

## ***ABSTRACT***

*Indonesia has various natural beauties and natural resources that can be developed into attractive tourist objects. Most of these natural resources have been utilized and developed, one of which is the Jar of Tegal Tourism Object. By utilizing hot springs originating from Mount Slamet, the Jar Tourism Object has its own charm. However, it is very unfortunate that the Jar tourist attraction does not yet have a consistent visual identity in its supporting media and the logo used does not reflect the image or brand image of the Jar Tourism Object. . The purpose of this design is to create a visual identity as an effort to build a brand image that displays the characteristics and uniqueness of urn tourism, both the logo and the supporting media. This study uses a qualitative descriptive method where the data sources come from observations, interviews, and documents such as articles, etc. Data were analyzed using the SWOT analysis method to obtain results in the form of a design strategy, namely designing a visual identity in the form of a Guci tourist attraction logo that can represent the character of the Guci tourist attraction and its application to various promotional media.*

*Keywords: Visual Identity, Natural Tourism, Guci Tourism Object*