

ABSTRACT

DESIGNING VISUAL IDENTITY OF PEKAN KEBUDAYAAN ACEH BARAT

The Government of Aceh, especially West Aceh district is working to increase the interest of the people of West Aceh especially the younger generation to art and culture typical of West Aceh. These efforts can be seen by the government's incessant program to socialize the arts and culture on the basis of widespread foreign cultural issues that increasingly shift the local culture, one of them by organizing Pekan Kebudayaan Aceh Barat (PKAB). PKAB held to promote the area of tourist attraction through local cultural festivals staging aimed at local and foreign tourists. However, the development of arts and cultural activities has not been supported by the design of visual identity and media campaigns that are effective and communicative. Therefore, the data collection method used in this final assignment is the qualitative method of the authors perform data collection techniques with observation method, literature study, documentation, and interviews to related parties, then the author analyzes using the principles of SWOT and Segmenting, Targeting, and Positioning. After obtaining the data, the author designs the identity and visual media that refers to the results of the analysis. With the design of visual identity identity and promotional media is expected to create an image that is formed to attract the attention of the public or target audience in order to compete with other festival performances are also often held in West Aceh. And hopefully this final project can help the parties in need.

Keywords: *Culture, Festival, Visual Identity, West Aceh.*