

ABSTRACT

Sumedang is a regency located in West Java, Java Island, Indonesia. The capital of Sumedang Regency is located in Sumedang District, 45 km northeast of Bandung city. It is bordered by Indramayu Regency to the North, Majalengka Regency to the East, Garut Regency to the south and West Bandung regency to the West. There are many tourist attractions in Sumedang Regency, such as in the North and South Sumedang regions, but in addition to the North and South Sumedang regions there are also tourist attractions in the West Sumedang region that are rarely known to tourists. One of the tourist attractions in the West Sumedang area is a tourist attraction Campground Lembah tengkorak. This tourist attraction is located in Kadakajaya, Tanjungsari District, Sumedang Regency, West Java. Located about 15 kilometers from the city of bandung, Lembah tengkorak has a high tourism potential but still lacking in pengelollan introduction to the wider community, such as no visual identity design and media promotion of natural tourism Lembah tengkorak. With the holding of the Lembah tengkorak visual identity design will make the Lembah tengkorak recognized by the public and increase the intensity of visits every day.

Keywords: Visual Identity, Nature Tourism, Lembah tengkorak.