

ABSTRACT

Gili Sulat and Gili Lawang are the part of Marine Protected Area (MPA) which are located in East Lombok District, West Nusa Tenggara. Gili Sulat and Gili Lawang are covered by mangrove ecosystem. There are also coral reefs around the island which is still natural and unspoiled. Coral reefs ecosystems in Gili Sulat and Gili Lawang have the highest biodiversity in Lombok island and becoming the widest spread in East Lombok District. With the potency of underwater nature which is still natural, the water area in Gili Sulat and Gili Lawang will probably compatible to be a diving ecotourism destination in East Lombok District. However, Gili Sulat and Gili Lawang do not have yet a visual identity and design elements to build an image as a diving ecotourism destination for tourists as well as local communities. By collecting data from the result of field observations, interviews, literature review and data analysis using SWOT, AIDA, and supporting theories, the author concluded that a destination tourism requires a visual identity and design elements in order to make the image could be embedded in customers' minds. Therefore, the author designed a destination branding for Gili Sulat and Gili Lawang in the form of a visual identity and a variety of design elements that can be applied in various media that reinforce the image of Gili Sulat and Gili Lawang as a diving ecotourism destination in East Lombok District.

Keywords: *Gili Sulat, Gili Lawang, destination branding, ecotourism, diving*