SOCIAL SCIENCES & HUMANITIES

Adaptation of Corporate Identity Model (AC²ID Test) to Measure a City Identity - Case of Bandung, Indonesia

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ABSTRACT

When a city decides to adapt with the changes forced by globalization, there are always risks of losing its character and competitiveness. A city identity as measured by its brand equity can only cover part of city's complexities. Previous studies have suggested using corporate angle to describe the identity of a city. This research used the corporate identity model (AC²ID Test) to reveal a city's identity. The sample is Bandung, capital city of West Java and the third largest city in Indonesia. Based on a qualitative approach, the corporate identity model (AC²ID Test) was used to discover the multi-dimensional identity of the city today. The research revealed that the current development plan of Bandung is inconsistent with several elements that make up the actual identity of Bandung today. This gap has the potential to cause an identity shift and may impact upon the city's overall competitiveness. These findings suggest adjustments to the city planning to be consistent with the identity of the city that is embedded in the minds of the community to strengthen the characteristics and uniqueness of Bandung.

Keywords: AC²ID Test, Bandung smart city, city Branding, corporate identity, city identity

INTRODUCTION

Rapid technological development brought about by globalisation has led to transformation of cities around the world. The transformation has led to a change in the identity of the city. Although the city and its identity are inseparable from changes,

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every city still needs to manage and preserve its true identity to remain competitive and retain its uniqueness.

The wave of globalisation has had an impact to the identity of several cities. Rapid globalisation and modernisation, as well as development and the introduction of foreign cultures have changed several aspects of urban structures, both physical and non-physical.

The city of Bandung is the 'capital' of West Java and the third largest city in Indonesia (BPS Bandung, 2015). Like many other cities, Bandung has also faced degradation of its identity because of modernisation and urbanisation. Bandung, because it is surrounded by mountains, is scenic and one can enjoy its cool and fresh mountain air. Bandung is also a unique historical city. During the Dutch colonial era, Bandung, in 1641, was transformed into a vacation town for elite Dutch officers. Therefore, Bandung was developed based on the concept of European town planning along with its signature Art Deco style buildings.

Modern Bandung however, has been transformed into a city with uncontrolled development, increasing traffic congestion and with garbage piling up (Rachmawati, 2015; Wulansari, Dharma, & Rahayu, 2013). These changes have undermined the identity of Bandung. However, there are not many studies that have examined the shifting identity of Bandung.

A city, like a nation, derives its reputations from six channels which are tourism, investment, culture, people, policy and brands. If the government or the policy makers understand what their city or nation stands for, the competitiveness of their city will not be an issue. They can build and maintain their competitiveness both internally and externally and create multiplier effects for their stakeholders. Stakeholders cooperate with each other to boost the identity of the city (Anholt, 2007).

Place branding is actually a complex issue. It not only defines how to promote the place, but also how the city branding should be managed. With the complexity of a city and the interaction of stakeholders, branding of a place will cover more than promotion or visual elements of branding such as new logos or slogans (Kavaratzis, 2009). Previous research about city branding, especially for Bandung, referred to the measurement of brand equity of city branding using Consumer Based Brand Equity for Destination (Yuwo, Ford, & Purwanegara, 2013; Yuwo & Purwanegara, 2012), and Anholt hexagon (Yuras & Dadi, 2016), and descriptive research (Hurriyati, 2015). The researchers have not been able to show whether the city identity experiences changes or not. The shifting of true identity is important because it will relate to how a city manages its branding and shows interaction with their stakeholders.

Place branding management is a complex issue and although several researchers, such as Anholt (2006); Hankinson (2004); Kavaratzis (2004) have suggested frameworks for integrating multiple variables to manage city branding, further exploration is necessary.

