

ABSTRACT

Major cities in Indonesia have many identities to introduce their superiority, including Jakarta, Bandung, Jogja, Solo, and many more. The city of Ngawi is a city located at the entrance of East Java province in the west, many travelers passing through Ngawi to other areas of East Java, according to the secretary of Tourism and Youth Sports, the traveler is less familiar with Ngawi, just passing by, Ngawi has five different historical tourist destinations, ranging from ancient human era to post-independence Indonesia. These five locations are directly related to the history of Indonesia, so the public should know how the heroes struggle as a form of appreciation and respect for the heroes, especially adolescents who love the activities of exploring the tours in Indonesia and abroad, the information they get can be forwarded back to Public, and influential for the introduction of Ngawi. So that required introduction to Ngawi, through the five historical tours. Therefore, the purpose of this study is to be able to design city branding of Ngawi City through the historical tour as a way of introducing Ngawi. Using qualitative data collection method is literature study, observation, interview and SWOT analysis method. The design result is a book illustration of historical sights in Ngawi as well as the description of the city branding in the form of logo and slogan.

Keywords: city branding, historical tours, books, illustrations, introduce, informative.