

## Community Perception of Medan City on Brand Medan Rumah Kita (Case Study of Medan Perjuangan Sub-District Community)

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### Abstract

*This study is entitled "Medan City Community Perceptions of the Brand Medan Rumah Kita", the purpose of this research is to find out the perception of the Medan Struggle community towards the Medan City government brand, to find out the existence of a community that supports the brand Medan Rumah Kita, to find out what media are used in container information and promotion of the Medan Rumah Kita brand. The theory used to analyze this research is communication theory. The object of research is the Medan City government office and Medan Perjuangan community. This research method is a case study approach method of Medan Perjuangan people and the population is the Head of Medan City Subdivision Government and Medan Perjuangan Subdistrict Community who have a Resident Identity Card (KTP) and have Social Media. The analysis technique used is domain analysis. The results showed that the majority of respondents gave the perception that Medan Rumah Kita whose name means our house must be taken care of, cared for properly if we stay at home in harmony with one of the Medan City government missions, namely cooperation in which together or working together build the Medan City together with the Medan City community, then the Medan Struggle community supports the Brand Medan Rumah Kita, and the Medan City Government has promoted the Medan Rumah Kita Brand through all mass media, electronic media, print media, online media, social media such as Facebook, Instagram, Twitter and YouTube.*

### Keywords

community perception; Medan Rumah Kita; community



## I. Introduction

Brand Medan Rumah Kita was introduced by H T. Dzulmi Eldin and Akhyar Nasution in the 2015 Regional Election (Medan) Regional Election. The brand is meant to restore enthusiasm and ideas. Medan Rumah Kita becomes a political will that has the ability to increase physical development and the development of human quality, not just the icon of the Palace of Munmun and the tobacco in which it reads Medan Rumah Kita.

With the enactment of Law Number 32 Year 2004 regarding Regional Autonomy, it opens opportunities for each region to show their potential in managing all assets owned. New breakthroughs are needed in the face of the dynamics of global competition today. One of the potentials of the Medan City government to make new breakthroughs in facing the dynamics of current global competition by creating the Medan City brand, Medan Rumah Kita, is one of the concepts in developing the identity of the Medan City region.

With the existence of the brand Medan Rumah Kita, it is expected to be able to suggest to the public that the Medan City government, led by H T. Dzulmi Eldin and Akhyar Nasution, can and can become a multicultural, competitive, humanist, prosperous and religious future city. Currently the Medan City government has implemented the government brand in the official website of the Medan City government.

Based on that later it can be helped and known by the people in Medan, then in the Medan City government brand where the brand is Medan Rumah Kita, it can be interpreted that Medan Rumah Kita is like a private home and can be maintained by the community in Medan City. With this, the Medan City Government brand can be sustainable with the vision and mission that was initiated by the Mayor and Deputy Mayor of Medan itself.

Most people of Medan City still don't know the brand of the city government. Among the people who feel apathetic besides the lack of promotion by the government so that the shape of the Medan City government brand is less known by some people of Medan City. Furthermore, whether the brand Medan Rumah Kita is merely a brand that is displayed and made by the government so that the brand does not work or is not in accordance with the vision and mission.

In order to realize the vision and mission values of the government and be right on target, the Medan City government needs to play an active role in realizing what is contained in the brand Medan Rumah Kita, so that the brand is not just a brand. On the other hand, people's perception of the brand Medan Rumah Kita is important to evaluate and participate. Is the public perception in accordance with the goals and ideals of the formation of this branding?

From the explanation above, the researcher is also very interested to find out what media are used as a place for information, promotion and socialization of the brand Medan Rumah Kita. Then does the Medan City community support the brand Medan Rumah Kita that is promoted by the Medan City government and how does the Medan City community perceive the Medan Rumah Kita brand? This research also becomes an evaluation material whether the purpose and objectives of making the Medan Rumah Kita brand reach the desired targets and targets.

## **II. Review of Literatures**

### **2.1 Community Perception**

The term community, etymologically derived from the Arabic word *syaraka* which means "to participate, participate". In general, the understanding of society can be explored through the characteristics of the community itself. The characteristics of the community is according to Soekanto in Ismail (2020).

The public perception in this thesis is the perception of the people of Medan Perjuangan towards the Medan Rumah Kita brand that is like a guide to our lives, based on the research conducted by the author to informants, namely community members in the District of Medan Perjuangan, some knew and some did not know about the Medan City brand during this.

