

ABSTRACT

VISUAL IDENTITY DESIGN OF GUMELEM TOURISM VILLAGE AND THE IMPLEMENTATION ON SIGN SYSTEM

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Gumelem village is a tourism village that consists of two villages, which are Gumelem Wetan and Gumelem Kulon village, located in District Susukan, Banjarnegara, Central Java. Gumelem Tourism Village is well-known as a center of batik tulis production. In addition, Gumelem Tourism Village also has a variety of other tourism potentials such as ancient tombs, walisongo mosque heritage, local traditions events and thermal baths. The potential that exists in the Gumelem Tourism Village is not yet widely known. Therefore, the village needs visual identity design.

The author did observation, literature review, interviews with experts and a questionnaire in order to obtain and complete the associated data. The results of data collection will be analyzed using visual analysis as a basis for drafting the design of the visual identity. The designs of visual identity are logo and those implementation on a media and *sign system* design. Hopefully, by the visual identity of the Gumelem Tourism Village can attract potential tourists and maintain tourists loyalty to visit Gumelem Tourism Village.

Keywords : Visual Identity, *Sign System*, Gumelem Tourism Village