

Abstrack

As part of the effort to market Manggar Coastal Tourism through Destinatuon Branding, it is considered to have an important role in developing coastal tourism in the City of Balikpapan. This study uses a qualitative method, a qualitative approach is used in order to get as complete information as possible about the marketing strategy for coastal tourism in Manggar Beach in the City of Balikpapan through Destinaion Branding. The results of this study reveal that the Manggar Beach Tourism in Balikpapan City in implementing Destination Branding is quite good, because the Balikpapan City Tourism Office has been very good in building Manggar Beach to become a National tourism object.

Keywords: *Destination Branding, City of Balikpapan, Coastal Tourism, Department of Tourism*