

ABSTRACT

Banyumas has a rich potential in arts and culture, which is reflected in the existence of Taman Budaya Soetedja. This cultural center functions as a space for expression, appreciation, and as a hub for cultural and artistic activities. However, Taman Budaya Soetedja still faces challenges regarding its visual identity, resulting in a brand image that is not yet strong in the public's perception. Visual identity is essential in building brand awareness, as well as enhancing the attractiveness and presence of a cultural institution. This research aims to design a visual identity for Taman Budaya Soetedja as an effort to strengthen brand awareness and to develop relevant application media. The study employs a qualitative approach through interviews with the management and direct field observations. The design process was carried out through several stages, namely research, analysis, visual exploration, and design development. The result of this design is a new logo and its application across various promotional media. The conclusion of the study highlights that the visual identity design of Taman Budaya Soetedja can serve as an effective visual communication strategy to reinforce its image, expand audience reach, and foster a sense of community ownership of Banyumas local arts and culture. The resulting identity was designed to be flexible and sustainable, ensuring adaptability to the dynamics of time while preserving the cultural roots that form its core essence.

Keyword : Brand Awareness, Taman Budaya Soetedja, Visual Identity