

## Analysis City Branding Lamongan Megilan as Marketing Communications of Region: Case Study on Lamongan Government 2023

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### ABSTRACT

The small number of tourists visiting Lamongan shows that the city's branding is not yet optimal. Based on data from Department of Tourism and Culture of Lamongan in 2020, there were 1,028,889 tourists visiting Lamongan, while the number of visitors to Gresik based on Gresik Open Data in 2020 was 2,103,355 people. One effort to increase the number of tourists is through optimizing city branding and currently Lamongan is developing the city branding "Lamongan Megilan". This research aims to analyze the branding of the city "Lamongan Megilan" as city marketing communications. In this study, researchers used the Positioning-Differentiation-Brand (PDB) triangle theory from Hermawan Kartajaya as a theoretical framework because this theory has the advantage of being able to identify the uniqueness of a brand. The research method used is qualitative with a case study approach. Data collection techniques, including interviews with related parties, observing, and literature studies. From the results of the research that has been carried out, the researchers obtained the result that the positioning of "Lamongan Megilan" places more emphasis on regional distinctive culture to be applied in various aspects. The differentiation offered includes cultural richness such as culinary specialties, namely Soto Lamongan, Pecel Lele, and Wingko Babat. The "Lamongan Megilan" brand was introduced to the wider community through various events held by the local government.

**Keywords:** Branding; City Branding; Positioning-Differentiation-Brand; Case Studies

### *Analisis City Branding Lamongan Megilan sebagai Komunikasi Pemasaran Daerah: Studi Kasus Pemerintah Kabupaten Lamongan 2023*

### ABSTRAK

Sedikitnya jumlah wisatawan yang berkunjung ke Lamongan menunjukkan belum optimalnya penjenamaan kota. Berdasarkan data Dinas Pariwisata dan Kebudayaan Kabupaten Lamongan pada tahun 2020 wisatawan yang berkunjung ke Lamongan berjumlah 1.028.889 orang, sementara jumlah pengunjung ke Gresik berdasarkan Open Data Kabupaten Gresik tahun 2020 berjumlah 2.103.355 orang. Salah satu upaya untuk meningkatkan jumlah wisatawan adalah melalui optimalisasi penjenamaan kota dan saat ini Lamongan sedang mengembangkan penjenamaan kota "Lamongan Megilan". Penelitian ini bertujuan untuk menganalisis penjenamaan kota "Lamongan Megilan" sebagai komunikasi pemasaran kota. Dalam penelitian ini peneliti menggunakan teori segitiga Positioning-Differentiation-Brand (PDB) dari Hermawan Kartajaya sebagai kerangka teori karena teori ini mempunyai kelebihan yaitu mampu mengidentifikasi keunikan suatu merek. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Untuk mencapai tujuan penelitian ini, peneliti menggunakan beberapa teknik pengumpulan data antara lain wawancara dengan pihak terkait, observasi situasi dan lingkungan di Lamongan, serta studi literatur untuk memperoleh informasi dan data guna mendukung penelitian. Dari hasil penelitian yang telah dilakukan, peneliti memperoleh hasil bahwa penentuan posisi "Lamongan Megilan" lebih menekankan pada budaya khas daerah untuk diterapkan dalam berbagai aspek. Diferensiasi yang ditawarkan meliputi kekayaan budaya seperti kuliner khas yaitu Soto Lamongan, Pecel Lele, dan Wingko Babat. Jenama "Lamongan Megilan" diperkenalkan kepada masyarakat luas melalui berbagai acara yang diadakan oleh pemerintah daerah setempat.

**Kata-kata Kunci:** Branding, City Branding, Positioning-Differentiaton-Brand, Studi Kasus.

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## INTRODUCTION

Lamongan is one of the areas in East Java that is known through Soto Lamongan or Catfish Pecel Lamongan. The small number of tourists visiting Lamongan shows that the city's branding is not yet optimal. Based on data from Department of Tourism and Culture of Lamongan in 2020, there were 1,028,889 tourists visiting Lamongan (Anonymous, 2021d), while the number of visitors to Gresik based on Gresik Open Data in 2020 was 2,103,355 people (Anonymous, 2021b). In 2022, based on data from Department of Communications and Informatics of East Java, the number of tourists to Lamongan will increase to 4,763,350 people (Anonymous, 2022).

