

ABSTRACT

The Salib Kasih is a religious attraction located on the hill Siatas Barita, northern Tapanuli district, north Sumatra. This tourist attraction was familiar with its natural beauty and also had a history of Batak Christianity brought to the home and often referred to as the Batak missionary IL, Nommensen. Although this tourist attraction has a history of Christianity, it can be visited by anyone. Although the tourist attraction has excellent potential, the Salib Kasih tourist attraction does not have enough visual identity in design, so it is difficult to apply to various media. Furthermore, these Tours still lack attention to promotional media such as instagram and sign system design that still lack attention. Based on this researchers have designed a visual identity for religious Tours of the Salib Kasih visuals capable of describing or being able to form the brand image from the Salib Kasih attraction, as one that can be known by society and apply to various media to improve image or image. The study employs qualitative methods and data-collection techniques of interviews, observation, documentation, literature sources as primary data. Data analysis method using SWOT analysis method strength, weakness, opportunities, threats. A designer of logos, logo manuals and supporting media.

Keywords : *Visual Identity, Design, Brand image, Salib kasih, qualitative, SWOT.*