To be able to manage city branding, a methodology to measure city identity in a holistic way is required. Balmer and Soenen (1999); Balmer and Greyser (2003) first introduced the test for measuring corporate identity management, taking into account its complexities of identity change and realignment. This method is considered fit for city branding management because it can show misalignment in the multiple identities which might occur in city branding as a result of multiple stakeholder perception. This research has the objective of verifying the adaptation of the corporate identity management test to measuring city identity. What should be the focus of attention in

consisting of memories, values, thoughts, ideas, and situations, while the other type contains a relationship with the physical situation (Qazimi, 2014).

Govers and Go (2009) explained that place identity was formed from historical, political, religious and cultural interactions; through local knowledge, and power struggles. National, cultural, natural, social, and religious assets are the main identity markers. The identity of a city is composed of all the values and characteristics of the city. The concept of identity in this context is a series of socio-economic features and cultural components, which makes the city different from others. The city's identity is

Table 1

Various urban identity elements

Structural	Semi-static	Changing Signifiers	Colouring Elements
Location	Size	Great events / heroes	Past Symbolism
History	Physical Appearance	Food / Architecture / Arts / Literature / Popular culture	Past Behaviour
	Inner Mentality	Language / Tradition / Rituals / Folk	Communication

Source: Govers and Go (2009)

order to decide on how the city will manage its brand?

LITERATURE REVIEW

The concept of Place Identity (or Identities) Points

'Place Identity' (or Identities) was discussed by Proshansky (1978), who defined it as a combination of various memories, conceptions, understandings, ideas, and feelings associated with the physical condition of a place. The elements of place identity can be divided into two types; one

dynamic, and not only consists of buildings, street access and parks, but also includes the patterns of interaction and participation of all individuals who come into contact with it (Beyhan & Gürkan, 2015).

Discussing its constituent aspects, Govers and Go (2009) showed the contradiction between cultural identity and commercial interests, related with the desire of the cultural community and the government sector to preserve the original identity of the city, while at the same time commercial actors were more willing to

create new identities that could represent activities, or commodities that were in line with market demands.

The identity of a place is determined by the physical aspects that define the place. Therefore, the physical structure has an important role in a city's identity. Placelessness is a term for a situation where the place is lacking identity. This happens when a place is stripped of its unique attributes, so that its identity becomes lost (Ghodeswar, 2015).

Place identity is also associated with a place or space used and shaped by people from different backgrounds. Often, busy and modern public places like this can be a boost for creativity. When understanding true 'identity of place' or 'the identity of the actual city', the term is defined as a group of unique characteristics, or groups of meanings that exist in a place and its culture in a specific time period. It has to be kept in mind identity may change from time to time and can have many fragments of identity. In this case, the right expectations for a city are created in the minds of the potential visitors and to avoid unwanted problems. The actual range of the city's identity should be a cornerstone in making the brand proposition of that city (Govers & Go, 2009).

Ghodeswar (2015) said the concept of place is not static, had no clear boundaries, and had to a diverse identity. In short, a place in today's modern environment no longer has a single identity, but many. Therefore, the identity of a place is inseparable from its interaction with various diverse city stakeholders. It leads to a creation of city identity that is dynamic and multi-dimensional.

The emergence of a multi-dimensional identity is because a place has many diverse stakeholders. Therefore, stakeholders are an integral element of a city which can be divided into residents, investors, visitors and business-people (Braun, 2008), or simply into two groups; residents and non-residents. In practice there is no standard way of grouping. Each city can create its stakeholder classification-based marketing strategy that will be implemented. One of the best known and widely used grouping frameworks is the one proposed by Zenker and Beckmann (2012), as presented in Figure 1.
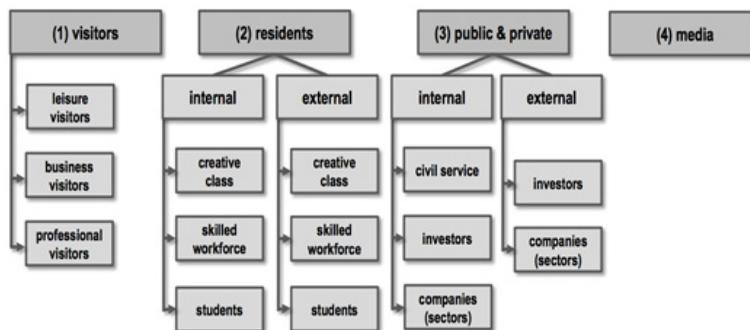

