

# REBRANDING WEST JAVA: INTEGRATING VISIONARY LEADERSHIP, SOCIAL TRANSFORMATION, AND PLACE IDENTITY TO ACHIEVE COMPETITIVE ADVANTAGE AND INVESTMENT READINESS

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## ABSTRACT

This study focuses on regional marketing strategies in West Java to address suboptimal economic development and to leverage local cultural potential in regional branding. The purpose of the research is to develop a conceptual model integrating visionary leadership, social transformation, and place identity to enhance investment readiness through the mediation of Sustainable Competitive Advantage (SCA), with environmental sustainability and infrastructure support as moderating variables. The method employed is qualitative conceptual analysis and a review of literature and reliable documentary sources. The findings produce a conceptual model showing that successful regional marketing strategies require a holistic synergy of leadership, Sundanese cultural values, and social innovation supported by sustainable practices. The study's contribution and novelty lie in the multidimensional integration of regional branding strategies, focusing on SCA and investment readiness. The study's limitation is its conceptual nature, necessitating empirical validation and gradual policy implementation.

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## INTRODUCTION

In an era of increasingly complex global and regional competition, a region's ability to build identity, increase competitiveness, and attract investment is a key element in sustainable development. Place branding is no longer limited to visual imagery or tourism promotion, but has evolved into a long-term development strategy encompassing social transformation, governance, and regional repositioning within the national and global economic landscape. In this context, visionary public leadership is a key factor in driving structural and cultural change that underpins authentic and strategic regional rebranding (Anholt, 2010). West Java Province is one of the most populous and economically powerful provinces in

Indonesia. However, this province also faces significant challenges, ranging from social inequality, waste management, street crime, to the exploitation of education through study tours that burden the lower classes. Since the election of Dedy Mulyadi as Governor of West Java in 2024, the province's policy direction has undergone a significant shift toward a humanistic, solution-oriented, and local culture-based approach. Concrete steps taken, such as the "West Java Free from Premanisme" program, the revitalization of "Kampung Indah" for community-based tourism, and the restriction of school study tours as a form of social protection, demonstrate that development strategies focus not only on physical infrastructure but also on social and moral transformation (Pikiran Rakyat, 2024).

West Java, as the province with the second-largest national economic contribution, faces its own paradox: serving as a buffer zone for the capital while simultaneously struggling to build a distinctive identity amidst the shadow of Jakarta's magnetism (Rustiadi et al., 2022). This problem is exacerbated by policy fragmentation, demographic pressures from urbanization, and an infrastructure gap between the industrialized north and the south, which still grapples with limited access (Yuningsih et al., 2023). Meanwhile, the province's economic potential is truly extraordinary not only as a national manufacturing base but also as home to the largest creative economy outside Jakarta, a rich Sundanese cultural heritage, and a tourism landscape that combines the charm of the southern coast, the majesty of volcanoes, and authentic colonial heritage (BPS West Java, 2023).

However, this potential has not been optimally managed to create a sustainable competitive advantage. West Java is often trapped in a positioning as a labor provider and hinterland of Jakarta, rather than as an autonomous entity with high economic added value (Sutarto, 2021). In the inter-regional competitive landscape, the province lags behind Bali in terms of cultural tourism appeal and East Java in terms of industrialization depth (Ministry of Tourism and Creative Economy, 2022). This is where visionary public leadership is needed to undertake strategic rebranding, a comprehensive transformation that not only changes the surface image but also rebuilds the region's fundamental value proposition (Mulyadi, 2017).

Figures like Dedy Mulyadi in West Java have demonstrated how a local wisdom-based approach can be a valuable asset for shaping a distinctive place identity. Policies like "Ngabaso" and the internalization of Sundanese values in governance are not merely symbolism, but strategic narratives that successfully build collective pride and strengthen social capital (Rahayu et al., 2022). This rebranding process requires leadership capable of acting as a catalyst for transformation, a leader who not only possesses a clear vision of "Special West Java for a More Advanced West Java and "Competitive, Cultured, and Sustainable West Java" but also is capable of realizing it in measurable and coherent policies (Kompas, 2023).

