

Abstract

Indonesia is a country with diverse natural resources. Besides, this country has a variety of cultures and customs that become which becomes the key attraction of the tourism industry. Tourism is one of the important economic sectors in Indonesia. Kampung Sutera becomes one of the interesting tourist objects in this country. However, the growth of the tourism industry in this district is not comparable to its diverse potential of tourism objects due to limited promotion media and government budget. As a result, it is not easy to increase the number of visitors. The researcher collected data through a literature study, interviews, observations, SWOT and matrix analysis methods. Based on the results data analysis, visual identity of tourism objects in Kampung Sutera became the right choice to provide a strong positive image for its tourist objects in order to increase the number of visitors.

Keywords: Kampung Sutera, Visual Identity, Promotion Media