

ABSTRACT

Banjoemas Kota Lama is a tourist place that presents various tours from history, culture and culinary. Banjoemas Kota Lama does not yet have a good promotional media to introduce tourism to the public. This design uses a branding approach to build and strengthen the image of Banjoemas Kota Lama. Using qualitative descriptive analysis, unique selling proposition and positioning to determine branding and visualization strategies for the right promotional media for Banjoemas Kota Lama tourism. It is hoped that the solution designed can make Banjoemas Kota Lama tourism a tourism known to the public so that it can improve the image, impression and economy in Banjoemas Kota Lama.

Keywords: branding, visual communication design, promotional media, Old City Banjoemas