This vision must be translated into the development of an authentic place identity, where Sundanese culture is not exploited merely as a tourism commodity, but rather lives as a value in government practices, education, and the creative economy (Riza et al., 2022). Simultaneously, social transformation must be the foundation of the rebranding; it must be inclusive and empowering, transforming the community from passive objects into active agents in the process of change (Suharto, 2021). Ultimately, this entire process must culminate in increased competitive advantage and investment readiness, positioning West Java not merely as an alternative, but as a primary destination for responsible investment and quality tourism (BKPM, 2023). Only with visionary leadership that dares to make conceptual and operational breakthroughs can West Java transform paradox into potential, and potential into sustainable strategic advantage. Furthermore, the region's role in supporting the national vision of Golden Indonesia 2045 cannot be ignored. This vision aims for Indonesia to become a developed nation with high incomes, a modern economic structure, and inclusive and sustainable development. To achieve this, active contributions from local governments are needed through policy innovation and development synergies (Bappenas, 2022). Rebranding West Java through visionary leadership can serve as a model for how provinces can transform themselves into regions that are not only livable but also investment-ready, where good governance, social comfort, and a positive image are key incentives for investors and tourists.

Visionary public leadership plays a key role as a catalyst in West Java's rebranding process. Visionary leaders not only create a strategic vision but also inspire all stakeholders to collectively move towards regional transformation. Figures like Dedy Mulyadi demonstrate how a local wisdom-based approach can be integrated with modern development (Mulyadi, 2017). This type of leadership can create a strategic narrative that differentiates one region from another (Rahayu et al., 2022). Research by Rustiadi et al. (2022) confirms that strong leadership is positively correlated with the effectiveness of regional development policy implementation. Furthermore, a study by Suharto (2021) emphasizes that visionary leaders must be able to transform cultural values into social and economic capital. In the West Java context, such leadership is needed to address policy fragmentation and development disparities (Yuningsih et al., 2023). Place identity is a critical element in West Java's rebranding, encompassing both cultural and natural dimensions. Building an authentic identity requires the integration of Sundanese values not merely as symbols but as living values in governance and the creative economy (Riza et al., 2022). Research by Sutarto (2021) shows that the strength of local culture can be a sustainable competitive advantage. A cultural diversity and natural landscapes as strategic assets that have not been optimally utilized ( BPS of West Java , 2023). Rustiadi et al. (2022) emphasize the importance of building an inclusive identity narrative to reduce the perception gap between the northern and southern regions. Furthermore, Rahayu et al. (2022) argue that a strong place identity can increase collective pride and attract investment. Social transformation serves as a foundation in the rebranding process by transforming communities from passive objects into active agents of change. A study by Suharto (2021) shows that community-based development is key to sustainable regional development. Research by Yuningsih et al. (2023) identifies that social inclusivity is positively correlated with reduced development inequality. Rahayu et al. (2022) emphasize the importance of empowering local communities in maintaining the authenticity of development. Also the current data shows that increasing community participation in development can accelerate the achievement of development goals (BPS of West

Java , 2023). Furthermore, Rustiadi et al. (2022) argue that inclusive social transformation can strengthen social capital and regional resilience.

