

City branding sapporo melalui event musim dingin = City branding of sapporo through winter event / Laras Wijayanti

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Abstrak

ABSTRAK
Upaya city branding salah satunya melalui event. City Branding dapat menjadi daya tarik bagi wisatawan untuk mengunjungi sebuah tempat. Penelitian ini diharapkan dapat memberi gambaran mengenai upaya city branding Sapporo melalui event musim dingin serta memberikan pengetahuan bagaimana menciptakan daya tarik pariwisata dalam city branding. Metode yang digunakan dalam penulisan skripsi ini adalah deskriptif analisis. Sebagai upaya city branding, Sapporo mengadakan berbagai event musim dingin yaitu Sapporo Snow Festival, Winter Olympic Games 1972, dan Asian Winter Games. Event tersebut dapat menarik wisatawan mengunjungi Sapporo.

City branding efforts, one of them through event. City branding can be an attraction for tourists to visit a place. This research is expected to give an overview of Sapporo city branding efforts through winter event and also provide knowledge how to create tourism attraction in city branding. The method that used in this thesis is descriptive analysis. As a city branding effort, Sapporo hosted various winter events, such as Sapporo Snow Festival, Winter Olympic Games of 1972, and Asian Winter Games. The event can attract tourists to visiting Sapporo.