

## **ABSTRACT**

*Indonesia is an archipelagic country with 17,508 islands. With such a large number, Indonesia has natural tourist attractions which are rich in natural resources and human resources, ranging from beaches, traditional tourism, mountains which are used as tourist destinations. Tourism is also one of the helpers in the economic field of the people who sell around it. Banten Province is one of the provinces that relies on its tourism objects to boost the economy, especially the Pandeglang Coastal Row. One of them is a beach tour located in Labuan District, namely Ceria Beach. Based on the results of observations, Ceria Beach with all its potential is not well known by people outside the sub-district and outside the region, this is because there is no good promotional media so that the brand image it has is not good. The research method used is a qualitative approach with data collection through observation, interviews, documentation and literature studies. SWOT, USP, ESP and Positioning analysis is used in problem solving. As a result, Ceria Beach has an ecological uniqueness, namely the short coconut trees around Ceria Beach. Furthermore, Ceria Beach is positioned as a beach for vacations with a sense of calm, aided by calm waves and white sand. Therefore, to maximize the potential that Ceria Beach has, namely by making promotional media such as Instagram, banners, wayfinding banners, wayfinding, totems with design visualization that is in accordance with the target so that it can help increase brand awareness.*

*Keywords: rebranding, brand, Pantai Ceria Labuan, beach tourism*