

ABSTRACT

Cliffs are rock formations that rise vertically. Cliffs are formed due to erosion. Cliffs are commonly found in coastal areas, mountains and along rivers. Cliffs are generally formed by rocks that are resistant to the process of erosion and weather. One of the cliff tourist destinations in Tangerang Regency, Banten is the Koja Cliff. Koja Cliff located in Cikuya Village, Solear District, Tangerang Regency, Banten is not yet well known among the public. Visual identity and media information that should be owned by a tourist in Koja Cliff is not owned. The existence of these problems is the goal of this design. To be able to design visual identity and promotional media, then of course observation, structured interviews, and literature studies are methods that are used to get concepts for their work. Theories about visual identity, visual communication design theory, promotion theory, until tourism theory are used to help design the visual identity and promotional media for Koja Cliff tourism. After getting the data from the methods and theories, it can only be applied to the Logo, Website, Brochure, Signage, Wayfinding, Billboard, Poster, and other supporting media. By designing the visual identity and promotion media of Koja Cliff tourism, so that it can be known to the wider community and will have an impact on the increasing number of visitors who come on the Koja Cliff tourism.

Keywords: Identity Visual, the Media Promotion, The cliffs Koja, Tangerang District