City branding creates and expands the unique elements of the city as a major attraction, with the aim of increasing the city's attractiveness and attracting resources that have the potential to advance the development of the town (Hidayana, 2016). Effective city branding requires a coordinated and integrated communications and marketing strategy, and must involve a variety of methods and approaches, including advertising, social media platforms, public relations activities and event organizing (Dinnie, 2011). In an effort to promote city development and increase the number of tourists, Lamongan developed the city branding "Lamongan Megilan".

The formation of the image of Lamongan through city branding began with a one-month logo design competition, from May 18 to June 18, 2021. The competition attracted 164 participants from various regions of Indonesia, who submitted a total

of 174 works evaluated by a group of jurors. The results of the competition form the basis for establishing the official city branding of Lamongan in accordance with the Regulation No. 34 Year 2021 that regulates the Logo of the City Branding Lamongan. This logo consists of logotypes, taglines, and logograms that reflect cultural elements, characteristics, potential, as well as the history of Lamongan (Anonymous, 2021a).

Marketing communications has a crucial role in increasing brand awareness, collecting customer information, and achieving good results (Krizanova et al., 2019). Urban marketing communication plays a very important role for marketers, because without communication, information about the existence of an area will not be widely spread in society (Sutisna, 2002). Determining the right target audience in communication is the key to the success of the communication process.

In marketing communications theory, there is an emphasis on utilizing modern communications to meet customer needs and promote cities as attractive destinations (Liburd, 2006). Traditional communication channels are no longer effective enough, and advances in the internet provide opportunities for communication interactions and information sharing. This includes the use of social media and online marketing to promote and sell products and services, as well as building relationships with customers (Christou, 2016). The use of modern communication tools such as mobile applications and social media platforms is vital in shaping the tourism image of a city and influencing

tourists' decisions regarding their travel destinations (Cheng & Edwards, 2015). Effective city management requires a comprehensive marketing communications strategy that goes beyond traditional approaches and integrates online platforms (Florek et al., 2009).

Based on the research background that has been described, the author carry out an analysis of Lamongan Megilan city branding using marketing communications strategies related to the theory of the regional triangle of GDP proposed by Hermawan Kertajaya (Kertajaya & Yuswohady, 2005). In addition, this research aims to reveal the reasons behind the development of the city branding Lamongan Megilan. As to the specific purpose of this research can be structured as follows:

1. Identify the position or positioning of the city branding Lamongan Megilan.
2. Analyze the elements of difference or differentiation in the city branding Lamongan Megilan.
3. Know the reasons that motivated the Lamongan Government to develop the branding city Lamongan Megilan.

Through this city branding, Lamongan hopes to be known more widely by the public not only as a city famous for its soto and catfish pecel only, but also as a place that has other potential interesting to visit.

City branding is a concept in which a place is designed and developed taking into account the needs of its target market (Keller, 2003). The city branding that has been formulated must be

executed in real terms. There are steps to implement it can be described as follows:

1. Delivery of City Branding Messages to Stakeholders.
2. Changes in the Behavior of People and Apparatus in Accordance with the Values of City Branding (Riyadi, 2009).

According to Hermawan Kertajaya and Yuswohady city branding is described as a strategy used by a country or region to create a strong image in the minds of their target market, similar to how products or services are positioned (Kertajaya & Yuswohady, 2005). Thus, the country or region can gain global fame and build a positive reputation worldwide.

One strategy to know the development of a city branding of a region is with the theory of a Positioning-Differentiation-Brand (PDB) triangle. By applying a strong region's GDP-triangle theory, a region can last for a long period of time and have a strong integrity:

1. Positioning  
Positioning is a strategy to gain confidence and build local credibility towards traders, tourists, investors and also talent, developers, organizers to carry out activities in the area (Kertajaya & Yuswohady, 2005).
2. Differentiation

Differentiation as an attempt by the voice of a region to show something significantly different to distinguish it from other regions and become a unique feature of the region (Kotler, 2012).

### 3. Brand

A brand is the whole of value, whether perceptible or not, that makes a product or service unique. A brand is not just a symbol that distinguishes a product from others, but a brand encompasses all the attributes that appear in the minds of consumers when they think of a particular product (Fetscherin, 2010).

The Positioning-Differentiation-Brand (PDB) triangle theory was chosen because it can be relevant to Lamongan which is a small area and can analyze City Branding Lamongan Megilan based on positioning, differentiation and brand which are the basis for how the Lamongan Government carries out city marketing communications.

