

ABSTRACT

De Djawatan is a tourist destination originating from Banyuwangi. Favoring its natural beauty, where there are lots of large trembesi trees that soothe the eyes. This tour boomed in 2020, then dimmed the following year due to the impact of the Covid-19 outbreak. Branding Destination is one method that can overcome this problem. This is also necessary because De Djawatan Tourism itself does not yet have a strong and inherent branding, so it is less attractive to visitors. De Djawatan needs to design the right Branding Destination, taking into account every aspect that can support it, such as the attractiveness it has. If applied correctly and appropriately, it will be beneficial for De Djawatan Tourism in the future in attracting potential visitors. Researchers collected data from the field and various sources using qualitative methods to be able to collect the right composition in designing the appropriate Branding Destination.

Keywords: Tourism Destinations, Nature, Branding