

ABSTRACT

Balikpapan City is one of the most biggest city in Indonesia which located in East Kalimantan, with total area of 843.48KM. although Balikpapan is not the capital city of East Kalimantan, however the city held a crucial role as one of the gate to East of Indonesia area. As time goes by, Balikpapan has conducted city branding to change the image of the city in order to create a good brand attitude towards Indonesian people, especially the people within Balikpapan city.

Problem formulation within this research are how city branding in the dimension of nature, business opportunities, transportation, cultural Activities, and social bonding able to affect brand attitude. this research occupy quantitative method for its data analysis using multiple regression method. Sample used in this research is 400 respondents of people within Balikpapan City, and data collection was carried by distributing the questionnaire via online media.

The research found that city branding effect towards brand attitude is 31.9%. Moreover, each variable within city branding which consist of nature, business opportunities, transportation, cultural activities, and social bonding through the method of multiple regression method affecting Brand Attitude by 0.188, 0.282, 0.163, (-0.090) and 0.155. meanwhile, based on the determination test of each variable are 4.4%, 19%, 5.8%, 0.3% and 8.4%, and it is found that business opportunity variable is the highest among others in terms of its effect towards Brand Attitude

Keywords: City branding , Nature, Business Opportunity, Transport, Cultural Activities, Social Bonding, Brand Attitude