

## **ABSTRACT**

*Creative economy is an economic concept in the new economic era that makes information and creativity by relying on ideas and stock of knowledge from human resources. One of them is Bandol Kebanaran Village, West Purwokerto District which is a sandal handicraft center made from used tires called Sandal Bandol which means bodol tires or damaged tires and is one of the leading products in Banyumas, Purwokerto. However, Bandol Kebanaran Village is less known by the surrounding community, because it does not have a characteristic, as well as the lack of promotion so that it encourages the author to create a mascot for this village. This design aims to design a mascot for Bandol Kebanaran Village as a promotional media. The design will be applied to print media in the form of posters, x-banners, mascot standees, billboards, brochures and merchandise (stickers, key chains, paper bags, t-shirts) and signsystem (neon boxes). This design is prepared using descriptive qualitative method with observation, interview, documentation, literature study, and SWOT analysis to produce USP and Positioning. It is expected that Bandol Kebanaran Village will be better known by the BARLINGMASCAKEB community and outside the region.*

*Keywords: Creative Economy, Mascot, Bandol Kebanaran Village*