

## **ABSTRACT**

*Branding is an important aspect in the marketing strategy of a company or business. Branding helps create a strong identity for the company, as well as helping increase customer loyalty and increase company value. However, there are several problems that are often encountered in the branding process, including a wrong understanding of branding, lack of consistency, a wrong understanding of the target market, and the inability to measure the effectiveness of branding. Jawa Timur Park is one of the pioneers of tourist parks in East Java. However, these companies have problems in realizing and communicating their corporate identity. In this research, the author can help the Jawa Timur Park Group by designing a new visual identity to increase the understanding and interest of potential consumers about Jawa Timur Park as a whole.*

*Keywords: Destination Branding, Holiday Destinations, Jawa Timur Park, Tourism Parks.*