

**ABSTRACT**  
**DESIGNING VISUAL IDENTITY AND SIGN SYSTEM**  
**PUNTANG MOUNTAIN TOURISM**

**By: Dadi Chandiyuga**

**NIM: 1601154244**

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*Wanawisata is a tourist attractions nature artificial in an area as the interests of culture and tourism with a view to benefit the people. Wanawisata is tourism objects developed and constructed for raising and interesting prospective visitors as much as possible so can increase regional income without changing previous function of tourism that the forest .West Java itself is one of cities which have all kinds of wan tourism , one of the Mountain Puntang .*

*Mountain Puntang located in Mekarjaya, Village Banjaran, South Bandung Regency. Mountain Puntang having altitude 2.233 meters above sea level ( mdpl ) offers various tourism objects can be visited, with adequate facilities. With natural conditions still green and fresh, Mountain Puntang can be the right to go on vacation to anyone in need of. In addition to providing the tourism experience the, mountain puntang tourism also offers in terms of history because there are various relics from the dutch colonial.*

*Therefore to support the wanawisata Mountain Puntang who needs a promotional activities and identity that could support. Methods used in, observation the literature study, interview the questionnaire to determine the identity of suitable for Mountain Puntang. Destinations the expected tourist attractions such as the Mountain Puntang so as to be better tourist destinations and tourism mainstay for especially Southern Bandung Regency.*

**Kata kunci:** *Mountain Puntang, Sign System, Visual Identity*