

ABSTRACT

There are many kind of leisure activities that can be done by every individual. However, a lot of people especially the ones who has already have family and children, and their child is aged 10 years old, these kinds of people will prefer going to playpark for holidays and also as an entertainment for themselves and their children. For the West Java region, especially Ciamis district, there is a playpark named Mega Wisata Indah Icahan. Recently, Icahan changed their playpark concept into new rules that are based on the Islamic Norms. One of the example is the different permitted days for women and men aged 9 years above on all of their water rides. This caused a decline in total visitors because of the sudden rules change. And the other problem that emerged from this rules change is the Icahan's visual identity that hasn't been made to reflect the new concept, and that causes the visitors not being able to feel and recognize the differences between the old and the new concept of Icahan. Therefore, on this designing effort the research method that will be used are literature review, observation, interview, questionnaire, and matrix analysis. Results that are aimed from this design process is the visual consistency between the new logo element that are applicated in the placemaking design. All of these are done in effort to show Icahan's uniqueness as the only family amusement park with sharia concept, so the concept of this sharia amusement park could be felt by the visitors, even just by looking at the logo or when they are in the Icahan amusement park and seeing the placemaking design in the area.

Keyword : Amusement park, Logo, EGD, Islamic, Ciamis.