

ABSTRACT

Explore Makassar is a City Branding given to Makassar City by KEMENPAREKRAF RI in 2017. Entering post-pandemic 2020, the Makassar City Tourism Office is trying to develop a strategy to restore Makassar City's tourism sector. The purpose of this study was to find out the management of City Branding carried out by the Makassar City Tourism Office for the Explore Makassar brand in the face of the post-pandemic COVID-19. The method in this study uses a descriptive qualitative approach and collects data using observation techniques and interview techniques carried out at the Makassar City Tourism Office. The results of this study indicate that the management of the city branding "Explore Makassar" carried out by the Makassar City Tourism Office is related to vision and strategy, internal culture, local communities, synergy, infrastructure, cityscapes & gateways, opportunities and communication. The Makassar City Tourism Office has tried to digitize promotions through social media channels. The Makassar City Tourism Office also creates a campaign strategy that supports the promotion and dissemination of information related to the city of Makassar. The Makassar City Tourism Office has carried out all city branding management framework units according to Kavaratzis (2006), in determining and implementing post-pandemic city branding strategies.

Keywords: Makassar City, City Branding, Explore Makassar