

ABSTRACT

Karawang is a district that has various types of natural attractions, ranging from waterfalls / waterfalls, mountains, protected forests, and beaches. Karawang is also a coastal area which has a long beach area. There are around four beaches in the Karawang region, one of which is Tanjung Pakis beach. This beach has a special location that is quiet and away from the crowd, usually visited by migrants from outside the city, and not infrequently there are foreign tourists who come to just sunbathe and calm down. But the beach has shortcomings in terms of visual quality, namely branding, especially visual identity in the form of logos. So it is unfortunate if the place has the potential to be developed does not yet have a good brand. In conducting this research several methods were used, namely observation, interviews, and questionnaires. Based on the results of the method, it was concluded that a visual identity design was needed. The main media that will be made in the form of a Graphic Standard Manual or a guidebook as a visual identity of Tanjung Pakis beach By making this design it will be generally useful for everyone, especially for the tourism sector in Karawang, and for researchers.

Keywords: Tourism, Visual Identity, Tanjung Pakis Beach