

ABSTRACT

Batu Kuda located at the foot of Mount Manglayang, Bandung Regency, this tourist attraction is called Batu Kuda because it has a historical site that is a snout-shaped stone. Now Batu Kuda has been updated by the touch of Perhutani KPH North Bandung and has a good photo place for social media, but even though it has been updated the Batu Kuda branding itself is still lacking. The identity of the Batu Kuda itself does not reflect the Batu Kuda as a tourist destination, it also makes people less aware of the Batu Kuda, if left unattended, the Batu Kuda will be devoid of visitors and the historical site of the Batu Kuda can be forgotten. The method used by the author is a qualitative method, qualitative research is used to investigate, find, describe, and explain the quality or features of social influence that can not be explained, measured or illustrated through a quantitative approach, the author also observes, distributes questionnaires, interviews and literature review. It is hoped that this research can have benefits so that Batu Kuda can be known to many people, especially the people of Bandung City, and make Batu Kuda not empty of visitors and can increase the economy of the surrounding community.

Keywords: Branding, Tourism, Nature, and Batu Kuda