

ABSTRACT
VISUAL IDENTITY DESIGN & ITS APPLICATION FOR TOURISM
PROMOTIONAL MEDIA IN SRAGEN REGENCY

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Sragen regency is an area in Central Java which borders directly with East Java. Since Sangiran Museum became one of the world heritage set by UNESCO in 1996 in Mexico, Sragen regency tries to improve the quality of its tourism. Not only Sangiran, Sragen regency also has another tourism destination which is not less interesting than Sangiran. The decrease of tourist's visit has been a problem in sragen for the last two years, especially the attraction tourism besides Sangiran museum. As the data collection method, this study used the method of observation, literature study of several books, questionnaires to respondents and interviews. Based on the results of observation, interview, questionnaire (most of the correspondents know Sragen tourism information is not from existing promotion media), and comparison matrix analysis be designed visual identity and its application on promotion media for Sragen regency tourism to help tourists to get information about the existing tourist attraction in Sragen regency.

Keywords: tourism, visual identity, promotion media, Sragen