

ABSTRACT

This Thesis, Entitled "*Analysis of the Implementation of the "Great Bukittinggi" City Branding Strategy in an Effort to Increase Foreign Tourist Visits*" Was Written By Fitri Yanti, Student ID 3521031. Sharia Tourism Study Program, Faculty Of Islamic Economics And Business, Sjech M. Djamil Djambek State Islamic University, Bukittinggi.

This Study Aims To Analyze The Impact Of The Covid-19 Pandemic On The Tourism Sector In Bukittinggi City, The Pandemic Caused A Significant Decline In The Number Of International Tourist Visits, With Total Visits From January To May 2020 Reaching Only 2.9 Million, A 53.36 Percent Decrease Compared To The Previous Year. The Government's Implementation Of Large-Scale Social Restrictions (PSBB) Contributed To The Stagnation In Various Sectors, Including The Economy And Tourism.

The Results Of This Study Identify Challenges In Promoting Bukittinggi As A Tourist Destination, Such As A Lack Of Participation In International Tourism Exhibitions And Minimal Collaboration With Global Influencers. Furthermore, This Study Emphasizes The Importance Of "Great Bukittinggi" Branding To Attract More International Tourists In The Future. By Developing International Events And Leading Tourist Attractions, It Is Hoped That Bukittinggi's Image And Tourist Visits Will Be Enhanced. This Research Is Expected To Provide Strategic Recommendations For Tourism Stakeholders To Recover And Increase Tourist Visits Post-Pandemic.

Keywords: *City Branding, International Tourists, COVID-19*