Planning an effective positioning, differentiation, and branding strategy for a city branding depends on an in-depth understanding of the uniqueness of a city and the preferences of its inhabitants, visitors, and companies.

There has been a number of previous research related to city branding, as done by Wahyudi et al. with the aim of analyzing the city branding Jogja Special with marketing tactics and connecting it with the theory of regional GDP triangle Hermawan Kertajaya, which uses using qualitative research methods with case study approaches (Wahyudi et al., 2016). Based on the research, some of the important findings included the positioning branding "Jogja Istimewa" applied by the Yogyakarta Regional Government is based on existing philosophical principles. The change in city branding "Jogja" is due to the view that old city brandings have lost their relevance and vitality. In

determining the position of the brand, it is also important to define the target market. Jogja with the city branding "Jogja Istimewa" emphasizes the importance of its unique cultural heritage, given its status as a special area.

Another study conducted by Al-Hinkawi & Zedan aimed at building a theoretical framework for the concept of city branding and explaining strategies for achieving it as a sustainable urban development trend that promotes strengthening the identity of cities and improving their competitiveness. In a case study of Baghdad, it was found that the importance of strategies and indicators can be used to brand the city and improve its competitiveness. This study concludes that cities must have a distinctive and authentic identity to create a successful city branding (Al-Hinkawi & Zedan, 2021).

Success in city branding reflects the power of symbols and taglines in shaping other people's views of the city. Thus, the goal of town branding can be achieved, and the city will feel the benefits, including more advanced development and sustained progress.

## **RESEARCH METHOD**

This research uses a qualitative method, which is an approach in which researchers actively collect data by interacting and conducting interviews with research subjects at the research site (McMillan & Schumacher, 2014). There are some advantages of the qualitative method:

1. Get in-depth data and detail about the phenomena studied.
2. Allows researchers to understand the social and cultural context that affects the phenomena studied.
3. Allows researchers to explore the perspectives and experiences of individuals involved in the phenomena studied.
4. Allows researchers to identify and understand differences and variations in individual and group experiences.
5. Allows researchers to develop new theories or expand existing theories (Anonymous, 2020).

In this research, a case study approach was used in the Lamongan Government. The researchers aim to understand the implementation of the city branding Lamongan Megilan which has been developed by the Lamongan Government. The Lamongan Megilan city branding was chosen because it can introduce Lamongan, which is a small area compared to the surrounding cities, into an area known to the wider society for its various potentials. The case study method is a suitable strategy used in research that wants to answer the 'how' or 'why' question, has a time limit to control observed events, and its primary focus is contemporary phenomena to understand current developments (Yin & David, 2007). According to Nur'aini there are some advantages of the case study approach among others:

1. Deeply, case studies allow researchers to understand a particular event or situation very deeply.
2. Detailed, this method allows researchers to identify information-rich cases, thus providing a very detailed picture.
3. Comprehensive, a case study can provide a comprehensive or comprehensive picture of an event or situation.
4. Contextual, this method allows researchers to understand an event or situation in the context of real life (Nur'aini, 2020).

Technique of data collection through primary sources by conducting interviews using interview guides to informants who have a direct connection with the city branding Lamongan Megilan.

Researchers interviewed the Regent of Lamongan and the Head of Department of Communications and Informatics of Lamongan as the main informants in the Lamongan Government Building. Interviews were conducted by recording audio.

In addition, secondary data is also collected through observation and document collection. The researchers accessed documents related to the city branding of Lamongan Megilan, and also conducted a review of the literature relevant to the topic of urban branding relevant to this research.

Technique of analyze data use audio transcription application to convert interview audio to text. Meanwhile, related documents were analyzed using content analysis. From this analysis the researcher obtained results and drew conclusions.

## RESULTS AND DISCUSSION

### RESULTS

#### 1. Positioning City Branding of Lamongan Megilan

Positioning in the context of city branding is the process of determining the unique place of a city in the minds of the target audience or stakeholders, so that the city is known and perceived in a certain way. Based on the results of the interview with Regent and Head of Department of Communications and Informatics of Lamongan that "Megilan" can be a key element in the positioning branding of Lamongan to identify and strengthen the identity of the previously less widely known Lamongan. Lamongan emphasizes its cultural wealth, including in the culinary, artistic, and tourist spheres.

