

ABSTRACT

One of the potential sector in the future is tourism and creative economic sector. Indonesia also has a good rating standing in its natural resources, ranked 6th and cultural resources, ranked 38th (World Economic Forum, 2013). The importance of tourism sector also explained well in Ciamis Region Tourism Development Master Plan 2015.

The purpose of this research is to clarifying the destination branding in Kampung Adat Kuta using branding factor and place marketing and brand relational network as well as to develop destination branding using branding process, brand personality and destination branding strategies as the framework. This research focuses qualitatively using semistructure interview, moderate participative observation and documents collection. The analysis step is using data reduction, daya display and conclusion as well as recommendation.

The result shows descriptively about branding activities which have been done by stakeholders (Ciamis Region Government), tour agency, local community and media. The suggestion for destination branding development are positioning brand with the slogan “Kampung Adat Kuta, Priangan’s Harmonious in Nature”, iconography ideas, as well as event concept for Kampung Adat Kuta. The suggustion for branding development is make a event which contain the values of Kampung Adat Kuta’s local wisdom as well as tourism training program for inhabitant.

Keywords : Marketing, Services Marketing, Tourism Marketing, Branding and Destination Branding