

## ABSTRACT

### BRANDING DESIGN OF LAWANG TENGAH IN KAMPUNG CAI RANCA UPAS

Kampung Cai Ranca Upas is located in Desa Alam Endah, Ciwidey sub regency, Bandung Regency. It has natural resources in the form of mountains and forests that are very wide above 1,700 asl with temperatures ranging from 18-22C. Kampung Cai Ranca Upas has several tourist attractions, namely deer farm, camping ground, water ball, shake stair, flying fox, cargo net and others. Kampung Cai Ranca Upas has several camping ground blocks with the uniqueness of each of them. One of those is Lawang Tengah. Lawang Tengah is one of the camping ground that is set for people who are interested in the camping atmosphere in the forest. Even so, Lawang Tengah received less attention from tourists due to a lack of information and education towards the mentioned area. Lack of information about Lawang Tengah and other camping grounds, in general, can cause low interest of tourists to come to visit Lawang Tengah which on a large scale can cause numbers of visits not reaching the expected target. Through several data collection methods namely interviews, observation and literature study as well as the AISAS, SWOT, and AOI data analysis methods, the writer concludes.

**Keywords:** *Branding*, Lawang Tengah