

ABSTRACT

One of the tourist villages in Indonesia is Baros Tourism Village, Arjasari District, Bandung Regency. Baros Tourism Village which is included in the 75 best tourist villages in Anugerah Desa Wisata Indonesia (ADWI) 2023, offers advantages in local wisdom such as traditional culture and natural potential that is still beautiful and natural. However, not many people in the wider community know Baros Village in Arjasari as a tourist village. Baros Tourism Village requires an effective strategy in its introduction and marketing. Therefore, it is necessary to design a visual in brand identity that reflects the value, uniqueness and attractiveness of the village. This design aims to create the visual in brand identity needed by Baros Tourism Village using qualitative methods by collecting observation and interview data, then analyzing it using matrix and SWOT analysis methods which will become a reference for designing the visual in brand identity of Baros Tourism Village. One of the proposals for main media of visual in Brand Identity is logo and Graphic Standard Manual which can be used by tourist village managers. It is hoped that the results of this visual brand identity design will provide benefits for building awareness and attracting tourists to visit the Baros Tourism Village.

Keyword: Baros Tourism Village, Visual, Brand Identity