

## **ABSTRACT**

### **DESIGNING THE VISUAL IDENTITY OF KONDANG MERAK BEACH TOURISM AS AN EFFORT TO INCREASE BRAND AWARENESS**

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Kondang Merak Beach is one of the south coast tourism in Malang Regency located in Bantur District. Kondang Merak Beach has a lot of potential that can be explored. Kondang Beach has beautiful and unspoiled views with white sand, shady beaches and friendly waves. In addition to beach tourism, in the Kondang Merak Beach area there are also other attractions that can be an attraction for tourists to visit, namely Tourism Village Fishermen. But the Kondang Merak beach is not as popular as the beaches around so many people know about this particular beach outside Malang. Therefore Kondang Merak Beach requires a new identity and visual concept that can attract special tourists outside Malang. Asking the writer to provide a visual identity for the Kondang Merak Beach as an effort to increase brand awareness. This research was made through literature learning, interviews with experts and interviews with respondents. It is expected that with the design of this media can build the image of the Kondang Merak Beach very easily known to be able to attract tourists to visit this beach.

Keywords : Brand awareness, Visual Identity, Kondang Merak Beach