

*The Tourism Office's Efforts to Build a Positive Image of Jember Regency through
the Jember Creative Music Festival*

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ABSTRACT

This study analyzes the efforts of the Jember Regency Tourism and Culture Office in building the regional image through the Jember Creative Music Festival. As a place branding strategy, this festival not only serves as a forum for appreciating young local musicians but also as a strategic tool to position Jember as a Music-Based Creative City. This study uses a qualitative-descriptive approach with a theoretical framework of place branding, impression management, and communication strategies. Data were collected through interviews, observations, and documentation, then analyzed by linking them to the UNESCO Creative Cities Network (UCCN) indicators. The results show that this festival successfully established Jember's identity as a repository of musical works, supported by the potential of national musicians such as Anang Hermansyah and Tiara Andini, and has a long-term vision to become an icon of Jember. Theoretically, the implementation of impression management and communication strategies has created a positive impression that aligns with the UCCN indicators, which include the role of the creative sector, economic contribution, and the availability of supporting infrastructure. Despite some minor notes regarding the technical quality of the event, the Jember Creative Music Festival has contributed significantly to increasing Jember's awareness and demonstrating the region's commitment to the development of the creative industry.

Keywords: *Place Branding, Music Festival, Regional Image, Impression Management, Communication Strategy*