

## ***ABSTRACT***

*Pancasan Gong Factory is one of the factories which was established to produce musical instruments of gongs and gamelan in Indonesia which has existed since 370 years ago. Located at Jalan Pancasan RT 02 / RW 03, Kampung Pancasan, Kelurahan Pasirjaya, Bogor District, Kota Bogor, West Java. However, on the other hand there are still many people who do not know yet to discuss the Pancasan factory itself. This happens because there is no identification of objects that are typical of the pancong gong factory such as the logo. Also worthy of the promotional media used to be able to help tourists at large and abroad. The method used in data collection is observation, interview, questionnaire and literature study. The concept of identity design and promotional media used are, the Pancasan gong factory as a true story of the continuity of history that stores cultural values to generations. The results of this study include the design of visual identity / logos and their application to other supporting promotional media. The most important promotional media and can be widely used by using electronic media, online and print media. It is hoped that by promoting the identity of objects and promotional media, this can help in increasing local or foreign tourist visits.*

*Keywords: Pancasan Gong Factory, Visual Identity, Tourist Destinations*