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ABSTRACT

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Judul Skripsi : Strategi *Country Branding Wonderful Indonesia* oleh PT Garuda Indonesia (Persero) Tbk dalam Membangun *Brand Destinasi* Pariwisata
Bibliografi : 38 References, year of 1995 - 2017
Halaman : (xi +113 pages) + (5 attachments)

PT Garuda Indonesia (Persero) Tbk as the largest transportation provider in Indonesia flights in running the company's operations can not be separated from the interests of promoting Indonesia as a tourist destination in the world. PT Garuda Indonesia (Persero) Tbk in this case seeks to support government programs, especially the Ministry of Tourism to communicate *Country Branding Wonderful Indonesia*. Special strategies are needed to achieve the objectives of PT Garuda Indonesia (Persero) Tbk with the Ministry of Tourism in the form of a concrete strategy *Country Branding*.

The concept used in this study is a brand of tourism destinations Indonesia, which consists of five framework, namely Market Investigation, Analysis and Strategic Recommendations, Brand Identity Development, Brand Launch and Introduction (Communication of the vision), Brand Implementations, and Monitoring, Evaluation, and review.

This study is a constructivist paradigm with the case study method. Primary data were obtained from interviews with key informants. Data analysis technique is done with data reduction, display models, and conclusions once all the data obtained are analyzed.

The results showed that PT Garuda Indonesia (Persero) Tbk perform brand Indonesia tourism destination through the service concept of Garuda Indonesia Experience, Garuda Indonesia Travel Fair, Garuda Indonesia Travel Pass, Aircraft Painting, opening new routes and the purchase of new aircraft wholly supports the Ministry of Tourism in *Country Branding Wonderful Indonesia*.