

ABSTRACT

The global tourism industry shifts, particularly from Southeast Asia, has been considerably influenced by the COVID-19 pandemic. It is now, as a result, much more preferable for travelers from many regions such as Indonesia to approach natural destinations that are away from all crowds. This type of preference is mostly pronounced with upper-middle-class professionals aged 25-45 from Jakarta, Surakarta, and Makassar, who are used to rather practical and tailored trips. In this regard, Labengki Island in North Konawe Regency is located in Southeast Sulawesi and possesses abundant natural beauty and serene atmosphere which optimistically underdeveloped tourist. Nevertheless, the lack of identity systems strategy hampers the effective marketing which prevents the image of Labengki Island from being built more optimally in the eyes of tourists. This research is focused on defining aims through a qualitative approach of studying visual identity and branding Labengki Island through tourism marketing. It is expected that such design mechanisms can foster compliant brand perception, reputation, enhanced competitiveness, and emotional connections vis-a-vis nature, culture, and history that transcend the place itself. Therefore, visual identity serves as the main pillar of strategic professional branding which enables dynamic frameworks for sustainably revolving around tourism promotion courtesy of the digital age.

Keywords: visual identity, tourist destination, Labengki Island.