

ABSTRACT

Bekasi city is one of the cities located in the province of West Java and is also part of metropolitan JABODETABEK. Bekasi as the main gateway of West Java province that developed into an industrial and modern city has the potential of tourism that has not been widely known to the people of Indonesia and abroad. Therefore visual identity and its application on the media for promotion required with the aim to be known by tourists. The method used in data collection are interview, observation, questionnaire, and literature study. Collected data shows that the visual identity of Bekasi city tourism and its application on the promotional media are needed in order to increasing tourists.

The visual identity and promotion concept is "Startling Bekasi", which means the amazing city of Bekasi due the mixing of all the cultures and ethnicity that came to Bekasi with Betawi ora culture, modernization, and the history of the struggle during the colonial period. The use of sub-headline "Start the Wonders of West Java Here" due to the location of Bekasi which became the gateway of travel to the province of West Java. The design uses elements of local culture such as golok betawi and also the pointed bamboo as the icon of bekasi are applied in logo and media brochure, magazine advertisement, website, banner, billboard, promotion video and social media and other supporting media. It is expected that this design can endorse Tourism and Culture Office of Bekasi City in making the visual identity of tourism that will bring tourists there.

Keywords: Bekasi, Tourism, Visual Identity