

ABSTRACT

The tourism sector in Indonesia is an important sector in developing the economy. Tourism is not only site-based such as natural and recreational tourist destinations. There is event-based tourism. Technological developments have also created digital tourism. However, there is no educational institution that specifically studies this. Seeing this phenomenon, Telkom University came up with a new study program, namely Leisure Management Undergraduate study program which will focus on studying managerial and leisure science. This study program has started teaching and learning activities in 2022 but until now this study program is still not well known due to the lack of information circulating. In addition, because it is a new study program, Leisure Management does not yet have a visual identity. In this design using data collection methods of observation, interviews, and literature studies and analyzed using descriptive, matrix, and SWOT analysis method. This design will produce a corporate identity design of corporate visual types such as logo, supergraphics, GSM, stationary kit, and brand collateral. With the visual identity, it is hoped that it can help the process of introducing the Leisure Management Undergraduate study program to the public, especially prospective new students and of course become an identification mark for this study program.

Keywords: Event-Based Tourism, Leisure, Corporate Identity