Figure 1. City stakeholder grouping (Zenker & Beckmann, 2012)

Model AC²ID Test

Balmer and Greyser (2003) introduced the Model AC²ID Test, which was a qualitative method designed to analyse multi-dimensional identity. This method is a development of the same concept proposed by Balmer and Soenen (1999). The method identified the brand and grouped them into five dimensions which in the context of this study are as follows:

Actual identity - a series of attributes of the city, which cover various physical and non-physical aspects that have been acknowledged as an identity by internal stakeholders.

Communicated identity - different forms of communication by the government of the city, as well as word-of-mouth which in this context is news about Bandung.

Conceived identity – external stakeholders' perception of city identity and communication efforts of the city government.

Ideal identity - a series of city identities expected by external stakeholders.

Desired identity - vision, mission and planning created by the city's municipal government.

The concept of the AC²ID Test also divided stakeholders into internal and external stakeholders as an aspect of the discussion in the analysis of identity. Internal stakeholders are the organisation's owner or brand manager, while external stakeholders are the group outside the organisation who have a relationship with the brand (Balmer & Greyser, 2003).

In the application of this method, identification should be followed by an analysis of the interaction between the types of identity. Analysis of the relationship between identities will help researchers in identifying the various problems that are associated with the identity of the city and review the dimensions that need to be adjusted to solve these problems.

MATERIALS AND METHODS

The qualitative methods were used with deductive approaches to collect, process, and analyse data. The conceptual framework used is the Model AC²ID Test by Balmer and Greyser (2003), which is a qualitative research design to analyse the identity of a multi-dimensional brand. The dimensions of identity would be classified into five types of identity (Actual, Communicated, Conceived, Ideal, and Desired Identity) that are correlated with internal and external stakeholders. Qualitative methods include the collection of primary and secondary data through observations, interviews, literature studies, and content analysis.

The respondents are the stakeholders of the city represented by 14 informants (8 residents and 6 non-residents of Bandung) and the objective of this research is to study Bandung's AC²ID identity dimensions. In reality, the subject and object variables are inter-connected and the operationalisation cannot be separated from one another (Balmer & Greyser, 2003).

The informants included stakeholders who live in Indonesia and have relevant experience in Bandung. The study used snow-balling sampling method, referring

to the stakeholders grouping by Zenker and Beckmann (2012) and the concept of AC²ID as a reference, with the details as follows:

Internal stakeholders: informants represented by the city government.

External stakeholders: (1) residents: informants living in Bandung from various age groups, backgrounds, and professions, from students, professionals, to retirees; (2) visitors: informants consisting of local and international visitors who do not live in Bandung but have visited for business or leisure purposes; (3) business people: informants who have business in Bandung and (4) media: informants who speak as representatives of the media.

The data collection method used was semi-structured in-depth interviews based on question and answer (Bandur, 2014). The interview consisted of two parts; the first part contained questions about the resource profile and continues with the second part containing questions related to the types of AC²ID identity. A debriefing process took approximately 40-90 minutes, whereby each informant was given the appropriate questions or profile role as stakeholders of the city. Besides primary data, the research used secondary data in relation to communication and government planning.

The triangulation of the information from the informants during the interview used the content comparison with several findings in city brand equity researches of Hurriyati (2015); Yuwo et al. (2013), Yuwo and Purwanegara (2012); Yuras and Dadi (2016).

The results of each identity dimension were compared and the gap was analysed to seek the consistency of identities.

