

BRANDING MALACCA
AS A COMPLETE GREEN CITY
FOR STATE IMAGE ENHANCEMENT

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BRANDING MALACCA AS
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DEDICATION

I dedicate this thesis to my family especially to my parent Mr. Mohammad Sukri bin M. Jamil and my loving mother Mdm. Norsiah bt Hassan for nursing me with affections and love; lecturer at UTeM especially for my supervisor Dr. Chew Boon Cheong, friends and those people who have guided and inspired me throughout my journey of education.

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ABSTRACT

The Malacca state government had a vision to be a Green City State by 2020 through slogan of “*Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau.*” The objectives of this study are (1) to examine the factors that causes Malacca state government to implement a complete green city branding in Malacca state, (2) to investigate the strategies that the Malacca state government to implement or a complete green city branding to enhance state image, and (3) to suggest the innovative suggestions for a complete green city branding in order to enhance the state image in Malacca. The factors influences the Malacca state government to move in green city branding such as tourism, foreign direct investment (FDI), talent attraction, city branding organization, city branding system, city branding culture, city branding on people and climate change. Meanwhile strategies implemented by the Malacca state government to enhance the green city branding such as city branding identification, city branding architecture, city branding position, city branding communication, city branding audit and partnership. As the green city branding is still on undergoing process, this research is a descriptive case study. The qualitative method through in-depth interview with fifteen significant respondents have been conducted, which included the three (3) of the top management and twelve (12) executives in Melaka Green Technology Corporation (MGTC). Throughout the study, the climate change factor is the most crucial factor meanwhile the most effective strategy in the green city branding is partnership among various agencies. Hence, the generalization can be done by adopting the branding of green city to other state such as Putrajaya and Selangor.

Keywords: Malacca, Green City, City Branding, Factor, Strategy

ABSTRAK

Kerajaan Negeri Melaka berhasrat untuk menjadi Negeri Bandar Hijau pada tahun 2020 menerusi slogan "Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau." Objektif kajian ini adalah (1) untuk mengkaji faktor-faktor yang menyebabkan Kerajaan Negeri Melaka melaksanakan penjenamaan lengkap Bandar Hijau di negeri Melaka, (2) untuk mengenal pasti strategi Kerajaan Negeri Melaka untuk melaksanakan penjenamaan lengkap Bandar Hijau bagi meningkatkan imej negeri, dan (3) untuk mencadangkan cadangan yang inovatif bagi penjenamaan lengkap Bandar Hijau bagi meningkatkan imej negeri Melaka. Terdapat beberapa faktor yang mempengaruhi penjenamaan lengkap Bandar Hijau seperti faktor pelancongan, pelaburan asing secara langsung, tarikan bakat, organisasi penjenamaan bandar, sistem penjenamaan bandar, budaya penjenamaan bandar, individu penjenamaan bandar dan perubahan iklim. Antara strategi yang telah dilaksanakan adalah seperti pengenalan penjenamaan bandar, seni bina penjenamaan bandar, kedudukan penjenamaan bandar, komunikasi penjenamaan bandar, audit penjenamaan bandar dan kerjasama. Memandangkan penjenamaan Bandar Hijau masih dalam peringkat permulaan, jadi kajian ini merupakan kajian kes deskriptif. Kaedah kualitatif melalui temu bual mendalam bersama lima belas responden, termasuk tiga (3) daripada pengurusan atasan dan dua belas (12) eksekutif dalam Perbadanan Teknologi Hijau Melaka (PTHM). Hasil dapatan kajian menunjukkan faktor perubahan iklim adalah faktor yang paling penting manakala kerjasama pelbagai agensi merupakan strategi paling berkesan dalam penjenamaan lengkap Bandar Hijau. Oleh itu, generalisasi boleh dibuat dengan melaksanakan penjenamaan Bandar Hijau di negeri lain seperti di Putrajaya dan Selangor.

