ABSTRACT

The trend of public interest in Kampung Naga has changed along with the decline in visits from the adult age group, which is the main demographic. This phenomenon in Kampung Naga has led to a low understanding of local culture, including Kampung Naga itself. On the other hand, efforts by some parties to introduce Kampung Naga's local wisdom are limited in visual representation, thus failing to convey in-depth information about the village. To address this phenomenon, a visual identity recommendation for Kampung Naga was designed, along with effective implementation media to convey its visual message. Using a design thinking approach limited to the prototype stage, an in-depth analysis was conducted using SWOT analysis and comparison matrix methods to identify problems and solutions to this phenomenon through a design approach. This design focuses on the development of visual identity elements such as logos, colours, supergraphics, taglines, and the implementation of information media such as websites.

Keywords: *Visual Identity,* Kampung Naga, *Cultural Destination, Branding, Communication Branding*