

## **ABSTRACT**

*Bogor sub province is one of the city in West Java Province, which has the potential of big tourism, either in nature site and also their artificial culture. By 2014, the government in Bogor sub-province by ministry of culture and tourism set tourist by 6 million visitor a year. But until 2016, the target still hasn't reach the target, Bogor sub province also wanted to included master brand tourism Wonderful Indonesia, but the taget can't be achieved, it happens because Bogor sub provinces hasn't have city branding. By the research which writer did from the target audiences from DKI Jakarta, the writer founds insight of the target audiences are wanting to visit places which has nature view to rested a little bit from the hecticness of the city. But Target audiences doesn't have time to visit places because they have a busy schedules. They also hasn't see Bogor sub provinces as a tourism city. This problem can be solved by city branding and brand communication this Bogor sub provinces by promoting sub provinces tourism. This design is strive to giving informations to the target audiences about tourism destination which over by Bogor sub provinces, most importantly in nature tourism sector.*

*Keyword : City branding, brand identity, promotions, advertising, tourism.*