Kata Kunci: Melaka, Bandar Hijau, Penjenamaan Bandar, Faktor, Strategi

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LIST OF ABBREVIATIONS

| ABBRV. | DETAIL |
|---------------|---|
| BCPS | Baltimore Country Public Schools |
| CEO | Chief Executive Officer |
| CM | Chief Minister |
| COP | Conference of the Parties |
| FDI | Foreign Direct Investment |
| GBI | Green Building Index |
| GCAP | Green City Action Plan |
| GHG | Greenhouse gas |
| ICLEI | International Council For Cooperation With Local Initiatives Environmental |
| IMT- GT | Indonesia-Malaysia-Thailand Growth Triangle |
| IT | Information Technology |
| MGTC | Melaka Green Technology Corporation |
| OECD | Organisation for Economic Co-operation and Development |
| PTHM | <i>Perbadanan Teknologi Hijau Melaka</i> |
| PM | Prime Minister |
| UN | United Nations |
| UNESCO | United Nations Educational, Scientific and Cultural Organisation |
| UNFCC | United Nations Framework Convention on Climate Change |
| UPEN | <i>Unit Perancang Ekonomi Negeri</i> |
| UTeM | <i>Universiti Teknikal Malaysia Melaka</i> |
| WTO | World Tourism Organisation |

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Malacca's unique history and cultural blending have created a wonderful conducive atmosphere for harmonious living and working environment (Invest Melaka, 2010). In year 2010, Malacca state was declared as a developed state by our Prime Minister Dato' Seri Mohd Najib Tun Abdul Razak. In line with the achievement of the state status, Malacca state government has set its vision on becoming a green technology city and be a 'green city state' in 10 years (Carvalho and Lai, 2010). Thus, the state government had set up a slogan "*Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau*" to demonstrate the government dream towards branding the state as a green city in year 2020. Hence by promotes the slogan indirectly will attract tourists from all over the world to feel the green living in Malacca state.

Therefore, the state government plans to develop a pioneer green city where motorized vehicles would be limited (The Star, 2011). The former Chief Minister of Malacca State, Datuk Seri Mohd Ali Rustam claimed the state legislative assembly that the new city would be named Hang Tuah Jaya Green City. The state would utilise allocation set aside under the Malacca 2012 Budget to spearhead projects at the new city that would be conceptualized after Putrajaya and Cyberjaya. Datuk Seri

Mohd Ali Rustam also claimed the state would attempt to construct a building using recycled items and gazette an area within the city to be turned into a vehicle-free zone.

During the 6th Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) Summit the Malacca state was selected as a pioneer state to start the project under Green City Action Plan (GCAP) (MGTC, 2014). The state took a first step in preparing a comprehensive approach towards urban sustainability by adopted the Green Technology Blueprint in 2011 and formalized a vision to transform Malacca into a Green Technology state by 2020. As initial effort, the state of Malacca has also selected Hang Tuah Jaya as a Green City pilot project whereas the Malacca state government will adopt Green Neighborhood Planning Guidelines that was published by the Ministry of Housing and Local Government of Malaysia and the Federal Department of Town and Country Planning.

In addition, the Malacca Blueprint Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau, 2011-2020 have been launched by Datuk Seri Chin Fah, Ministry of Energy, Green Technology and Water (KeTTHA) on November 2011 (PPNM, 2011). Aligned with the declaration of Malacca as Developed State on 20th October 2010, the Blueprint act as a comprehensive document which to provide direction and clear guidance to the Malacca state in developing a sustainable city. It is consider to the importance of the development and hence to the citizen as well mainly for future generation.

1.2 Problem Statements

Major cities around the world have been attempting to find green solutions to lower pollution and resolve environmental issues (Ronald, 2011). Elma Dewiyana, (2010) in her research study have stated that along the Malacca River, in the last 10 years, there has been a steady rise in flash floods and flooding has been occurring frequently since the last decade. The flooding incidents cause damage to heritage

buildings such as destructions of foundations and structures of the building. In addition, during 2013 Malacca had been declared that its infamous traffic bottlenecks had reached an epidemic stage especially during the weekends (Magdalene, 2013). Both of these situations had led the researcher to do a research regarding the Malacca state government initiative to become a green city state by 2020.

