



## **ABSTRACT**

This research discusses about the products and treatments offered as traditional Spa Tourism, brand image development in Taman Sari Royal Heritage Spa, and tourists' perception towards the brand image in Taman Sari Royal Heritage Spa using the theory of CBBETD by Konecnik and Gartner (2007).

The Analysis of brand image development consist of Awareness, Image, Loyalty and Quality aspects according to CBBETD's method by Konecnik and Gartner. Futhermore, the data is analyzed using qualitative descriptive method by Creswell. The majority of respondent in Taman Sari Royal Heritage Spa come from Australia. The data have been collected from the interview with the staffs and interview the tourist who do treatment, and also observation in Taman Sari Royal Heritage Spa

The results of this study show that Taman Sari Royal Heritage Spa has attempted in creating the image of traditional spa for their market. From the interview, most of the tourists acknowledge traditional aspects in Taman Sari Royal Heritage Spa due to the awareness of traditional spa branding, image of traditional spa, quality of javanese atmosphere and loyalty of revisit intention. As per this feedback, this research also show the strength when it's viewed from the brand image aspects in Taman Sari.

**Keywords:** Wellness Tourism, SPA, Traditional Spa, Brand Image Development



## INTISARI

Penelitian ini membahas tentang produk dan perawatan yang ditawarkan sebagai Spa Tourism tradisional, pengembangan citra merek di Taman Sari Royal Heritage Spa, dan persepsi wisatawan terhadap citra merek di Taman Sari Royal Heritage Spa menggunakan teori CBBETD oleh Konecnik dan Gartner (2007) .

Analisis pengembangan citra merek terdiri dari aspek Kesadaran, Gambar, Loyalitas dan Kualitas menurut metode CBBETD oleh Konecnik dan Gartner. Selanjutnya, data dianalisis menggunakan metode deskriptif kualitatif oleh Creswell. Mayoritas responden di Taman Sari Royal Heritage Spa berasal dari Australia. Data telah dikumpulkan dari wawancara dengan staf dan wawancara dengan wisatawan yang melakukan perawatan, dan juga observasi di Taman Sari Royal Heritage Spa

Hasil dari penelitian ini Taman Sari Royal Heritage Spa telah berusaha dalam menciptakan citra spa tradisional untuk pasar mereka. Dari hasil wawancara, sebagian besar wisatawan mengakui aspek tradisional di Taman Sari Royal Heritage Spa karena kesadaran merek akan spa tradisional, citra dari spa tradisional, kualitas tempat bernuansa jawa dan kesetiaan mereka niat berkunjung.

**Keywords:** Wisata Kebugaran, SPA, Spa Tradisional, Yogyakarta, Pengembangan Citra Merk