

## **ABSTRACT**

Tegal is one of the cities in Central Java that has a lot of creativity in the field of tourism. With its strategic location, Tegal Regency is a tourist destination for people around Central Java. Some Tegal regency tourism destinations which become tourist attractions include; Curug Putri, Alam Indah Beach, Bukit Goa Lawa, Cacaban Reservoir, Sulaku Bumijawa Park and Rita Park Tegal. One tourist attraction that is well known to many people is the Guci Tourism Park as well as the Guci hot spring that is familiar to residents of Tegal Regency, Tegal Tourism Park has its advantages compared to other places. One of the uniqueness of this Tourism Park is the hot water that comes from the foot of Mount Slamet and this place has a large area with many facilities and amusement rides for children. But, unfortunately, visitors to the Guci Park are increasingly lonely except on weekends, this is because they look old and there is no identity renewal done and there is no information media. The lack of strong visual identity possessed by the Guci Tourism Park makes it difficult to be recognized by the wider community. In collecting data, the method used is observation, interview, and literature study, and then the data will 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 these attractions to the wider community. The results of this design will focus on the characteristics and character of the tourist attraction which will be poured on visual identity such as logos, business cards, letterheads, billboards, stickers, brochures, etc. With this design, it is expected to help Guci Park to create a strong new visual identity and information media, to increase the number of visitors who come.

**Keywords:** Guci, Guci Tourism Park, Visual Identity, Tegal City