

## **ABSTRACT**

Capolaga nature tourism is one of the natural tourist destinations in Subang Regency which is located in the Ciater area. During this pandemic, the number of tourists has decreased every year, besides that during the pandemic, new types of similar tours have also begun to appear around Bandung and Subang. In addition, Capolaga is still lacking in utilizing social in branding and promotional media, and lack of clear brand identity in distinguishing from competitors.

Therefore, the purpose of this research is to design a brand strategy that is suitable for forming the identity of Capolaga and designing the right media, visuals, and brand communication for Capolaga. This activity is also carried out as an effort to promote tourist attractions in Subang Regency. This design uses qualitative methods with data collection techniques, namely: interview, observation, and literature study. The data obtained is then analyzed through observing the target audience using AOI (Activity, Opinion and Interest) and SWOT (Strength, Weakness, Opportunity, and Threat) and using USP creative strategies and AISAS media (Attention, Interest, Search, Action, Share). After that, designing the right branding strategy to increase brand awareness and brand image for Capolaga nature tourism so that it can increase Capolaga tourists and with this re-branding is expected to provide a new color in Caplaga Tourism.

Keywords: AISAS, branding, brand awareness, brand image, promotion, SWOT, Tourism Destinations