

# Profitability Ratio Influence Over Stock Price in Agricultural Companies Listed On the Indonesia Stock Exchange in 2015—2019.

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- **Abstract:** For a region, City Branding is an image pertained to a particular area to gain a respectful position to be known worldwide. Many cities in Indonesia have tried to implement this strategy, but there are only few of them successfully built the brand. This research attempted to determine possible City Branding strategies to be implemented by stakeholders as an effort to develop tourism image. In carrying out this research, primary data were used and analyzed using Analytic Hierarchy Process (AHP). The results emphasized an idea for the success of City Branding to promote tourism, namely improving and providing safe and comfortable infrastructure for tourists, particularly the transportation control. It implies that there should be readiness for the local physicality and resources as the priority prior to promotional activities. Therefore, stakeholder synergy and cooperation are the key to brand the city as a tourist destination. With regard to these findings, this research provides a new contribution for the development of tourism economic theory in which it confirms that tourism development can be supported through marketing and promotion through city branding.
- **Keywords:** Analytic Hierarchy Process, comfortable infrastructure, promote tourism