

## **ABSTRAK**

Melung Tourism Village is one of the tourism villages being developed by the local government of Banyumas Regency. Unlike other tourism villages that only have one tourist attraction, Melung Tourism Village boasts five tourist attractions within a single destination, which can be leveraged as potential and unique features of Melung Tourism Village. However, despite these potentials and unique features, the promotional media used by Melung Tourism Village is still lagging behind its competitors, and the image used by Melung Tourism Village does not align with the potential and blessings granted by the Banyumas Regent. This discrepancy results in disappointment among tourists and creates a negative impression of Melung Tourism Village. This research employs qualitative research methods with data collection techniques including observation, interviews, questionnaires, documentation, and literature review. The data is then analyzed using SWOT analysis. This design results in a rebranding strategy with the concept of "Panca Wisata Melung". The primary media used in this design is Instagram, while supporting media includes brochures, billboards, tickets, merchandise, and staff uniforms. The aim of this research is to redesign the image of Melung Tourism Village to align with its potential and the blessings it has received, and to implement this image in appropriate and accessible promotional media for the audience.