

## **The Effect Of Branding On Residential Construction With Contoured Land**

Rike Nugraha,

Master of Architecture Program, Faculty of engineering Universitas 17 Agustus 1945 Surabaya, Email: 5422400010@surel.untag-sby.ac.id

RA Retno Hastijanti,

Master of Architecture Program, Faculty of engineering Universitas 17 Agustus 1945 Surabaya, Email: retnohasti@untag-sby.ac.id

Darmansjah Tjahja Prakasa,

Master of Architecture Program, Faculty of engineering Universitas 17 Agustus 1945 Surabaya, Email: darmansjahtp@untag-sby.ac.id

---

### **Abstract**

Competition is getting tighter and making consumers more selective in choosing housing on the outskirts of Surabaya. This makes developers have to provide alternative decent housing solutions at affordable prices. Development on contoured land in the Menganti sub-district area of Gresik regency was chosen because the location is still close to Surabaya. This research was conducted using the phenomenological method, data collection for this research use interview with marketing staff. The research result show that there are several criteria that influence consumers choice when buy a home, including paying attention to product quality so that it is resilient to land contours, understanding what consumers want by building infrastructure that is safe against floods and landslide, than building public facilities and park with more attractive architectural design in areas that are considered unprofitable to increase consumer confidence in why it is worth buying in those location. In conclusion, to convince potential consumers, strategy is needed in housing design by applying the design criteria mentioned above in planning safe infrastructure and arranging more attractive public facilities so that the location becomes more profitable. This research aims to analyze the effect of branding on housing on contoured land and in unfavorable plot positions.

**Key words** : branding, contoured land, resilience, architecture

---

## **Introduction**

The increasingly expensive housing prices in the city of Surabaya have limited the purchasing power of people with middle to lower financial capabilities, thereby encouraging residential developers to provide alternative housing solutions at more affordable prices. Developers are starting to look for alternative and strategic locations that are not too far from Surabaya. The Menganti area is one of the sub-districts which is considered potential because the location is not far from the city of Surabaya with hilly topography. Hulaan village, Menganti sub-district is an area that has quite extreme contour slopes with land slope reaching 11 meters (Google earth, 2024). As the area develops and is supported by land prices that are more affordable than in the Surabaya area, many developers are trying to use the area as a decent residential solution at affordable prices.

Competition among developers is always related to marketing and branding of the area. An area that can create a strong brand by reflecting its identity will attract potential consumers or investors so that the brand itself becomes a clear differentiator and becomes the spearhead for the competitiveness of residential. Branding is the process by which efforts are made to influence how people interpret and construct their own feelings about a brand (Chandler & Owen, 2002; Kavartzis & Ashworth, 2007). An area needs an identity that differentiates housing from one another through a brand where the identity is in the form of a name, logo, sign, design and a combination of all of them. A house is a building with the main function of being a decent place to live, a place for family development, a reflection of the honor and dignity of the owner who lives in the house (PERMEN RI No. 14 of 2016 concerning the administration of housing and residential areas). When buying a house, people not only look at the price factor, but they are starting to pay attention to other factors such as location factors, building quality factors, environmental factors and the concept of spatial planning in an area or master plan. According to (Mulliner & Algrnas, 2018) preferences in choosing housing are divided into four physical attributes, namely economic and social relations, residential environmental attributes and relative location. Hulaan Village has contoured land, making developers have to think about how to convince consumers that the location is suitable for use as a residence.

In this research, the author discusses how to plan infrastructure so that houses are resilient to disturbances caused by the contours of the area. The preparation of the master plan should be carried out using a contextual architectural approach. A contextual architectural approach in preparing a master plan means creating a continuity of relationship between the architecture of the building and its environment (Wolford, 2005). As a design concept that provides an overview of the entire project from spatial planning to architecture that pays attention to the relationship between the new building and the surrounding environment (Brolin, 1980). The availability of supporting public facilities as well as the architectural design of the house itself is an effort to fulfill a house that is worthy of being chosen by buyers. Promoting housing using a marketing approach is an additional method for managing the place and the principle of place management itself (Ashworth &

Voogd 1994; Zhou & Wang 2014).

## **Methodology**

The method used in this research is a qualitative phenomenological method. The primary data used is data obtained directly from interviews with marketing staff. Meanwhile, secondary data is supporting data used in this research, in the form of topographic conditions of the area, product specifications and architectural designs of residential area development plans. Data collection techniques in this research were carried out by means of observation and in-depth interviews (deep interviews). The observation method that researchers use to obtain data on real conditions in residential areas in the Gresik area, such as the quality of regional infrastructure, environmental conditions, master plans and architectural designs for public facilities and residences. Meanwhile, the interview technique was carried out because data was needed about the role of architecture in marketing products located in contour areas, then analyzed through theories based on predetermined variables. The results of the analysis are then described qualitatively to obtain final conclusions.

