

ABSTRACT

A tourist village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. Cikakak Village is one of the villages in the Wangon District, West Banyumas Regency which is the area of Religious Cultural Tourism Village. Not yet known by the people of Banyumas so that the Rebranding Design of Cikakak Tourism Village, Banyumas Regency is an effort to promote local tourism. Data collection methods used are observation, interviews, documentation, and questionnaires. Using qualitative analysis to find the target audience and media placement. The results of this design are in the form of logo designs, taglines, icons, and promotional media. The media are websites, social media Instagram facebook, billboards, posters, x banners, brochures, tickets, stationary, t-shirts, pins, mugs, key chains, and stickers.

Keywords : Rebranding, Tourist Village, Promotion