

ABSTRACT

Bandung City is known to have a unique variety of creative handicraft products produced by industrial centers, one of which is Sentra Keramik Kiaradondong. However, in the midst of the uncertainty of national economy and intense competition, many craftsmen at the Sentra Keramik Kiaradondong went out of business. Guci Keramik Kosim Sundana as one that has survived has not changed significantly from year to year since its establishment in terms of increasing competitiveness and marketing. If this is left unchecked, it can threaten the sustainability of Guci Keramik Kosim Sundana business in the future. The design process uses qualitative methods through data collection from literature, observation, interviews, questionnaires, SWOT and comparative analysis as the basis of design. With visual identity and promotional media for Guci Keramik Kosim Sundana as a creative tourism destination in Bandung City, it is hoped that it can help build brand awareness in the community regarding Guci Keramik Kosim Sundana and its products.

Keywords : Destination Branding, Brand Awareness, Identity, Guci Keramik Kosim Sundana