

## ABSTRACT

*Currently, Travel companies experience have a lot of increased number. In various cities and regions began to build and develop this service business. Increasing number of similar companies in the field of travel create competition to grab more intense consumer interest. Among the intense competition the travel companies, Masera Adventure focusing on tourism activities around the Malang city with services such as the convenience of getting airline tickets, car rentals, city tours for and nature-themed travel. Masera Adventure is able to serve its customers personally, entourage and institution. Nowadays, the number of consumers who interested for using nature tour services has not reached the number which targeted by the company. So, a new method of promotion should be done for increasing commercial revenue of the company. Qualitative research method is done by observation data collection method, interview, documentation and literature study which support the theory of completion, and use SWOT analysis method to get the foundation of new logo design concept and its application in promotion media. The design result is a redesign of the logo of Masera Adventure which represents the company of nature tourism service. The new logo design of the company Masera Adventure is expected to become the new face of corporate identity and the company is able to earn the trust of consumers that will also affect the company's commercial income.*

*Keywords: Adventure, Malang, Masera, Promotion Media.*