

## **ABSTRACT**

Lombok island is one of island in Nusa Tenggara Barat archipelago. Lombok island location is next to Bali island, but the tourist more prefer to visit Bali, because the easy way to access the information from any media. Bali island have a lot of potential in tourism and viscous culture, so do Lombok island have tourism potential that awake d beauty. Lombok tourism potential include nature, culture 'till culinary. But, just a few of the object and tourism destination that tourist know about Lombok. Lombok has a lot of cultural attraction, Bau Nyale is one of them. Bau Nyale is one of cultural tradition that happen by natural phenomena and related to local legend that is Princess Mandalika. This tradition become one of the biggest cultural event in Lombok island every year. Bau Nyale actually has a national potential to introduced, but unfortunately only local people know about this event. The Government of Cultural and Tourism Agencies lack of promotion on this, so that's why they need to do more effort to introduce Bau Nyale in national or international scale. To answer this problem, the writer did the research with observation and interview method to related parties. After collect the data, writer's design the identity and media promotion that suitable with the analysis result. With this Final Assignment Design, be expected that Lombok has new Tourism Identity and all tourism and cultural event be known in local and international. Besides that, this Final Assignment Design can also help the parties that needed.

Keyword: Lombok, Bau Nyale, Tourism Logo, Promotion media.