economy and community development.

4.3 The Role of Government Stakeholder Developing Strategy of Destination Branding of Cultural Heritage Sites "The Cosmological Axis of Yogyakarta"

The efforts to protect and preserve culture in Indonesia are carried out through various measures involving governments, communities, and international institutions such as UNESCO. One way to protect and preserve Indonesian culture internationally is to apply cultural heritage as a World Heritage site recognized by UNESCO. The primary condition for a culture to be recognized as a World Heritage Site is to have an Outstanding Universal Value (OUV). The criteria of outstanding universal value for a property to be designated as a world heritage site include representing human creative masterpieces, showing the exchange of human values, and being an outstanding example of traditional human settlements or land-use systems.

Government stakeholders play a crucial role in developing a strategy for destination branding for cultural heritage sites like "The Cosmological Axis of Yogyakarta." In the case of Yogyakarta, various government agencies are involved in protecting and managing the nominated property. Based on the data provided, the role of governments in drafting regulations related to the preservation and development of cultural heritage is crucial. The Government of

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The Special Region of Yogyakarta (or Daerah Istimewa Yogyakarta/DIY) has taken a strategic step by issuing a Decision of the Governor of Special Region of Yogyakarta Number 360/KEP/2023 on the Joint Secretariat for the Management of the World Heritage of the Yogyakarta Philosophy Basin. This decision serves as a foundation for ensuring communication, policy formulation, management strategies, coordination-integration of planning, operational, monitoring, and evaluation, and supporting reporting functions. Department of Culture in the Special Region of Yogyakarta is an institution responsible for preserving and managing cultural heritage in the Special Region of Yogyakarta. This service has several important tasks related to identification, documentation, inventory, care, management, supervision, coordination, and education regarding cultural heritages. One of the main tasks of the Department of Culture in the Special Region of Yogyakarta is to identify, document, and inventory cultural patrimony in the region. It involves a detailed recording of local cultural reserves, traditions, and art, as well as comprehensive inventory preparation to ensure all cultural heritage is well-recorded.

In addition, the Department of Culture in the Special Region of Yogyakarta is responsible for the management and maintenance of historical sites as well as cultural artifacts. They restore and conserve cultural reserve buildings, monuments, historical areas, and essential artifacts to keep their authenticity awake. The Department of Culture in the Special Region of Yogyakarta has developed various programs to support the preservation and development of cultural heritage. These programs include restoration, research, publication, cultural festivals, exhibitions, and art performances to introduce and celebrate the heritage site. Regarding supervision, the Department of Culture in the Special Region of Yogyakarta authorizes activities that potentially affect cultural heritage, such as developing or renovating historical areas. They also monitor such activities to ensure they do not damage or interfere with existing cultural heritage. Department of Culture in the Special Region of Yogyakarta also plays a role in coordinating conservation efforts with various stakeholders, including government agencies, private institutions, the community, and international actors. This partnership aims to preserve such cultural heritage and sustainable tourism.

In addition, the service actively organizes socialization and educational activities to raise public awareness of the importance of preserving cultural heritage. These academic programs target schools, universities, and communities, as well as through seminars, workshops, and public discussions. With these tasks, the Department of Culture in the Special Region of Yogyakarta plays an essential role in preserving and promoting the cultural and historical wealth in the Special Region of Yogyakarta, ensuring that present and future generations can protect such cultural heritage.

By carrying out these tasks, the Department of Culture in the Special Region of Yogyakarta has been a leading agency in the conservation and management of cultural heritage in the Special Region of Yogyakarta. Department of Culture in the Special Region of Yogyakarta plays an essential role in the branding strategy of the cultural heritage destination "The Cosmological Axis of Yogyakarta" through the identification, documentation, maintenance, management, supervision, coordination, and education related to the site. By systematically documenting and

treating historical sites, the Department of Culture in the Special Region of Yogyakarta ensures the attractiveness and authenticity of "The Cosmological Axis of Yogyakarta" remains awake. The development of conservation and promotion programs, monitoring of activities, and coordination with various stakeholders also strengthen the cultural image of this destination. Through socialization and education, this service also increases public awareness and broad support for the conservation of and promotion of cultural heritage, thus strengthening the branding strategy of the destination. This strategy may include promoting the historical significance of the sites, enhancing visitor experiences, implementing sustainable tourism practices, and engaging with local communities to ensure the preservation of cultural heritage for future generations. The purpose of this activity is to revive and educate people about cultural heritage and involve them in efforts to preserve and raise awareness of the importance of philosophy.

5. Conclusion

The Government, particularly the Department of Culture in the Special Region of Yogyakarta, plays a crucial role in developing the destination branding strategy for The Cosmological Axis, which is essential for improving public understanding of its values and preservation efforts. This strategy enhances the site's tourist attractiveness by leveraging its UNESCO World Heritage status. However, challenges such as raising public awareness about cultural heritage preservation, ensuring sustainable tourism practices, implementing disaster mitigation measures, and addressing socio-cultural aspects affecting local communities are identified. The research underscores the importance of stakeholder roles, especially the Government, in supporting the preservation of cultural heritage and promoting sustainable tourism at The Cosmological Axis of Yogyakarta. These findings highlight the significance of destination branding strategies and stakeholder engagement in preserving and promoting this cultural heritage site.

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