

## Abstracts

This study investigates how co-creation unfolds in the city branding process through the involvement of internal stakeholders, with a focus on the cities of Rotterdam and Jakarta. It examines how different political and institutional contexts influence the sustainability of branding efforts over time. Adopting a qualitative approach, the research draws on semi-structured interviews with key informants from each city's branding team, supported by document analysis and a review of relevant literature. A ten-point analytical framework was developed to compare the branding processes. In Jakarta, the politicized nature of the *Plus Jakarta* brand—closely tied to Governor Anies Baswedan—resulted in its decline following a leadership transition. In contrast, Rotterdam's *Make It Happen* brand demonstrates adaptability through co-creation and shared ownership. Findings emphasize that political leadership, shared ownership, and existence of politically neutral institutions are key to sustaining city branding. Co-creation is revealed as a dynamic and iterative process essential for building legitimacy and public trust. The study proposes policy recommendations, including integrating branding into urban development plans and the establishment of a neutral branding institution. These insights contribute to the growing literature on city branding and co-creation.

**Keywords:** *City Branding, Co-Creation, Urban Governance, Stakeholders Participation, Political Leadership, Jakarta, Rotterdam*