#### 2. Differentiation City Branding of Lamongan Megilan

Differentiation in city branding is a way to make the offer of a region unique and attractive to the community. The Regent of Lamongan explained that when planning a branding of an area, without having the element of differentiation, the image of the area will not be spread or widely known. Therefore, Lamongan, as one of the regions in East Java that has not yet had an adequate level of recognition, is well aware of the importance of this factor.

#### 3. Brand of Lamongan Megilan

The city branding of Lamongan Megilan is illustrated through the various cultures and potential that Lamongan has, one of which is through culinary delights, namely soto, catfish pecel, mixed cane, boran rice, and wingko babat. This city branding is symbolized in the form of a logogram and typography as follows:



Source: lamongankab.go.id, 2021

Figure 1. Logo City Branding Lamongan Megilan

The city branding logo has six main elements, which include the image of a catfish, a milkfish, water, an inactive hill or mountain, a beach or sea, as well as a creek. This logo is formed by two components, namely a logogram and a logotype.

Logograms are formed from pictures of milkfish, catfish, water, hills or mountains that are not flaming, and beaches or seas that are natural resources of Lamongan. The milkfish symbol describes Lamongan as one of the largest producers of fresh fish in East Java and the potential commodity it possesses. The catfish symbol reflects qualities such as perseverance, patience, and the ability to withstand trials. Despite the calm appearance, the catfish has a patil as an effective weapon and is ready to use to protect itself if it feels threatened. In addition, catfish also plays an

important role in the typical cuisine of Lamongan, such as in the making of the famous dish called catfish pecel. The symbol of the slope at the top of the picture symbolizes the topography of the hills in the district of Lamongan. It reflects the geographical diversity of the region, with the presence of mountainous areas which are an important asset in development. In addition, the slopes also reflect the wealth of natural resources available in the region, which can be used to support the development of Lamongan. It also describes that Lamongan is an area based on agriculture and agrarism. The curved lines on the logo reflect the vast plains and beaches with small waves, characterizing the wealth of tourist attractions of Lamongan, such as Wisata Bahari Lamongan (WBL), Kutang Beach, Goa Maharani, Waduk Gondang, and more.

While the Lamongan Megilan logo utilizes the use of capital letters at the beginning of the word, which reflects the characteristics of Lamongan as a "great" entity. In addition, small letters in other parts of the logo are meant to represent values such as brotherhood, humility, and unity.

The city branding logo of Lamongan Megilan uses the blue color that symbolizes peace and prosperity, while the green color represents the resources of the Lamongan. The catfish symbols in the logo describe the qualities of patience, endurance, and endurance. Catfish are also known to have

patils that are powerful weapons, showing readiness to survive if threatened. Besides, catfish is the main ingredient in the typical dish of Lamongan, which is catfish pecel.

Based on the results of the interview, The Regent of Lamongan explained that the word "Megilan" is a typical Lamongan dialect that has been known in the surrounding region, even up to Central Java and West Java. This word has a meaning that leads to something extraordinary or special, reflecting the cultural, tourist, and culinary excellence of Lamongan. Tagline "Megilan" shows the superiority of Lamongan in various aspects, as well as prayer and hope for the success of this region.

The brand "Lamongan Megilan" has been officially adopted under the Bupati Regulation Number 34 Year 2021 on the Logo City Branding of Lamongan. The public can use this logo in various media, both printed, electronic, and social media, with the aim of promoting the excellence and success of Lamongan (Anonymous, 2021c).

## **DISCUSSION**

### **1. Positioning City Branding of Lamongan Megilan**

Based on the results of the interview and literature studies, there are several points that the Lamongan Government has done in doing this positioning, among them:

- Identification of Unique Identity

In order to position Lamongan with the concept of "Megilan," it is first necessary to define what it means, literally, "out of the ordinary". In its implementation, the cultural, historical, culinary, or characteristic aspects of Lamongan are remarkable and distinguish them from other regions. It's a unique identity used as a positioning.

- Audience Target

The Lamongan Government aims to attract a wide range of diverse audiences, including the general public, tourists, businessmen, investors, talent, developers, and event organizers. This approach includes various groups that can play an important role in efforts to develop and promote the potential and resources in Lamongan, as well as creating opportunities for economic growth, investment, local talent, and the implementation of various events and initiatives that support the development of this region.

