

ABSTRACT

This study aims to analyze the brand identity of Pasar Cihapit as a local gastronomic hub in Bandung City. As a rapidly developing culinary destination, Pasar Cihapit faces challenges in establishing an identity that distinguishes it from other culinary markets. This research examines the roles of various stakeholders in building brand identity, including the government, small and medium enterprises (SMEs), and food vloggers, as well as promotional strategies through social media. The research method used is a case study with a qualitative approach to gain a deeper understanding of how brand identity is constructed at Pasar Cihapit as a local gastronomic center in Bandung City. The results indicate that the government plays a significant role in supporting SMEs, providing digital marketing training, and facilitating halal certification, which contributes to increasing consumer trust and creating a positive image for culinary products. There is a need for closer collaboration between the government, SMEs, and creative communities to create better synergy in promoting Pasar Cihapit as an attractive local gastronomic hub for both tourists and the local community. Additionally, food vloggers play a significant role in shaping brand identity through their creative content published on social media platforms like Instagram and TikTok. This study is expected to provide recommendations for developing a more integrated and sustainable brand identity strategy.

Keywords: *Brand Identity, Food Vlogger, Local Gastronomy, Pasar Cihapit, Bandung City.*