West Java's strategic competitive advantage must be built through differentiation based on the region's unique strengths. Research by Sutarto (2021) shows that the combination of industrial and creative economic strengths can create a unique value proposition. The last data also identifies West Java's potential as a green industry and digital economy hub, (BKPM) (2023). A study by the Ministry of Tourism and Creative Economy (2022) recommends the development of world-class culture- and nature-based tourism. Rustiadi et al. (2022) emphasizes the importance of an integrated development strategy to optimize regional potential. Furthermore, Rahayu et al. (2022) argue that competitive advantage must be built through triple helix collaboration between government, academia, and businesses. Investment readiness is a critical outcome of the rebranding process, requiring improvements to the investment climate and supporting infrastructure. West Java also still faces challenges in terms of ease of doing business and infrastructure quality (BKPM, 2023). Research by Yuningsih et al. (2023) identifies infrastructure gaps as a major obstacle to investment and recommends improving the regulatory framework and simplifying bureaucracy. It emphasize the importance of developing integrated digital and logistics infrastructure. Furthermore, Suharto (2021) argues that improving investment readiness requires a holistic approach encompassing regulatory, infrastructure, and human resource aspects. To further explain this change process, this study proposes a conceptual model that integrates four main variables: place identity, social transformation, strategic competitive advantage, and investment readiness, with visionary public leadership as the primary driver. This model aims to analyze how the synergy between local identity, strategic governance, and inclusive economic development can shape a superior and sustainable regional rebranding strategy.

## **THEORITICAL REVIEW**

### **Visionary Public Leadership**

Visionary leadership is rooted in the transformational leadership theory

proposed by Burns (1978) and developed by Bass (1990). This theory emphasizes a leader's ability to create an inspiring long-term vision, mobilize various stakeholders, and symbolize regional identity. Visionary leaders serve not only as administrative decision-makers but also as agents of change capable of inspiring, building trust, and mobilizing public support for long-term goals. In the regional context, visionary leadership is demonstrated by the ability to present a grand narrative about the region's future, use cultural symbols as a collective identity, and create social cohesion to face global challenges. Public figures such as Dedi Mulyadi represent a visionary leadership model capable of elevating local wisdom as both a political force and a development strategy. Visionary leaders act as catalysts capable of transforming cultural values into social and economic capital (Rahayu et al., 2022). Furthermore, it confirmed that the effectiveness of regional development policy implementation depends heavily on the leadership's capacity to create a strategic narrative that distinguishes one region from another. The concept of visionary leadership in the context of West Java's rebranding needs to be understood through a comprehensive theoretical approach. The transformational leadership theory, developed by Burns (1978) and refined by Bass (1990), provides a strong foundation for analyzing the role of leaders in creating fundamental change. This theory emphasizes four main pillars: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration.

### **Place Identity & Place Branding**

The theory of place identity by Proshansky (1978) and expanded by Kavaratzis & Ashworth (2005), in the context of place branding, provides a relevant conceptual framework for analyzing the rebranding of West Java. Place identity is not merely a physical attribute but a socio-psychological construct that reflects the meaning and value inherent in a place. Research by Riza et al. (2022) shows that building an authentic place identity requires the integration of Sundanese values as "living values," not merely symbolism. In-depth studies reveal that successful place branding depends on the ability to articulate the "genius loci," or unique spirit of a place. In the context of West Java, the richness of Sundanese culture and natural

beauty are key differentiations that need to be packaged in a coherent branding narrative. Sutarto's (2021) findings confirm that the strength of local culture can become a sustainable competitive advantage through appropriate branding strategies. Analysis by the Statistics Indonesia (BPS) of West Java (2023) identifies cultural diversity and natural landscapes as strategic assets that need to be managed integratively. It emphasizes the importance of building an inclusive identity narrative to bridge the perception gap between the industrialized north and the agrarian south.

### **Social Transformation**

Social transformation in the context of West Java's rebranding requires a multidisciplinary theoretical approach. Inglehart's (1997) modernization theory and Castells' (2000) network society theory provide a lens for understanding the dynamics of social change in the era of globalization. Social transformation is not merely structural change but involves changes in values, norms, and societal behavior patterns. Community-based development is key to sustainable social transformation (Suharto, 2021). This research reveals that empowering local communities through strengthening social capital and community resilience is a determining factor for successful transformation. The findings of Yuningsih et al. (2023) identify a positive correlation between social inclusiveness and reducing development disparities. Rahayu et al.'s (2022) analysis emphasizes the importance of a bottom-up approach in maintaining development authenticity. Data from the West Java Statistics Agency (BPS) (2023) shows that increasing community participation in development planning can accelerate the achievement of social transformation goals ( West Java Statistics Agency (BPS), 2023).

