ABSTRACT

Nowdays, city has become a product, which can be named through city branding. It has been realized seeing the development of a city not only be measured by the physical development, but also non physical development. Moreover, in this regional autonomy, the city government is expected to fulfill its regional budget, in order to compete among city goverment.

The study is conducted to know the influence of the natural tourism atrraction, cultural tourism, and culinary tourism through the citizen perception toward brand image of Semarang city. The study develops a theoretical model which is applied three hypothesa which have been tested with regression method using SPSS 16 software. The sample was taken 109 respondents by using purposive random sampling method taken from Semarang residents.

The proposed model can be accepted after fulfilling some assumptions such as the the value of determination coefficient of 0,661 which means 66,1% the changing variables of brand image of Semarang City was determined by the changing of natural tourism attraction variable, cultural tourism attraction variable, and culinary tourism attraction variable as well. Whereas, the rest of the value, 33,9% was determined by other variables which had not been included in this study.

Keywords : Natural tourism attraction, Cultural tourism attraction, Culinary tourism attraction, Brand Image

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