

ABSTRACT

Even though it is strategically located, Tasikmalaya Regency is the least visited district compared to all regencies in West Java. Places need to be distinguished through a unique brand identity. For this reason, a destination branding through video is needed because it can influence strong emotions. This study uses a qualitative approach. Data collection through observation, interviews, questionnaires and literature study. Then the data are analyzed by comparing tourism videos. Making videos using Emotional Approach. The emotional appeal shown is in accordance with the needs of the target audience, namely tourists. Video was chosen as one of the destination branding efforts because audiovisual will show the actual situation that is difficult to explain with other media.

Keywords : Destination branding, Promotion, Video

