

### ***ABSTRACT***

*Branding is the presentation of a name, term, sign, symbol, design, or a combination of these, which is created for the purpose of identifying the goods or services of a seller or group of sellers and to differentiate them from those of competitors. Seeing the huge potential and public interest in rafting tourism at this time, Alligator Rafting as a rafting tour operator operating on the Cianten river, West Bogor, is determined to participate in developing this tourism business.*

*Rafting Branding Development in West Bogor is a scientific study that is very likely to be implemented in the development of branding in Alligator Rafting, theoretical approaches and information data are analyzed and harmonized for implementation purposes, namely by conducting a SWOT analysis by marketing and branding concepts, among others; Corporate Branding which aims to improve the reputation of a company in a particular market. Covers all aspects of the company, from the products/services offered to the company's contribution to society. design in the implementation of the re-branding of Alligator Rafting by changing the appearance of the design, which can then be used as a corporate identity, including logotype, mascot, taking the reptile icon as the mascot of Alligator Rafting which of course is visualized according to the interests of Alligator Rafting, so that the brand image can be accepted by society. Alligator Rafting's vision, mission and goals can be realized. which exists.*

**Keywords:** *branding development, branding strategy rafting, SWOT analysis, marketing mix, company branding, brand image, re-branding.*