

ABSTRACT
DESIGN STRATEGY FORMULATION
AND IMPLEMENTATION IN VISUAL MEDIA
Case Study of Taman Bougenville Tourism
Gunung Puntang Bandung Regency

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Indonesia's tourism potential is very large. Especially Bandung, the capital city of West Java has great tourism potential. Not only in central the city of Bandung, but also in other regency areas of Bandung have great tourism potential. One of tourist place in the regency of Bandung is Taman Bougenville Gunung Puntang that can be alternative choice, which presents a natural cold atmosphere mountains.

However Taman Bougenville Gunung Puntang is still not known by the public, it causes visitors levels are still fairly low and the business growth of Taman Bougenville gunung Puntang is not growing, both from the aspect of profit as well as visitors.

To answer the problems above, the authors sought to obtain data through related methods to the informant interviews, observation to the object of the research, give some questionnaires to the respondent, and literature. The data will be obtained and analyzed using the formulation of design strategies through some methods such as analysis PEST, Porter's five forces, Competitor Analysis, SWOT Matrix and Ansoff Matrix. The results of the analysis will be used as the basis for designing the strategy that includes corporate identity design, promotion media, and the other design media.

Hopefully the design on this thesis, can be usefull to help Taman Bougenville Gunung Puntang in generating the correct design solution for improved business performance and can increase profits and visitors Taman Bougenville Gunung Puntang. In addition, this thesis is also expected to help the others's need.

Keywords : Design Strategy, Design Media, Tourism, Taman Bougenville Gunung Puntang, West Java.