

ABSTRACT

Sorake is a surfing destination in Nias Island, North Sumatra. The beach is located in South Nias district is famous for world class surfing activities and dubbed "All-Time Surfing" by the surfers because Sorake Beach has waves that every year can be used for surfing and rarely found at other beaches in the world .. Image Sorake as a surfing destination makes Sorake visited by surfers from around the world. However, until now Sorake not yet have a visual identity as a tourist destination surfing so that government and business have no standard in visualizing Sorake itself. In addition, tourism in South Nias yet have a fixed rule regarding the visual identity of tourism destinations. By collecting data from the field observations, interviews and literature study and data analysis with AIO analysis, SWOT and supporting theory, the author concludes that a destination requires visual identity so that its image can be kept in mind consumer. Therefore, the authors designed the identity system for Sorake that can be applied in a variety of media that reinforce the image of Sorake as a surfing destination and become a model for other tourist destinations in South Nias.

Keywords: Sorake, visual identity, surfing, Nias, sport