

ABSTRACT

The potential of the tourism sector in Temanggung can be further developed because there are many interesting tourist spots that are not yet widely known by the public. One example is Tuk Mulyo, a tourist spot in Pandemulyo Village, Temanggung Regency. Tuk Mulyo has a spring that is turned into a nature-themed swimming pool as its main attraction. However, Tuk Mulyo is facing challenges with the low number of tourist visits because it was founded in 2019. In addition, the impact of COVID-19 has also hampered the development of this tour and is not in line with the expectations of the management. However, with the COVID-19 situation slowly subsiding, now is the right time for Tuk Mulyo to develop its tourist destinations. One important step is to design a visual identity in accordance with the strategy to be implemented, so that Tuk Mulyo can be recognized by a wider audience. This design uses a qualitative method by collecting data through literature, observation, and interviews. With an appropriate visual identity, it is hoped that it will be able to form an image that reflects the characteristics of Tuk Mulyo tourism and use effective promotional media to optimize its potential.

Keywords: design, tourist, tourist destination, Tuk Mulyo, visual identity.