

ABSTRACT

This research was conducted to determine the relationship between events held as a form of place branding strategy and place branding activities used to market the place. The purpose of this research is to determine and analyze how the Uniqueness, Intangibility, Atmosphere and Service, Perishability, and Personal Interaction of the Dieng Culture Festival event. Those five characteristics of the event are associated with the place branding activity evaluation component which are The Presence, The Place, The Pulse, The Potential, The People, and The Prerequisites from the Dieng Plateau Area.

To find out the problem, researchers used descriptive qualitative research methods with an interpretive research paradigm in this study. Data collection techniques used by researchers in this study were in-depth interviews, observation, documentation, and library research.

Through the data collection and processing stages, it is known that the Dieng Culture Festival was chosen as a place branding strategy that has been running since 2010-2020 in the Dieng Plateau Area, Banjarnegara. In its implementation, this event has a big impact on tourism and the economy of the local community. This is assessed by looking at the characteristics of the Dieng Culture Festival event and an evaluation component of the place branding activity of the Dieng Plateau Area. However, it was found that there were quality standards that had to be improved by the government and local communities, such as in terms of accommodation, public transportation, traffic engineering, and the addition of other potential place branding activities.

Keywords: *Place branding, event, Dieng Culture Festival, culture, and tourism.*