

**ABSTRACT**  
**DESIGNING VISUAL IDENTITY AND PROMOTIONAL MEDIA**  
**FOR PURWAKARTA REGENCY TOURISM**

**By: Septiyan Adi Darma**

**NIM: 1401110392**

*Purwakarta Regency is one of regencies in West Java which has great opportunity in developing its potential tourism, not only for local residents itself, but for wider society around Purwakarta Regency. However, during this time Purwakarta Regency hasn't become a major tourist destination in tourism. Generally, the outsiders only consider Purwakarta as the link way between Jakarta and Bandung. The magnitude of Purwakarta Regency's potential tourism is not accompanied by the sufficient promotional activities which make a lot of people around Purwakarta Regency has less knowledge about tourism in Purwakarta Regency.*

*In the process, the authors collected data by observation, interview and literature study. This design is done by the author to achieve a strong visual identity and promotional media to support Purwakarta to become a tourism destination for tourists.*

*The expectation of this visual identity and promotional media design is to enhance the attractiveness of Purwakarta tourism to be more recognized by tourists and to attract tourists to visit the various tourism in Purwakarta.*

**Keywords :** *Visual Identity, Promotional Media, Tourism, Purwakarta Regency*