

ABSTRACT

DESIGN OF *CITY BRANDING* CIREBON CITY

Cirebon city is a city with all kinds of diversity and culture is abundant, but the fact with the potential of that Cirebon not have a character identity or so-called city branding to better sell the name of Cirebon and can be attached to the heart of the target audience. So it takes a design of city branding Cirebon City by using qualitative research methods in collecting data such as literature studies, interviews, observations, questionnaires and methods of analysis AOI, SWOT and AISAS so found city branding strategy for Cirebon city with media form of event supported by video Ads and ambient ads while still raising the name of diversity, religion, and existence to match the data gained and data on the target audience.

Keywords: City of Cirebon, City Branding, Existence, Diverse, Guardian, Religious.