Table 2
Types of identity AC²ID in the context of state identity

Actual (A)	Various aspects of the physical and non-physical which form an identity of the city (environment, infrastructure, lifestyle, culture, etc.)
Communicated (C)	Primary Communications: products and services Secondary Communication: advertising and PR Tertiary Communication: Word-of-Mouth (Kavaratzis, 2004)
Conceived (C²)	External stakeholders' perception over the identity of the city is communicated by the brand manager
Ideal (I)	A series of city's identity expected by external stakeholders
Desired (D)	The series of planned city identity managed by internal stakeholders (brand manager)

Table 3
Stakeholders grouping according to AC²ID identity (Zenker & Beckmann, 2012)

Type Identity	Stakeholders group	Interviewees
Actual	External and internal	City government, residents, visitors, business people, media
Communicated	Internal	City government
Conceived	External	Residents, visitors, businesses, media
Ideal	External	Residents, visitors, business people, the media
Desired	Internal	City government

RESULTS AND DISCUSSION

Processing and data analysis began with grouping of keywords that reflected the five types of identity: Actual, Communicated, Conceived, Ideal, and Desired, and then proceeded with the analysis of the relationship between the types of identity.

Actual Identity

Data on actual identity gathered through interviews with all sources, both internal and external, was then grouped according to the respective associations. The results of the grouping indicated the existence of six building blocks of Bandung identity which included physical elements: (1) nature, (2) urban infrastructure, and non-physical or social; (3) lifestyle, (4) socio-cultural, (5) government & organisation, and (6) feelings about the city. Given the wide scope of actual data obtained

Table 4
Key-words table actual identity Bandung

ASPECT	KEY-WORDS
Natural	**Cold weather, cool, natural, shady trees, green, reachable**, *Lembang, Tangkuban Perahu, Ciater, Cikole, Paribaya*, Moko Hill, Ciwidey White crater.
Infrastructure City	**Heritage buildings, traffic jams, shady streets, ideal place to live, crowded, dense, *Gedung Sate*, *Gedung Merdeka*,** higher
	Education, ITB, *Alun-alun,* city parks, *Asia Afrika, Dago, Braga,* Bank Indonesia in Braga, cafes, Elephant Village, Strawberry House, Bandros.
Lifestyle	**Culinary, fashion, shopping, entertainment, recreation,** trendy, everything is available, more economical.

Table 4 *(continue)*

Socio-cultural	**Friendly, familiar, funny/ like to joke, creative, Sundanese,** soft, accepting of new people, love to hang-out, beautiful woman.
Government & Organization	**Ridwan Kamil (the mayor), increased performance of the municipal government, PERSIB (the football club),** improvement of the city, a change, motorcycle gang.
Feeling	**Homely, home, made at home, comfortable, homesick,** many memories, peaceful, I really love, fun memory, togetherness.

regarding actual identity, further data reduction was conducted to sharpen analysis and facilitate conclusion. During the process, triangulation was conducted by comparing opinions from groups of informants, and dominant key-word extraction, which were those most often mentioned by the respondents. In the triangulation process, it was found that there was a difference between the opinion of the population, and visitors or people who did not live in Bandung. Residents mentioned the aspect of government & organisation, while the group that did not live in Bandung did not. Therefore, that aspect was eliminated because it was considered not to represent the city's identity from the perspective of the whole society. Similarly, on the socio-cultural aspect, not many visitors mentioned the culture of the people, their opinions mostly referred to 'friendly' attitudes, in contrast to the inhabitants who talked a lot about familial culture. After triangulation, the actual identity of Bandung is represented in Table 5.

Table 5
Actual identity Bandung

Physical		Non-Physical/Social		
Natural	City Infrastructure	Style Life	Socio-cultural	Feeling
Cool & Green	Building *Heritage*	Cuisine	Friendly	*Homely*

Communicated Identity

The data shows communicated identity obtained from interviews with internal stakeholders (the government) and it was supplemented by secondary data derived from communication activities undertaken by the city and various news about the city of Bandung. Data analysis was conducted by

combining primary and secondary data, and then grouping it into six aspects of Bandung