In general, the perception of Medan Perjuangan society towards the Medan Rumah Kita brand is an icon that distinguishes it from other cities. Medan Rumah Kita is also seen as a private home. But other perceptions state that the brand is less prominent, not even felt useful, and not even bring much change for the better.

People of Medan Perjuangan as a distinctive icon and means of tourism promotion that makes it different from other cities. This icon strengthens the identity of Medan City in

various fields. Representations of iconization in the tourism sector include Medan City Hall, Maimon Palace, Titi Gantung, Raya Mosque, Tjong A Fie House, Kesawan and others.

Medan Rumah Kita is interpreted as one's own home or private home, which is why it must be taken care of and cared for. The implementation is to cooperate with each other in developing the Medan City, in addition to not damaging the facilities provided by the Medan City Government.

Another perception states that the Medan City government did not explain the specifications of the brand Medan Rumah Kita. Brand that is not clear the intent and purpose. Another perception is that the brand is less prominent, because it does not reflect a specific orientation towards a context and content does not explain the specifications of the brand Medan Rumah Kita. It should be to the point, which is straightforward, clear and specifying. For example, Medan Free of Trash or Medan City of Business.

The brand Medan Rumah Kita, according to some informants, was not even felt beneficial because it was judged not to have brought much change for the better. Their reason was because not much change was felt even after using the brand. The informant gave an example of a case in infrastructure. Many roads have potholes, the drainage system is not well managed, if a little rain has flooded and is getting wider, lack of security at night, low traffic discipline, low public awareness to maintain environmental cleanliness, lack of attention to cultural arts activities, many old buildings are not maintained, the circulation of drugs and so on.

Another perception of mentioning our house in the Medan City brand is as if the city government is not responsible and delegates responsibility to its citizens if there are deficiencies and weaknesses that should be borne by the Medan City Government.

In the context of religion, public perceptions can be found in the Qur'an surah Al-believer verse 12:

وَلَقَدْ خَلَقْنَا الْإِنْسَانَ مِنْ سُلَالَةٍ مِّنْ طِينٍ

Meaning: And truly, we have created man from essence (derived) from the ground.

In Surah Al Believer verse 12 that the process of human creation is complemented by the creation of auditory and visual functions.

In the Koran surah Al Believer verse 78, namely:

وَهُوَ الَّذِي أَنشَأَ لَكُمُ السَّمْعَ وَالْأَبْصَارَ فَبَدَّةً قَلِيلًا مَّ  
تَشْكُرُونَ

Meaning: And He has created for you hearing, vision and conscience, but you have very little to be grateful for.

Understanding the perception of a psychological dictionary derived from English, perception which means: perception, vision, response; is the process by which a person becomes aware of everything in his environment through his senses; or environmental knowledge obtained through the interpretation of sensory data (Kartono & Gulo, 1987: 343).

With this, the process of perception is preceded by the process of receiving stimulus to the receptors, the senses when the people of Medan Perjuangan saw the brand Medan Rumah

Kita, then with the people seeing the Medan Rumah Kita brand formed a perception from the public about the Medan Rumah Kita brand.

According to Bimo Walgito, perception is a process of organizing, interpreting the stimulus received by organisms or individuals, so that it becomes something meaningful, and is an integrated activity in individuals (Bimo Walgito, 2004: 70).

Jalaludin Rachmat states perception is an observation about objects, events or relationships obtained by concluding information and interpreting messages (Jalaludin Rachmat, 2007: 51).

Suharman states perception is a process of interpreting or interpreting information obtained through the human sensory system (Suharman, 2005: 23)

From some of the opinions above can be drawn a similarity that perception is a process that starts from sight to form responses that occur in individuals so that individuals are aware of everything in their environment through their senses.

According to Walgito (2010: 99) every person who will carry out the perception must meet several conditions:

- a. Attention. Usually a person will not capture all the stimuli around him at once, but will focus his attention on one or two objects. The difference in focus will cause a difference in perception.
- b. Set one's expectations of stimuli that arise. For example, a runner will start with a gun, and at that time he should start running.
- c. Momentary and sedentary needs of a person will influence the person's perception.
- d. The system of value systems that apply to a society, also affects perception.
- e. Personality traits. For example, A and B work in an office, A is a timid person who perceives his boss as a scary character, while B who is full of confidence considers his boss as someone who can be invited to hang out like other people.
- f. Psychiatric Disorders. This will cause a misperception called hallucinations. Based on the conditions that affect one's perception, it is very much determined from the personality, mental state, and expectations of doing perception. A positive perception results in proper motivation for someone while negative perceptions result in a person's motivation being reduced or not good.

