

Abstract

This study entitled “City Branding Strategy of Balikpapan in Increasing Interest in Tourist (Studies in the Department of Youth Sports Culture and Tourism Balikpapan)”. The title was taken because researchers noticed a phenomenon that Balikpapan city where known as the city of oil, must immediately make city branding on oil price, in case the increasing of oil price in international market is getting worse.

This study focused on city branding strategy applied by the department of youth sports culture and tourism Balikpapan City. The purpose of this study was to determine the city branding strategy which applied by the department of youth sports culture and tourism Balikpapan in increasing tourist’s interest. The method used is descriptive qualitative case study type with the paradigm of post-positivism. The data used is primary data through in-depth interviews and observation.

It can be concluded based on the results of this study indicate that the strategy used by the department of youth sports culture and tourism Balikpapan city seen from the AIDDA models communication strategy , which is to build attention(Attention), strategies used to hold exhibitions of tourism. To generate interest rating agency youth sports culture and tourism city of Balikpapan improve the infrastructure. To raise the desire (Desire) strategy used is conduct activities Borneo travel mart. Based on the tourists decision (Decision) , tourists chose tourism destinations based facilities and complete infrastructure. With these strategies, travelers in Balikpapan increasing annually (Action).

Keywords: Branding, City Branding, Theory AIDDA