From the both problems stated above, the researcher comes out with a research topic on “Branding Malacca as a Complete Green City for State Image Enhancement”. Therefore, there are several research questions to be answered throughout the research study such as follow:

- i) What are the factors that cause Malacca state government implement a complete green city branding for the state image enhancement?
- ii) How does the Malacca state government implement a complete green city branding strategies to enhance the state image?
- iii) What are the innovative suggestions for a complete green city branding in order to enhance the state image in Malacca?

1.3 Research Objectives

The Malacca state government has a mission of being a green technology state during 2010-2020. The mission had been portrayed into a slogan of “*Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau*” (UPEN, 2010). Throughout the study the researcher aims to achieve research objectives such follow:

- i) To examine the factors that causes Malacca state government to implement a complete green city branding in Malacca state.

- ii) To investigate the strategies that the Malacca state government to implement for a complete green city branding to enhance state image.
- iii) To suggest the innovative suggestions for a complete green city branding in order to enhance the state image in Malacca.

1.4 Scope, Limitation and Key Assumptions of the Study scope

In this section, the researcher will further explains the scope, limitation and key assumptions for the research study on Branding Malacca as a Complete Green City for State Image Enhancement.

1.4.1 Scope

The researcher will focus the research study in the Melaka Green Technology Corporation (MGTC) an agency under Malacca state government act as a body to implement green policies in the state (MGTC, 2014). MGTC, formerly known as *Perbadanan Hang Tuah Jaya* (PHTJ) as it has changed name and functions effective on 7th November 2013. The transformation of function is to facilitate MCTC be the lead agency in the development of green technologies in Malacca. As the objective of establishment of MGTC is to implement green technologies and policies the researcher looks it as an opportunity to obtain primary data at the agency regarding the title of 'Branding Malacca as a Green City for State Image Enhancement'.

1.4.2 Limitations

Limitations are influences beyond the researcher control (BCPS, 2014). Limitations are the shortcomings, conditions or influences that cannot be controlled by the researcher that place restrictions on the researcher methodology and conclusions. Two limitations are identified in this study. Firstly, the case study is to examine the factor that causes Malacca state government to implement a complete green city branding in Malacca state. The research will not be covering other aspects of the green city branding. The research is only conducted at MGTC. Therefore, the result and the outcome of the study is only suitable for the city branding at Malacca state. Secondly, the case study is to investigate the strategies that Malacca state government implement towards green city branding. Thus, the research only focuses on green city branding strategies and will not be covering other aspects of the green city branding strategies in Malacca.

1.4.3 Key assumptions

Throughout the research study, the researcher had assumed the following assumption before conducting the research such all respondents will answer all survey questions honestly and to the best of their abilities. Second, this study was only focuses on respondents' behavior and does not take into account environmental or economic factors.

1.5 The Importance of the Study

The main importance of the research study is the researcher want to explore the factors and strategies implement by the Malacca state government in complete branding green city for state image enhancement. In addition, throughout this research study, the researcher aims to increase the existing literatures on the

development of branding Malacca state as a complete green city for state image enhancement. The research will contribute some innovative suggestions towards the implementation of green city strategies for the state of Malacca and the results could be generalized and being implement to other states in Malaysia.

1.6 Summary

The slogan “*Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau*” demonstrates the Malacca government’s dream towards branding the state to become a Green City on 2020, had led the idea to the researcher to study on the ‘Branding Malacca as a complete green city for state image enhancement’. In the next chapter, there will be a further explanation regarding factors and strategies in green city branding which give a detail theories related to the research topic and hence will answer the research objectives. The researcher will focus the research study in MGTC to obtain the primary data.