

ABSTRACT

Indonesia Country is one of the countries that has a wide range of tourism potential, both natural and cultural tourism. Various traditions and cultures in Indonesia make Indonesia rich in the diversity of tourism. The development of tourism industry in Indonesia is quite good, considering the potential of interesting natural and cultural attractions makes it appropriate to promote in the international market. In this study aims to combine between tourism and communication. This study saw the side of the cultural heritage Sport event in question is the Pacu Jalur that will be introduced to millennials as a cultural heritage in Kuantan Singingi Regency, Riau. In this research authors use qualitative research methods using a descriptive analysis approach., in this study raised the theme of promotion and branding of the Pacu Jalur Festival. Data collection is done by in-depth interview, Observasi, and triangulation methods. In the implementation of tourism branding there is management of an activity that organizes elements to form a branding, place branding, and tourism branding. The result of this research on the brand awareness of the Pacu Jalur Festival is already conscious, but still less interested in the festival. In terms of place branding accessibility problems and accommodation is still insufficient in a tourist attraction. The government has not opened its eyes to an existing potential. In branding and promotion of the Pacu Jalur Festival is still lacking the seriousness of the local government in seeing this potential. Lacking cooperation with millennials, local media, and lack of synchronisation with the provincial government.

Key words : *Branding, Promotion, Brand Awareness, Place Branding*