

Era globalisasi telah mengaburkan batas formal teritorial sekaligus mengamini fenomena transnasional yang membuat persaingan pasar global terintegrasi. Pun berakibat pada kebutuhan negara untuk meningkatkan serta mempertahankan daya saing nasionalnya di kompetisi pasar global, misal dengan menonjolkan diri dan tetap menjadi perhatian masyarakat internasional. Artinya, dalam kontestasi ekonomi politik internasional kontemporer, pendekatan *public-aware* menjadi penting untuk menilai loyalitas masyarakat internasional yang *public oriented* terhadap reputasi suatu negara. Belum lagi masifnya alur informasi dan komunikasi, memaksa negara untuk mampu menciptakan *country brand* sebagai hasil *nation branding*, agar masyarakat internasional dapat menerima satu informasi yang ringkas dan terpercaya atas situasi/kondisi global negara terkait. *Nation branding* sendiri, hakekatnya bukan sekedar kemampuan negara untuk menjual nilai dari sebuah citra *country brand*, namun juga kemampuan sintesis strategi dalam manajemen *brand*. Maka kini aktivitas *nation branding* tidak sekedar diperlukan, namun telah menjadi kebutuhan.

Dalam konteks industri Jam Swiss, perusahaan transnasionalnya berhasil menghasilkan produk internasional Jam Swiss dengan *brand* yang kuat dan populer, seperti *brand* Rolex, Patek Philippe, Omega, dan masih banyak lainnya, yang identik dengan karakter “*Swiss Precious*”. Bahkan dominansi *brand* Jam Swiss di segmen aksesoris mewah, diterima oleh masyarakat internasional sebagai refleksi nilai dari realitas sosial dan budaya di tengah perilaku masyarakat Swiss itu sendiri. Oleh karenanya, industri Jam Swiss dikatakan tepat untuk menjadi strategi *competitive identity*-nya Pemerintah Swiss dalam menyukseskan *country brand* “Swiss Global Enterprise”. Terlebih ketika dianalisis dengan efek *country of origin*, *brand image* produk internasional berbanding lurus dengan *country brand image* dari *home country*, dan *vice versa*. Lagipula, *brand* produk internasional turut merepresentasikan *brand purpose* dari identitas mewah, berharga, premium, dan mahal milik Swiss. Akhirnya, reputasi *brand image* dan loyalitas konsumen Jam Swiss yang didukung dengan *institutional guarantee* dari regulasi “Swiss Made”, berkontribusi terhadap keberhasilan implementasi *country brand* Swiss, “Swiss Global Enterprise”, dimana berkepentingan menjadi lokasi bisnis dunia yang ideal.

*Kata kunci : competitive identity, country brand, country of origin effect, Jam Swiss, Swiss Global Enterprise, Swiss Precious.*

Globalization has blurred the territorial of formal boundaries among states that indicates the beginning of transnational age, which has integrated the global market simultaneously. This kind of phenomenon also has an impact to the states necessity to improve and maintain their national competitiveness in global market competition. For example, self-effacing and be attractive in international level. It means in the contemporary international economic political contestation, public-aware approach is important to assess the loyalty of international society that has public oriented toward state's reputation. Even if communication channel and information flow were come to vast that enforce state to be able to create a country brand as a result of nation branding process, then international society conclude the general and trusted mindmaster of state's condition, situation, or potential. Nation branding itself is not only about the state's ability to sell their own value of country brand image, but also to do a succes systesis strategy of brand management. Thus, the activity of nation branding is not only needed but also become a necessity.

In the context of Swiss Watch industry, its transnational corporation has succeeded to manage their Swiss Watch as an international product within the powerful dan popular brand, such as brand of Rolex, Patek Philippe, Omega, and many others, which is identical with "Swiss Precious" character. In fact, the domination of Swiss Watch brand as luxurious accessories has been accepted by International society as a reflection of the social and cultural value in daily life of Swiss people itself. Therefore, the Swiss Watch industry is stated as a proper strategy for Swiss Government's competitive identity in order to succeed the country brand of "Swiss Global Enterprise". When the brand image is analyzed by country of origin effect, the international product brand image has directly proportional result with country brand image of the home country, and vice versa. Moreover, brand of international products represent the brand purpose of a Swiss's precious character. Finally, the reputation of brand image and consumer loyalty of Swiss Watch which is supported by institutional guarantee from "Swiss Made" regulation, contribute to the successful of country brand Swiss implementation, "Swiss Global Enterprise," where has an interest to become a worldwide ideal business location.

*Keyword : competitive identity, country brand, country of origin effect, Swiss Global Enterprise, Swiss Precious, Swiss Watch.*