

## **ABSTRACT**

*Panjunan Arab Village is a residential area located in Cirebon City with a majority of Arab ethnic residents. This area is known for its pottery crafts and was once the largest pottery center in Cirebon. However, currently this tradition cannot be found. In addition, Panjunan Arab Village has other traditional characteristics, such as the Panjunan Red Mosque, Middle Eastern food and Middle Eastern music. However, these traditional characteristics have experienced acculturation and changes in function. The Cirebon City Regional Government together with the Directorate General of Human Settlements of the Ministry of Public Works and Public Housing have a strategic plan to develop Panjunan Arab Tourism Village by highlighting the characteristics of the area. But in fact, some of the characteristics of the Panjunan Arab village tradition have been lost and experienced acculturation. So it is necessary to revitalize the image of Panjunan Arab Village. This research uses the Destination branding strategy combined with the Innovation Guide Limas. This research is a case study qualitative research with literature studies, interviews and observations. The analysis used in this research is a comparative analysis of cultural embodiment, PEST, SWOT and positioning matrix. The purpose of this research is to produce recommendations for the form of revitalization of the image of Panjunan Arab Village. The results of this research are in the form of a table of recommendations for the form of image revitalization accompanied by visual references, including aspects that must be applied, aspects that may be applied and aspects that are prohibited from being applied.*

**Keywords:** *Destination Branding, Image Revitalization, Tourist Village, Arab Village, Limas Innovation Guide*