

## ***ABSTRACT***

Bandung Regency is one of the regency areas located in West Java Province, Indonesia. The process of reviewing and designing city branding comes as a proactive response to the urgent need to improve tourism performance of Bandung Regency. Referring to data on tourist visits to Bandung Regency, there has been a significant increase in tourist visits of around 300% over the last three years. In addition to increasing visitors, Bandung Regency is also often appointed as the host of national and international scale events. Even though it has gone through a long process, the Bandung Regency city branding development strategy does not only stop at designing logo as it's visual identity. It takes the next step to provide information and build awareness about the new Bandung Regency city branding to locals, and tourists. Based on the results of a preliminary interview with the Bandung Regency Culture and Tourism Office, it was found that placemaking design is needed to strengthen the city branding of Bandung Regency. So, in designing this final project, the research methods that will be used are literature study, observation, interviews, and matrix analysis. The design concept used is to adopt the distinctive shape of wayang golek (Arjuna), the silhouette of mountains, water surface waves, the silhouette of quinine flowers, and the shape of Sundanese script. The expected result of this design is the creation of visual consistency between the elements of the city branding logo applied to the placemaking design. It aims to show the unique identity of Bandung Regency, so that awareness of Bandung Regency city branding is built in the minds of local residents and tourists.

*Keyword : City Branding, Placemaking, Kabupaten Bandung*