The process of perception occurs through four stages:

- a. The first stage, which is known as the natural process or physical process, is the process of capturing a stimulus by the human senses.
- b. The second stage, which is known as the physiological process, is the process of passing on the stimulus received by the receptors through the sensory nerves.
- c. The third stage, which is known as a psychological process, is the process of arising from individual awareness about the stimulus received by the receptor.
- d. The fourth stage is the results obtained from the process of perception in the form of responses and behavior. (Bimo Walgito, 2004: 104)

The factors that influence perception are internal factors, namely the state of the individual who influences the individual in holding the perception. The state of the individual can come from two sources, including physical sources and psychological sources. If the physical body is disturbed, it will affect the results of perception, while psychological sources that will affect the results of perception are experience, perception, feelings, thinking ability, frame of reference and motivation. (Bimo Walgito, 2003: 55).

The state of the individual is determined by the structural nature of the individual, the temporary nature of the individual, and the ongoing activities of the individual. Structural traits are permanent traits of individuals, for example there are individuals who like to pay

attention to their surroundings but there are also those who are indifferent while the temporary nature of individuals is related to individual moods (Bimo Walgito, 2005: 130).

Then external factors that influence perception include stimulus and the environment in which the perception takes place. Clarity of stimulus will have a lot of influence on perception. In general, a strong stimulus is more beneficial than a weak stimulus. (Bimo Walgito, 2005: 127).

If the stimulus is in the form of nonhuman objects, the accuracy of perception lies more in the individual who holds the perception, because the objects in the perception have no effort to influence the perceiver.

While the environment that is the background of the stimulus also affects perception, especially if the object of perception is human. The same object with different social situations can produce different perceptions. (Bimo Walgito, 2003: 55)

The application of perception theory in life according to (Adi Irbandi Rukminto, 1994: 114), namely:

a. Impression Formation

Process in which information about another person is converted into relatively fixed knowledge or thoughts about that person.

b. Attribution

The process by which humans explain and interpret the events they encounter.

c. Social Influence

The process by someone is present and tries to influence the attitudes or perceptions of others.

d. Social Relationship

Social perception is much influenced by one's closeness with others.

According to Koenjaraningrat society is a unity of human life that interacts in accordance with certain customs systems that are sustainable and are bound by a sense of shared identity (Koenjaraningrat, 2012: 122)

According to Hassan Shadily Society is a small group of people consisting of several people, who with or because of themselves are related by group and influence to one another. (Achols, John M. Hassan Shadily, 1984: 47)

According to Ralph Linton in the book Soerjono Soekanto Society is a form of life together for quite a long period of time so as to produce a tradition. (Soerjono, Soekanto, 2006: 22)

According to Soekanto, the characteristics of the community are:

a. Society is a human who lives together

b. Mixed for quite a long time

c. They realize that they are a unity

d. They are a system of living together (Soekanto, Soerjono, 2012: 32)

Based on the understanding and characteristics of the community put forward by the experts above, it can be concluded that the community is a group of people (individuals) who live in certain regions where they interact with each other in their social life, gather and interdependence between one individual and another individual.

A migrant community is defined as a society that comes from one area to another due to mutation and social life united with each other which creates differences in terms of ethnicity, race, culture, and customs of the indigenous community.

Mario Levi in (Atik Catur Budiati, 2009: 13). Argues that the element of society according to the thinker is a society consisting of four criteria that must be met so that a group can be called a community:

- a. The ability to survive that exceeds a person's lifetime
- b. Recruitment of all or part of its members through reproduction or birth.
- c. The existence of a system of primary action that is self-sufficient.
- d. Loyalty in a system of main actions together.

Edwar Shilis in (Atik Catur Budiati, 2009: 13) argues that the criteria of society are, society in the aspect of fulfilling their own needs which is divided into three components, namely regulation, self-reproduction, and self-creation. From sharing the formulation of the community it can be interpreted that the sociology of society has a special meaning that is different from the use of everyday words because not all people in a place called society.

