

## **ABSTRACT**

*This study aims to design a branding strategy carried out at the Sanghyang Kenit Tourism Destination, West Bandung, the source of the interview used key information from the Chief Manager of Sanghyang Kenit, namely Mr. Dodo. The results of the study show that the tourist destination of Sanghyang Kenit has natural tourist attractions in the form of: authenticity, uniqueness, rarity, can foster enthusiasm and value for tourists, in other words it meets the requirements as a tourist attraction. However, since the Covid 19 pandemic, Sanghyang Kenit has experienced a decline in visitors and was briefly closed to avoid an increase in the number of Covid 19 victims. Sanghyang Kenit himself is not well known and does not attract the attention of the public. In this study the authors will develop using quantitative methods, which will be in the form of observations, interviews and questionnaires that will be distributed. The theories used are branding theory, tourism, AISAS, and branding mix. So the purpose of this research is to design a branding strategy for Sanghyang Kenit tourism that can increase brand awareness of the target audience.*

*Keywords: Nature Tourism, Destinations, Branding Strategy.*