

ABSTRACT

Geographically, Klaten Regency is located between 110°30'-110°45' East Longitude and 7°30'-7°45' South Latitude. The total area of Klaten district is 665.56 km² with specifications in the east bordering Sukoharjo district. In the south it is bordered by Gunungkidul district (Yogyakarta Special Region). In the west it is bordered by Sleman district (Yogyakarta Special Region) and in the north it is bordered by Boyolali district. Klaten Regency is very famous for its cultural diversity, history, and abundant natural resources. One of the natural resources that has great potential in the tourism sector is springs / pennant. There are so many banners that are in the development stage but still haven't considered the visual identity aspect, one of which is the Sigedang Banner. In fact, if Umbul Sigedang has the right Visual Identity in accordance with the strategy to be carried out, the opportunity to be known to a wider audience is more real. With this research, the author offers a solution in the form of designing a visual identity so that the target segmentation can easily recognize Umbul Sigedang.

Keywords: Tourism, Springs, Potential, Visual Identity.