- Positioning Approach

The approach in the strategy of positioning city branding Lamongan Megilan is highly focused on sectors such as tourism, culinary, and events. The Lamongan Government demonstrates a strong commitment to developing the tourism sector and facilitating a variety of activities organized in their territory. This approach reflects the strategic focus on

describing Lamongan as an attractive tourist destination, promoting its local culinary wealth, as well as supporting the holding of various events and events that can attract the attention and participation of various parties, both locally and from outside the region.

- Communication and Message Branding

The branding message and communication efforts that support it are implemented through the use of the city branding logo and the tagline of Lamongan Megilan. Communication is done through a variety of offline and online. This is reflected in various activities and posts on social media accounts managed by the Lamongan Government, including official Instagram accounts such as @lamongankab, @prokopimkab.lamongan, and @lamongan\_yes to strengthen and spread the message of Lamongan Megilan branding to a wider audience, including locals and outside.

- Consistency

One of the characteristic features of the Lamongan Megilan city branding approach is consistency in the use of this city branding logo, which is often placed alongside the official logo of Lamongan on various visual materials produced and distributed by the Lamongan Government. In this context, this consistency includes the placement of the logo of the city brand



as an important element in all visual material, which involves various types of communications and documents shared by the government, both in print and digital form. Thus, it creates continuity in the appearance of the brand Lamongan Megilan and allows this visual identity to become more and more known and closely related to Lamongan.

- Evaluation and Adjustment

The Lamongan government periodically carries out an evaluation process which aims to obtain input and responses from the community and interested parties regarding Lamongan Megilan's city branding positioning strategy. This evaluation is a step taken to measure the extent of the effectiveness and acceptability of the branding approach implemented. This evaluation was carried out by the Lamongan Government by involving community and stakeholder participation through discussions in various forums and direct input from the community via government social media. With this, the government can identify successes and areas that need to be improved in the marketing and branding efforts that have been carried out. Thus, this evaluation aims to ensure that Lamongan Megilan's city branding positioning remains relevant, meets expectations, and supports the government's objectives in promoting

Lamongan as an attractive and competitive destination.

The hope of Lamongan in creating the city branding "Lamongan Megilan" is to give an extraordinary impression (Megilan) in every aspect of life in an inclusive and sustainable way.

2. Differentiation City Branding Lamongan Megilan

The The Regent of Lamongan explained through interviews and media reports that Lamongan, like many cities in Indonesia, has a number of advantages and differences that can be used in branding and differentiation efforts:

- Cultural Heritage and Traditions

Lamongan is a region with an extraordinary cultural wealth, which includes a wide variety of forms of performing arts, music, and traditional arts. This cultural heritage has great potential to be an attraction in the cultural tourism sector. Some of them include Batik Sendang Duwur, Batik Parengan, and Boran Dance, each of which plays an important role in representing the Lamongan cultural identity. This potential, when well exploited, can help promote and preserve the cultural wealth of the region, as well as attract tourists who are interested to get to know more about the traditions and cultural arts that exist in Lamongan.

- Tourism and Recreation

Lamongan has an extensive coastline, creating enormous potential for coastal tourism. This coastline offers abundant opportunities to showcase natural beauty, as well as a variety of water-based activities that can be enjoyed by visitors. Several areas along Lamongan's north coast have been utilized as popular tourism destinations, such as Wisata Bahari Lamongan, Maharani Zoo & Goa, and Kutang Beach. The development and promotion of tourism potential in this area reflects the Lamongan Regency Government's efforts to optimize the uniqueness of its coastline as a main attraction, with the aim of attracting visitors who are interested in exploring and enjoying the natural beauty and recreational activities along the coast.

- **Freshwater Fish Cultivation**

Lamongan is a region known for its abundance in freshwater fish farming, including the breeding of catfish, which plays an important role in supporting the local economy. These fish farming practices provide a significant source of income for local communities, and at the same time are a key component in the economic structure of Lamongan. Successful cultivation of freshwater fish not only provides economic benefits, but also reflects the wealth of local natural and cultural resources that are valuable assets

in this region, as well as contribute to the well-being of the population.

- **Original Culinary**

Original foods originating from Lamongan, such as soto, catfish pecel, mixed cane, boran rice, and wingko babat, have become popular and well-known dishes throughout Indonesia, and have even reached into the world. Lamongan's distinctive cuisine tasting depicts the Indonesian culinary diversity and reflects the cultural and culinarian richness of Lamongan which has gained widespread recognition and appreciation in various corners of the world.

