

## **ABSTRACT**

### **VISUAL IDENTITY DESIGN KAWASAN WISATA KAKI GUNUNG GEDE PANGRANGO AND IMPLEMENTATION ON MEDIA PROMOTION**

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Kabupaten Sukabumi has many natural attractions, and one of them is Kawasan Wisata Kaki Gunung Gede Pangrango which is currently in the process of renovation by the Government of Kabupaten Sukabumi. With a major renovation in the area the Government hopes will impact the growing number of visitors who visit the tourist attractions. However, the visual identity and promotional media that should be owned by a tourist area is not owned by Kawasan Kaki Gunung Gede Pangrango, and the absence of promotional efforts from the government makes this tourist area less known by the public. The existence of the problems already mentioned above become the goal of this research. Research in Bandung and Kabupaten Sukabumi, and use the data reader method, observation, interviews and questionnaires as well as using matrix analysis comparison. The result of this research is Kawasan Wisata Kaki Gunung Gede Pangango need a visual identity and promotion in order to be known to the public and will have an impact on increasing the number of visitors to the area.

**Keywords: Tourism, Pangrango Mountain Feet, Visual Identity, Information**