

ABSTRACT

Bali is known for its city branding as "The Island of Gods," which is a very strong identity that is deeply ingrained in Balinese society, which has a strong spiritual, religious, and cultural life. After reopening post-Covid-19 pandemic, the Island of the Gods Bali remains a favorite tourist destination for domestic and foreign tourists to vacation after almost two years of not traveling due to the Covid-19 pandemic that hit the whole world. The aim of this research is to determine the strategy of the Bali Provincial Tourism Office in implementing the Bali city branding "The Island of Gods" to increase the number of tourist visits to Bali after the Covid-19 pandemic. The theory used in this research is city branding theory by Sugiartono (2009) and Meerless theory (2013). This research uses a qualitative approach with a case study research design and a constructivist paradigm. The results of the research show that the strategic of the Bali Provincial Tourism Office in attracting tourists back after the Covid-19 pandemic are by promoting the safety of Bali and the entire community having been vaccinated, and all tourist destinations in Bali have implemented strict health protocols and have CHSE certificates.

Keywords: *bali provincial tourism office, city branding, tourism and cultural destinations.*