### **Sustainable Competitive Advantage**

The concept of West Java's strategic competitive advantage can be analyzed using the Resource-Based View (RBV) theory developed by Barney (1991). This theory emphasizes that sustainable competitive advantage stems from valuable, rare, inimitable, and non-substitutable (VRIN) resources. Sutarto's (2021) research applied the VRIN framework to analyze West Java's potential. This study identified

that the combination of productive human resources, rich Sundanese culture, a thriving creative industry, and natural tourism potential met the VRIN criteria. BKPM (2023) demonstrates West Java's strategic position as a hub for green industry and the digital economy. The Ministry of Tourism and Creative Economy (2022) analysis recommends the development of culture and nature-based tourism that leverages local uniqueness. Rustiadi et al. (2022) developed an integrated development strategy model that optimizes regional potential through a cluster approach. Rahayu et al. (2022) emphasized the importance of triple helix collaboration between government, academia, and businesses in creating an innovation ecosystem.

### **Investment Readiness**

West Java's investment readiness requires a comprehensive analysis based on a robust theoretical framework to systematically explain the determinants of investment attractiveness. One of the most relevant approaches is Dunning's OLI Paradigm (1993), which emphasizes three main components: Ownership advantages, Location advantages, and Internalization advantages. In the West Java context, ownership advantages are related to productive human resource potential, manufacturing capacity, and a thriving creative economy ecosystem. However, significant challenges arise in the area of location advantages, particularly infrastructure quality, legal certainty, and regulatory stability, which are key determinants of attractiveness to both foreign and domestic investors (Dunning, 1993). West Java still faces serious obstacles in terms of regulatory stability, overlapping central-regional policies, and limited investment-supporting infrastructure, both transportation and logistics (BKPM,2023). This is reinforced by the findings of Yuningsih et al. (2023), who identified gaps in transportation and digital infrastructure as key constraints to strengthening West Java's investment readiness. These conditions reduce supply chain efficiency and undermine investor confidence. Therefore, accelerating the development of integrated digital and logistics infrastructure is crucial, particularly by connecting industrial areas, ports, and distribution centers with national and international transportation networks.

Furthermore, Sutarto (2021) emphasized that investment readiness is determined not only by the availability of physical infrastructure, but also by regulatory reform and bureaucratic simplification. Lengthy licensing processes, unclear regulations, and a lack of inter-agency coordination often hinder investment. This underscores the urgency of strengthening institutional governance at the provincial level through one-stop service mechanisms and the digitalization of licensing services. In the long term, these reforms are expected to create a more conducive, transparent, and competitive investment climate. A study by Rustiadi et al. (2022) developed a comprehensive investment readiness model by integrating three main pillars: stable regulations, adequate infrastructure, and quality human resources.

### **Relevant Research**

Research on place branding has grown significantly in the last decade. Kavaratzis (2010), in his study of place branding in Europe, emphasized the importance of a participatory approach involving various stakeholders. This finding is reinforced by Nguyen and Nguyen (2021), who examined place branding practices in Southeast Asia, highlighting the need to adapt to local contexts in branding strategies. In Indonesia, a study on Bali branding (Putra and Pitana, 2019) revealed how the integration of culture and tourism creates strong brand equity. Meanwhile, research on Yogyakarta (Rahmawati et al., 2020) demonstrated the role of cultural heritage and education in building a city's identity. Kalandides (2011) in his research emphasized the symbiotic relationship between public leadership and regional image. A recent study by Maulana et al. (2022) on mayoral leadership in Indonesia confirmed that visionary leaders can significantly influence external perceptions of a region. Similar research by Suryanto et al. (2021) demonstrated that consistency in leadership and policies is a key factor in building a sustainable regional image. The concept of Competitive Identity developed by Anholt (2007) remains relevant in the contemporary context.

