

ABSTRACT

Baturraden Subdistrict is one of the areas located in Banyumas Regency, Central Java with the most natural tourism potential because it is located on the slopes of Mount Slamet, making it has natural charm and a beautiful panorama. The problem faced is the lack of familiarity of Ketenger Tourism Village by the wider community, because it does not have the visual identity of the information media. The purpose of this design is to create a visual identity in the form of a logo and apply it to various media so that it is easy to remember and easily recognized by the public. The method done before the design is observation, then the design of visual identity is continued by selecting the right media by using the AISAS method so that the media used is right on target as expected, The media used is divided into two media, print media and print media such as brochures , billboards and posters, then digital media that will be widely used for social media content. The benefits obtained from this design are that Ketenger Tourism Village is easier to recognize because it already has a logo, and the right information media so tourists can get an overview before visiting Ketenger Tourism Village.

Keywords: Dynamic, Natural, Professional