

## **ABSTRACT**

*Each region has its uniqueness and characteristics of each food in the area, both in terms of taste, story, and appearance of the food. One of the areas that has quite a lot of culinary tourism is Purwokerto City. Culinary tourism in the center of Purwokerto City center is Pratistha Harsa market. However, there is a decline in public interest in coming to the market and the absence of a visual identity owned by the market. Pratistha Harsa Market needs an effort in designing and promoting a visual identity to increase the number of tourists, so as to create a new image of Pratistha Harsa Market. Through this design, the author designs the visual identity of Pratistha Harsa market, with the method used in this design is descriptive qualitative method with collection techniques by observation, interview, documentation, literature study and SWOT analysis to produce USP and positioning. It is expected that Pratistha Harsa market is better known by the public, creating a new image of the market, and increasing the number of visitors who come to Pratistha Harsa market as a culinary tourism destination in Purwokerto.*

*Keywords: Culinary, Visual Identity, Promotion Media, Company Image*