

## STRATEGY FOR HANDLING DESTINATION BRANDING IN JATILUHUR RESERVOIR AS A LOCAL TOURIST ATTRACTION IN PURWAKARTA DISTRICT, WEST JAVA

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### ABSTRACT

Tourism significantly contributes to a country as one of the economic driving sectors. The growth of tourism and the movement of millions of people on tourist trips indirectly also requires the government and tourist destination managers to consistently improve the quality of tourism, both in terms of destinations, industry, institutions, and marketing. So far, foreign tourists are familiar with tourist destinations in Bali and Lombok. However, many tourist destinations in Indonesia must be introduced to their full potential. For example, Kalimantan, Sulawesi, Papua, Aceh, and one tourist spot that is no less interesting is the Jatiluhur Reservoir Tourism Area in the Purwakarta District, West Java province. As an effort, brand management is needed to improve the image and attractiveness of a tourist destination. Apart from functioning as a hydroelectric power plant with the most extensive runoff system in the world, the Jatiluhur area has many adequate recreational facilities, such as hotels and bungalows, bars and restaurants, tennis courts, billiards, campsites, swimming pools with water slides, meeting rooms, recreational facilities and water sports. , playground, and other facilities. Water sports and recreation facilities include rowing, windsurfing, cruises, water skiing, boating, and others.

The problem formulation in this research is as follows: Brand management or tourist destination brand management is a continuous process of creating a brand with positive values that align with the objectives of tourist destination management. In this case, branding also talks about how a destination can manage its image and reputation by fulfilling promises (trust) to tourists. In this way, a brand is not just about a logo but also includes all efforts made by the government and other stakeholders in communicating the potential and value of a tourist destination to the broader community. Tourism destination branding is one of the trends in city branding by making a city or region a tourist destination or city for local and national communities, as well as enabling a city to manage the tourism potential of its region as a unique identity and characteristic for the region, in in order to build a competitive identity or brand in an area that is specifically a tourist destination and a place that wants to attract tourists. This research was analyzed using the Destination Branding strategy theory from Morgan & Pritchard to determine the branding strategy with qualitative descriptive research methods. The findings show five stages in branding tourist destinations by the government and the community. The first stage is establishing the destination's and brand's core values through market mapping. The second stage is developing a brand identity with four artificial attractions that the government maximizes. The third stage is to introduce the product to the local community. The fourth stage involves brand implementation through symbols. The social media team and the Purwakarta City government carry out the fifth stage, monitoring and evaluation.

**Keywords:** Destination, Branding, Attraction, Local Tourists, Jatiluhur

## INTRODUCTION

Reservoirs are artificial aquatic ecosystems created by damming several river flows. Reservoirs can be helpful for various purposes, such as power generation, water storage, irrigation sources, aquaculture, tourism, and water transportation. Tourism significantly contributes to a country as one of the economic driving sectors. The growth of tourism and the movement of millions of people on tourist trips indirectly also requires the government and tourist destination managers to consistently improve the quality of tourism, both in terms of destinations, industry, institutions, and marketing. So far, foreign tourists are familiar with tourist destinations in Bali and Lombok. However, many tourist destinations in Indonesia still have not been introduced to their full potential. For example, Kalimantan, Sulawesi, Papua, Aceh, and one tourist spot that is no less interesting is the Jatiluhur Reservoir Tourism Area in the Purwakarta District, West Java Province. As an effort, brand management is needed to improve the image and attractiveness of a tourist destination.

Apart from functioning as a hydroelectric power plant with the most extensive runoff system in the world, the Jatiluhur area has many adequate recreational facilities, such as hotels and bungalows, bars and restaurants, tennis courts, billiards, campsites, swimming pools with water slides, meeting rooms, recreational facilities and water sports, playground, and other facilities. Water sports and recreation facilities include rowing, windsurfing, cruises, water skiing, boating, and others.

