

## **ABSTRACT**

*Indonesia is considered the best place to vacation in the world. Indonesian tourism has grown rapidly in the last few decades. All of this has an impact on the country's economy and results in increased foreign exchange. One of the fastest growing industries in the world, tourism, helps the economic growth of many developing countries. In addition, other sectors that support the tourism industry can also develop. Vacationing in Indonesia is considered the best place in the world.*

*In the last few decades, Indonesia's tourism sector has experienced rapid growth. All of this has an impact on the country's economy and results in increased foreign exchange. Tourism, one of the fastest growing sectors in the world, drives the economic growth of many developing countries. Other sectors that contribute to the tourism sector can also develop.*

*This study investigates the influence of branding and city image on tourists' decisions to visit Tasikmalaya City because this city has a lot of tourism potential. Considering the role of the Tasik Oktober Festival, the government wants to improve the city's image and attractiveness as a tourist destination. This study uses a quantitative causal descriptive methodology.*

**Keywords:** *City Branding, City Image, Visiting Decisions, Tourists, Tasik Oktober Festival.*