

ABSTRACT

Manado is the capital city of North Sulawesi province in Indonesia. Located in Teluk Manado surrounded by mountains and sea, with a 166.9 km² (15,726 hectare) land area. This is what makes Manado the second largest city on the island of Sulawesi after Makassar, South Sulawesi. Manado offers ecotourism as major attraction, but does not have a strong and consistent brand that is used to represent the overall image of Manado City. The purpose of this study is to increase awareness about Manado City tourism in the community through the City Brand for Manado City tourism and its application in media promotion. Methods used in this research are mixed of observation, interview, questionnaires, and literature studies. All of these methods are used to obtain data that is useful during the process of designing city brand of Manado City tourism and its implementation on promotional media. The design carried a tagline “Manado, beauty everywhere” to show the beauty of Manado City that can be found anywhere through its natural attractions (ecotourism). City brand used distinctive icon and other visual objects that describe natural conditions of Manado City. Implementation of this city brand is carried out on various supporting promotional media. It is expected that this city brand can support Manado discourse as a tourism destination city and increase tourist visits.

Keywords: City Branding, Manado City, Tourism, Promotional Media