

## **ABSTRACT**

### **LOGO AS VISUAL IDENTITY AND PROMOTION OF TOURISM IN REMBANG**

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Every individual has the need to travel, it is also supported by the number of tourism potential in Indonesia. One of them is Rembang Regency, which is developing its tourism. Tourism development has an impact on the increasing number of visitors and revenues of Rembang Regency. Promotion efforts have been done by various parties, both the government of Rembang Regency, the manager, until the community. However, the visual identity and promotional media that have been used have not had a good uniformity in the use of colors and typography. Analyzing the visual identity and tourism promotion of Rembang Regency in the period from January to July 2017 is the aim of this research. The research was conducted in Bandung and Rembang using library data method, observation, interview, and questionnaire and analyzed by comparison matrix. The result of this research is Rembang Regency and tourism potential need visual identity and promotion to be known to the public and will have an impact on the increase of regional income and the people of Rembang Regency.

Keyword : Tour, Rembang, visual identity, promotion