

## **ABSTRACT**

*Indonesian which is rich in natural consisting of forests, sea, mountains and rivers produces great potential for extraordinary natural tourism to be managed as a target for tourists to visit. But, to introduce a tourism must have the power of destination identity to attract tourist visits. One of the natural tourist destinations that is not widely known is Punceling Pass, but the absence of a destination branding design as introducing its unique selling point causes a lack of knowledge that will be known by tourists. Therefore, before carrying out the design, data is needed as data assets by means of observation, interviews, questionnaires, literature studies and comparative analysis between other identities from a visual perspective. The author feels interested in designing a destination branding to introduce tourists so as to increase traffic and get overall information easily.*

**Keywords:** *Destination Branding, Tourism, Punceling Pass.*