

## **ABSTRACT**

Bukit Kubu Tourism is one of the natural attractions in Karo Regency, North Sumatra. This tour is a natural tourist spot that offers the beauty of a place that is so wide and suitable to be visited to relax, unwind, with such a beauty and space. Bukit Kubu has many facilities, one of which is: lodging, cafe, playing ATV, children's play area, horse riding and others. The first facilities offered are playing kites, enjoying green grass, lush tree and a relaxing place. The second facility offered is a merchandise shop. Besides having various facilities, Bukit Kubu Tourism also has interesting photo objects or spots. In addition, in terms of the facilities offered can also be used as an object or photo spot for visitors, such as playing kites, horse riding or renting a carriage, sitting back and enjoying the beauty of nature. Due to limited information about Kubu Hill in Karo Regency, many visitors do not know this place, especially the younger generation. For that we need a visual identity and appropriate promotional media in an effort to increase the number of tourists coming there. The data in this study used observation, interviews, literature study, questionnaires and visual matrix analysis to be able to design a visual identity and promotional media about Bukit Kubu tourism in Karo Regency, North Sumatra. It is hoped that the design of this final project can help Bukit Kubu tourism in strengthening its identity as well as designing the right promotional media so that people are more aware and come to travel to Bukit Kubu tours so that they can increase the income of the community and the surrounding area.

**Keywords:** Visual identity, promotion, tourism, Bukit Kubu