Table 6
Key-words communicated identity Bandung

ASPECT	KEY-WORDS
Natural	-
City Infrastructure	**Teknopolis, Bandung Smart City, the construction of Fast Trains Jkt-Bdg, Park-Garden City,** factory outlets, the development of sports facilities, improving sanitation and greening, improved access, facilities, and public transportation.
Lifestyle	**Culinary centre, shopping, entertainment, leisure,** restaurant & cafe, tourist attractions, Bandung Dignity.
Socio-cultural	**Creative, Champion Bandung,** Bandung Friendly, human resources development; tourism events, beautiful women, empowerment, smoking restrictions, *Gemah Ripah* Authority *Mukti*, Sundanese cultural preservation, PON XIX.
Government & Organization	**Ridwan Kamil, increased investment, PERSIB, improving the performance and quality of public services,** to build together with the people, fighting corruption, partnerships with the private sector and foreign, elections, support for SMEs and small businesses, municipal government achievements.
Feeling	-

and purpose of the city government communications, it can be concluded that the main stakeholders or target market today are the government/state, business players and investors, both local and international. Table 7 contains a summary of the communicated identity of Bandung.

identity builders, as described in Table 6.

Communicated identity analysis shows that communication by the municipal government was concentrated on building public confidence on the performance of Bandung city government and promoting the 'Smart City; concept. From the direction

Conceived Identity

This type of identity is a collection of perceptions in the minds of external

Table 7
Communicated identity Bandung

Objective	Improvement of the economy and competitiveness of cities through Bandung Smart City
Target Stakeholders	Government / Country, Business Actors & Investors at home and abroad
Key Message	Bandung Smart City as a centre of technology RI

stakeholders as a result of primary, secondary and tertiary communication (Kavaratzis, 2004) in Bandung. Table 8 shows the conceived identity data.

The dominant perception about Bandung

losing their beloved Bandung. Twigger-Ross and Uzzel (1996) used Breakwell's model of social identity (Breakwell, 1986) to explain that the loss of continuity of place identity would cause grief or sorrow, a sense of loss

Table 8
Key-words conceived identity Bandung

ASPECT	KEY-WORDS
Natural	**Cool weather, unlike the old Bandung,** diminishing trees.
City Infrastructure	**Traffic jams, old buildings, many parks, unlike the old Bandung, crowded, dense,** outlets, circling roads, lots of public transportation, *Gedung Merdeka*, Town Square, *Gedung Sate*, Parks, *Dago*, *Kampung Daun*, cafes, *Tol Cipularang*, Travel, facilities are not adequate.
Lifestyle	**The ideal place to stay, the business outlook, short holiday,** quiet, cuisine, shopping, simple, economical, lots of souvenirs, innovate.
Socio-cultural	**Friendly, Sunda, creative,** beautiful women.
Government & Organization	**Ridwan Kamil (the mayor), PERSIB (the football club),** city improvements, changes, innovation.
Feeling	**Missing the old Bandung, homely, refreshing,** romantic, new atmosphere.

among external stakeholders was the old Bandung and the current Bandung which referred to the two conditions that were very different in their minds. The aspects that were considered different were the temperature that was not as cold as before, the diminishing greenery, the congestion, and crowded areas due to its urban infrastructure. This phenomenon showed the impact of perceived modernization and the negative reactions from urban stakeholders, especially regarding the congestion that has reached a very disturbing level in the eye of society and has started to become an identity in their minds about Bandung. All the informants gave negative responses by showing disappointment, and a sense of

especially of emotional significance to the venue. Breakwell (1986)'s identity process theory was designed to examine threats to identity, because of disruption to the place. These theories explain the phenomena that occur in the city of Bandung, especially among the residents, where there is a discontinuity, namely the loss of consistency in the city's identity.

Therefore, it can be deduced that the conceived identity of Bandung is currently in a stage of transition, or shifting, from the perception of old-Bandung to current-Bandung, which has happened because of the changes in the physical aspects of the city that are inconsistent with the previous Bandung identity. This has led to public

disappointment and if this condition is allowed to continue to happen, then it could lead to a loss of people's emotional attachment to the city.

