

## **ABSTRACT**

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*Batam city is a strategically located city, with many beach tourism destinations. Beach tourism is still a favorite for tourists who want to take a vacation. Tanjung Pinggir Beach is one of the tourist destinations for residents of Batam City. However, the tourist attraction of Tanjung Pinggir Batam Beach is not yet known by tourists, there is no application of corporate identity, and the need to increase and maximize the use of promotional media for Tanjung Pinggir Beach Batam. There needs to be an identity and promotional media that aims to increase visitors and make the name Tanjung Pinggir Beach Batam more widely known by the public. The method used in data collection is observation, interviews, questionnaires, and analyzed using a comparison matrix. This design is focused on visualization elements of media which include logos, stationery, billboards, and other supporting media. With the existence of a company identity and appropriate promotional media, it is hoped that it will increase the target audience and make the name of Tanjung Pinggir Beach more widely known.*

*Keywords : Batam, Tanjung Pinggir, Identity, Promotional Media*