

## **ABSTRACT**

**Abstract:** *Pematangsiantar City is a rapidly growing city in the North Sumatra region and the second largest city in North Sumatra after Medan City. Until now, there are still many people outside North Sumatra who still do not know Pematangsiantar City because there is no brand image of Pematangsiantar City. The people of Pematangsiantar City have not realized the tourism potential possessed by Pematangsiantar City, then the lack of promotion carried out by the government, making tourism development in Pematangsiantar City not yet advanced. Based on this phenomenon, the problem is formulated, namely how to design a visual identity that can increase the value of Pematangsiantar City so that the people of Pematangsiantar City are aware of the potential possessed by Pematangsiantar City. Therefore, a visual identity is needed that can represent the image of Pematangsiantar City, to help promote tourism in Pematangsiantar City. In this study using qualitative methods and using comparative analysis methods of similar projects and SWOT analysis. So that a city branding strategy for Pematangsiantar City was found with media in the form of a visual identity in the form of a logo and its derivatives. With the design of city branding as a media identity promotion of Pematangsiantar City, it will create a new identity for Pematangsiantar City so that it can be better known by the wider community and can invite more tourists to come to Pematangsiantar City, so that it can compete with other cities in Indonesia.*

**Keywords:** *Pematangsiantar City, city branding, tourism*