

## ABSTRACT

City Branding is one of many strategies used in tourism site marketing by using logos to display the uniqueness of a region to attract tourists in visiting the advertised tourism site. This research is conducted to find out the degree of correlation between city branding Riau “The Homeland of Melayu” and the interest to visit the Siak Sri Indrapura palace. A quantitative approach was used to analyze the data gathered from the sample determined using Purposive Sampling. 100 tourists were used as respondents with a characteristic of having visited the Siak Sri Indrapura palace between 2016-2020. The data were then analyzed using single table descriptive analysis and hypothesis were tested using Level Correlation Coefficient (Rank Order) by Spearman using SPSS 20. Six dimensions of city branding were used in this research, which consists of presence, place, potential, pulse, people, and prerequisite. The results show that there is a correlation between city branding Riau “The Homeland of Melayu” and the interest to visit the Siak Sri Indrapura palace, which consists of three categories. Firstly, there is a moderate correlation on presence, potential, and prerequisite dimension. Secondly, there is a strong correlation on pulse and people. Lastly, there is a very strong correlation on place dimension and the interest to visit the Siak Sri Indrapura palace.

**Keywords:** City Branding, Interest to Visit, Palace of Siak Sri Indrapura, The Homeland of Melayu

*City Branding* merupakan salah satu strategi pemasaran pariwisata pada suatu daerah dalam bentuk logo dan menonjolkan ciri khas dan keunggulan dengan tujuan menarik minat wisatawan untuk berkunjung. Penelitian ini bertujuan untuk mengetahui ada tidaknya hubungan *city branding* Riau “*The Homeland of Melayu*” terhadap minat berkunjung ke Istana Siak Sri Indrapura. Penelitian ini menggunakan pendekatan kuantitatif dan teknik penarikan sampel menggunakan *Purposive Sampling*. Sampel penelitian ini berjumlah 100 orang dengan target responden wisatawan yang pernah mengunjungi Istana Siak Sri Indrapura diantara tahun 2016 - 2020. Teknik analisis data dilakukan dengan analisis deskriptif tabel tunggal dan uji hipotesis dengan rumus Koefisien Korelasi Tata Jenjang (Rank Order) oleh Spearman dengan menggunakan perangkat lunak SPSS 20.0. Pada penelitian ini menggunakan enam dimensi pada *city branding*, yaitu *presence*, *place*, *potential*, *pulse*, *people*, dan *prerequisite*. Hasil penelitian ini menunjukkan adanya hubungan *city branding* Riau “*The Homeland of Melayu*” terhadap minat berkunjung ke Istana Siak Sri Indrapura yang terbagi menjadi tiga kategori, yaitu hubungan yang cukup kuat pada dimensi *presence*, *potential*, dan *prerequisite*, adanya hubungan yang kuat pada *pulse dan people*, dan hubungan yang sangat kuat pada dimensi *place* terhadap minat berkunjung ke Istana Siak Sri Indrapura.

**Kata Kunci:** *City Branding*, Minat Berkunjung, Istana Siak Sri Indrapura, *The Homeland of Melayu*