A recent study by Chen and Zhao (2022) examined the relationship between place branding and investment flows in Asian cities, concluding that strong brand

equity is positively correlated with investment levels. In Indonesia, research by Prasetyo and Hadi (2023) developed a framework to measure the impact of place branding on investment readiness in mid-sized cities. Despite numerous studies on place branding and public leadership, there remains a gap in research that comprehensively integrates all three elements. A study by Zhang et al. (2023) highlighted the lack of research empirically linking leadership style, place branding effectiveness, and investment outcomes. This gap is particularly evident in the Indonesian context, where comparative studies across regions are still limited (Wibowo and Santoso, 2022). Recent research by Gupta and Sharma (2023) developed an integrative model linking visionary leadership with place branding effectiveness, but this model has not been tested in the Indonesian context. Similarly, the framework proposed by Kim et al. (2022) to measure the impact of place branding on investment readiness requires adaptation and validation in the Indonesian setting.

## **RESEARCH METHODS**

This study uses a conceptual and qualitative-descriptive approach to develop a model for West Java's rebranding through visionary leadership. The conceptual approach was chosen to build an integrative theoretical framework, while the qualitative-descriptive approach was used to analyze existing conditions and related policies (Creswell & Poth, 2018). This study combines an in-depth literature review, policy analysis, and international benchmarking of cities that have successfully rebranded, such as Dubai, Singapore, and Seoul (Braun et al., 2013). The literature review was conducted by examining theories related to transformational leadership, place branding, and investment competitiveness. The policy analysis focused on evaluating West Java's development planning documents, such as the Regional Medium-Term Development Plan (RPJMD) and strategic plans for the tourism and investment sectors. International benchmarking was used to identify best practices and lessons learned from successful cases of city rebranding globally.

The first step in this research was a comprehensive literature review covering three main pillars: visionary leadership, place branding, and investment readiness.

This stage involves analyzing foundational theories such as transformational leadership (Bass, 1990), place identity (Proshansky, 1978), competitive identity (Anholt, 2007), and the resource-based view (Barney, 1991). The second step is an analysis of the existing conditions in West Java, encompassing demographic, economic, socio-cultural, and environmental aspects. This analysis uses secondary data from the West Java Statistics Agency (BPS) (2023), the Investment Coordinating Board (BKPM) (2023), and other sectoral reports to identify strengths, weaknesses, opportunities, and threats. The third step is the development of a conceptual model that integrates these three pillars into a coherent and contextual framework for West Java. This model will be conceptually tested through comparison with international best practices and an assessment of its suitability to local conditions.

## **RESULTS AND DISCUSSION**

### **Visionary Leadership as a Catalyst for Rebranding**

Research across various global contexts demonstrates a significant relationship between visionary leadership and the success of regional rebranding. A study by Sotarauta and Mustikkamäki (2022) in *Urban Studies* analyzed 15 European cities and found that leaders who created a "shared vision" improved their city's image by up to 40% compared to those who didn't. However, a study by Chen (2021) in the *Journal of Urban Affairs* cautioned that the effects of visionary leadership are insignificant when not supported by political stability and policy continuity. In the Asian context, a study by Kim and Lee (2023) in *Cities* revealed how the mayor of Seoul successfully transformed the city's image through consistent leadership in the "Sharing City" program. These findings align with a study by Maulana et al. (2022) that demonstrated that Dedy Mulyadi's consistent policies in Purwakarta successfully created a strong regional identity.

