

ABSTRACT

Wulan Rijatul Janah, 2016. Visual Identity Design of Jember City, Jember is a regency in East Java which has a lot of potential that can be developed. Jember is a city where two cultures pandhalungan teralkuturasi thereby creating a society free expression in creativity. However Jember yet have a visual identity that is easily recognized and clearly distinguished from other districts. Wealth of natural, cultural and historical Jember district that has not been communicated as a single region, and there has been no considerable effort to promote Jember district as the city not only as a venue for Jember Fashion Festival, but also a city has a purpose, whether for tourism, business / investment as well as the city of residence. Data collection methods used in writing this final is using qualitative methods the authors seek data through observation method on the object of research, literature, interview relevant sources and used using SWOT analysis and matrix analysis. After obtaining the data, then the authors analyze and design the visual identity to strengthen the identity and apply it in a media campaign to publicize. The purpose Design Visual Identity is expected to create the hallmark of the town of Jember in addition be used to reinforce the value of visual and character owned but can also be used to promote the city and the area to the public and prospective tourists both regionally and nationally, or even internationally to further boost the economy community.

Keywords: City, Design, Identity, Jember, Visual.