Jatiluhur Reservoir is the largest dam/reservoir in Indonesia. The Jatiluhur Reservoir Dam, built in 1957 by the French contractor *Compagnie Française d'entreprise*, has a water potential of 12.9 billion m<sup>3</sup>/year and is Indonesia's first multi-purpose reservoir. To advance tourism, integrated and strategic efforts are needed, so that brands have an essential role in the image of a tourism destination and become an important indicator in determining the success and image of a tourism area (Maulida, 2019). The function of the Jatiluhur reservoir is also a freshwater-based economic sector, and many Jatiluhur people benefit from the reservoir. In research on the Externalities of the Jatiluhur Reservoir for the Community of Jatiluhur District, Purwakarta Regency (Kusumah & Amaliah, 2015), the existence of the Jatiluhur Reservoir provides positive externalities for the community of Jatiluhur District. It happens because the Jatiluhur reservoir provides many positive benefits for their lives, starting from a hydroelectric power plant that meets their daily electricity needs, entertainment facilities, and accommodation. During the 2018 Asian Games, Jatiluhur Reservoir was chosen as the venue for rowing competitions and sporting events throughout Asia. The use of the Jatiluhur reservoir as a competition location has received much attention from various parties, especially athletes participating in the competition. It has become a concern for local governments to develop it because the tourism potential is significant. However, the tourism potential at the Jatiluhur Reservoir will not develop without good destination branding. Destination marketing cannot be equated with marketing other products and services; this is because of the uniqueness of a destination, so it must be considered when developing a destination's marketing strategy, especially for the success of a destination's brand (Emrizal, 2016). If the branding is not based on the characteristics of the place, it will boomerang for the destination. So, in this case, planning regarding destination branding is needed to attract tourists and become a communicative tool for Audience Journal: Journal of Communication Sciences Vol.04, No.01 of 2021, 4 promote the place (Michandani, 2019).

The Destination Branding efforts that have been carried out by the City of Purwakarta, in research results (Benedita & et al, 2018) show that the branding of Purwakarta Regency with the

tagline "Purwakarta Berkarakter", has formed a solid Sundanese cultural character in its community. The regional government systematically brands its region with its character in West Java. The Purwakarta Regency Government then rebranded with "Purwakarta Istimewa" with the philosophy of being a region that privileges its people through services provided by the regional government, ranging from education, health, and development to culture through nine development policies.

In line with the importance of a brand in the tourism sector, the Jatiluhur Reservoir area, previously a hydroelectric power plant, is now starting to be branded as a local tourist destination by holding various activities at this location. The Head of the West Java Disbudpar also revealed that the Jatiluhur Reservoir was designed as a sports tourism-based tourist destination. Such as holding "The 1st Jatiluhur Stand Up Paddle & Kayak Exhibition 2019 at Jatiluhur Reservoir" to introduce Jatiluhur reservoir tourism as water tourism. The 1st Jatiluhur Stand Up Paddle and Kayak Exhibition was successfully held and enjoyed by the community (local tourists).

One of the other activities carried out by the Purwakarta City government, which is held at the Jatiluhur Reservoir, is the Jatiluhur Green Festival event inviting people to care about the environment (Source: <https://mediaindonesia.com/humaniora/369664/jatiluhur-green-festival-ajak-masyarakat-peduli-lingkungan>). Towards the end of 2020, Jasa Tirta II has held the 2020 Jatiluhur Green Festival. This festival was held on 19-20 December 2020 in the Jatiluhur Valley & Resort area. The event, which was held in the area around the Jatiluhur Reservoir, focused on three series of activities. Namely Gowes Go Green, Festival Kopi Nusantara, and Kemah Konservasi. Armed with these three activities, the 2020 Jatiluhur Green Festival will highlight collaborative programs to support nature conservation and environmental preservation efforts. Director of Business Development Jasa Tirta, Indriani Widiastuti, said that Jatiluhur Dam should continually optimize efforts for nature conservation and environmental preservation campaign activities.

