

ABSTRACT

In 1839 was the year of the presence of photography in France, which states that photography is a technological breakthrough with two-dimensional recording results as seen by the eye and can be made permanently or printed. Technology is developing rapidly as a medium of delivery and creation of works, resulting in the birth of photographers who lack the basic knowledge of photography. Bandung is a city rich in human resources compared to natural resources, so Bandung was named a creative city by (Kemenparekraf) Ministry of Tourism and Creative Economy in 2013 and designated by UNESCO in 2015. The EDFAT method is a journalist photography method in the EDFAT method consists of five stages including Entire, Detail, Frame, Angle and Time, each stage has an important value to make a good photo work in conveying information such as in tourism photos that are used as promotional media in improving city branding, This research will be conducted using Qualitative research methods by visually observing the photographic works of several photographers with interviews, documentation, and literature studies, as a basis for data processing using the NVIVO application as a Qualitative data processing application using the EDFAT method and the AIDA method in improving city branding in the data triangulation process. So the results of this study can create new methods that can be introduced and applied easily by photography actors so that they can have photographic works that have promotional value in increasing city branding.

Keywords: City Branding, Promotion, EDFAT, AIDA Photography