

## **ABSTRACT**

*In Pesisir Selatan Regency there are Mandeh islands which are administratively located in District XI Koto Tarusan precisely in Mandeh Village. This archipelago area has a very attractive natural beauty with a calm atmosphere and away from the hubbub and has many beautiful archipelago areas, while in the depths of the sea there are also various type of fish and coral reefs also the rest of the history of Indonesia's independence of the ship MV Boelongan Nederland drowning in the seafloor of Mandeh tourist area can be a stunning new adventure. The existing problems are the needs of managers of identity and media information about tourism in Mandeh Tourism Area as well as many potentials that are not known by the people, especially West Sumatra and the lack of public awareness. Research in the area of Mandeh Tourism is conducted by qualitative method, the process of searching data by way of literature, observation and interview to South Coastal Government as the manager, making matrix analysis to competitors, and SWOT analysis used to assess the company through internal and external factors. With this design is expected to form a brand awariness for the tourists who visit and can improve the existence of the Tourism Area Mandeh.*

*Keyword : Visual Identity, Mandeh Tourist Area.*