

MANADO CITY BRANDING WITH FISHERY RESOURCES UTILIZATION

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ABSTRACT

The city of Manado is famous for its tourism potential, it's located in north sulawesi province. the number of tourists that visits manado have an increasing number annually. As a city that has tourism potential, Manado City must have city branding guidelines that can be associated with opening opportunities with fishery potential. This guideline is a reference to provide a positive and persuasive image to attract tourists. This study aims to design a city branding for Manado City tourism through fishery potential using the mix-method method and direct observation to tourist destinations, namely Bunaken Island, Manado Tua and Nain, questionnaires were distributed to the people of Manado City regarding tourism potential, literature studies in the form of books and articles. scientific research on city branding, marketing, community sociology, including regional potential and comparison matrix from previous research on city branding of a region or city. What is the City Branding strategy of Manado City by utilizing Fishery resources? The results of this study are intended as a recommendation to the Manado City Government to be used as a city branding guide for Manado City which serves as a tool to market tourism potential activities to domestic and foreign tourists.

Keywords: *City Branding, Fisheries, Marketing, Sociology, Manado City*