

## **ABSTRACT**

Madasari beach tourism is one of the beach tourism in Pangandaran which has its own advantages in the view of natural beauty, visitors can enjoy the natural beauty up close and directly. The beautiful large corals on this beach are small islands that are recognized by Geospatial. There is no more beautiful beach in Pangandaran than Madasari beach. However, this beach tourism with abundant beauty is often less visited by tourists, so this beach is often dubbed as a hidden exotic tourism. Madasari beach tourism is less visited because not many local tourists know about the existence of this beach. Madasari Beach has not been managed professionally like a tourism place, because there has been no intervention with the local government, so this beach is only managed by the surrounding community. The lack of tourists on Madasari beach has given several negative effects for local entrepreneurs who are also on Madasari beach. Madasari beach tourism does not yet have a visual identity. To be right on target, this design needs to be supported by design methods in the form of observation, competitor data analysis, interviews, questionnaires, literature studies, and AISAS analysis. By designing the visual identity of the Madasari beach tourist destination, it is hoped that it can reach and bring a wider range of tourists and prosper the surrounding community.

Keywords: visual identity, tourist destination branding, Madasari beach