## 2.2 Medan Rumah Kita

Medan Rumah Kita initially had a background, namely inviting and embracing the community to make Medan City like its own home.

This means that every citizen feels that Medan City is like a private home that must be cared for, guarded and maintained, be it security, comfort, cleanliness or anything else, all residents would instill a high level of love and care for the City of Medan concern for one's own home.

Medan Rumah Kita is a brand that was promoted and initiated by Medan Mayor Drs H T Dzulmi Eldin S. Msi M.H together with Deputy Mayor Ir H Akhyar Nasution M.Si when participating in the 2015 Medan regional election.

The brand makes a house filled with the vision and mission of the mayor and deputy mayor to advance the City of Medan and not just a brand or watchword, but also outlines the main ideas intended to bring the City of Medan towards a better direction in all fields.

This previous research became one of the writer's references in conducting research so that the author can enrich the theory used in studying the research conducted. From previous research, the author did not find research with the same title as the author's research title. But the authors raised some research as a reference in enriching the study material in the author's research. The following is a previous study in the form of several journals related to research conducted by the author. The previous studies relating to the title of this research are the Effect of City Branding "Colorful Medan" on the image of the City conducted by Ananda Fakhreza Lubis research results: the conclusions of the results of this study were obtained after data analysis through the stages of single table analysis, cross table analysis and hypothesis testing.

Thus based on research on correlational studies on the influence of City Branding "Colorful Medan" it can be concluded that most respondents stated their agreement that the use of City Branding "Colorful Medan" represented a good image of Medan city that represented the vision and mission of Medan city, good city planning of Medan, describe the city of Medan as livable and as a tourism city.

Present the city of Medan as a good city for business in trade, services and education, has a friendly, friendly, easy-to-adapt, multi-ethnic population, and represents the city of Medan as a city that is very easy to visit because of the ease of access to infrastructure and transportation.

In this study also explained that most of the respondents expressed their agreement that the image of Medan city through City Branding "Colorful Medan" was judged to be better, that is, it could increase knowledge about the city of Medan, interesting visualizations, making people visit Medan, attracting interest in recommending Medan City as a place tourism and shelter.

Through the hypothesis test, the correlation coefficient (rs) of 0.804 is obtained and the effect is positive and strong which means there is a significant influence. The magnitude of



the effect of City Branding "Colorful Medan" on the image of Medan City was 64.64%, the rest 35.36% was influenced by other factors not examined in this study.

The difference with this title is in the previous research title by Ananda Fakhreza Lubis, the researcher focused more on the influence of "colorful Medan" City branding on City imagery (correlational study of the influence of "colorful Medan" City branding on city imagery in Medan City).

### **III. Research Methods**

This study uses a case study approach that aims to describe the results of research and try to find a comprehensive picture of a situation. The choice of this methodology is because the phenomenon to be studied is a case that requires in-depth descriptive studies.

According to Yin, a case study is an empirical inquiry that investigates phenomena in real life contexts, where the boundaries between phenomena and contexts do not appear explicitly and where multiple sources of evidence are utilized (Yin, 2013: 18).

Researchers conducted research at the Medan City Government Office which was precisely on the location of Captain Maulana Lubis street no. 2, Petisah Tengah, Medan Petisah sub-district, Medan City.

One more location of the study was conducted in Medan Perjuangan Subdistrict in 9 villages namely: Pandau Hilir, Sei Kera Hulu, Sei Kera Hilir II, Sei Kera Hilir I, Pahlawan, East Sidorame, West Sidorame II, Sidorame Barat I, Tegal Rejo.

### **IV. Result and Discussion**

#### **4.1 Result**

The results of research conducted by the writer through an interview with the Head of Public Relations of Medan City Government Arrahman Pane, S. STP, M. AP, about the brand Medan Rumah Kita, which is meant by Medan Rumah Kita is a tagline that was carried and initiated by the Mayor of Medan Drs HT Dzulmi Eldin S. Msi MH together with Deputy Mayor Ir H Akhyar Nasution M.Si when participating in the 2015 Medan regional election.

The tagline makes the house filled with the vision and mission of the mayor and deputy mayor to advance the city of Medan and not just a brand or watchword, but also set forth the main ideas intended to bring the city of Medan towards a better direction in all fields.