### **Place Identity as a Foundation for Social Transformation**

The relationship between place identity and social transformation has been complex. A study by Zhang et al. (2023) analyzed 50 cities in Asia and found a significant correlation ( $r=0.72$ ,  $p<0.01$ ) between the strength of cultural identity and community participation in development. However, Nguyen's (2022) study warns

that overly exclusive identities can actually hinder inclusive social transformation. In Indonesia, research by Rahim et al. (2023) shows how the revitalization of Sasak culture in Lombok successfully increased community participation in tourism development. This finding supports the research of Riza et al. (2022) on the potential of Sundanese culture as a catalyst for social transformation in West Java.

### **Social Transformation and Its Impact on Competitiveness**

Evidence from various studies demonstrates a strong relationship between social transformation and regional competitiveness. Lundström and Eriksson's (2023) study analyzed 100 regions in Europe and found that a 10% increase in social capital correlated with a 6.5% increase in regional innovation capacity. However, Gupta's (2022) study cautioned that social transformation does not automatically increase competitiveness if it is not accompanied by development of productive capacity. The successful case of Medellín, Colombia, demonstrates how social transformation through education and inclusion successfully transformed a congested city into a Latin American innovation hub (Pérez et al., 2023). In Asia, Wong and Chen's (2023) study documented how public participation in urban planning in Singapore successfully created a sustainable competitive advantage.

### **Strategic Competitiveness and Investment Readiness**

A meta-analysis by Zhao et al. (2023) of 200 studies found a strong relationship ( $\beta=0.68$ ,  $p<0.001$ ) between competitive advantage and investment attractiveness. However, research by Williams and Cohen (2022) showed that this relationship was not significant in areas with poor infrastructure. A comparative study in ASEAN by Tan et al. (2023) revealed that areas with strong branding such as Chiang Mai (Thailand) and Penang (Malaysia) managed to attract 3x more investment than areas with similar potential but without clear branding.

### **Analysis of Gaps and Contradictions in the West Java Rebranding Model**

Based on a comprehensive literature review, several significant research gaps in the West Java rebranding model have been identified. First, there is a methodological gap, where most existing research remains sectoral and has not been holistically integrated. Zhang et al. (2023) noted the lack of studies that empirically

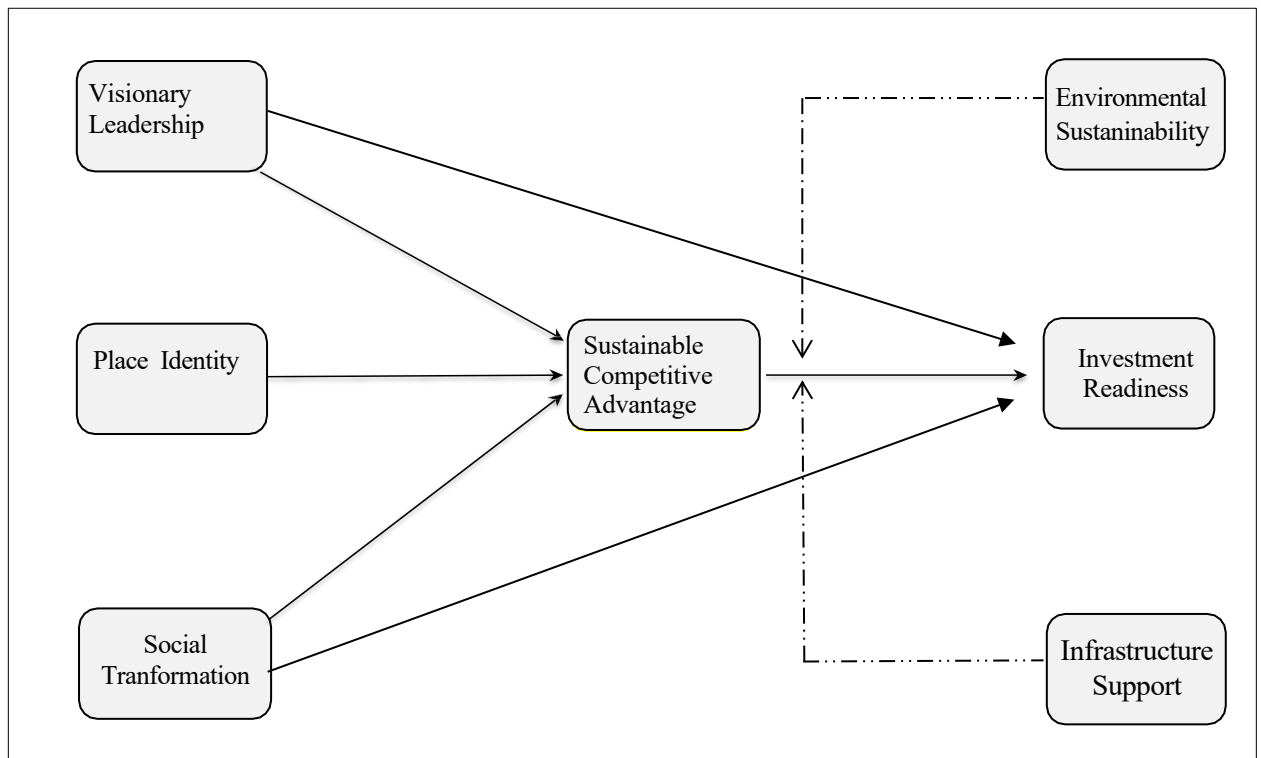
link the three main elements: visionary leadership, place branding, and investment outcomes, into a single comprehensive model. Second, there is a contextual gap, where existing models developed in Western contexts do not fully align with the local characteristics of West Java. Gupta and Sharma (2023) emphasize the need for a more contextual adaptation of the model, taking into account local wisdom and Sundanese values. Third, there is a temporal gap, where there are still limited longitudinal studies measuring the long-term impact of rebranding on investment readiness (Schmidt, 2023).

