

ABSTRACT
DESIGN OF VISUAL IDENTITY
TOURISM DESTINATION OF MERAK KECIL ISLAND
POST-SELAT SUNDA TSUNAMI

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The Sunda Strait tsunami that occurred on December 22, 2018 then resulted in Banten Province or more precisely in the City of Cilegon having a considerable impact, especially in parts of Anyer Beach and the Merak Port area. This also certainly has an impact on the decline of the Cilegon City tourism sector. This natural disaster also caused tourist destinations that were close to the sea to be affected, some facilities were destroyed and needed time to repair the facilities. But there are some that are not too heavily affected by the Sunda Strait Tsunami, namely the tourist destination of Merak Kecil Island. The facilities of Merak Kecil Island are still very good and have not suffered severe damage, but the island is still experiencing a decline in the number of visitors. This is emphasized by the community or tourists who are still afraid to come or visit this area after the Sunda Strait Tsunami. Therefore, it is necessary to build or design a new image of the tourist destination of Merak Kecil Island after the Sunda Strait Tsunami so that people and potential tourists are drawn back to come and visit the two islands. Apart from that, Merak Kecil Island also needs a visual identity design to attract interested people because the island does not have a visual identity at all and also its promotional media. The existence of the problems mentioned above is the purpose of this study. Research in the city of Cilegon and around the island of Merak Kecil uses the method of library data, observation, interviews and questionnaires and uses comparison matrix analysis.

Keywords : Tourism Destinations, Merak Kecil Islands, Visual Identity, Post-Tsunami Selat Sunda