

ABSTRACT

DESIGN OF VISUAL IDENTITY AND PROMOTIONAL MEDIA ABOUT KUNINGAN TOURISM

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Kuningan is located in West Java and East is located at the foot of Mount Ciremai which is the highest mountain in West Java. Kuningan has a great opportunity in the development of historical tourism diantaranya tourism potential, the natural and the artificial. However, the diversity and potential of these attractions have not had visual identity and promotion that has not been right on target so that the many people still haven't learned tours in Kuningan. The methods used in data collection that is literature study, observation, interviews, and questionnaires. To achieve results in the form of the design of the visual identity and promotional media right in the the purpose of uniting the attractions in the Kuningan, then conducted data analysis i.e. analysis comparison matrix. The design goal of IE in order to persuade tourists both archipelago and foreign tourists to visit tourist in the District of Kuningan, in addition is expected to support the improvement of government programs.

Keywords: Tourism, Kuningan district, Visual identity, Promotion, tourist.