Not only that, but this activity also increases the development of tourist destinations between Purwakarta, one of the cultural tourism destinations in West Java, and the natural beauty of Jatiluhur so that it can drive a tourism economy based on conservation, sports, recreation, and agriculture. Jatiluhur Green Festival 2020 will be attended by sports and environmental enthusiast communities, tourists, and the general public. Through these communities, it is hoped that creative and innovative ideas can be created that can be used to care for the environment around the Jatiluhur Reservoir. Another exciting event in this series of festivals is the Festival Kopi Nusantara, an effort to introduce the wealth of Indonesian coffee. The Jatiluhur Reservoir area will be a pilot project for the success of coffee planting in the reservoir's greenbelt. (Source: <https://mediaindonesia.com/humaniora/369664/jatiluhur-green-festival-ajak-masyarakat-peduli-lingkungan>)

(Ministry of Finance Budget Gazette Director General of Budget eds.45, 2023), Jatiluhur Reservoir, with magnificent dam control by Ir. H. Djuanda, functions as a supplier of raw water and irrigation for community needs, as well as managing a Hydroelectric Power Plant (PLTA) with a capacity of 187 megawatts. Jatiluhur Reservoir dams the flow of the Citarum River with a river basin area reaching 4,500 square km, one of the largest natural resource management areas faced by Jasa Tirta II.

To optimize the management of water resources, which is the scope of the Ministry of Public Works and Housing services, Government Regulations No. 21 of 2023, one of which regulates Non-Tax Revenue Management Agency Partners. Jasa Tirta II has been appointed as one of the Non-Tax Revenue Management Agency Partners to assist the Ministry of Public Works

and Housing in carrying out some of the Non-Tax Revenue management activities regarding water management and management of government assets handed over to manage the Jatiluhur Reservoir to improve services for the community.

("Jatiluhur Reservoir Manager Deposits IDR 350 Billion NON-TAX REVENUE to State Treasury" <https://ekonomi.bisnis.com/read/20230713/45/1674447/pengelola-waduk-jatiluhur-sektor-pnbp-rp350-miliar-ke-kas-negara>. Perum Jasa Tirta II as the manager of the Jatiluhur Reservoir, noted that the contribution of the water resources management it manages to Non-Tax Revenue reached IDR 350 billion in 2022, the Non-Tax Revenue contribution was deposited through the Ministry of Public Works and Public Housing as the regulator and technical designer of the imposition of Non-Tax Revenue types and rates in the water resources sector, which has been used as a supplier of raw water as well as irrigation for community needs, manages a Hydroelectric Power Plant (PLTA) with a capacity of 187 megawatts. Jasa Tirta II was given the authority to collect water from water users based on Government Regulation (PP) No. 25/2022, which has now also been updated via Government Regulations No. 21/2023 concerning Types and Tariffs for Types of Non-Tax State Revenue that apply to the Ministry of Public Works and Housing, adjusted to the field and criteria for industry groups, PDAM, PLTA as one of the efforts to optimize water resource management which is one of the services covered by the Ministry of Public Works and Housing, in PP Number 21 of 2023 begins to regulate Non-Tax Revenue Management Agency Partners (MIP) to help the Ministry of Public Works and Housing carry out some of the Non-Tax Revenue management activities.

The Jatiluhur Reservoir has a tourism potential and is also part of the Regional Original Revenue obtained by the region and collected based on regional regulations by statutory regulations to collect funds for the needs of the region concerned in financing its activities. Regional Original Revenue consists of regional taxes, regional levies, separated regional wealth management results, and other legitimate regional original Revenue through regional levies based on Purwakarta Regent Regulation No. 96 of 2023 concerning Allocation of Revenue Sharing Funds for Regional Taxes and Regional Retributions to Villages for the 2023 Fiscal Year for the Jatiluhur Reservoir.

(Information and Documentation Management Officer of Purwakarta District (Purwakartakab.go.id), Regional Revenue through regional levies in the 2023 Fiscal Year Local Government Budget Regional Revenue and Expenditure Budget's Draft is explained as IDR. 41,449,934,774, and details for the Levy Budget for Recreation and Sports venues amounting to Rp. 1,100,000,000,- . The report on the Realization of the Regional Revenue and Expenditure Budget for Fiscal Year 2023 amounting to Rp. 223,480,100- It can be interpreted that regional levy revenue from various sectors must be further increased, considering that the potential of the Jatiluhur Reservoir Tourism sector is very likely to be managed better.

