

ABSTRACT

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In Serdang Bedagai Regency, there is an island that is administration in Tanjung Beringin Sub-district exactly in Bagan Kuala. This island has marine tourism with the beauty of nature that interested with calm atmosphere and far from din, has white sand beach area. While slightly far from the island there is forest that can be an amazing adventure. Berhala island has slope and beautiful panorama. The sea is blue and clear, overlay the white sand surrounding the identity to be enjoyed. The problems that exist in Berhala island and then many potentials that is less know by the public and less of awerness to the this island. Media visual identity of the island, have purposes to being Berhala Island has identity and different from another marine tourism and better know to public and finally being on destination in Serdang Bedagai. The method that used in this research in qualittitative method, and the technique of observation by interview and library media. Media that used in designing visual identity on Berhala Island are logo and a travel guide books the main media and the support media such as map, web, billboard, x banner, posters, magazine ads, mascot, post card, sign system, ticket, hangtag and souvenir.

Keywords : Berhala Island, Marine Toursm, Visual Identity