

ABSTRACT

In Indonesia, there are many interesting tourist attractions that can be visited, one of which is the Baturaden Lokawisata in Purwokerto. However, there is a problem regarding the lack of a strong and attractive visual identity for Lokawisata Baturaden. Therefore, it is necessary to redesign the visual identity and supporting media to increase brand awareness.

In the research entitled "Redesigning the Visual Identity of the Baturraden Lokawisata as Brand Awareness," it aims to help the Baturraden Lokawisata be better known by the wider community. Data collection methods used in this study include descriptive, observation, interviews, and SWOT analysis, which provide a comprehensive picture of the condition and potential of Lokawisata Baturraden. In designing this visual identity, it produces a new logo along with Brand guidelines which serve as guidelines for the application of the logo in various media. And supporting media such as posters, brochures, tickets, stationary kits, uniforms, and merchandise that can serve as souvenirs for visitors and an introduction to Lokawisata Baturraden.

Thus, this research has a positive impact on the development and promotion of Lokawisata Baturaden in Indonesia. In conclusion, this study succeeded in redesigning the visual identity of Lokawisata Baturraden by creating a new logo and applying it to various supporting media. It is hoped that this new visual identity will strengthen the identity of Lokawisata Baturraden, attract tourists, and raise awareness among the wider community. With a strong and attractive visual identity, it is hoped that the Baturraden Lokawisata can become a tourist destination that is increasingly popular and in demand by visitors.

Keywords: *Visual Identity, Baturraden Lokawisata, Brand Awareness*