SUMMARY

Surabaya is one of the big cities in Indonesia with various aspects of sector industries. Nowadays, our country entering the fourth economics era that is creative economics, after information economics and communication. In the next step, development of the potential creative industry in creative economics sector will be a crucial alternative within increasing the contribution in economics and business sectors, people’s life quality, creating brand image, communications equipments, cultivate the innovation and creativity, and strengthening the identity of an area. During this era, city branding related with creative industry in Indonesia has directed to another big city, such as Jakarta, Bandung, Jogjakarta, and Bali.

Actually, trading flow and non creative industry implicitly offer a "unique" culture. This matter is caused by this heterogeneous mix of traders ’s culture product results of the creative industry that could be used as the key for city branding development in Surabaya. Surabaya in this present, has create a city branding, known as Sparkling Surabaya. Sparkling Surabaya has try to bring a new concept, communicate that Surabaya is “spark”, from the sparkling of the city based on metropolitan city, or consideration about Surabaya is the center of jewelry. The effectiveness of this concept is still being discussed, considering this concept background is not derived from potential culture in Surabaya. It causing Surabaya's citizen feel that this concept is not enough to represent their city.

This research method using the case study approach that is distinguish to the experiment, survey, archival analysis, history and the case study. With this method, found that Surabaya city as one of the creative industrial cities, had differentiation in the research and development, that stress in maritime. The link in maritime is a large number of its found, thats made the Surabaya city had strong positioning compared with another creative industrial cities in Indonesia.

*Keywords: creative economics, potential culture, maritime*