

ABSTRACT

Tourism is a sector that plays an important role for the Indonesian economy. The tourism sector is an industry that has the opportunity to be developed as a source of state income and people's welfare. One of the tourism locations that has the potential to be developed is Carita Alam which provides various facilities such as hot springs, villas, resorts, ATVs and flying fox. Carita Alam has the potential to increase the income of the surrounding community with sizable tourist visits, but there is still no destination branding which makes it difficult to introduce this new tour to the public and tourists find it difficult to capture information on tourist sites. Data collection methods in designing branding destinations are in the form of observation, interviews, and literature study. tourism development is needed with the aim of increasing tourist visits to benefit managers and the environmental community around the tourist area

Keywords : *Branding Destinations, Tourism, Carita Alam.*