

ABSTRACT

Cikadu Tanjung Lesung Batik Studio is one of the tourist education sites located in the Tanjung Lesung Special Economic Zone, Pandeglang Regency. This studio is a form of effort of the local community to preserve the local culture and become one of the livelihoods of the majority of the people of Kampung Cikadu and to become a pioneer of batik studios in Pandeglang Regency. However, there are still many people from outside and outside the regency area of Pandeglang who do not yet know the existence of this Cikadu Batik Studio which has caused many cikadu batik craftsmen to go bankrupt due to not achieving their sales targets. Until now, Cikadu Batik Studio does not yet have a Visual Identity. Though these aspects are needed to create the image of a tourist spot. Therefore we need a visual identity to help make it easier for people to get to know and know the existence of this Cikadu batik studio both in terms of location, products or programs, and the place of sale. In this study the process of collecting data uses qualitative methods in order to obtain data in accordance with the facts in the field and in the process of data analysis using the SWOT analysis method and comparison matrix to develop concepts or big ideas from design and can compare with similar works that have been made in other studies.

Keywords : *Visual Identity, Branding, Cikadu Tanjung Lesung Batik Studio, Pandeglang.*