**ABSTRACT** 

**DESIGN OF VISUAL IDENTITY** 

TOURISM DESTINATION OF MERAK KECIL ISLAND

POST-SELAT SUNDA TSUNAMI

Oleh : Arrio Budiyanto Putra Pratama

NIM: 1601154318

The Sunda Strait tsunami that occurred on December 22, 2018 then resulted in Banten

Province or more precisely in the City of Cilegon having a considerable impact, especially in parts

of Anyer Beach and the Merak Port area. This also certainly has an impact on the decline of the

Cilegon City tourism sector. This natural disaster also caused tourist destinations that were close

to the sea to be affected, some facilities were destroyed and needed time to repair the facilities.

But there are some that are not too heavily affected by the Sunda Strait Tsunami, namely the tourist

destination of Merak Kecil Island. The facilities of Merak Kecil Island are still very good and have

not suffered severe damage, but the island is still experiencing a decline in the number of visitors.

This is emphasized by the community or tourists who are still afraid to come or visit this area after

the Sunda Strait Tsunami. Therefore, it is necessary to build or design a new image of the tourist

destination of Merak Kecil Island after the Sunda Strait Tsunami so that people and potential

tourists are drawn back to come and visit the two islands. Apart from that, Merak Kecil Island also

needs a visual identity design to attract interested people because the island does not have a visual

identity at all and also its promotional media. The existence of the problems mentioned above is

the purpose of this study. Research in the city of Cilegon and around the island of Merak Kecil

uses the method of library data, observation, interviews and questionnaires and uses comparison

matrix analysis.

Keywords: Tourism Destinations, Merak Kecil Islands, Visual Identity, Post-Tsunami Selat

Sunda