

**Abstract**  
**Visual Identity and Promotion Media for South Garut Tourism**  
**Beach**

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Human as a living thing, need some time to rest and entertain themselves. One way to do that is traveled. there so many way to travel including beach traveling. South Garut is a new regency that will be form within this year have a beach with a great potential. South Garut have a long beach with 85 Km long that adjacent with Indian Ocean

South Garut beach is a beach dominated by coal and not really managed to their potential limit. In the face of competition beetwen tourism beach, South Garut beach has not yet show their nature potential. One of the reason is the lack of information and a rare public transportation to South Garut Beach.

To solve that problem I'll try to gather some data with observation methods about South Garut beach. and an interview with department of tourism and culture of Garut, and "jelajah garut", and people who traveling around South Garut Beach. So that I know who is the best potential costumer for South Garut Beach. And I'll analyze the data with SWOT and matriks analysis. Then I'll make a logo design about South Garut Tourism and all the tourism beaches based on a legend, culure and a unique building around there. Promotion media that I'll use is a billboard, website, magazine ads, web-banner, social media, brocure , pin, sticker, tourism map, dan road side signage.

Hopefully with this final project will be help South Garut tourism beach to strengthen their identity and a right promotion media so that traveler will know and come to South Garut tourism beach so that it can help to increase the villangers income.

Key Word : South Garut, Tourism, Beach, Visual Identity, Promotion Media.