

ABSTRACT
**DESIGNING VISUAL IDENTITY AND SIGN SYSTEMS FOR PARANG
DOWO BEACH TOURISM IN MALANG REGENCY**

Parang Dowo Beach in Malang, East Java, has been known as a less visited beach by tourism due to its inadequate facilities. The sign system and directions to visit this beach have not been applied enough. Moreover, this tourism object is not getting enough attention by the government nor any other company that could have helped to grow the awareness for the beach. This brings impact on how the access to get to this place is quite difficult, considering how tourists have to get through some fields owned by local citizens. If only Parang Dowo Beach could be managed efficiently, this place had a big chance to be a favorite tourism object because of the exotic views that the beach has. In regard of this background of the problem, the writer is interested to arrange to visual identity by building the great image of Parang Dowo Beach within the society. The writer arranges the sign system to be interesting and optimal, by using the method of data collection, observation, interview, questionnaire, and literature review. The writer also uses SWOT and matrices analysis. The prospect of this project is to create easier access for tourists to visit the Parang Dowo Beach as well as to increase the community's interest to visit the beach.

Key Words: Beach, Visual Identity, Media Information, Sign System.