

ABSTRACT

In Indonesia, we have abundant natural resources both on land and in the sea. This potential provides great opportunities for utilizing these natural resources. One form of utilization is the management of areas with potential as natural tourist attractions. Goa Lawa Purbalingga, also known as GOLAGA, is one of the natural tourist attractions in Indonesia. However, based on interviews with the management, the current logo used by GOLAGA has not effectively portrayed the characteristics of the cave they have. Additionally, the existing visual identity is inconsistent. To address these issues, the author conducted a research titled "Redesigning the Visual Identity of Goa Lawa Purbalingga (GOLAGA)" with the aim of creating a more consistent visual identity that aligns with the characteristics of Goa Lawa Purbalingga. The research adopted a qualitative approach and employed data collection techniques such as observation, interviews, documentation, questionnaires, and literature review. SWOT analysis, USP analysis, and positioning analysis were conducted to analyze and find solutions to the existing problems. The analysis revealed that the positioning of GOLAGA is as the only cave tourism site in Java with rock formations made of solidified lava. Therefore, the design concept focused on highlighting the unique characteristic of the cave, which is formed by solidified lava. This was achieved by simplifying the shapes of elements such as the cave, bats, lava, pine trees, and the sun, and integrating them into the logo and other visual identity elements. Additionally, brand guidelines were developed as the main reference to maintain the consistency of visual identity for both internal and promotional purposes. The redesigned visual identity was then applied to various media such as billboards, parking tickets, entrance tickets, stationery, staff uniforms, posters, brochures, merchandise, and Instagram posts.

Keyword: Redesign, visual identity, logo, Goa Lawa Purbalingga, GOLAGA