Based on previous research, existing research discusses destination branding through unique tourism. However, the Jatiluhur reservoir area has four artificial tourist attractions with different branding strategy stages: sport tourism, cultural tourism, culinary tourism, and halal tourism. Apart from that, the public's view of the reservoir is also one of the problems faced by some people; the reservoir is just an ordinary dam and is not used as a particular destination for tourism, in fact not many people know about the Jatiluhur Reservoir as a tourist destination even though the potential for tourism development in the area is very high significant. Therefore, the events created are efforts made by the government to further introduce the Jatiluhur destination as a tourist attraction in the public's perception. In (Rahman, 2017), it is said that destination

branding can change tourist perceptions from negative to positive, with superior water-based tourist destinations of international standard, which can attract the attention of tourists. As well as how the communication stages are carried out at each stage.

## METHOD

This research uses a descriptive qualitative method. Kirk and Miller in Moleong (2004: 3) define qualitative research as a tradition in social science knowledge that depends on humans. Therefore, this method was chosen to illustrate and describe the facts and data in the Jatiluhur reservoir area. The data in this research was obtained through interviews, observations, and literature reviews related to the research. The interview was conducted with the Head of the West Java Province and Culture Service, Dr. Deni Bahtiar, M.Sc., and the Head of the Tourism Promotion and Development Section of the Purwakarta Regency Sports, Tourism and Culture Youth Service, Acep Yuli M, to find out the Destination Branding strategy in developing attractiveness to produce lots of local tourists who can visit the Jatiluhur reservoir. Observations were carried out in a participatory manner to find out and see the situation of the Jatiluhur Reservoir tourist area. The literature review was carried out by reviewing writings in journals, articles, and photos of existing research related to the Jatiluhur Reservoir tourist area. The subjects of this research are local governments, both the West Java provincial government and the Purwakarta Regency government. This research focuses on the Purwakarta provincial and district tourism services as guidance and control of tourist areas in West Java. The object of this research is the tourist area in the Jatiluhur reservoir.

## RESULTS AND DISCUSSION

Coshall, Tapachai, and Waryszak (2000) in Morgan & Pritchard (2004:66) explain that image is vital and how a place can inspire people to visit and revisit. Destination branding can help bridge the gap between the strength of a destination and the perception of potential visitors. Tourism destination marketers must determine how their destination's image competes with other major destination competitors. Branding the Jatiluhur reservoir as a destination destination of choice in West Java requires several stages to promote the destination. The brand formation stage for the Jatiluhur reservoir as a leading tourist destination in West Java can be carried out using several stages of destination branding strategy according to Morgan & Pritchard (2004: 69), namely:



Figure 1: Stages of Destination Branding Strategy (Morgan & Pritchard)

### ***1. Market Investigation, Analysis & Strategic Recommendation (Market Mapping)***

The first stage of this research is to carry out market mapping by determining the core values of the destination and brand. The Jatiluhur Reservoir tourist area, Purwakarta, West Java, is still sought after by tourists and Purwakarta residents as an alternative vacation spot in this period of adaptation and new habits. Tourism in this place is considered relatively safe because it is in an open space. Head of the Tourism Promotion and Development Section of the Purwakarta Regency Sports, Tourism and Culture Youth Service, Mr. Acep Yuli M, explained that most leading tourist destinations in Purwakarta depend on weather conditions. "2019, the dry season came earlier and was longer than in 2018. As a result, some waterfall tourist attractions had receding waters and fewer visitors," he said. (The interview was conducted on 26 August 2023 at 14.30 WIT)

Market mapping helps businesses forecast competitors' actions and forecast future market developments. By mapping the business models of a company's competitors, it will be easier to detect trends in their activities and discover behavioral patterns. It can help businesses anticipate and react to changes in the market and provide predictability by better understanding their competitors' strategies. Market mapping can identify competitors with similar market positions and product offerings. For example, a market map for a soft drink business may include several beverage companies but also have competitors that are visually close on the map. It is a simple way to compare competitors while identifying potential threats or opportunities.

