

ABSTRACT

PASIR PAWON GEOPRAK (STONE GARDEN)

VISUAL IDENTITY PLAN

Since 2014, Pasir Pawon Geopark has been declared as geotourism areas with geopark basic. Geopark is a geotourism concept that intergrated with people around on implementation and development, so that potentially to improve the people economic value. With all the ancient stones uniqueness and finding of sea animal fossil that makes Pasir Pawon Geopark competend with the other geopark areas in Indonesia, especialy in West Java. But, the number of tourism arrival is not same as the other geopark. That thing happen because Pasir Pawon Geopark don't have visual identity yet and information mediato deploy specific news about Pasir pawon. Because of that, writer do research with qualitative method on graphic design field. Graphic Design can take so many part to make it better. Pasir Pawon Geopark (Stone Garden) Visual Identity Plando with using SWOT and AIDA method as well. This research output is a Visual Identity and Graphick System to applied on promotion media and publishing documentary. Hope this research can be a solution for Pasir Pawon Geopark and hope so this research report will be a reference for al who need.

Key Word: *Visual Identity, Geopark, Pasir Pawon.*