

ABSTRACT
BRAND IDENTITY AND PROMOTIONAL MEDIA DESIGN FESTIVAL KRAKATAU
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Lampung is province that have many cultures, such as local culture or other cultures from outside lampung. therefore, Lampung tourism and creative industry department held an annual culture festival that called Festival Krakatau. This event is a local culture event that have been held at the end of August every year . Festival Krakatau held at several region that spread across the Lampung province for a week. Therefore brand identity design is needed to create an image that familiar for tourist, and also promotional media design is needed to facilitate tourists who come to the event.

Methods used in the collection of data are survey, observation, interviews and literature studies obtained data that needed Krakatau festival identity and promotional media it is aimed to support and increase tourist arrival in Krakatau festival

With Festival Krakatau, this event want to tells about cultural tourism in Lampung province. Brand identity and promotional media design will be focused on cultural and tourism aspect as a base for designing posters, logo, banner, magazine ads, newspaper ads, website,x-banner, flag banner, and other promotional media.

With these brand identity and promotional media, hopefully help Lampung province to promote Festival Krakatau and to attract tourists attention to come to Lampung.

Keywords: Krakatau Festival, Lampung Culture, Event