

ABSTRACT

The community is one of the stakeholders in building branding besides the government and the private sector by becoming a supporting medium for spreading information about city branding according to the characteristics of the community. The Aleut Community is one of the communities in Bandung that focuses on historical and cultural tourism by carrying out the heritage walk concept in its activities. This study aims to determine the role of the aleut community in building an understanding of city branding in the city of Bandung by using the concepts of city branding, community based tourism and organizational culture theory. The method used in this study is a qualitative research method using a case study approach and the use of discourse network analysis and visualization in the process of data analysis. The data collection involved the coordinating community as the main informant and community members as supporting informants and a lecturer as an expert informant. This research shows that the activities carried out by the Aleut community act as observers of the city and create regeneration who understand the city of Bandung

Keyword: aleut community, city branding, city observer, community role