

ABSTRACT

Designing Visual Identity Telaga Warna Puncak Bogor Nature Tourist Park

Taman Wisata Alam (TWA) Telaga Warna Puncak Bogor is one of the telaga and tourist park in Indonesia. Telaga Warna located in Raya Puncak Street No. 364, Tugu Utara Village, Cisarua,, Bogor, West Java. In Telaga Warna the visitors can enjoy the telaga that has 5ha area and located in 1400 meters above sea level (masl). The weather conditions and fresh environment are one of the attraction to the tourists. Beside that TWA Telaga Warna also provided antoher attraction such as perahu rakit, flying fox, and tracking around telaga. But unfortunately the visual identity in TWA Telaga Warna is not well provided. Minimum conditions, needs an improvement and doesn't have a consistent form. In this research the data obtained by using the method of qualitative data collection that consists of interview, questionnaire, and literature study, and then using the method of SWOT analysis which are useful to know the weakness and strength of media that will be designed. The format of the media is an identity guideline. The presence of designing visual identity has a purpose to be a "bridge of information" for the tourist. It is expected that with this media, the tourist can get the right information and TWA Telaga Warna can be a tourist attraction.

Keywords: bogor, logo, telaga warna nature tourist park.