

## ***ABSTRACT***

*Rahtawu Village is a tourist village located on the slopes of Mount Muria, precisely located in Gebog District, Kudus, Central Java. This village has the natural attraction of mountains, rural nuances, waterfalls, cliffs along the way, coffee commodities, and Mount Muria hiking trails. However, the people of Rahtawu Village have not carried out maximum development and management so that tourists who know Rahtawu Village as a tourist village are still local. For this reason, a destination branding strategy is needed to increase the brand awareness of Rahtawu Village. This study used a qualitative descriptive method with the data collection through interviews, observation, and documentation. Using destination branding theory by Morgan and Prichard, social media theory by Nasrullah, and brand awareness pyramid theory by Kotler. The result of this study is the implementation of visual assets on social media so that it can contribute a source of information for tourists about Rahtawu Village.*

***Keywords:*** *Rahtawu Village, Branding Destination, Brand Awareness, social media, coffee, mountains.*