

## **ABSTRACT**

### **VISUAL IDENTITY AND PROMOTIONAL MEDIA RE-DESIGNING OF JENDELA ALAM EDUCATIONAL TOUR**

**By**

**Sari Ramadeni**

**NPM : 1401120455**

Indonesia has an enormous potential in beauty and wealth of nature, where the potential could be turned into a tourist attraction. One of the attractions that maximize the natural potential of Indonesia is Jendela Alam tourism located in Lembang, West Bandung regency. But it is so unfortunate that people hasn't known this place because the promotions that had been done hadn't up to the target. This causes the lack of public interest to visit natural education tourism. The methods used in data collection are; observation and documentation, interviews, questionnaires, and literature review. The obtained data will then be analyzed using comparative matrix. The result of visual identity redesign are needed to create an image that is easily recognized by tourists, with effective and well-targeted promotional media. The design focused on educational element of nature and tourism as a reference in the media visualization, including logo, stationery, ticketing, posters, flyers, banner, billboard, website, and other supporting media. The design will be able to help Jendela Alam create visual identity and promotional media to increase public interest in order to be interested in visiting natural education tourism.

**Keywords : Jendela Alam, Education Tourism, Nature Education, Visual Identity, Promotional Media**