

ABSTRACT

The urgency to appear attractive, unique and different push every place/region to create an identity as a competitive predominance. Place branding aims to increase the attractiveness of a place/region by creating the image of the place. Place image is the perception which has been formed in the mind of people about a place, such as belief, expectations, feeling or thought. Festival can be used as a medium to convey the message to transmitted such image which is reflecting the core value of the place in order to build the image the place wish to have. This research tends to discover the strategy which was used to create the image of Sanur on Sanur Village Festival for place branding Sanur as a cultural tourism destination.

This qualitative research is conducted at Sanur, Denpasar Bali. Subject research is the chairman of Yayasan Pembangunan Sanur as the initiator of Sanur Village Festival and the organizer whose initiated the Sanur village festival event. In depth interviews were conducted as the technique of data collection.

As a result it can be concluded that Sanur Village festival is the representation of the Global Village of Sanur as The Green and Blue destination which is really concern to the environment conservation. This image is shown through the selection of “Going Green” and “Marine Life” as festival theme. The packaging of tourism product on Sanur Village Festival become more attractive by using the environmental issue as product differentiation. It is important to strengthen the brand awareness and as a distinctiveness from other place/region. Therefore product differentiation become an important aspect which need special attention on the effort of Public Relations to create the image of a place/region as a cultural tourism destination.

Key words : Place Branding, Image, Culture, Tourism, Sanur Village Festival, Public relations, Environment