So far, the attractions at Jatiluhur Reservoir are culinary tourism and Jatiluhur Water World. Various fish menus are sold in a row of restaurants on the reservoir's edge. Tourists can eat while looking at the natural scenery of Jatiluhur. Apart from that, adjacent to Jatiluhur Water World, on an area of 10 hectares, a mini zoo and aquarium for collecting freshwater fish will be built. "Regarding the design and layout, we are currently discussing with a number of related agencies and architects," said Mr. Acep Yuli. Meanwhile, the competitiveness of tourist attractions in Purwakarta does not provide complete facilities like those in the Jatiluhur Reservoir. Jatiluhur Reservoir will have complete entertainment facilities for families to enjoy. In Jatiluhur, there are bungalows/villas available for rent for visitors; there is a multi-purpose building, a swimming pool (Water World), water tourism, lakeside culinary delights, floating restaurants, places that have Instagrammable spots, and many more other.

## **2. *Brand Identity Development***

Brand identity is something that is tangible and appeals to the senses. We can see, touch, hold, hear, or even see it move. Brand identity triggers recognition, strengthens differentiation, and makes customers feel part of the big idea expressed by a particular product through its brand.

Brand identity is a strong foundation for a brand, forming characteristics that differentiate and remind consumers of the brand. More than just a name or product, brand identity includes several vital elements that strengthen the relationship between the brand and consumers. Logos, colors, designs, and illustrations are elements of brand identity. Logos can communicate the values, goals, and brand image to consumers. Based on data from Zippia, around 75% of people recognize a brand from its logo. Even though it is influential, brand identity is more than just making a logo. Carefully chosen colors can build emotions, depict brand personality, and increase visual appeal. Design and illustrations related to brand identity also play a role in the

steps or efforts that can be taken towards the destination branding of the Jatiluhur Reservoir, namely by conducting research or looking at the main potential of existing destinations. According to Hubspot (2020), brand identity consists of what the brand says, its values, how it communicates the product, and what the brand wants consumers to feel when interacting with the company.

### **3. Brand Introduction(Brand/Product Introduction to the Community)**

One of the main things that must be considered when introducing brand Jatiluhur's exposure to the community is how to introduce the business, both our products and services, to a broad audience. "If you don't know it, you don't love it" is quite an appropriate expression for the conditions for introducing a brand. The strategy in question is how to explain the products or services of the business to the public, usually referred to as positioning. The point is so that people know what products or services are being offered to them. So that the positioning of Jatiluhur Reservoir products or services is properly on target, Jatiluhur Reservoir Management must identify the target market and the competitive map of this tourist destination. Recognizing competitors means knowing how many competitors have strengths, what the advantages of each competitor are, and whether their customers are satisfied or not. There is much more that needs to be known. The Jatiluhur Reservoir, one of the most exciting and well-known destinations or tourist destinations, is proof of the pride that the City of Purwakarta has visited this Reservoir; visitors see many water attractions offered by Jatiluhur Management. Apart from the beautiful location, visitors can also enjoy various family entertainment treats.

### **4. Brand Implementation (Symbol/Slogan)**

Brand Implementation determine the Brand/Brand Image. A reasonably long process must be carried out before starting Brand Implementation. 5 levels must be conducted. The first starts from the elements of a brand, which consists of 3 essential things, namely promise (what is promised by a brand), personality (characteristics of a brand), and positioning (location), leading to the second stage, namely evaluating the three elements in the first stage which resulted in transferable, protectable, memorable, meaningful, likable, adaptable. Towards the third level, namely brand touch points (how the brand touches or introduces itself to the public), namely pre-purchase (advertising, coupons, internet sites, electronic mail, social media), purchase (buyer service, packaging), post-purchase/after purchase (consumer complaint service, consumer loyalty). The next stage is brand communication (internal and external). The final stage then goes to brand execution (implementation and measurement).

