

## **ABSTRACT**

*Tourism is a travel activity to a place with the aim of refreshing the mind. In Purbalingga, there are quite a number of tourist attractions, mostly dominated by natural attractions such as waterfalls, locally known as "curug". One of the tourist attractions with many waterfalls is Desa Wisata Tanalum (Tanalum Tourism Village), located in Rembang District, Purbalingga Regency, Central Java. Desa Wisata Tanalum brands itself as the "Land of a Thousand Waterfalls". It is a creative tourism concept, where Desa Wisata Tanalum embraces the beauty of nature, particularly its remarkable waterfalls. Desa Wisata Tanalum is hidden amidst hills and forests. It has been classified as an advanced tourist village by the Purbalingga Regency Tourism Office. Since its reopening after the closure due to the Covid-19 pandemic, Desa Wisata Tanalum has not fully recovered. The management of Desa Wisata Tanalum aims to revive its popularity. The promotional efforts by the management have been limited, primarily using Instagram as the main social media platform. The existing promotions have not yet incorporated a strong branding for Desa Wisata Tanalum. Therefore, a rebranding is necessary to increase public awareness of Desa Wisata Tanalum. This research adopts a qualitative approach, gathering data through interviews, questionnaires, documentation, literature studies, and observations. The data obtained is then analyzed using SWOT analysis, resulting in Unique Selling Proposition (USP), Emotional Selling Proposition (ESP), and positioning. Visualizations based on the design concept will include elements of nature combined with portraits of Desa Wisata Tanalum's strengths, accompanied by appropriate copywriting. The visualizations will be implemented in various media channels such as Instagram feeds, leaflets, tickets, billboards, and merchandise.*

*Keywords: Rebranding, Tanalum Tourism Village, nature, waterfalls.*