

ABSTRACT

With the growing trend in the scope of tourism today, tourism destinations are also developing, one of which is by providing sharia-based tourism or what is commonly called halal tourism or halal tourism, one of which is the Islamic Center located in West Nusa Tenggara . The purpose of this study is to identify or find out how the destination branding strategy of the Islamic Center as halal tourism in West Nusa Tenggara. This study uses a qualitative descriptive research method, which is motivated by the large development of tourism to increase the economy in Indonesia. To determine the destination branding strategy, this study was analyzed through the theory of destination branding from Morgan & Pritchard. The findings show that there are five processes in the branding of tourist destinations that must be carried out by the Regional Government and the institutions in it, namely the UPTD Wisata Uggulan Islamic Center. The first step is to find and develop various steps and strategies that can be done and can be developed in a destination. The second stage is to build a brand identity through the characteristics of the Islamic Center which is an attraction and then optimized by the Regional Government and the institutions in it. The third stage is introducing the product to the public or tourism candidates through various existing media. The fourth stage, with the implementation of the brand through optimization of attractions such as routine cultural activities that breathe Islam. The fifth stage, monitoring and evaluation is carried out by the Regional Government and also the institutions in it.

Keywords: Destination branding, Brand, Islamic Center, Tourism, West Nusa Tenggara