

ABSTRACT

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Pannikiang is an island located in Barru Regency, South Sulawesi. Pannikiang Island is an island where most of the islands are covered with mangrove forests. Pannikiang Island is still in the stage of developing community-free tourist attractions that are fostered by the Indonesian Ecotourism Network or better known as INDECON. Lack of information and visual identity as well as promotional activities is the reason Pannikiang Island is not known by the wider community. The data collection methods used are interviews, questionnaires, observations, and literature studies. Data analysis using comparison. It is necessary to design a visual identity which will later be implemented into the promotional media for Pannikiang Island in the hope of building the image of Pannikiang Island and being able to introduce Pannikiang Island to the wider community.

Keywords: Visual Identity, Pannikiang Island, Promotion, Tourism