

ABSTRACT

Ambon City was declared by UNESCO to become a music-based creative world city by the end of 2019. However, in early 2020 the COVID-19 pandemic caused the need for a re-examination of the management of Ambon City's city branding as a music city. This study aims to determine the management of the city branding of Ambon City as a music city during the covid-19 pandemic. This study uses the theory of communication, branding, branding and city branding. The method used is an interpretive paradigm and a qualitative descriptive approach with data collection techniques in the form of observation, tracing documentation, and also in-depth interviews with several informants. The results of this study are the management of Ambon City city branding as a music city during the Covid-19 pandemic carried out by the Ambon City Tourism and Culture Office and Ambon Music Office, during the pandemic it was transferred to activities based on the vision and strategy created, internal culture packaged through events, community involvement during the pandemic to support Ambon City as a city of music, stakeholder involvement and participation, infrastructure and environmental management of Ambon City which is sufficient to describe Ambon City as a city of music, as well as job and education opportunities in Ambon City and communication carried out by government to communicate the city's current brand through digital platforms.

Keywords: *City Branding, Ambon City, City of Music.*