

ABSTRACT

The Handicraft tourism especially in Rajapolah Tasikmalaya, West Java has a lot of potential. Rajapolah besides having handicraft tourism also has educational tourism crafts in Kampung Kreatif Sukaruas. Educational tourism is a potential that is not owned by many other craft tourism. Rajapolah have a great opportunity where there is still not many competitors from the tourism in handicraft sector, but Rajapolah craft tourism currently does not have any visual identity and media campaign to attract tourists to visit. The visual identity design of Rajapolah craft tourism in Kabupaten Tasikmalaya aims to create visual identity that can represent the tourism potential to the surrounding community and tourists, thus increasing tourist visit to Kabupaten Tasikmalaya. The qualitative research method is done by collecting interview data of relevant resource, field observation, literature study supporting the completion theory, and using SWOT analysis method to get the foundation of visual identity design concept. After obtaining the data, the authors analyzing the visual identity design to strengthen the identity and apply it in the media campaign. The results of the design is a visual identity that represents the potential of Rajapolah handicrafts and educational tourism that can be applied in various promotion media. This design is expected to represent the potential of craft tourism to the surrounding community and tourists, thus increasing tourist visits to Tasikmalaya District.

Keywords: Craft Tourism, Design, Rajapolah, Visual Identity.