

ABSTRACT

Indonesia well known by its so various culture and its tourism potential. One of tourism product that Indonesia has is culture festival, but not all province have and know how to packages that festival into something interesting for tourists. One of those many festival is Batanghari festival. This festival had just started last year and need good visual identity as well as promotional media, but writer had found that many of them don't know about the festival that was held in their city.

Methods used for data gathering are observation, literature study, interview, and questionnaire. As a result from data gathering, writer got conclusion that last year's Batanghari festival didn't have either strong visual identity or good promotional medias. Because of that, writer do a redesign towards existing visual identity and promotional media in purpose to make a more effective branding of Batanghari Festival and at last it noticed by Kota Jambi citizen as well as Indonesian people in other province.

The design concept in visual design field that being offered by the writer is using one of Jambi's batik patterns, Batanghari pattern and consistency of color usage in promotional medias. Writer also designed a website with music player feature to enhance participation of last year event's submitted works, and mini-event named "Experience Batanghari" that hoped could enhance either experience as well as income from festival attendants.

Keywords: Jambi Culture Festival, Promotional Media, Melayu