

ABSTRAK

Ministry of Tourism Indonesia is promoting the program city / place branding in almost all regions in Indonesia. Purwakarta became one of the districts that created its place branding Purwakarta Istimewa. This research is to analyze Purwakarta Istimewa program as place branding strategy for regional identity in tourism industry. The method used in this research is qualitative method with descriptive approach that describes and describes the branding effort Purwakarta area as it is in accordance with the conditions in the field. Data collection through in-depth interviews to the local government tourism sector Purwakarta district, either in the concept or executor place branding concept of Purwakarta district and city / place branding expert consultant.

The results showed that the branding effort done Purwakarta, Purwakarta Istimewa through three stages. Three stages of branding is obtained from the analysis using IMC Model Dwi Sapta.

Keywords: Place Branding, City Branding, Marketing Communication Strategy, Purwakarta, Purwakarta Istimewa.