

ABSTRACT

Bangil is one of the sub-districts in Pasuruan Regency, since September 11, 2005, Bangil earned the nickname as Bangkudir (Bangil embroidery city) because SMEs and embroidery craftsmen developed rapidly in Bangil City and the products have been distributed to foreign countries, but this city do not have an image that illustrates these advantages. The purpose of this study is to identify methods of observation, interviews and literature, in this design using a formalistic and semiotic approach so that logos and slogans can provide a positive image of the city of embroidery. The process of designing city branding begins with identifying the advantages of embroidery in Bangil through interviews with government, embroidery SMEs and consumers. The design of the logo that was obtained from the interview results, namely the pleasant night flower as a gram logo, Bangil city embroidery as the logo type and tagline of the City of Bangil.

Keywords: City Branding, Bangil City, Embroidery