

## **ABSTRACT**

*Name / Nim* : Gesy Fitra Indriana / 201552054  
*Title* : Analysis of the formation of City Branding Tangerang City as a Smart City through the Application of Tangerang Live  
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*Keyword* : City Branding, Smart City, Aplikasi Tangerang Live  
*References* : 31 Book (1995-2015), 5 journal (2011-2017), and 5website

*This study aims to find out how the city of Bandung is branding, the obstacles of city branding by the Government of the City of Tangerang, and to know the response of the people of the city of Tangerang about the City Branding of the city of Tangerang through the Tangerang Live application. This type of research is a qualitative descriptive study with a type 2 case study. The number of key informants in this study amounted to 2 people consisting of the Head of Public Relations of the City of Tangerang and the Head of Communication and Information of the Government of the City of Tangerang. The number of informants in this study were 5 people, 4 residents of the city of Tangerang and 1 resident of West Jakarta. Data collection techniques by conducting in-depth interviews, conducting observations and through documentation. The results showed that the Tangerang city government had tried to provide ease of service using a technological sophistication. In addition to facilitating the community, this aims to create branding for the city. But the efforts made by Tangerang City Government have not been on target, which means that there are still many evaluations that must be done to create a brand for the city of Tangerang.*