

ABSTRAK

Abstrak: Rika Nur Hidayati: Strategi *Destination Branding* Pantai Karangtawulan Oleh Dinas Pariwisata Kabupaten Tasikmalaya

Destination branding merupakan suatu strategi yang digunakan untuk membangun, mengelola, dan memperkuat identitas suatu destinasi wisata agar memiliki karakteristik yang khas serta mampu bersaing dengan destinasi wisata lainnya. Pantai Karangtawulan merupakan salah satu destinasi wisata unggulan di Kabupaten Tasikmalaya yang memiliki potensi wisata alam. Dalam upaya meningkatkan daya tarik dan pengenalan destinasi, Dinas Pariwisata, Pemuda, dan Olahraga (Disparpora) Kabupaten Tasikmalaya melaksanakan berbagai strategi *destination branding* untuk membangun identitas Pantai Karangtawulan sebagai destinasi wisata unggulan daerah.

Penelitian ini bertujuan untuk membahas strategi *destination branding* yang dilakukan Disparpora Kabupaten Tasikmalaya dalam membangun identitas Pantai Karangtawulan. Strategi *Destination Branding* di analisis menggunakan teori *destination branding* oleh Steven Pike dengan tahapan *brand identity*, *brand positioning*, dan *brand image*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data menggunakan teknik analisis data kualitatif menurut Creswell yang meliputi pengolahan dan persiapan data, membaca keseluruhan data, proses pengodean, penyusunan tema, penyajian data, serta interpretasi makna data.

Hasil penelitian memperlihatkan bahwa strategi *destination branding* Pantai Karangtawulan diwujudkan melalui pembentukan *brand identity*, *brand positioning*, dan *brand image*. *Brand identity* dibangun melalui penyusunan *master plan*, *Detail Engineering Design* (DED), pembangunan fasilitas wisata, serta penataan kawasan destinasi. *Brand positioning* dilakukan melalui promosi digital dengan menggunakan strategi *owned content* dan *user generated content* serta penyelenggaraan *event* wisata seperti triathlon untuk memperkuat diferensiasi destinasi. Sementara itu, *brand image* terbentuk melalui perubahan citra destinasi yang lebih tertata, meningkatnya popularitas Pantai Karangtawulan, serta terbentuk persepsi positif masyarakat dan wisatawan sehingga memunculkan julukan organik Pantai Karangtawulan sebagai “Balinya Cikalong”. Secara keseluruhan, berbagai upaya yang dilakukan Disparpora Kabupaten Tasikmalaya mendukung penguatan identitas, *positioning*, dan citra Pantai Karangtawulan sebagai destinasi wisata unggulan di Kabupaten Tasikmalaya.

Kata Kunci: *Destination Branding*; Disparpora; *Brand Identity*; *Brand Positioning*; *Brand Image*; Pantai Karangtawulan.

ABSTRACT

Abstract: *Rika Nur Hidayati: Destination Branding Strategies for Karangtawulan Beach by the Tasikmalaya Regency Tourism Office*

Destination branding is a strategy used to build, manage, and strengthen the identity of a tourist destination so that it possesses distinctive characteristics and is able to compete with other tourist destinations. Karangtawulan Beach is one of the premier tourist destinations in Tasikmalaya Regency, boasting significant natural tourism potential. In an effort to enhance the destination's appeal and recognition, the Tasikmalaya Regency Tourism, Youth, and Sports Agency (Disparpora) has implemented various destination branding strategies to establish Karangtawulan Beach's identity as a premier regional tourist destination.

This study aims to discuss the destination branding strategies implemented by the Tasikmalaya Regency Disparpora in building the identity of Karangtawulan Beach. The destination branding strategies were analyzed using Steven Pike's destination branding theory, which includes the stages of brand identity, brand positioning, and brand image.

This study employs a qualitative approach using the case study method. Data collection techniques include in-depth interviews, observation, and documentation. Data analysis utilizes Creswell's qualitative data analysis techniques, which encompass data processing and preparation, reading the entire dataset, coding, theme development, data presentation, and interpretation of data meaning.

The research results show that the destination branding strategy for Karangtawulan Beach is realized through the development of brand identity, brand positioning, and brand image. Brand identity is built through the formulation of a master plan, Detailed Engineering Design (DED), the construction of tourism facilities, and the development of the destination area. Brand positioning is carried out through digital promotion using owned content and user-generated content strategies, as well as the organization of tourism events such as triathlons to strengthen the destination's differentiation. Meanwhile, the brand image is formed through a more organized destination image, the increased popularity of Karangtawulan Beach, and the development of positive perceptions among the public and tourists, leading to the organic nickname of Karangtawulan Beach as "Cikalong's Bali." Overall, the various efforts undertaken by the Tasikmalaya Regency Tourism, Youth, and Sports Agency (Disparpora) support the strengthening of the identity, positioning, and image of Karangtawulan Beach as a premier tourist destination in Tasikmalaya Regency.

Keywords: *Destination Branding; Disparpora; Brand Identity; Brand Positioning; Brand Image; Karangtawulan Beach.*