

ABSTRAK

Pokdarwis “Widuri” berperan aktif dalam pengelolaan destinasi, pelestarian budaya, promosi pariwisata, pelibatan masyarakat, serta pengembangan UMKM lokal. Peran tersebut berkontribusi pada pembentukan brand Kota Lama Banyumas melalui enam dimensi *Brand Hexagon Theory*, yaitu *tourism, culture and heritage, governance, people, investment and immigration*, serta *exports*. Pada dimensi *tourism*, Pokdarwis menciptakan pengalaman wisata yang menarik melalui penataan kawasan dan kegiatan budaya. Pada dimensi *culture and heritage*, Pokdarwis menjaga dan mempromosikan nilai sejarah serta budaya lokal. Pada dimensi *governance*, Pokdarwis berperan sebagai mitra pemerintah dan masyarakat dalam tata kelola destinasi. Pada dimensi *people*, Pokdarwis mendorong partisipasi dan keramahan masyarakat lokal. Pada dimensi *investment and immigration*, keberadaan Kota Lama Banyumas membuka peluang ekonomi bagi masyarakat. Pada dimensi *exports*, Pokdarwis mendukung promosi produk lokal sebagai identitas kawasan.

Kata kunci: pokdarwis, *brand hexagon theory*, branding destinasi, pariwisata budaya, Kota Lama Banyumas.

ABSTRACT

The Widuri Tourism Awareness Group (Pokdarwis Widuri) plays an active role in destination management, cultural preservation, tourism promotion, community engagement, and the development of local MSMEs. This role contributes to the formation of the Kota Lama Banyumas brand through the six dimensions of the Brand Hexagon Theory: tourism, culture and heritage, governance, people, investment and immigration, and exports. In the tourism dimension, Pokdarwis creates an engaging tourism experience through area development and cultural activities. In the culture and heritage dimension, Pokdarwis maintains and promotes local historical and cultural values. In the governance dimension, Pokdarwis acts as a partner to the government and community in destination management. In the people dimension, Pokdarwis encourages local community participation and hospitality. In the investment and immigration dimension, the existence of Kota Lama Banyumas opens up economic opportunities for the community. In the export dimension, Pokdarwis supports the promotion of local products as a regional identity.

Keywords: pokdarwis, brand hexagon theory, destination branding, cultural tourism, Kota Lama Banyumas.