

## **ABSTRACT**

*Central Lombok is one of the regencies in West Nusa Tenggara Province that has potential in tourism because the area is inhabited by the indigenous Sasak society of the island of Lombok which is famous for its cultural richness, ende tourism village people who still maintain a close cultural heritage, the villagers also still live in Sasak society traditional houses made of natural materials, this is the main attraction of the tourist village of Ende. It has a large tourism potential, but there are still many people who do not know the ende tourism village and do not yet have a visual identity. In order to be known by tourists, visual identity and promotional media are needed as a strategy to disseminate information on ende tourism village tourism. Data collection methods used in this design are observation, interviews, literature review, quizzes, and data analysis methods used are questionnaire data analysis, matrix analysis and SWOT analysis. The data obtained will be a reference for designing visual identity and promotion media for ende tourism villages in Central Lombok.*

*Keywords: Central Lombok, Ende Tourism Village, Visual Identity, Tourism*