

ABSTRACT

Stunning Bandung is a rebranding step taken by the Bandung City Tourism Office to increase visits by local and foreign tourists in Indonesia, including West Java. Stunning Bandung is a logo designed by the Ministry of Tourism, the Stunning Bandung logo is in harmony with the Wonderful Indonesia logo. The focus of the research focuses on representing the Stunning Bandung logo as visual communication in Bandung city branding. The aim of this research is to find out how to represent the Stunning Bandung logo as visual communication for city branding for the city of Bandung using Roland Barthes' semiotic theory. This research uses a semiotic method which refers to the semiotic theory proposed by Roland Barthes which has two significances, namely denotation and connotation. The results of this research state that the Bandung city branding logo called Stunning Bandung has the denotation and connotation meaning of the flower and cleaver symbols along with the colors contained in these symbols. The denotational meaning is also found in the tagline "Where the Wonders of West Java Begins". Denotational meaning is a meaning that is real and definite. Meanwhile, the meaning of the connotation is indirect and uncertain, which means it still creates new interpretations. The Stunning Bandung logo includes the Picture Mark and Letter Mark logo types.

Keywords : *City Branding, Logo, Stunning Bandung*