

ABSTRAK

Fabiano Ikram Putra Faisal: Strategi Destinasi *Branding* Pemerintah Daerah (Studi Deskriptif pada Dinas Pariwisata dan Kebudayaan Kabupaten Bandung Barat)

Kabupaten Bandung Barat merupakan salah satu wilayah dengan pertumbuhan pariwisata pesat di Jawa Barat. Potensi alam berupa pegunungan, iklim sejuk, serta aksesibilitas dari kota besar seperti Bandung dan Jakarta menjadikan daerah ini memiliki daya tarik sebagai destinasi wisata. Adanya persaingan dengan daerah sekitar seperti Bandung dan Bogor menjadi tantangan tersendiri dalam mengelola potensi tersebut sehingga diperlukan strategi yang tepat melalui destinasi *branding*.

Penelitian ini bertujuan untuk menganalisis strategi destinasi *branding* yang diterapkan oleh Dinas Pariwisata dan Kebudayaan Kabupaten Bandung Barat dengan menggunakan model lima tahapan destinasi *branding* dari Morgan dan Pritchard, meliputi analisis pasar, pengembangan identitas merek, pengenalan merek, implementasi merek, serta monitoring dan evaluasi. Pemilihan model ini didasarkan pada relevansinya dalam memberikan kerangka sistematis untuk membangun citra destinasi yang kompetitif. Metodologi penelitian yang digunakan adalah paradigma konstruktivisme dengan pendekatan deskriptif kualitatif, karena dinilai mampu menggambarkan secara mendalam strategi destinasi *branding* yang dijalankan melalui data observasi, wawancara mendalam, dan dokumentasi.

Hasil penelitian menunjukkan bahwa Dinas Pariwisata dan Kebudayaan Kabupaten Bandung Barat menerapkan strategi destinasi *branding* melalui lima langkah utama. Pertama, analisis pasar untuk menentukan target wisatawan, dilakukan dengan segmentasi geografis dan karakteristik wisatawan, kolaborasi data dan informasi pasar, serta pemahaman tren dan kebutuhan wisatawan. Kedua, pengembangan identitas merek destinasi melalui pemetaan wilayah sesuai potensi dan pendekatan kolaboratif berbasis *pentahelix* (pemerintah, pelaku usaha, akademisi, komunitas, dan media). Ketiga, pengenalan merek kepada publik melalui aktivasi media sosial dan digital, pelibatan komunitas dalam *event* tematik, serta kerja sama dengan *influencer* dan media. Keempat, implementasi identitas merek di lapangan melalui standarisasi destinasi dan layanan wisata serta pembentukan ekosistem sadar wisata. Kelima, monitoring dan evaluasi, dilakukan lewat tanggapan di media sosial, respons cepat terhadap isu atau keluhan, serta penguatan citra melalui *influencer* dan pelatihan pelaku wisata.

Kata Kunci: Destinasi *Branding*, Pariwisata, Kabupaten Bandung Barat

ABSTRACT

Fabiano Ikram Putra Faisal: *Destination Branding Strategy by the Local Government (A Descriptive Study at the Department of Tourism and Culture, West Bandung Regency)*

West Bandung Regency is one of the regions in West Java experiencing rapid tourism growth. Its natural potential in the form of mountainous landscapes, cool climate, and accessibility from major cities such as Bandung and Jakarta makes it an attractive tourist destination. However, competition with surrounding areas such as Bandung City and Bogor poses a significant challenge in managing this potential, requiring the implementation of appropriate strategies through destination branding.

This study aims to analyze the destination branding strategies implemented by the Department of Tourism and Culture of West Bandung Regency using the five-stage destination branding model developed by Morgan and Pritchard, which includes market analysis, brand identity development, brand introduction, brand implementation, as well as monitoring and evaluation. This model was chosen due to its relevance in providing a systematic framework for building a competitive destination image. The research employed a constructivist paradigm with a qualitative descriptive approach, considered effective in providing an in-depth understanding of destination branding strategies through observation, in-depth interviews, and documentation.

The findings reveal that the Department of Tourism and Culture of West Bandung Regency applies destination branding strategies through five main stages. First, market analysis is conducted to determine the target tourists by using geographic segmentation, analyzing tourist characteristics, collaborating on market data, and understanding trends and needs. Second, brand identity development is carried out by mapping areas based on their potential and adopting a collaborative pentahelix approach (government, businesses, academia, communities, and media). Third, brand introduction to the public is achieved through social media and digital activation, community engagement in thematic events, and partnerships with influencers and media. Fourth, brand implementation in the field is realized through destination and service standardization as well as the establishment of a tourism-aware ecosystem. Finally, monitoring and evaluation are conducted by assessing social media responses, providing quick feedback to issues or complaints, and strengthening brand image through influencers and training for tourism stakeholders.

Keywords: *Destination Branding, Tourism, West Bandung Regency*