

ABSTRACT

Bogor is one of the cities in West Java that has a lot of creativity in the field of tourism. With its strategic location, Bogor is one of the tourist destinations for people around West Java. Some of Bogor's tourism destinations that become tourist attractions include; Presidential Palace, Bogor Botanical Gardens, Zoological Museum, Ethnobotany Museum, Homeland Defender Museum and Situ Gede. One tourist attraction that is quite well known by many people is the shopping and recreation tourism object, Sumber Karya Indah or what is familiarly called SKI by Bogor city residents, SKI has its own advantages compared to other places. One of the uniqueness of this SKI is selling bags originating from their own factories and the results of home industries from the area around Bogor and this place has extensive land with many facilities and rides for children. But it is unfortunate that SKI visitors are increasingly quiet except on weekends, this is because it looks old and there is no identity update done and the absence of information media. The lack of a strong visual identity possessed by SKI has made it difficult for the public to know. In collecting data, the methods used are observation, interviews, and literature studies which will then be analyzed by SWOT matrix analysis. In this design it can be seen that the importance of designing visual identity and information media to inform this attraction to the wider community. The results of this design will focus on the characteristics and character of the tourist object which will be poured on visual identities such as logos, business cards, letterheads, billboards, stickers, x banners etc. With this design, it is expected to help SKI to create a strong new visual identity and information media, to increase the number of visitors who come to this place.

Keywords: SKI, Bogor, Tajur, Visual Identity.