

ABSTRACT

One of the creative economic potentials that can improve the economy of the people of West Bandung Regency is Tourism. One of the attractions worth visiting in this region is Sanghyang Kenit, which offers stunning natural beauty. However, there are several problems experienced by this tourist attraction, namely experiencing a decrease in the number of visitors, losing popularity compared to other tourist objects in Lembang, and the need to develop tourist attractions such as carrying out promotions and building the image of the destination through digital media. This design uses qualitative methods through data collection by means of observation, interviews, and literature study, which is then analyzed using the SWOT analysis method, comparison matrix, and visual analysis. Based on the results of the data, it shows the need for destination branding and promotional media so that Sanghyang Kenit can be recognized and attract tourists to visit this tourist attraction. Based on the existing problems, the purpose of this design is to design destination branding and promotional media using visual communication design knowledge. The design of destination branding and promotional media produces logos, graphic standard manual books, brochures, posters, websites, promotional media on Instagram, and merchandise. The design of destination branding for the Sanghyang Kenit tourist attraction is expected to help promote and introduce this tourist attraction to the public, so that this tourist attraction can be better known, and it is hoped that the number of visitors will increase.

Keywords: *Destination branding, Sanghyang Kenit, tourism*