

***The Role of the Central Java Youth, Sports and Tourism Department in
Strengthening Tourism Village Branding Through
Tourism Village Events***

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ABSTRACT

This study aims to analyze the role of the Youth, Sports, and Touris Office of Central java in strengthening the branding of tourist villages through the Tourism Village Events. This research uses a descriptive qualitative method with data collected through interviews, observations, documentation, and literature review. Two main Informants were the Youth, Sports, and Tourism officials directly involved in the planning and implementation of the event. The finding reveal that the Youth, Sports, and Tourism plays a crucial role as a facilitator, promoter, and coordinator in enhancing the identity and image of tourist villages in Central Java. These roles are realized through the provision of promotional media, training, assistance, and facilitation of tourist village participation in the event. The Tourism Village Events has proven effective in increasing exposure, reinforcing visual branding, and creating direct visitor experiences that strengthen positive perceptions. The study confirms that event-based promotion strategies are significant tools for building emotional connections between destinations and tourist. These findings are expected to serve as a reference for local government agencies in designing more innovative, collaborative, and sustainable tourist village branding strategies.

Keywords: Branding, Tourism Event, The Youth, Sports and Tourism of Central Java, Tourist Village, Tourism Event Tourism Village Events.