

## ABSTRACT

*Culinary tourism is an activity to visit an area or location that serves traditional food to gain new culinary experiences. One of the typical Banyumas culinary tours is Kampoeng Nopia Mino which is in the village of Pekunden. Even though Kampoeng Nopia Mino is located close to the city center, based on the results of a survey conducted by the author, there are still many people who do not know about Kampoeng Nopia Mino. In addition, Kampoeng Wisata Nopia Mino has an inconsistent visual identity. Therefore, efforts are needed to redesign the visual identity to increase brand awareness so that the image of Kampoeng Wisata Nopia Mino can be known by the wider community. Through this design the authors redesigned the visual identity of Kampoeng Nopia Mino, with the method used in this design, namely qualitative methods with data collection techniques by observation, interviews, surveys, documentation, literature studies and SWOT analysis to produce USP and positioning. This design produces a visual identity with the main media in the form of a logo and brand guidelines and several supporting media. It is hoped that Kampoeng Nopia Mino will be better known by the public and its image can be conveyed as an educational culinary tour in Banyumas.*

*Keywords : Nopia Mino, Culinary, Culinary Tourism, Redesign, Visual Identity, Brand Awareness, Logo, Brand Guideline*