---

## **Results and discussion**

### **Residential location profile**

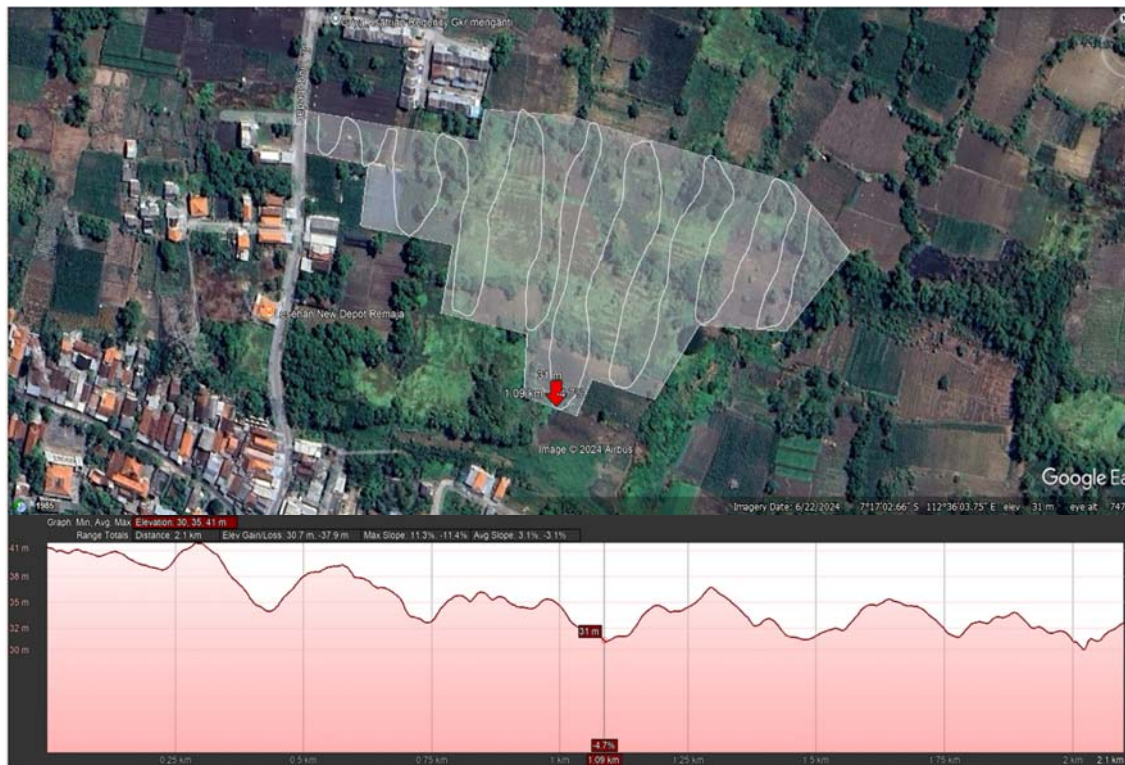
The development land object is located on Jalan Telogobedah, Hulaan Village, Menganti District, Gresik Regency. The following is a general profile of development land.

Table 1. Development land profile

<b>No.</b>		<b>Profile</b>
1	Location	Telogobedah road, Hulaan village, Menganti, district, Gresik regency
2	Land area	43000 m <sup>2</sup>
3	Differences in land contour levels	11 m
3	Owner	PT. Unison Pratama Jaya
4	Development plan	Residential area

Source: Author's Process, 2024

The development land is located on a village road called Jalan Telogobedah, the access road is paved and is good enough to be accessed using four-wheeled vehicles or motorbikes. The environment around the development land is dominated by residences and rice fields so the noise level around the land is still minimal. On the north side of the location there is already housing from other developers which has entered the construction period. The location of the development plan has varying heights which are considered unfavorable for development into a residential area and the slope of the land is towards the reservoir to the south or the lowest position in this 43,000 m<sup>2</sup> area.



Gambar 1. Contour Map of Land Locations  
Source : Google Earth, 2024

If you look at the Google Earth map, the height difference from the north side to the south side is 11 meters with a distance of around 80 meters, and the location on the south side is directly adjacent to the village reservoir. This proves that regional planning must be carried out carefully so that the area is resilient to land contours that have varying levels of difference and a strategy is needed in residential architectural design by applying the design criteria mentioned above in planning safe infrastructure and arranging more attractive public facilities so that the location becomes more profitable. His vision as a housing developer is to make this location attractive to the public to make this location the right residential choice. To achieve this, developers carry out efforts to make housing a safe and

comfortable residence both in terms of area planning and the provision of public facilities.

