

ABSTRACT

Nurbaity, Luthfina Gilang. 2016. *Character Design for Thematic Parks as Bandung's Visual Recognition*. Visual Communication Design Study Program. Creative Industry Faculty. Telkom University.

Bandung has become one of the main popular tourist destination, both domestically and in the Asian countries. However, the goods sold are often not relevant to the concerned tourism market nor does it reflect the creative side of Bandung City, hence a visual recognition reflecting identity and to the tourist location for souvenir is urgently needed. Through Bandung Creative Urbanism Program, mayor of Bandung run various revitalization of public spaces in the city into several thematic city park as an aspect of differentiation from other cities by to support the creative community and green sustainable infrastructure, which have been recognized as creative cities network in the fields of design by UNESCO. However, society and public sector's unified performance are not yet prepared to synchronize with the city developement aims.

The design of characters do not only convey the essence and characteristic of a location, but also to form an emotional attachment of the audience towards the location. Results of the character design which application will not only give a visual recognition for the City of Bandung through its exploitation as souvenirs, but its endless applicable media are expected to be able to develop the creative industry and economy, as well as moral and positive cultural value that will support the development, maintainance and preservance of Bandung as a creative and sustainable green city.

Keywords: *Design Character, Visual Recognition, Souvenir, Bandung Thematic Park, Creative Industry*

