

ABSTRAK

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Kabupaten Sumenep memiliki kekayaan budaya yang dikenal luas dengan julukan Kota Keris. Dalam memperkuat citra daerah, Sumenep tidak hanya mengandalkan kerajinan keris, tetapi juga melalui berbagai event budaya, salah satunya Prosesi Arya Wiraraja. Prosesi ini merekonstruksi kisah pengangkatan Arya Wiraraja sebagai Adipati Sumenep yang berperan penting dalam perkembangan daerah. Event ini tidak hanya memperingati sejarah, tetapi juga menjadi media strategis dalam membangun *brand image* Sumenep. Penelitian ini bertujuan menganalisis *brand image* dalam Prosesi Arya Wiraraja sebagai identitas budaya dan memperkuat citra daerah melalui pelestarian nilai-nilai lokal.

Jenis penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dan paradigma konstruktivis. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, dengan informan dipilih menggunakan *purposive sampling*. Data dianalisis dengan teknik reduksi data, penyajian, dan penarikan kesimpulan, serta keabsahan data diuji melalui triangulasi, jenis yang digunakan adalah triangulasi sumber.

Hasil penelitian menunjukkan bahwa Prosesi Arya Wiraraja berkontribusi besar dalam membentuk *brand image* Kabupaten Sumenep sebagai daerah kaya budaya. Analisis menggunakan konsep Frank Jefkins tentang *mirror image*, *current image*, *wish image*, dan *multiple image* yang tercermin dalam event di dapatkan beragam persepsi citra. Penggunaan seni tradisional, narasi sejarah, dan nilai budaya dalam event memperkuat identitas budayanya sekaligus meningkatkan daya tarik pariwisata. Pada penelitian ini peneliti merekomendasikan penguatan strategi promosi digital serta kolaborasi dengan melibatkan budayawan, komunitas lokal, sekolah, dan pemuda untuk menumbuhkan rasa kepemilikan masyarakat terhadap warisan budaya melalui event dan menjaga pelestarian warisan budaya kedepannya.

Kata Kunci: *Brand Image*, Prosesi Arya Wiraraja, Identitas Budaya

ABSTRACT

Nadhila Hediana Purwanti. 21.05.311.00083. *Communication Studies Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. "BRAND IMAGE IN THE ARYA WIRARAJA PROSESSION EVENT AS THE CULTURAL IDENTITY OF SUMENEP DISTRICT". Advisor: Dr. Dinara Maya Julijanti, S. Sos, M. Si.*

Sumenep district has a rich culture that is widely known as the City of Keris. In strengthening the image of the region, Sumenep does not only rely on kris crafts, but also through various cultural events, one of which is the Procession of Arya Wiraraja. This procession reconstructs the story of Arya Wiraraja's appointment as Duke of Sumenep who played an important role in the development of the region. This event not only commemorates history, but also becomes a strategic medium in building the brand image of Sumenep. This research aims to analyze the brand image in the Procession of Arya Wiraraja as a cultural identity and strengthen the regional image through the preservation of local values.

This type of research uses a qualitative method with a descriptive approach and constructivist paradigm. Data collection techniques were carried out through observation, interviews, and documentation, with informants selected using purposive sampling. Data were analyzed using data reduction, presentation, and conclusion drawing techniques, and the validity of the data was tested through triangulation, the type used was source triangulation.

The results showed that the Arya Wiraraja Procession contributed greatly to shaping the brand image of Sumenep Regency as a culture-rich area. Analysis using Frank Jefkins' concept of mirror image, current image, wish image, and multiple image reflected in the event resulted in various image perceptions. The use of traditional arts, historical narratives and cultural values in events strengthens its cultural identity while increasing tourism attractiveness. In this study, the researcher recommends strengthening digital promotion strategies as well as collaboration by involving culturists, local communities, schools, and youth to foster a sense of community ownership of cultural heritage through events and maintain the preservation of cultural heritage in the future.

Keyword: *Brand Image, Arya Wiraraja Procession, Cultural Identity*