

## **ABSTRACT**

### ***DESIGN OF VISUAL IDENTITY AND PROMOTION TOURISM OF CIPATUJAH TASIKMALAYA DISTRICT***

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*Cipatujah is a tourist area with a multitude of objects and potential for development, the diversity of tourism potential Cipatujah this causes differences in the amount of traffic that comes to each location tourist attraction, but these places do not have a visual identity and its potential has not been fully utilized, it becomes one factor in the lack of interest of tourists to visit the beach area Cipatujah. Lack of information held by tourists on tours of Cipatujah and lack of promotion by the government or the relevant parties so that the target of achieving tourists visiting the beach Cipatujah not yet been reached. Data retrieved through library research methods related to the research, interviews with stakeholders, observations on the object, and a questionnaire to the target audience to get the data, both quantitatively and qualitatively. Comparison matrix analysis method is used to process the data that served as the basis for designing visual identity and tourism promotion Cipatujah. It is hoped that with the design of this identity, Cipatujah tourism can assist in strengthening the identity Cipatujah tourism and promotion of appropriate media to be more recognized as well as the target of the tourists so as to increase visits in subsequent years.*

*Keywords: Tourism, Tasikmalaya, Cipatujah, Promotion, Travelers*