

## ABSTRACT

*This final report entitled Visual Identity Design of Cultural Heritage Sites Jokodolog area in Surabaya. The object of research in this final report on Cultural Heritage Sites in Surabaya is Jokodolog Statue, particularly regarding to the conducting communications strategy, because the less known sites of Cultural Heritage Jokodolog Statue by Surabaya Community as an important site in relation with the history of the founding and formation history of the city of Surabaya. The purpose of this study is to communicate the positive image of Jokodolog area of Cultural Heritage sites to the public and the target audience. Data collection method used is qualitative method consists of observation, interviews, literature review and questionnaire.*

*The solution to these problems is to create a Visual Identity Design and effective communication strategy for cultural heritage sites Jokodolog statue in Surabaya. Authors conducted a Visual Identity Design by using a wide variety of main media, the basic application and supporting media based on the strategy used, namely SWOT and AIO. The strategy which authors use is to utilize a target audience itself as promotion and utilize world heritage memorial day events. With the main idea logos, media applications logo is sign system, environment signage, visual tourism teaser video, which aims to increase the attractiveness of the target audience to always been and continue to preserve the cultural heritage sites.*

*By using the cultural strategy, the expected design of this communication strategy will be effective and can be a differentiator with competitors or other cultural heritage in communication.*

**Keywords :** *World Cultural Heritage, Jokodolog Statue, Visual Identity.*