



**UNVEILING STRATEGIES IN MURAL CREATION
FOR DESTINATION BRANDING IN
TANJUNG PINANG**

By

LIDYA SAMUDRA

015202100016

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ABSTRACT

The objective of this study is to analyze the strategies employed in the creation of murals in Tanjung Pinang and to examine the involvement of the Pentahelix model in these projects. This research is grounded in the Pentahelix theory, which emphasizes the collaboration of five key stakeholder groups.

Participants in this study included representatives from Pokdarwis as the government sector and leaders of MSMEs as the local community. Data were gathered through one-on-one interviews, using protocols designed to investigate perspectives on mural creation strategies, community engagement, cultural preservation, tourism impacts, and stakeholder collaboration. This approach aims to provide a comprehensive understanding of how mural art contributes to destination branding in Tanjung Pinang, emphasizing in-depth insights and contextual relevance. Secondary data were sourced from academic literature.

The study's findings reveal that the five categories of the Pentahelix model; academia, business, community, government, and media—are crucial factors that significantly influence the strategies for destination branding in Tanjung Pinang. The results suggest that collaborative efforts among these stakeholders enhance the effectiveness of destination branding initiatives. However, the study acknowledges limitations and suggests that future research should further explore the impact of other factors on the success of mural projects in promoting tourism and cultural preservation in Tanjung Pinang.

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