

ABSTRACT

The tourism sector is one of the highest income contributing sectors for a city or district. Therefore, city branding activities need to be done as an effort to pack the potential, differentiation and eminence by the city / district with the aim of attracting tourists. The city of Bandung sees the creative potential of the city and packs that potential into a city branding design that is based on creative activities. In supporting the development of a tourism city, Bandung City eager to develop public supporting facilities that has multifunctional usability and purpose. In addition to public facilities, but also as a tourist attraction by combining the creativity in its development. This is done to fill the shortcomings of Bandung City in terms of natural attractions. Bandung City, Bandung City Government through the Bandung City Office of Culture and Tourism built a supporting activity center namely Bandung Creative Center as a center of creativity to support the idea's incubation, production and promotion phase activities of creative potential from 16 existing creative industry sub-sectors.

The method used in this study is a qualitative method with descriptive analysis. The informants of his research were the Bandung City Culture and Tourism Office, the manager of the Bandung Creative Hub, the Bandung Creative City Forum and representatives from 4 leading economic sub-sectors namely fashion, music, culinary and film. The results of the study were obtained from data from interviews and observations on the role of the City of Bandung in forming the city branding of Bandung as a creative city. The results of the study state that the role of Bandung Creative Hub is as a driving force for creative activities and conservation of city branding and a driver of collaboration among sub-sectors. And based on data compiled from interviews with representatives of creative actors from the four leading creative economic sub-sectors, it was explained that the roles so far had been successfully carried out..

Key words: *Bandung Creative Hub, City Branding, Bandung City, Creative, Creative City, Tourism*