

Abstract

Due to the covid-19 pandemic that caused the tourism sector to experience a decrease in visitors this study focuses on the City Branding strategy "Lumajang Eksotik" as a new tourist destination during the Covid-19 Pandemic. The topic of city branding strategy was chosen because in the process of application has many interesting dynamics to research. This research method uses descriptive qualitative research method with data collection through semi-structural interview method with several informants related to the framework of implementing city branding strategy. Furthermore, the researcher explained about the city branding strategy implemented by the Tourism and Culture Office of Lumajang Regency during the covid-19 pandemic through its nature, business opportunities, transportation, social bonding and cultural activities based on the results of interviews with several informants. The results of this study show that the Lumajang District government applies city branding with several frameworks ranging from nature, business opportunities, transportation, social bonding, and cultural activities although there are some sub indicators that are still not maximized, work on every aspect of obstacles due to the impact of the covid-19 pandemic.

Keywords: City Branding, Covid-19, Exotic Lumajang,