

ABSTRACT

City branding are important to be studied because it is part of marketing communication a city to create perception to consumer. The concept of City branding is the way to create the image of a city from a region to be communicate to the audience. The image of the city will encourage sustainable urban economic development in a sustainable manner. One of the areas city branding is Purwakarta district with slogan Purwakarta Istimewa. The process of branding on Purwakarta Istimewa, as followed: Brand Identity, Brand Positioning, and Brand Image. The reseacher used qualitative methods with the aim of research to find out how the branding process conducted by the Regional Government of Purwakata Regency. The result of this research is originally Brand Identity Purwakarta Regency was formed at the time Dedi Mulyadi served as regent then anxiety of government because geographical location of Purwakarta Regency which only pass by by toll road. The government also build the identity of Purwakarta Regency as an area that has a strong Sundanese culture. Then during the process of building the identity of Purwakarta Regency, the government formed a differentiation that is how to apply Sundanese culture on the concept of city branding. The development of city attributes is also integrated with city branding

Keyword: branding, city branding, branding process, brand identity, brand positioning, brand image