

ABSTRACT

Antap Tourism is a natural tourism located in Cikakak Village, Banyumas Regency, Antap Tourism has problems with visual identity that is not consistent and has different types of logos in placement on the media. Wisata Antap is unique, namely there is a market that opens once a week. In Antap Tourism there is also an antap tree which is the name of the nature tourism. The purpose of this research is to redesign the visual identity of Antap tourism to provide consistency to the logo and its application in media with a fixed logo. This research uses descriptive qualitative methods and data collection techniques use observation techniques, interviews, documentation and data analysis techniques using the SWOT technique. This design produces a visual identity in the form of a logo and GSM as a rule and to maintain the consistency of the visual identity of antap tourism. Supporting media that will be used include identity cards, entry tickets, merchandise, banners and stickers.

Keyword : Nature Tourism, Redesign, Media, Visual Identity.