Jatiluhur Dam or Jatiluhur Reservoir is an exciting tourist destination in Purwakarta. The location is in the Jatiluhur sub-district, 9km from the city center. Jatiluhur Reservoir has several unique characteristics compared to other reservoirs in Indonesia.

Apart from that, tourism development in the Jatiluhur reservoir is increasingly charming, with contemporary spots in several corners. The symbol displayed for tourists and residents of Purwakarta certainly shows that the Jatiluhur Reservoir provides many exciting spots that indirectly act as symbols to attract visitors' interest in coming to this place. Some of the uniqueness of the Jatiluhur Reservoir that the management wants to highlight as a symbol of a tourist destination/destination is that the Jatiluhur Reservoir is the largest in Indonesia. It has a beautiful place, which is no less attractive than the view at night with a sea of lights from lined fish cages, Instagramic Heart-shaped Photo Spots, Flying Balloons, Boat Rentals, and Stand Up



Paddle water sports rides and other complete package tours such as Villas, restaurants, swimming pools, and others. It is the slogan that the Jatiluhur reservoir has, namely, D'jatiluhur.



Figure 2: Jatiluhur Reservoir slogan



Figure 3: Jatiluhur Reservoir Brand/Logo

## 5. Monitoring, Evaluating & Reviewing

The final stage in managing management branding is monitoring, evaluating, and reviewing the results of the work that has been done. According to Government Regulation Number 39 of 2006 (in IPDN, 2011), it is stated that monitoring is an activity of carefully observing a situation or condition, including specific behavior or activities, with the aim that all input data or information obtained from the results of these observations can serve as a basis for making decisions about the necessary further actions. This action is necessary if the results of observations indicate that some things or conditions are different from what was initially planned. Monitoring is carried out to ensure the project can achieve its goals effectively and efficiently by providing feedback to project managers at every level. This feedback allows the project leader to refine the project's operational plan and take timely corrective action if problems and obstacles occur (MoA, 1989).

According to Hornby and Parnwell (in Mardikanto, 2009), evaluation is an act of decision-making to assess a particular object, situation, event, or activity being observed. This understanding was also put forward by Soumelis (1983), who defined evaluation as a decision-making process by comparing the results of observations of an object. Seepersad and Henderson (1984) define 12 evaluations as a systematic activity intended to measure and assess an object based on existing guidelines.

MONITORING	EVALUATION
<u>Monitoring:</u>	<u>Evaluation:</u> 1. Identify the strengths, weaknesses, and relevance of the program to the condition



