

ABSTRACT

REDESIGN VISUAL IDENTITY OF EDUCATIONAL AND OUTBOUND RIDES CANDI KARANGKEMIRI BANYUMAS

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The Village Fund Program organized by the Indonesian government was first launched in 2015 until now. With the Village Fund program, many villages have developed, one of which is Karangkemiri Village, which is located in Karanglewes District, Banyumas Regency, Central Java. Currently, Karangkemiri Village has several tourist attractions, one of which is "Educational and Outbound Candi Rides" or "Candi Rides." The main attraction is the many children's playgrounds and their location in the middle of rice fields with a typical rural atmosphere. However, based on the results of the author's research, problems were found in the Candi Rides tourist attraction, namely, the visual identity in the form of a logo that was inconsistent with the supporting media and the logo used did not reflect the image or brand image of Candi Rides. As a result, people find it difficult to recognize and identify tourist objects. So it is necessary to redesign the visual identity of Educational and Outbound Candi rides in an effort to build a brand image with the character through visual displays, both logos and derivative media. In designing this research using qualitative methods and the data obtained through the methods of observation, interviews, documentation, and literature study. Analysis of the data using the SWOT method. The result of this design is a redesign of visual identity in the form of a new logo and its application to derivative media such as banners, brochures, banners, signboards, tickets, stationery sets, stickers, polo shirt uniforms, hats, masks, and social media, namely instagram and facebook.

Keywords: *visual identity, brand image, logo, and derivative media.*