

Abstract

Mangrove forest is a unique and unique form of forest ecosystem, it is also a potential natural resource which is very potential. There are so many benefits of mangrove forests, one of which is to avoid coastal abrasion. Sardang Bedagai Regency has a Mangrove beach area which is now a natural tourist destination. In addition to being able to relax with a mangrove forest, it can also be a place to learn about the importance of mangroves as guardians of the habitat and the natural preservation of the beach. Limited media information about mangrove beaches in Sardang Badagai, many people and tourists do not know the potential of mangrove beaches, especially the younger generation. For this reason, an appropriate visual identity and promotional media is needed in an effort to increase the number of tourists coming there. This study uses observation, interviews, literature studies, questionnaires and visual matrix analysis to obtain a visual identity design and promotional media about mangrove beaches in Serdang Bedagai Regency. The existence of identity design and appropriate promotional media to help increase the number of tourists to the beach.

Keywords: visual identity, promotion, mangrove beach