

Abstract

Stone Garden Citatah is a natural tourist attraction in West Java, West Bandung Regency. With its natural richness in its geological aspects, visitors can come to admire the nature around the area, do activities and also learn a little about the history of the location. It has been developed with the Tourism Awareness Group Pasir Pawon West Bandung Geosite Stone Garden, people living near tourist locations who took the initiative to preserve it. However, there has been no implementation of a consistent brand identity, making recognition of the location harder for those who have never heard of it.

The research method was carried out by obtaining information such as observation methods, interviews with one of the officers and the current group leader who manage the location, matrix and SWOT analysis, by forming a theoretical basis which is expected to be able to design effective Destination Branding in disseminating information about Stone Garden Citatah to more local residents.

The main media made are a logo and a Graphic Standard Manual that can be used by the geosite's managers. It is hoped that the design results will be useful in building brand awareness, facilitating public recognition and reminders of the location and increasing attention that attracts the public to visit Stone Garden Citatah.

Key Words: Stone Garden Citatah, Destination Branding, Tour