

## **ABSTRACT**

### **KABUPATEN TEGAL TOURISM VISUAL IDENTITY**

**By: Bulan Mayana Chandra Restanti**

**NPM: 1401120459**

*Tourism is an important economic sector in Indonesia because it is one of the biggest foreign exchange earnings. Indonesian tourism potential spread to almost all of parts Indonesia, so that alsomade every region participate in developing its tourism potential. Including kabupaten Tegal, who succeed increasing tourism visits in 2015 significantly through the tourism promosion. Therefore, branding is needed to support kabupaten Tegal tourism promotion, but kabupaten Tegal tourism not yet have a visual identity. This becomes a problem because visual identity is one of the important part in branding. After collect the data by observation , literature study, interview, questionnaires and related documents about tourism destination and local wisdom of Kabupaten Tegal, the authors analyzed data and designing visual identity of kabupaten Tegal tourism that will support the succeed of tourism promotion that has been done by Culture and Tourism Department kabupaten Tegal as an effort Kabupaten Tegal tourism branding in the future. Hopefully this final project can help Kabupaten Tegal designing visual identity that represents Kabupaten Tegal tourism potentials, also can be use as the first step to increase Kabupaten Tegal tourism.*

*Keywords: Tourism, Visual Identity, Kabupaten Tegal*