

ABSTRACT

Sunyaragi Cave is a cultural heritage site in the city of Cirebon that is rich in historical, spiritual, and cultural value. Unfortunately, the image of Sunyaragi Cave is currently not very appealing to tourists, especially the younger generation, as it is considered boring and poorly maintained, and there is a negative stigma from the past. This final project aims to rebrand Sunyaragi Cave through destination branding that emphasizes its identity as a quiet space amidst the bustling city, while enhancing its brand awareness among the general public. Using a qualitative approach through observation, interviews, questionnaires, and literature reviews, a thorough analysis was conducted on its potential, public perception, and appropriate visual needs. The results of this design include the creation of a graphic standard manual (GSM) as the main medium, as well as supporting media such as social media, signage, merchandise, and foldable maps. All visual elements are designed with a modern approach that remains in harmony with local values, aiming to attract the interest of a younger audience while reinforcing the impression of Sunyaragi Cave as a reflective and peaceful space. It is hoped that the results of this design will create a positive and relevant image of Gua Sunyaragi in the eyes of the general public and effectively increase brand awareness of this destination.

Keywords: *Gua Sunyaragi, destination branding, quiet space.*