

ABSTRACT

CIREBON CITY HISTORICAL TOURISM VISUAL IDENTITY PLAN

Cirebon city in 2016 is developing the local tourism, but this development is not yet supported by hierarchically and adaptive visual identity. This development of tourism is supported by the city government and Keraton Kasepuhan. Using observation and interview collecting data method I analyze the data using SWOT and semantic, syntatic, pragmatic. Through the result of data analysis i create the visual identity in order to make tourists understand the tourism object (information system), as the supporting visual for the persuasive media and as diferentiation from another tourism objects. Material and non material culture of Cirebon are really promising and potential to develop the local tourism. Visual identity application will be strengthen the impression and cognition of Cirebon city and the tourism objects of this city.

Key Word: *Visual identity, tourism, Cirebon.*