

ABSTRACT
REDESIGNING THE VISUAL IDENTITY
AND PROMOTION MEDIA KAMPUNG BATU MALAKASARI
TOURISM BANDUNG REGENCY

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West Java is one of the province in Indonesia which has a lot of tourism potency, especially in Bandung City which famous for its different kinds of tourism. Geographically, Bandung has a lot of natural resources in tourism sector. One of them is Kampung Batu Malakasari. Kampung Batu Malakasari is natural education tourism which has a lot of facilities, but ironically, less of tourists who have already known about it. It caused by the promotion activity through it's website is out of date. Meanwhile, another way of promotion activity is by mouth to mouth way that caused the information about Kampung Batu Malakasari has only spread around those who live in Malakasari Village, Baleendah District, South Bandung Regency. Its not only the unefectiveness of promotion way that caused the less information for the market sector, but also the intense of competition for such kind of tourism in Bandung that made Kampung Batu Malakasari still need more effort in it's promoting event to catch it's market sector.

For that problem, writer try to get the data through interview, observation, and also quisioner method to the people either in Bandung and out of Bandung, and litteratur study. After writer get the data that needed, writer will do the analyse to know the need that should be done. Then, the final output of the research is the design of promotion media with it's implementation design, with the basical view is from vision and mission Kampung Batu Malakasari that responsible.

Finally, writer hopefully that through this Final Task design, it can help Kampung Batu Malakasari tourism in designing the promoting media to give any information about Kampung Batu Malakasari. Writter hope that it will help Kampung Batu Malakasari to gain it's target and reach more visitor in their market sector. Beside it, this research also hopefully can give advantages for those people who need.

Keywords: Promotion Media, Kampung Batu Malakasari, Tourism, Natural, Education.