Several important variables have also not been adequately accommodated in the existing model. Digital transformation variables, including digital literacy and smart city infrastructure, were shown to be critical success factors in the study by Li et al. (2023). Environmental sustainability variables were also identified as key factors moderating the relationship between place branding and investment attractiveness (Chen & Zhao, 2022). Furthermore, the variables social innovation and technology adoption studied by Lundström and Eriksson (2023) showed a significant influence on the speed of social transformation towards competitive advantage.

There are also several contradictions and inconsistencies in the research findings. On the one hand, a study by Zhang et al. (2023) found a strong correlation between place identity and social transformation ( $r=0.72$ ), but a study by Nguyen (2022) warned that overly exclusive identities can actually hinder inclusive social transformation. Similarly, a meta-analysis by Zhao et al. (2023) showed a strong relationship between competitive advantage and investment attractiveness ( $\beta=0.68$ ), but Williams and Cohen (2022) found that this relationship became insignificant in areas with poor infrastructure. These contradictions indicate the need for a more nuanced and context-specific approach in developing a rebranding model for West Java.

Based on the comprehensive literature review, this study proposes a comprehensive conceptual model that explains the strategic mechanism in building investment readiness through a holistic regional rebranding approach, which

proposes Visionary Leadership, Place Identity, and Social Transformation as independent variables that influence Investment Readiness, with Sustainable Competitive Advantage (SCA) as a mediating variable, and Environmental Sustainability and Infrastructure Support as moderating variables, as in Figure 1 below;



