# KUPANG CITY BRANDING STRATEGY THROUGH A MEMORABLE TOURISM EXPERIENCE AND TOURISM PRODUCT CHARACTERISTICS APPROACH

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# ABSTRACT

Kupang City is the capital of East Nusa Tenggara Province and is one of the main hubs for tourists who want to visit East Nusa Tenggara. The city of Kupang is a city located on the island of Timor and has a wealth of tourist attractions and has a society with great diversity, namely diversity of ethnicity, culture, customs, language and religion. Behind this diversity and richness, the city of Kupang does not yet have strong branding in tourism promotion, therefore, it is necessary to have strong branding that can attract tourists, investors, community support, production, innovation and differentiate Kupang City from other regions. The conceptual basis used in this research is memorable tourism experience, tourism product characteristics, and city branding hexagon. The research was conducted in Kupang City by conducting interviews and observations with tourists, migrant communities, a number of tourist attractions, and literature about Kupang City. The research results show that tourists describe Kupang City as an exotic, romantic, gorgeous, cultured, friendly and tolerant city. Therefore, the branding that can be attached to the City of Kupang is Warm Heart Of Timor.

Keywords : Memorable Tourism Experience, City Branding, Tourism, Kupang City

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