

## **ABSTRACT**

*Representations of cities or regions play an important role in tourism marketing, especially city representations that become souvenir attributes. As the best medium for representing place branding of an area, it is important for souvenirs to visualize the representation of the dimensions of the place of origin, especially for tourist cities like Bandung. However, current representations of the City of Bandung are often biased because there are many things that can be associated with this City and it is difficult to ascertain whether these associations are indeed representations of the City of Bandung. This bias also has an impact on not achieving the intended symbol or representation of the Bandung City tourism souvenir area. This research explores specific tourism souvenirs at destination museums in Bandung City to see how the city is represented in souvenirs available by institutions under the auspices of the Bandung City government. This research uses a qualitative approach with visual and verbal content analysis methods to identify city representations in souvenir museums in Bandung City. The research results show that the representation of the city in the souvenir museum in the branding dimensions is identity, vision and position.*

*Keywords: souvenir, museum, representation, place branding*