

**CULINARY BRANDING IN BERASTAGI CITY (CASE STUDY IN WAJIK  
STALLS PECEREN AND SUGAR CANE JUICE BERASTAGI)**

**ABSTRACT**

*This research was conducted to find out how big the interest of tourists who come to visit wajik stalls and sugar cane juice sweet so that in know whether the two places are worthy made in culinary branding in the city of Berastagi tourism. The method used in this research is qualitative method with descriptive research type which explain the actual condition that happened in the field with data collection technique through observation, interview and documentation. Based on the results of the research can be in the know that in general the interest of visitors to enjoy the menu at the stall wajik peceren better in comparison the interest of visitors in sweet sugar cane stalls. The price offered in these two stalls is very relative and classified as not so expensive and visitors who come to stalls wajik peceren usually buy diamonds that are characteristic of the shop to be brought as by the family at home while the visitors who enjoy the menu at the sweet sugar cane where in general, visitors who come only enjoy the menu on offer, especially Berastagi sugar cane and not brought home as souvenir for the family.*

**Keywords: branding, culinary**