

Abstract

West Java Province is located in the western part of Java. West Java Province consists of 18 districts and 9 cities. One of these districts is Garut Regency. At present, three natural tourist destinations are being intensively wanted to be used as icons of tourist destinations in Garut Regency by the Office of Tourism and Culture of Garut Regency. The three tourist destinations include Situ Bagendit, Sayang Heulang Beach, and Cipanas Tourism Area. These three tourist destinations by the Office of Tourism and Culture of Garut Regency are referred to as Top 3. However, Top 3 tourist destinations have not been socialized to the public resulting in a decrease in the number of visitors to Top 3 tourist destinations. Data collection uses observation, literature studies and questionnaires, and interviews with resource persons competent. For data analysis using matrix analysis method. Based on data collection and comparative analysis, visual identity and its application to media for tourist destinations in Garut Regency are designed so that the Office of Tourism and Culture can realize Garut Regency as a leading tourist destination in West Java.

Keywords: *Tourism, Visual Identity, Garut*