

ABSTRACT

Bamboo is the superior product of Selaawi District, which is a value for the Selaawi area and its society. Seeing opportunities, the Garut Regency Government decided to build the Selaawi Bamboo Creative Center as a creative forum for craftsmen and make a new tourism place in Garut Regency so that Selaawi District can be better known for its achievements by local and national tourists. The construction of the Selaawi Bamboo Creative Center began in 2020 and is targeted for completion in 2022. As a new tourist destination, Selaawi Bamboo Creative Center needs a visual identity as well as its implementation in promotional media. According to the statement, this study aims to increase awareness and attract public interest in the Selaawi Bamboo Creative Center with designing a visual identity and promotional media emphasizing the value of creativity, nature, and modernity. The research method used is literature study, observation, interviews, and questionnaires. Based on the results of the study, it can be concluded that the result of design visual identity and promotional media emphasizing the value of SBCC can be a solution to increase awareness and attract public interest in the presence of the Selaawi Bamboo Creative Center.

Keywords: Visual Identity, Promotion, Selaawi Bamboo Creative Center.