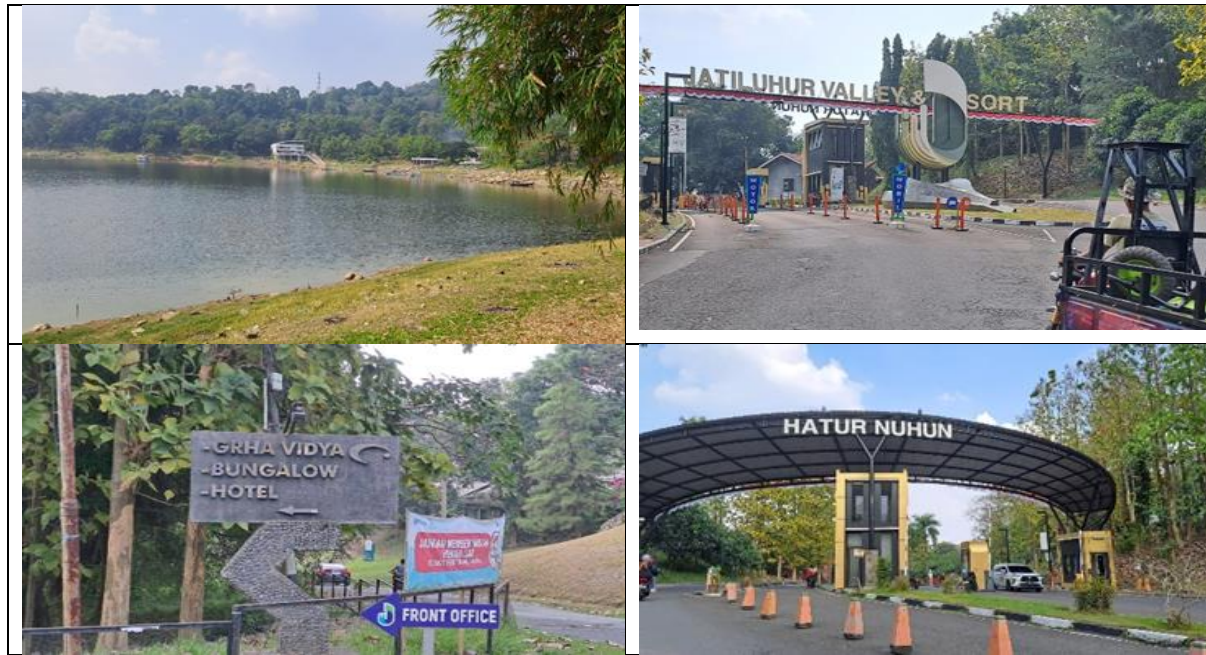
<ol style="list-style-type: none"> <li>1. Review the continuity of activities periodically, whether they are by the specified plan or not</li> <li>2. Conducted analysis and recommendations for program implementation through progress reports.</li> <li>3. Reflect periodically with the community, local leaders, and CSR staff to improve activities.</li> </ol>	<ol style="list-style-type: none"> <li>of society during and after the program takes place.</li> <li>2. For the community, the results achieved can be used in planning and developing policies and CSR strategies for the future.</li> <li>3. Evaluation is a process for learning together.</li> </ol>
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**Figure 4: Monitoring & Evaluation Comparison Table**

The monitoring steps that the Jatiluhur Reservoir management has carried out as a way to attract local tourists, both tourists in the Purwakarta area and tourists from outside the city of Purwakarta, are (1) Construction of the JWW Building and the Istora building located in the D'Jatiluhur area, (2) Making floating restaurants around the reservoir area, renovating hotel, villas and restaurant buildings to attract visiting tourists, (3) renovating multi-purpose buildings in the reservoir area that can be used for wedding party rentals, Meeting room for the Company and other multi-purpose rooms. (4) physical development, where the management of the Jatiluhur reservoir, Perum Jasa Tirta II, is developing human resources in the tourism sector by collaborating with the Bandung Tourism High School. This collaboration includes preparing the implementation of educational programs and human resource development and facilitating activities related to the required educational training programs, including course activities, cooking assignments, and practical fieldwork. (5) Construction of attractions and supporting facilities around the attraction. Apart from that, the Jatiluhur Reservoir is projected to contribute financially to Jasa Tirta II. It is proven by the increase in the contribution of tourism activities to Jasa Tirta II by 25%.

## RESEARCH DOCUMENTATION





## CONCLUSION

In this research, it was found that the destination branding strategy carried out by the regional government (both the West Java Provincial government and the Purwakarta Regency government) is currently underway by taking several strategic steps, including determining the Jatiluhur Reservoir brand that will be introduced to the public. Apart from the artificial natural attractions, three artificial attractions prepared and designed by the regional government as part of the Jatiluhur reservoir tourism brand need to be realized and monitored regularly so that the brand, as the leading water tourism in West Java, does not disappear and sink. Tourist attractions can strengthen brands with artificial designs and local government collaboration.

Tourism is a sector that is on the rise and has a bigger market. The government must be able to carry out tourism branding appropriate to the area's targets and tourist attractions by collaborating with stakeholders and the community to improve the regional economy. The government must also be fully committed to creating tourism destination branding in areas that have the potential to attract tourists, not only with natural tourism but with artificial attractions to reach domestic and foreign tourists.

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