

ABSTRACT

Kutawaru Tourism Village is a tourist village located in Cilacap, Central Java. Kutawaru Tourism Village is located in the south of the island of Java, and in the north of the island of Nusakambangan. Because of its location close to the beach, Kutawaru Tourism Village has a lot of potential for beauty with a maritime feel. As a potential village, unfortunately, a consistent visual identity has yet to be found to represent this image. In the absence of a visual identity, the tourist object is less well known and less attractive to tourists. Based on these problems, the authors took a step by conducting research on Redesigning the Visual Identity of the Kutawaru Cilacap Tourism Village which aims to apply a new visual identity and its consistent application. The research methods used are observation, interviews, documentation, and literature studies. Also supported by SWOT, USP and Positioning analysis to analyze and find solutions to problems. From this analysis it was found that the target market for Kutawaru Cilacap Tourism Village were kindergarten and elementary school children, so the design concept used was colourful, simple, and modern. The logo from the redesign results is then applied to the main media, brand guidelines which contain rules and the use of the visual identity of the Kutawaru Cilacap Tourism Village which will be applied to the supporting media. The logo from the results of the Visual Identity Redesign design for Kutawaru Cilacap Tourism Village was then applied to the supporting media, namely stationary kits and merchandise. By applying a consistent visual identity to the main media and supporting media, it will increase the attractiveness of tourists as well as provide a distinctive image for the Kutawaru Cilacap Tourism Village.

Keywords : redesign, visual identity, tourism village