

ABSTRACT

Bogor City is a city located in West Java Province, which has a large potential for tourist attraction, in the natural, artificial and supporting infrastructure such as hotels and parks. Realizing this, the Bogor City government is targeting an increase in tourist visits every year. However, in 2018 the target has not been reached, one of the reasons is because until now the city of Bogor does not yet have an identity and media for information on its tourist destinations. The city of Bogor wants to shape the image of its city in Wonderful Indonesia. From the data analysis conducted by the author on the target audience from DKI Jakarta, they have not seen the City of Bogor as a tourist city or city that is used as a destination to go on vacation. This design aims to provide information about tourist attractions and persuade the target to visit the city of Bogor. The results of this study are identity design and information media using the AISAS method. By utilizing a variety of media to convey information about the destinations of Bogor City tourism centers, with the main media being social media, leaflets, websites, and other supporting media.

keywords: information media, tourist destinations, Bogor City