

ABSTRACT

Harau Valley is a tourist destination that has been branded as the Harau Geopark Area. However, there are communication issues in branding Harau Valley as the Harau Geopark Area by the Tourism and Sports Office of Lima Puluh Kota Regency. As a result, Harau Valley is still in the tourism recovery phase. This study aims to identify communication problems and provide recommendations from a communication audit for the Tourism and Sports Office of Lima Puluh Kota Regency in branding Harau Valley as the Harau Geopark Area post-pandemic. The research method used is qualitative. Data collection was conducted through interviews, observations, and documentation. Miles and Huberman's method was applied for data analysis, which includes data reduction, data presentation, and drawing conclusions. The study results indicate that there are communication problems categorized into five dimensions of the communication audit by the Tourism and Sports Office. First, the problem is related to the leadership and authority dimension, specifically weak development regulations by the Tourism and Sports Office. Second, there are issues with the participation dimension of government agency members and the public, such as inactive Pokdarwis (Community-Based Tourism Groups) in Harau Valley and a lack of cooperation with business and community parties in branding efforts post-pandemic. Third, there are problems with the media communication dimension, such as insufficient optimization of social media promotion. Fourth, there are issues with the public feedback dimension, including the absence of visitor satisfaction surveys and inadequate implementation of community suggestions. Fifth, there are problems with the clarity of message dimension, including gaps and lack of understanding regarding geoparks by the government. The recommendations proposed include enhancing geopark literacy, reinforcing strong branding messages related to development regulations, optimizing group communication with community stakeholders, improving digital literacy, and establishing collaborations with local youth influencers.

Keywords : *Communication Audit, Branding, Lembah Harau, Geopark*