As for the background of Medan Rumah Kita, the Medan City brand is basically to invite and embrace the community to make Medan City like a home. This means that every citizen feels that Medan City is like a private home that must be cared for, guarded and maintained, be it security, comfort, cleanliness or anything else. All residents would instill a high sense of love and concern for the city of Medan as well as caring for their own homes. The Medan City Government views the importance of Medan Rumah Kita known to the public. The Essence of Medan Rumah Kita must be embedded in every Medan citizen who makes Medan as a private home. If this can be applied, then surely the City of Medan will be able to advance and develop in all fields.

In addition, efforts to realize Medan as a multicultural, humanist, competitive, prosperous and religious future city can be realized because the support of all parties, especially the community.

All programs and efforts to accelerate the development of Medan City can be realized if all citizens participate in and fully support the government because, the government and society is a symbiosis. Because, every program that is carried out by the Medan City government is always measurable and targeted, whose designation is expected to bring

prosperity to the community fairly and equally. But the program is difficult to be realized without the full support of all people of Medan City.

Promotion and socialization to the public has been carried out since the Medan City Election in 2015. This step was taken to invite and embrace all citizens of the City of Medan to jointly build the City of Medan. The government conducts promotions and outreach through mass media both electronic, print media and also online media also included on social media such as Facebook, Instagram, Twitter and Youtube.

So far the steps taken by the Medan City Government are considered to have been effective, as evidenced by community participation in supporting the development programs undertaken by the Medan City Government to continue to increase.

The distinctive feature of the Medan Rumah Kita brand is the colorful roof of the house as the symbol of the people who inhabit Medan City is very diverse, aka multicultural. The Medan Rumah Kita application was judged by the Medan City Government to be effective, as evidenced by the large number of Medan City people who used the Medan Rumah Kita application to convey Criticism, suggestions and input as well as appreciation to the Medan City government.

The purpose of the Medan Rumah Kita application is as a media and means for the people of Medan City to submit a variety of complaints and suggestions, especially in terms of public services carried out by the Medan City Government. Medan Rumah Kita application is still active today and is still running effectively.

## **4.2 Discussion**

### **a. Medan Community Perceptions Struggle against Brand Medan City**

Based on the research that the author did to the informants namely community members in the District of Medan Perjuangan, some knew and some did not know about the Medan City brand all this time.

In general, the perception of Medan Perjuangan society towards the Medan Rumah Kita brand is an icon that distinguishes it from other cities. Medan Rumah Kita is also seen as a private home. But other perceptions state that the brand is less prominent, not even felt useful, and not even bring much change for the better.

Specifically, the brand Medan Rumah Kita can be described by the people of Medan Perjuangan as a distinctive icon and means of tourism promotion that makes it different from other cities. This icon strengthens the identity of Medan City in various fields. Representations of iconization in the tourism sector include Medan City Hall, Maimon Palace, Titi Gantung, Raya Mosque, Tjong A Fie House, Kesawan and others.

Medan Rumah Kita is interpreted as one's own home or private home, which is why it must be taken care of and cared for. The implementation is to cooperate with each other in developing the Medan City, in addition to not damaging the facilities provided by the Medan City Government. Another perception states that the Medan City government did not explain the specifications of the brand Medan Rumah Kita. Brand that is not clear the intent and purpose.

Another perception is that the brand is less prominent, because it does not reflect a specific orientation towards a context and content does not explain the specifications of the brand Medan Rumah Kita. It should be to the point, which is straightforward, clear and specifying. For example, Medan Free of Trash or Medan Business City.

The brand Medan Rumah Kita, according to some informants, was not even felt beneficial because it was judged not to have brought much change for the better. Their reason was because not much change was felt even after using the brand. The informant gave an example of a case in infrastructure. Many roads have potholes, the drainage system is not



managed well, if a little rain has flooded and is getting wider, lack of security at night, low traffic discipline, low public awareness to maintain environmental cleanliness, lack of attention to art and cultural activities, many old buildings are not maintained, the circulation of drugs and so on.

Another perception of the mention of our home in the Medan City brand is as if the city government is not responsible and delegates responsibility to its citizens if there are deficiencies and weaknesses that should be borne by the Medan City Government.

