

## ABSTRAK

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NPM : 2018960004  
Judul : *City Branding “Gorgeous Tangsel”* Dalam Mempromosikan Kota Tangerang Selatan  
Pembimbing : Dr. Aminah Swarnawati, M.Si  
Ringkasan :

*Branding* merupakan suatu hal yang penting termasuk untuk sebuah kota. Begitu pula dengan Kota Tangerang Selatan yang terletak di Provinsi Banten dan memiliki *city branding* yang disebut *Gorgeous* Tangerang Selatan. Salah satu keuntungan adanya *branding* sebuah kota adalah sebagai pembeda dengan kota-kota lainnya. Penelitian ini bertujuan 1) Menganalisis konsep *The City Branding Hexagon* oleh Anholt dalam pembentukan *City Branding Gorgeous* Tangsel dan 2) Mengetahui metode promosi yang digunakan. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Penelitian ini dilakukan di kota Tangerang Selatan, Teknik pengumpulan data melalui wawancara dengan tiga informan dan observasi melalui interaksi, percakapan dan mengunjungi wilayah Tangerang selatan. Hasil penelitian menunjukkan promosi yang dilakukan hanya melalui *social media* serta *Events* dan *Experience* sehingga masih banyak masyarakat bahkan pegawai pemerintahan yang belum mengetahui tentang *City Branding Gorgeous* Tangerang Selatan. Walaupun begitu, jumlah investor yang menanamkan modal di Kota Tangerang Selatan terus meningkat secara berkala bahkan saat pandemic Covid-19. Sedangkan jika dilihat berdasarkan konsep *The City Branding Hexagon*, Kota Tangerang Selatan telah memenuhi konsep seperti *presence, place, potential, people, pulse, dan prerequisites*.

Kata Kunci : *Promosi, City Branding*

Referensi : 13 buku, 8 jurnal ilmiah, 4 karya ilmiah

## ***ABSTRACT***

*Nama* : Arina Calista Putri  
*NPM* : 2018960004  
*Judul* : City Branding “Gorgeous Tangsel” in Promoting South Tangerang City  
*Pembimbing* : Dr. Aminah Swarnawati, M.Si  
*Ringkasan* :

*Branding is an important thing for a city. Not apart from South Tangerang City, which is located in Banten Province and has a city branding called Gorgeous Tangerang Selatan. One of the advantages of having a city branding is as a differentiator by analyzing the concept of The City Branding Hexagon by Anholt in the establishment of the City Branding Gorgeous Tangsel and knowing the promotional methods used. The method used in this research is descriptive qualitative method. This research was conducted in the city of South Tangerang. The technique of collecting data was through interviews with sources and observations through interactions, conversations and visiting places around. The research results obtained that promotions were carried out only through Online and Social media as well as Events and Experiences so that there were still many people and even government employees who did not know about City Branding Gorgeous Tangerang Selatan. Even so, the number of investors investing in South Tangerang City continues to increase periodically even during the Covid-19 pandemic. Meanwhile, if viewed based on the concept of The City Branding Hexagon, South Tangerang City has fulfilled concepts such as presence, place, potential. people, pulse, and prerequisites.*

*Keywords* : Promotion, City Branding  
*Reference* : 13 books , 8 journal, 4 research reporting