

## ***ABSTRACT***

### ***DESTINATION BRANDING SENTRA BORDIR KAWALU TASIKMALAYA***

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*Tasikmalaya, nicknamed the Pearl, is located in East Priangan, which is the largest district in the South of West Java Province. For a long time, Tasikmalaya has been a trade center in East Priangan, famous for its embroidery industry and land fishing center. This city holds a lot of potential and culture, crafts, shopping tourism, religious tourism, and potential for small and medium enterprises (MSMEs). The biggest potential of this city is embroidery. However, it is not uncommon for people to know about the embroidery center in Tasikmalaya or called the Kawalu Embroidery Center. The Kawalu Embroidery Center has many things that can be preserved by building useful activities for tourists who come to the Kawalu center area. Therefore, it is necessary to build activities to increase knowledge of the community so that they can find out about the Kawalu embroidery center. The recommendations given in this research use a destination branding strategy and can later be used as guidelines for the Department of Industry, Trade and the Tasikmalaya City Government in building increased understanding among visitors regarding the existence of the Kawalu embroidery center which produces embroidery crafts in Tasikmalaya. By providing interesting information using visual marketing media.*

**Keyword:** *Kawalu Embroidery Center, Department and Government, Destination Branding, Visual marketing media*