### **b. Medan Community Attitudes Struggle against Medan's Rumah Kita Brand**

Based on research by the author of the citizens of Medan Perjuangan, community attitudes are divided into three. First, it has not supported the Medan Rumah Kita brand because so far the benefits have not been felt. Secondly, it supports the brand Medan Rumah Kita because it must support it for progress. Although it is not for individuals, it is beneficial for other communities, for example Small and Medium Enterprises (UKM) which are developed by the Medan City Government. Third, it is very supportive because that way Medan City has its own icon where newcomers to Medan know that Medan has a brand. Other informants said that Medan City is the same or not. Whether or not the results are supported, it is not supported regardless of what happens. The attitude of other informants is supportive but most importantly there is reciprocity to the people of Medan such as ease of government administration and licensing.

Supporting attitude is also based on the existence of the Medan Rumah Kita application. From the application, it is easy for the people of Medan City to obtain information quickly about the performance of the Medan City Government and the community / residents can provide input or aspirations directly to Medan City government officials.

### **c. Medan Rumah Kita Brand Media Socialization**

Head of Public Relations Subdivision of Medan City government, Mr. Arrahman Pane, S. STP, MAP explained that the Medan City government has conducted a socialization of the Medan Rumah Kita brand to the mass media, both electronic media, online media including promotions to social media such as Facebook, Instagram, Twitter, and Youtube. This was marked by launching the Medan Rumah Kita application by the Mayor of Medan T.Dzulmi Eldin on Wednesday 21 December 2016.

This application is expected to be an effective media application in bridging public communication with the Medan City Government optimally. Through this application, the community can interact directly with Medan Government and other stakeholders. So, people can submit complaints directly, suggestions and input as well as the problems they face in their respective environments.

What is the complaint or input from the community can be conveyed through the application. Furthermore, the related SKPD will do a cross check into the field related to the report and input submitted for further action.

The Medan City Government also collaborates with print and online media in order to strengthen the brand Medan Rumah Kita, both in the news and advertising sections. As in the Medan Tribune Daily there is a page full of rubrics titled Medan Rumah Kita. While in the North Sumatra Daily Post, named Medan on Focus. Although different names, but the point is the government branding/government partnership contains information on positive activities of the Medan City Government to be known by the people of Medan in particular and the wider community in general.

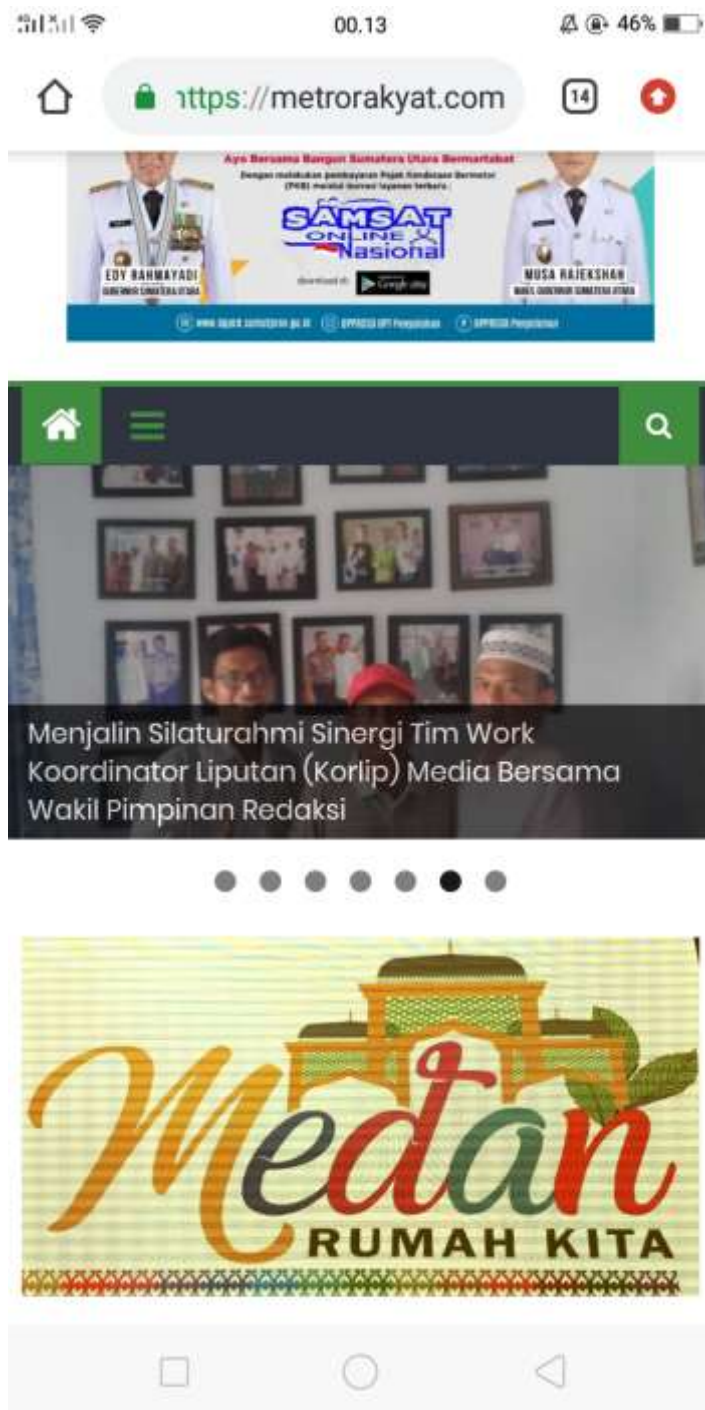
As a sample, in the rubric of Medan Rumah Kita in the Medan Tribune on October 3, 2019, the news published was entitled "Most Micro-Credit Distribution, Medan Wins the Best Award", "Introduce Medan Local Wisdom through Metra / Pertunra", "ASN Must Implement Pancasila Values ". "BPJS Health Must Improve Services." Here is the picture:



