

ABSTRACT

In North Sumatra Island, precisely in the Karo district, Sapu Juma is a beautiful nature-themed tourist destination where visitors can rest while enjoying nature and also eating culinary delights. Sapu Juma has been around for almost 6 years. Until now, Sapu Juma does not yet have a visual identity, which makes this tourist destination lagging behind other tourist destinations and the promotions that have been carried out have not been maximized. In this design, the author makes a visual identity using the analysis method of similar objects. The method used to design this visual identity is by interviewing the Owner Sapu Juma and Lecturers/Experts in their fields, as well as through existing theories and also through questionnaires. The results of all the data are used as a visual identity design that represents Sapu Juma.

Key Word: Visual identity, Promotional Media, tourist destination, Sapu Juma