

ABSTRACT

DESIGN OF VISUAL IDENTITY AND PROMOTION MEDIA OF TELAGA BIRU CISOKA TOURISM AREA IN TANGERANG DISTRICT

Banten is one of the province in Indonesia which has a lot of tourism potency, specifically in natural tourism, especially in Tangerang District which famous for its different kinds of natural tourism. One of them is Telaga Biru Cisoka Tourism Area. Telaga Biru Cisoka Tourism Area is natural tourism which has lake that its color is blue-green-ish which become its uniqueness form this place and has a lot of facilities, but ironically, less of tourists who have already known about it. It caused by the lack promotion activity. Meanwhile, the one who know only people who live in this area and some people who have visited this tourist area spread it by mouth to mouth. Because it does not have a visual identity yet which can be a characteristic of the tourism area that can be implemented in various promotional media. Therefore, visual identity needs to be designed for Telaga Biru Cisoka Tourism Area. For that problem, in order to be designed visual identity and media promotion, needs to get through interview, observation and literature study. After get the data that needed, will do the analyse in order to find out what needed must be fulfilled. Then, the final output of the research is design of visual identity and media promotion that can be applied to the Logo, Website, Brochure, Signage, Wayfinding, Billboard, Poster, and other supporting media. By designing the visual identity and promotion media of Telaga Biru Cisoka Tourism Area, so that it can be known to the wider community and will have an impact on the increasing number of visitors who come to Telaga Biru Cisoka Tourism Area.

Keywords: Identity Visual, Promotion Media , Telaga Biru Cisoka Tourism Area.