

## **ABSTRACT**

*The Lembang area with its typical mountainous atmosphere is a potential place as a tourist destination. Lembang Park & Zoo is one of the tourist destinations that is also present to complement the existing tourism diversity. This tourist destination offers fun rides while learning with an open concept zoo and other fun sightseeing rides such as water parks, horse riding, and archery. This final project report with the title "Branding Strategy Design of Tourist Destination Lembang Park & Zoo" aims to inform and convey the message of the value of this zoo as a zoo with a unique theme, equipped with its advantages. The USP (unique selling point) has not been clearly conveyed to the target audience. Therefore, a branding strategy is needed so that the image of Lembang Park & Zoo in the minds of the public continues to stick. The research method used is qualitative research methods and data collection methods by observation, literature study, interviews, and questionnaires. With various methods, including the branding method in it, the author applies media and visual strategies to support the design of this branding strategy. The final result of this research is the design of digital information media.*

*Keywords: Lembang Park & Zoo, zoo, branding, tourist destinations*