

## **ABSTRACT**

Karangsalam tourism village is a tourism conservation based village in Banyumas regency. Besides natural tourism as main potential, there is another authentic potential culture in Karangsalam, the culture of waliha walihu which still bequeathed from the past. However, according to the data from Department of Tourism of Banyumas, Karangsalam is just visited by 31.173 tourists from total 2 million people that visited Banyumas. As a potential village which has many tourism destination and has a greeny environment, Karangsalam is still unknown by people. Therefore, a visual identity designed as representatives image of Karangsalam Tourism Village. The purpose of the design is to re-brand Karangsalam Toursim Village by using the observation method, literature study and interview, then analyzed by using matrix and SWOT method to find the right data for the design process. The advantage of visual identity design is to make Karangsalam better known by people from outside Banyumas Regency. Keyword: Tourism Village, Karangsalanm, Baturraden, Visual Identity.

**Keywords** : Tourism Village, Karangsalam, Baturaden, Visual Identity