

ABSTRACT

Since the pandemic in Indonesia, many tours have experienced a drastic decrease in the number of visitors, especially since the revision was made. But now the pandemic is gone and this is the right time for the tourism sector to rise again and develop the quality of tourism so that it can progress and develop.

The Stone Garden tour, which is located in West Bandung, has also experienced the impact of the pandemic. Like the decrease in the number of visitors each year due to the covid19 pandemic. Apart from the effects of the covid19 pandemic, the decrease in the number of visitors was also due to a lack of brand awareness in Stone Garden tourism. There are still many people, especially outside the city of Bandung, who do not know about and visit the Stone Garden tourist spot. There is a possibility why Stone Garden tourism is still not the most visited tour, because Stone Garden is a tour that was just launched in 2014 and also on Stone Garden social media which is no longer active.

Thus, this research was conducted to find an appropriate branding strategy, with the aim of attracting new tourists to come and choose Stone Garden as a destination to visit while in Bandung. That way Stone Garden will be top of mind among other tours in Bandung.

The method used in analyzing the data is a qualitative method with data collection methods using observation, interviews, questionnaires and literature study. The data obtained were analyzed using the SWOT and AISAS matrix comparison systems. This method is used to analyze consumer behavior and the right media strategy.

The purpose of this research is that Stone Garden tourism can have a strong branding and image in society by creating messages that are conveyed visually through the media in accordance with the tourism's positioning.