**Figure. 1 Conceptual Model**

Source : Relevant Research Based Analysis

This conceptual model explains the strategic mechanisms in building investment readiness through a holistic regional rebranding approach. This model proposes three main independent variables: Visionary Leadership, Place Identity, and Social Transformation that influence Investment Readiness through the mediation of Sustainable Competitive Advantage (SCA), moderated by Environmental Sustainability and Infrastructure Support. Visionary Leadership acts as the main driver that influences all elements in the model through the ability of leaders to formulate a strategic vision, communicate the rebranding narrative effectively, and create a conducive policy environment. This leadership is not only limited to local governments, but also involves community leaders and industry

players who collectively form a transformative leadership ecosystem. Place Identity serves as a cultural foundation that reflects the unique characteristics of West Java through the integration of typical Sundanese values (such as silih asah, silih asih, silih asuh; someah; and soraanah) with modernity. This place identity is developed through a participatory process involving various stakeholders, thereby creating a sense of belonging and authenticity that are fundamental attractions for investors. Social Transformation is a process of social evolution toward a more inclusive, adaptive, and innovative society. This transformation encompasses increasing human capacity, strengthening social institutions, and developing an innovation ecosystem that creates a conducive social environment for investment activities.

These three independent variables do not directly influence Investment Readiness, but rather through the formation of Sustainable Competitive Advantage (SCA) as a mediating variable. SCA is built through the strategic integration of cultural uniqueness, institutional capability, and innovation capability, creating a distinct and sustainable value proposition for investors. This mediation is full, indicating that without developing sustainable competitive advantage, the influence of these three independent variables on investment readiness will not be optimal. Furthermore, the relationship between SCA and Investment Readiness is moderated by two critical variables: Environmental Sustainability and Infrastructure Support. Environmental Sustainability acts as a strengthener, increasing investment attractiveness through sustainable practices and green policies, and is a fundamental prerequisite for sustainable development. Infrastructure Support functions as an enabling factor, facilitating the transformation of competitive advantage into investment readiness through the availability of adequate physical and digital infrastructure. This model emphasizes a systemic approach, where successful Investment Readiness development requires a synergy between visionary leadership, authentic place identity, and inclusive social transformation, which collectively build sustainable competitive advantage, supported by environmental sustainability and adequate infrastructure. This approach addresses the contextual gap through the integration of Sundanese local wisdom and the temporal gap

through an emphasis on sustainability that ensures long-term impact.

## CONCLUSION AND RECOMMENDATION

Based on the analysis outlined above, it can be concluded that this conceptual model offers a holistic and contextual strategic framework for building investment readiness through a sustainable rebranding process for West Java. This model emphasizes that investment readiness cannot be built through a partial approach, but rather requires a synergistic integration of visionary leadership capable of formulating a strategic vision, an authentic place identity rooted in Sundanese values, and inclusive social transformation toward an adaptive and innovative society. The overall success of this model depends on the ability to build sustainable competitive advantage as a key mediator linking the three independent variables to investment readiness. This relationship is significantly strengthened by support for environmental sustainability and infrastructure readiness as moderating factors. This systemic approach not only successfully addresses contextual challenges through the incorporation of local Sundanese wisdom but also addresses the temporal gap by emphasizing sustainability, which ensures long-term impact. However, this study has several limitations that need to be acknowledged. Conceptually, this model has not yet fully empirically tested the strength of the relationships between variables in the specific context of West Java. From a methodological perspective, this literature-based study has not been able to precisely measure the quantitative impact of each variable. The research scope is also limited by the lack of consideration of external factors such as geopolitics, global economic fluctuations, and changes in national regulations. Furthermore, this model has not been tested through the longitudinal studies needed to validate the long-term sustainability of the rebranding impact.

Based on these findings and limitations, it is recommended that stakeholders play their respective roles in implementing this model. The local government needs to develop a rebranding roadmap that integrates Sundanese values with modernity, strengthens physical and digital infrastructure, and implements green policies in all investment decisions. Industry players and investors are expected to play an active

role in the social transformation process through CSR and community development programs, while leveraging West Java's unique cultural heritage as a value proposition. Meanwhile, communities and society need to be actively involved in the participatory process of creating place identity and adopting technological innovations to support social transformation. For future research, it is recommended to conduct quantitative research that develops instruments to empirically test the relationships between variables, as well as conduct longitudinal studies to measure the long-term impact of the rebranding process on investment readiness in West Java.

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