

ABSTRACT

Kerinci District is one of district in Jambi Province which has many natural and cultural tourism potential such as Kerinci Mountain, Gunung Tujuh Lake, Kerinci Lake, et cetera. Kerinci is established as Jambi's tourism brand by Indonesia Tourism Ministry. Kerinci government holds Lake Kerinci Festival to promote their tourism.

Lake Kerinci Festival has been held fifteen times but still lack of visual identity and publication. The logo always changes every year and the festival visitors are still not reach the government's target. So, Lake Kerinci Festival needs identity visual and promotional media design to increase people's interest.

The data collection was done by direct observation, conducting interviews with Kerinci government, questionnaire and literature review. The data obtained processed with matrix analysis to infer design. Then, a design framework will be made from the analysis to design visual identity and effective promotional media to increase people's interests and increase the visitor.

Keywords: visual identity, logo, promotional media, Kerinci lake festival