In the North Sumatra Daily Post, dated September 26, 2019, the Medan on Focus section included the news "In the City Government of Medan it is important to create a security system,", "Yogyakarta Regional Secretariat Visits Medan City Government Requesting Input for Infrastructure Development," and "Realizing Good Governance". Here is the picture:



Likewise, the promotion and socialization conducted by the Medan City Government through advertisements on online media such as the following picture:



The socialization on social media is Facebook Medan Command Center or Medan Rumah Kita. Here is the picture:



Promotion and outreach through billboards, billboards or banners as conducted by the Medan City Tourism Office in a cultural event where there is a large logo of the Medan Rumah Kita Brand that is listed by the organizer at the event location. The following picture



So that guests, participants and the people of Medan can see clearly from the contents of the big logo of the Medan Rumah Kita Brand.

The promotion and socialization of the Medan Rumah Kita brand is also available in the advertising agency owned by the Medan City Government. Medan Rumah Kita sticker is installed on the body of the car. Here is the picture:



Promotions via Instagram (IG) are found in the @medantalk instgram account. Here is the picture:





## V. Conclusion

Medan Perception Society of Struggle assumes that Medan Rumah Kita is our own home that must be taken care of, cared for properly if we stay at home, in harmony with one of the Medan City government missions, namely cooperation, where together or working together to build North Sumatra together with the City community Medan so that later people outside Medan judge about Medan. In that case the brand Medan Rumah Kita is more or less prominent, because it does not specify the characteristics of the Medan Rumah Kita brand to the public. For example, in Medan there are icons of one of the Maimun Palace where every Medan community who goes to Maimun Palace can take care and care so that the Medan Rumah Kita brand will stand out before the people of Medan City. For example, the garbage free field is more directly to the point or to the point.

The Medan People's Attitude The struggle against the brand Medan Rumah Kita, which is carried by the Medan City Government, is divided into three. First, it has not supported the brand Medan Rumah Kita because so far the benefits have not been felt.

Secondly, it supports the brand Medan Rumah Kita because it must support it for progress. Although not for individuals, it is beneficial for other communities.

Third, it is very supportive because that way Medan City has its own icon where newcomers to Medan know that Medan has a brand. Other informants said that Medan City is the same or not. Whether or not the results are supported, it is not supported regardless of what happens. The attitude of other informants is supportive but most importantly there is reciprocity to the people of Medan such as ease of government administration and licensing.

In terms of socializing the brand Medan Rumah Kita, the Medan City government has conducted socialization to all mass media both electronic, print media and also online media. It also includes promotions to social media such as Facebook, Instagram, Twitter and YouTube. The efforts made by the Medan City Government were not in vain in promoting it on various platforms, social media, online media, mass media, billboards and banners. Because of this the people of Medan Perjuangan already know the brand of the Medan City government from billboards, banners, mass media, online media, and even from advertising cars.

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