

ABSTRACT

Bogor City is a city that has received many awards related to the city's tourism sector. However, when compared to other big cities in Indonesia, Bogor City seems to need development in the application of city branding, especially in the tourism sector. This researcher discusses the city branding strategy of Bogor City in an effort to attract tourists. The purpose of this research is to find out and analyze the strategies and implementation efforts made by the Bogor City Government in conducting city branding. The research uses qualitative analysis techniques with descriptive qualitative methods and uses data collection techniques in the form of interviews, observations, and supporting data analysis. This research involved three types of informants with six sources used in this research, consisting of three Key Informants, two Supporting Informants, and one Expert Informant. In the data analysis technique, the author uses the Nvivo 16 application with the aim of providing more systematic data and can provide data visualization that is easier to understand. The research is based on the three main concepts of city branding which contain the concepts of city identity, city communication, and city image. The results showed that the Bogor City Government has implemented the concept of city branding which focuses on culinary tourism and sports tourism.

Keywords: City Branding Implementation, Bogor City Government, City Branding Strategy.