- **Historical Legacy**

Lamongan is known to have a number of historical relics that enrich its identity and cultural heritage. Among the remains is the tomb of Sunan Drajat, an Islamic religious figure respected in the local religious tradition. In addition, there is a monument commemorating the sinking of the Van Der Wijck, which is located in the northern district of Lamongan. These historical relics are an integral part of Lamongan's cultural heritage, and play a role in enriching historical stories as well as attractions for tourists and visitors interested in exploring the historical and cultural heritages of the region.

- **Agriculture and Horticulture**

Agriculture and horticulture sectors play a central role in the economic

structure of Lamongan. This agricultural sector covers a wide range of commodities, ranging from rice and corn production to horticultural products, including a variety of fruits. These agricultural products have become an integral part of the region's economy and become one of the best known commodities of the Lamongan. As a major contributor to the local economy, this agricultural sector reflects an important role in creating jobs and ensuring economic sustainability in the region, while also promoting agricultural diversity that benefits the local population.

- **Industry and Investment Potential**

Lamongan shows significant potential in terms of economic growth and attractiveness for investment. Located in a highly strategic geographical position close to the metropolitan city of Surabaya and the main port in the region, Lamongan offers an attractive location for investors. Its proximity to the regional economic hubs and good transportation infrastructure, such as access to ports and an expanding road network, make it an attractive choice for companies wishing to expand their operations and take advantage of economic opportunities in the region. In other words, the economic and investment potential in Lamongan is reflected in the strategic advantage of its location as well as the availability of

resources that support business development.

Furthermore, Lamongan's differentiation can also be seen through a series of events held, such as Gunung Wingko Babat Festival, Megilan Pindang Festival, Tanjung Kupatan Festival, and Ikat Parengan Mural Festival. These events combine cultural elements, including art, culinary, and tourism, to create a unique experience for visitors.

- 4. **Brand of Lamongan Megilan**

The Lamongan Government has developed the brand Lamongan Megilan as an attempt to strengthen the identity of the extraordinary and rich in culture city Lamongan. The city branding is introduced to the public through various events organized by the local government as a way to introduce and shape a positive image of the city.

There are several things that drive the development of the city branding Lamongan Megilan in Lamongan among them:

- **Increased Tourism**

City branding can encourage an increase in the number of tourists visiting Lamongan. Lamongan has unmaximized tourist potential, and city branding may help in promoting it.

- **Economic Growth**

Increased tourism and attention to Lamongan can boost local economic growth. A thriving tourism industry can create jobs and business opportunities.

- **Identity and Image**

City branding helps in building a positive identity and image for Lamongan. It can help highlight the character of the city, the values, and the local culture.

- **Increased Investment**

Positive imagery and attractiveness Boosting through branding can attract investors to consider investing in the area.

- **Infrastructure Development**

Branding efforts can also support funding and infrastructure development needed to support economic growth and increase population and tourism.

- **The Influence of Competition**

The emergence of city branding can be triggered by competition with neighbouring cities. In an effort to compete, cities may feel the need to further highlight their uniqueness and potential.

- **Community Participation**

The participation of the local community in city branding is a key factor. The community may have a strong desire to promote the city and feel a role in the branding process.

- **Long-term Development Objectives**

Lamongan has a long-term development goal that includes improving the attractiveness and quality of life of the city. City branding can be a tool in achieving these goals.

## **CONCLUSION**

Based on previous discussions, the researchers can conclude the positioning, differentiation, and brand of Lamongan Megilan as marketing communications of region.

The positioning of the city branding of Lamongan Megilan by the Lamongan Government emphasizes the use of local culture as a primary focus. This is seen in an effort to integrate cultural elements, such as culinary, art, and tourism, as part of the development of the image of the city.

The differentiation of the city branding of Lamongan Megilan involves the use of cultural wealth as a unique point. It includes historical relics such as Sunan Drajat's tomb and the Van Der Wijck sinking monument, as well as typical culinary riches such as the Soto Lamongan, the Pecel Catfish, and the Wingko Babat.

The brand of Lamongan Megilan was developed by the Lamongan Government to reinforce the unique identity of Lamongan city and has many cultural wealth. The city branding is introduced to the public through various events organized by the local government as an attempt to introduce and build a positive image of the city.

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