Ideal Identity

Ideal Identity in the context of this study includes the aspirations of our external stakeholders, especially the residents of

city in their minds.

Desired Identity

Desired Identity in the context of this research includes vision, mission, and urban planning carried out by the government of Bandung. Information was obtained through interviews with representatives of

Table 9
Keywords Bandung ideal identity

ASPECT	KEY-WORDS
Natural Aspect	**Cool weather, the old Bandung, rehabilitation and preservation of the environment,** development of nature tourism.
Infrastructure, Access & Transportation	**Unplanned and uncontrolled development, preservation of heritage, no traffic jams, not crowded,** good public facilities, improved access and public transportation, the backpacker area, the old Bandung.
Urban Lifestyle	**Travel history, not promoted,** cheap shopping, and the development of branded replicas.
Social & Cultural Society	**Sundanese Cultural Preservation, rising employment,** rising income standards, restrictions on the number of visitors.
Government & Regional Organization	**Conducive government, must have a vision, economic improvement,** and support for entrepreneurs and investors.
Feeling	Missing the old Bandung

Bandung about their expectations for the city. Table 9 lists the aspects that make up the Ideal Identity of Bandung.

It can be seen that what is expected by the community is the absence of congestion, a less crowded city, and controlled development, preservation of history, culture and environment. Ideal Data Identity was dominated by aspirations to go back to the old Bandung. The feeling of all informants was their desire that Bandung could return to how it used to be, a perfect

city governments officials with expertise in urban planning. This type of identity analysis also incorporated secondary data as support, obtained from content analysis of RPJPD Bandung 2005-2025 (Government Planning 2005-2025) and some related news.

Data shows the focus of the Bandung Government is to develop Bandung into a smart city, which has been realised through development efforts and communication.

Table 10
Keywords Bandung desired identity

ASPECT	KEY-WORDS
Natural Conditions	Environmental conservation, environmental protection.
City Infrastructure	**Bandung Smart City,** *Teknopolis***, international standards, green open land, technology-based,** competitive, IT infrastructure, adequate public facilities, superior, flood prevention.
Lifestyle	Improved quality of life, technology.
Socio-cultural	**Creative, prosperity, economic growth,** human resources improvement, increasing employment and income, cultural preservation.
Organisation and Administration	**Open government, smart government,** transparency, improved performance, government & private cooperation, integrated financing.
Feeling	Safe, comfortable.

This statement explains that the concept of 'smart' is not intended as a substitute identity for 'Bandung Creative City', but rather a form of improvement, which will make Bandung a city based on creative technology (*Bappeda Bandung*, 2013). From the research results presented, it can be concluded that there is a desire to identify Bandung as a smart city.

Comparison with Previous Studies

Previous research using quantitative methods by Yuwo et al. (2013), and Yuwo and Purwanegara (2012) measuring brand equity of Bandung showed similar perceptions of Bandung's identity. The measures of Brand Image and Quality in the previous research, such as pleasant weather, shopping facilities, cuisine have also been pointed out by the informants as the actual identity. The unpolluted environment, high quality of infrastructure and cleanliness are not considered as the measures for identity, but in this research the same statements

were mentioned in the conceived identity of Bandung. This may be an example on how dynamic the city branding is, because the city government during the previous study is not the same as the city government during the current study. The positive city improvements are mentioned in the current research, while in the previous research, the infrastructure was not used to measure the city's brand quality.

The perception of a smart city was discussed by Yuras and Dadi (2016) and which was also mentioned by the informants in the current research under the desired identity of Bandung. This finding shows that city identity management might be similar to corporate identity that adopts the vision-driven approach (Balmer & Soenen, 1999; Balmer & Greyser, 2003).

