

## **ABSTRACT**

*West Java is one of the provinces in Indonesia that has many and diverse tourist destinations. One of them in the city of Bandung is an educational tourism park, namely Taman Ade Irma Nasution or better known as the Bandung Traffic Park which has tourist facilities as an environmental park, as a traffic learning park, and as a recreation park. Bandung Traffic Park does not yet have a visual identity target audience that represents children aged 6-12 years, then Bandung Traffic Park requires a visual target audience that represents so as to convey information to the public in a structured, interesting, and creative way. In this design, data collection was carried out using quantitative and qualitative methods, namely observation, literature study, conducting interviews, as well as questionnaire, matrix, and SWOT analysis. After analyzing the data that has been found, he designed the visual identity of the Bandung Traffic Park and implemented it on promotional media. Based on the results of the study, it can be said that the promotion of visual identity and its implementation in the media can help the Bandung Traffic Park in presenting its visual identity.*

*Keywords: Visual Identity, Promotion Media, Taman Lalu Lintas Bandung*