---

### **Branding Strategy**

PT. Unison Pratama Jaya as a developer has a branding strategy that will be implemented. Based on the results of interviews and observation data obtained, the housing branding strategy plan is as follows

### **Location Strategy**

Like the concept of city branding which was first put forward by Simon Anholt in his book entitled, "Brand New Justice" In 2003, city branding is an idea about how to apply a place identity (place branding) that is desired by relevant stakeholders and becomes added value in the view of a consumer. The housing location, which is located in Telogo Surgeon Village, Menganti District, is an area that is starting to develop rapidly with more and more developers making this area an alternative location in the west of Surabaya. With a hilly location that is higher than the surrounding area, this housing complex has the advantage of being flood free. The housing location is also not too close to the density of city activities so the environment is still green and refreshing. The location of the housing also makes it possible to get views and views of green nature.

### **Product Strategy**

A product is anything that can be offered to a market for attention, purchase, use, or consumption that can satisfy a want or need (Kotler, 2012:25). The company makes every effort to create products with good quality, both in terms of building strength, specifications and the design of the houses offered. All products in this housing are tropical industrial residences in the hills with nature as a housing view, house types are available with building areas of 36 and 45. By choosing the size of the house type, consumers can choose which type suits their needs, desires and financial capabilities. Construction of infrastructure in the form of retaining walls at land boundaries so that the area is resilient to land contours. Prepare playground facilities, places of worship, sports fields, food courts and make the village reservoir the main view of the housing complex.

### **Promotion Strategy**

Promotion is an important part of a branding strategy because it informs, reminds, persuades persuasively and causes buyers to direct their purchasing decisions in favor of the

brand. In order for the product to become better known to the public, the developer carries out several promotions, including on the spot, advertising in print and electronic media. Participate in exhibitions, create print media such as brochures, and create interesting visual content such as high-quality photos and videos to share via social media such as Instagram, Facebook and TikTok. Developers also use property marketplace platforms such as Rumah123, 99.co, and Lamudi to help reach a wider range of potential buyers.

---

## **Conclusion**

The location of the development land has potential based on its location not far from Surabaya. However, the slope of the land in this area is less favorable for developing it into a residential area because it requires quite a large amount of money to build resilient infrastructure. However, this is a challenge for developers and planning teams in processing the spatial distribution in this area. The influence of the extreme contours means that the arrangement of plots in this area needs to be adjusted to the context of the site and results in reduced visual continuity between zones, so that the preparation of a comprehensive master plan is absolutely necessary. The residential design with a tropical industrial concept with a view of a natural reservoir becomes the brand identity so that it can provide a perspective to consumers. Providing complete public facilities with attractive designs to convince consumers why this location is worth having. Branding strategy is a step that is the spearhead for competitiveness with competing residential.

---

## **Thank-you note**

The author would like to express his thanks to the University of 17 August Surabaya, thank you to the Untag Surabaya Master of Architecture Study Program, thank you to the LPPM University of 17 August, thank you to PT. Unison Pratama Jaya who helped write this article, contributed both in the form of data sources and ideas so that an interesting article was prepared to be read and researched further.

---

## **Referensi**

[1] Anholt, Simon, "Competitive Identity : The New Brand Management Nations, Cities, and Regions,". USA.Palgrave Macmillan, 2007.

[2] Kavaratzis, M., & Ashworth, G. J., "City branding: An effective assertion of identity or a transitory marketing trick? Tijdschrift Voor Economische En Sociale Geografie," 96(5), 506-514, 2005.

[3] Kotler, P. & A. B. S., "Marketing Management in Indonesia, Volume one. Selemba Four," 1999.

[4] REGIONAL PERMEN no. 14, "Regarding the administration of housing and residential areas. Retrieved October 24, 2024," from [Peraturan Pemerintah Nomor 14 Tahun 2016 - Pusat Data Hukumonline](#), 2016.

[5] Wolford, Jane N., "Architectural Contextualism in Twentieth Century, With Particular References to The Architects E. Fay Jones and John Carl Warnecke," Dissertation, Georgia Institute of Technology, 2005.

[6] Zhou, L., & Wang, T., "Social media: A new vehicle for city marketing in china. Cities, 37(October 2016), 27-32, 2014.