Identity of Bandung

Balmer and Greyser (2003) found that in multi-dimensional identity, each dimension of identity affected the others, and different
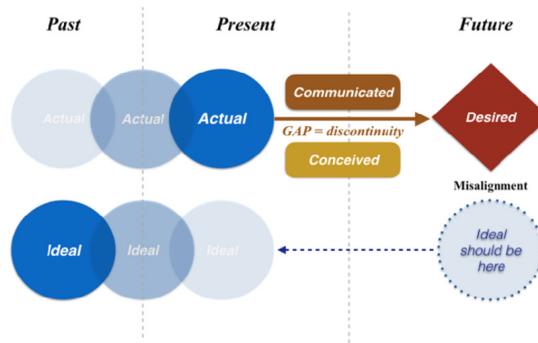
Figure 2. Interaction phenomenon between identity dimensions of Bandung city

dimensions of identity generally had different time spans. Based on this theory, the researchers added the time dimension; past, current (present), and future, as a component of the analysis to look at the position and influence of each identity against another.

When time is included in the analysis, it is important to examine the position of each identity in the context of time in this research. Actual identity is the identity of the city that refers to the current conditions, so that this identity is in the present dimension (present). Then both Ideal and Desired are collections of aspirations of the stakeholders towards a city that they want to be realised, so it should be in the dimensions of the future (future). Communicated and conceived can be interpreted as communication and perception, which in theory may affect each other. Communication in this context are the efforts made by the government to achieve desired identity. While perception is the result of interpretation of the communication process (Strydom, 2005), which in this context is also influenced by the primary and secondary communication of the

city. Therefore, both are involved as a process that existed within the period in which the actual and desired identity are. The phenomenon of interaction types of identity AC²ID Bandung is illustrated in Figure 2.

The analysis of AC²ID identify the gap between actual and desired identity, which is the inconsistencies between town planning and the city's identity at this time. In the discussion of conceived identity, people showed feelings of sadness or loss, associated with changes in Bandung. The feeling is an indicator of the occurrence of discontinuity, or the lack of continuity between the current city identities with the planning done by the government. Kavaratzis and Hatch (2013) argued that identity of a place dynamic and place branding should be revealed as one of the interactions and dialogues between stakeholders.

CONCLUSION

The conceptual framework AC²ID Test can be applied to management of city identity

management.

The research has proven that the AC^{2}ID Test can determine the multi-dimensional city identity and identify the misalignment between identity types.

The Bandung city identity is summarised as below:

1. Actual identity - Physical cities: cool weather and beautiful city, heritage building; Non-physical: cuisine, friendly people, and the 'homely' feeling.
2. Communicated identity - Bandung Smart City.
3. Conceived identity - Bandung is not the same as before.
4. Ideal identity - The old Bandung.
5. Desired identity - Bandung Smart City.

The analysis of the relationship between the five types of identity reveals a gap between the actual-desired identities which can create a potential problem in city management in the long term. This problem is caused by discontinuity, or misalignment between the conditions of the current city's identity with the government's desire to develop Bandung into a Smart city. These problems might undermine the city's identity, namely the fading character and characteristics of the city, which might eventually lead to decreased emotional attachment to the community and the overall competitiveness of the city depending on the gap.

In addressing the problems of identity faced by the city of Bandung, it is necessary to modify the desired identity of the city, which in this context is the development plan of the municipality. Urban planning should be based on and take into account the identity that is perceived by stakeholders of the city. Good urban planning is important to maintain consistency and strengthen the character, or characteristics of the city (Breakwell, 1993). This study found physical aspects of the city had changed the public perception, so the city government as a manager of identity must perform its role in implementing relevant measures to maintain the distinctiveness and continuity of the physical aspects. Rather than implement urban changes wholesale, Bandung should first consider conservation measures and restoration to preserve its physical characteristics. The rapid development should also be pre-empted by a strong effort to preserve the city's identity to create uniqueness and competitiveness with other places. A continuous dialogue between internal and external stakeholders should be initiated to preserve the city's identity without holding back development.

Further longitudinal research is needed with larger samples to confirm whether the AC^{2}ID Test Model can be used to measure identity of the city.

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