

ABSTRACT

Purwakarta Regency in ancient times known as the pension area, because the city is very quiet and far from the hustle and bustle of the crowd. Over time, Purwakarta Regency has done a lot of improvement and Purkwarta Regency is one of the regions in Indonesia that utilizes the strength of the city branding strategy in developing their potential.

The diversity of tourist destinations that are owned by Purwakarta Regency, starting from culinary tours namely satay maranggi which has been known for a long time, Jatiluhur Reservoir which is the first artificial reservoir in Indonesia where in the Jatiluhur Reservoir there are also Jatiluhur Waterworld, Giri Tirta Kahirupan as a family tourist destination convenient, Sri Baduga Fountain Park located in Situ Beuled. In addition to the Sribaduga Fountain Park, Purwakarta also offers Mount Bokok and Gunung Lembu Climbing tours, the Hanging Hotel on Gunung Parang.

Besides having a nature tourism destination, Purwakarta also provides educational tourism destinations such as the Purwakarta Diorama Museum, Nusantara Diorama, Wayang Gallery and Bale Indung Karahayuan, which of course are wrapped with Sundanese culture which is the hallmark of each destination. With the completeness of its tourist destinations, Purwakarta Regency has a high potential as a destination for tourists to visit. Based on this, the researcher is interested in conducting research related to the influence of the Purwakarta Regency's city branding program as seen from the creation of the Purwakarta Regency's city image and the decision to visit by young/youth traveler.

The data obtained in this study are primary data obtained through the distribution of questionnaires and secondary data obtained by researchers through trusted websites about tourist destinations. The results obtained by researchers are the significant influence of the city branding program "Purwakarta Istimewa" towards the creation of the city image of Purwakarta Regency and the decision to visit young tourists. City Branding is illustrated through the dimensions of Nature, Business opportunity, Transportation, Social Bonding, Cultural Activities. City Image is illustrated through the affective, evaluative and behavioral dimensions. Finally, the Visit Decision is illustrated through the dimensions of pre-decision, decision, post-purchase and evaluation.

Keywords : City Branding, City Image, Decision to Visit, City Branding "Purwakarta Istimewa"