

## **ABSTRACT**

Gintangan Village is a tourist village which is located in Blimbingsari District, Banyuwangi Regency. It becomes a place of shopping tourism destination with the potential bamboo woven crafts. The annual Gintangan Bamboo Festival is held by Government of Banyuwangi Regency, but Gintangan Village does not have a visual identity yet which can be a characteristic of the village that can be implemented in various promotional media. Therefore, visual identity needs to designed for Gintangan Village. Data collection methods carried out interviews, questionnaires, observations, documentations, and literature study. Data analysis uses comparison matrix as a reference to make the concept of visual identity design. By the visual identity, hopefully Gintangan Village can be better known by general public so it can help the community's economy.

Keyword: Visual Identity, Promotion Media, Gintangan