

# DESIGN OF NATURE TOURISM VISUAL IDENTITY AND PROMOTION MEDIA APPLICATION

Fitria Srilestari Muharam<sup>1</sup>, Yanuar Rahman<sup>2</sup>, Bijaksana Prabawa<sup>3</sup>

*Program Studi Desain Komunikasi Visual Fakultas Industri Kreatif  
Universitas Telkom*

<sup>1</sup>*fitriasrilestari@gmail.com*

<sup>2</sup>*vidiyan@gmail.com*

<sup>3</sup>*bijaksanaprabawa@gmail.com*

## ABSTRACT

Cianjur is one of the regions in Indonesia. Cianjur has a potential which can shape the identity and excellence typical of regions. The potential of Cianjur, there is on natural resources which can make the Cianjur as a tourist destination in an effort to boost the economy of the area independently as stated in the Government's policy regarding the autonomy of the region. The tourism sector has not empowered the most marked by the visit of tourism to Cianjur. Cipularang Toll opening connecting Bandung and Jakarta also influence on declining visits to Cianjur, Cianjur earlier because the region is one of connecting these cities.

Methods used in data collection that is by observation, interview ,the questionnaire and the study of literature. Observation carried out to tourist attractions and the office of tourism and Cianjur culture, the questionnaire to domestic tourists , and do an interview to the head of structured cianjur tourism promotion. Found this method based on data that identity cianjur need a logo and media promotion of tourism. Identity and the media the promotion is needed so Cianjur potential tourists can be known.

Based on the data , the concept of the logo of the identity of tourism is to harness nature cianjur natural tourist destination in the district diversity and identity Cianjur dikomposisikan form of tourism which gives the impression of harmony. Then applied the logo on billboards , banners , brochures , ambient media, print ads, souvenirs, merchandise, internet media. The benefits to the achievement of community welfare, to make tourist attraction cianjur as a tourist destination especially natural attraction see potentials that support , as a form of the preservation of nature, as well as the motivation of the government and human resources in Cianjur in maintenance and better development infrastuktur of Cianjur.

Keywords: Visual Identity, Nature Tourism, Promotion Media, Cianjur