

ABSTRACT

One of the missions of the Bandung City Culture and Tourism Office is to increase highly competitive city tourism destinations at regional, national and international levels. This study uses qualitative methods to 2 key informants and 1 expert informant. The results showed that the communication strategy undertaken by the Bandung City Culture and Tourism Office in introducing culture and promoting tourism in Bandung was done through the Stunning Bandung program. The delivery of messages carried out by the Department of Culture and Tourism of the City of Bandung is also inseparable from the message content that contains educative elements by utilizing a variety of media that is easily understood by the audience. The Bandung City Culture and Tourism Office also conducts internal and external evaluations every week during the morning briefing and immediately after seeing the achievement of targets and problems that occur in the field.

Keywords: *Marketing Communication, Bandung City Culture and Tourism Office*