

ABSTRACT

VISUAL IDENTITY PLANNING AGRO-TOURISM BELIMBING DEWA OF DEPOK CITY

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The Belimbing Dewa Agro Tourism area was one of the icons of the City of Depok but now it is no longer heard, because there is no clear visual identity towards the Belimbing Dewa Agro Tourism. The lack of attention and direction from the government that is related also makes the Belimbing Dewa Agro Tourism Area progressively decrease. Belimbing Dewa Agro Tourism is still very potential if it is developed to be a natural tourism object in Depok City. So from that visual identity becomes very necessary to introduce the Belimbing Dewa Agro Tourism Region. The design of visual identity of the Belimbing Dewa Agro Tourism Area in the Agusuts-January 2019 period was the aim of this study. The study was conducted in Bandung and Depok using the method of library data, observation, interviews, and questionnaires as well as an analysis using a comparison matrix. The results obtained from this study are the Depok Belimbing Dewa Agro Tourism Area needs an appropriate visual identity so that the image of the Depok Belimbing Dewa Agro Tourism Area improves and is known to the wider community.

Keyword: Agro-tourism, Depok, Belimbing Dewa, visual identity