

## **ABSTRACT**

### **DESIGNING VISUAL INDENTITY AND PROMOTION MEDIA OF BUKITTINGGI CITY TOURISM**

By

Feni Yunelisa

NPM: 1401110329

Bukittinggi is one of the city which located on West Sumatera and become transit area between Sumatera Area from North and East and South. With those strategic location, make Bukittinggi city as a centre of Trading and Service, Industrial and Craft, Education centre, Healthcare centre, also Convention. Bukittinggi is one of the tourism destination that Attract Local and International Tourist, so that make Bukittinggi as one of Favorite Destination in West Sumatera. Bukittinggi city has a lot of potential for its Tourism which could we Promote more to both Local and International Citizen. Through those statement, Bukittinggi need a Visual Identity Design, in order to make Bukittinggi city could Known Widely and Increasing the numbers of tourist.

On this Final Project Design, the method that used on this data collection are literature study, observation and Interview with related resource. The result from data collection, we may conclude that Bukittinggi need a new Visual Identity and Promotion Media to support and increasing the number of Visitor.

The Main concept of this design is Share the Wonder, which means to share something wonderful from Bukittinggi to the Target Audience. in this Design of Visual Identity, showed some icon that originaly came from bukittinggi, and well known for the citizen localy and globally, We expect that through this Design could help Dinas Kebudayaan dan Pariwisata Bukittinggi ( Bukittinggi Toursim and Culture Board) for their Better identity, so that it could suport the raising number of Visitors in Bukittinggi.

Keywords: City Branding, Visual Identity, Media Promotion, Tourism, Bukittinggi