

## **ABSTRACT**

### **VISUAL IDENTITY AND PROMOTIONAL DESIGN FOR JARUM BATIK TOURISM VILLAGE, BAYAT, KLATEN**

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Jarum Village is one of tourism village that is located in Bayat, Klaten, Central Java with the main potency in batik industry. But until now the village still has no visual identity and less promotion, whereas those are very important to create image of the tourism village, to provide information and to persuade people to visit. Therefore, visual identity and promotional design are required.

The visual identity design includes logo, color, typography, and media implementations, while the promotional design includes promotional media such as “above the line” and “below the line” media. Data collecting methods used in this research are observation, literature study, interview and questionnaire. Then those data analyzed with comparison matrix analysis and SWOT analysis, creating a conclusion in order to build the concept of visual identity and promotion for Jarum Batik Tourism Village. Hopefully this visual identity and promotion can increase people’s awareness of Jarum Batik Tourism Village’s existence also attract them to visit it while learn to get acquainted with Jarum batik art.

**Keyword : Tourism Village, Visual Identity Design, Promotion, Batik Jarum**