

ABSTRACT

Batam, well-known for its industrial zone and advancements, faces various issues such as economic downturn, decreased investment, and the need for infrastructure improvement. Eventually, the Mayor of Batam and ex-officio Head of BP Batam, H. Muhammad Rudi Harahap, initiated the New Batam project to enhance Batam's competitiveness and attract investments. The main objective is to enhance Batam's branding as an attractive investment destination and improve the quality of life for its residents. This research aims to explore the process of forming the New Batam city branding and collaboration between the Batam City Government and BP Batam in this project. A qualitative approach using a case study method is employed. The findings reveal that the Batam City Government and BP Batam collaborate in the five stages of city branding formation: research, deliberation, consultation, action, and communication. The synergy between these two institutions brings about significant improvements in Batam.

Keywords: *City branding, investment-friendly city, Batam City Government, BP Batam*