

ABSTRACT

The tourism sector in Indonesia, from year to year is increasing rapidly, especially cultural tourism. Cireundeu Traditional Village succeeded in becoming ODTW because of the unique potential that can attract many tourists, namely food security (cassava), handicrafts, traditions, customs, culture and society. However, this potential has not been managed, developed and introduced optimally to the public audience. Evidenced by the absence of a visual identity on the logo that represents the potential of the Cireundeu traditional village. To overcome this, it is necessary to create a visual identity that represents the potential of the Cireundeu traditional village, so that it has superior value and differentiates it from other tourist villages. In addition, it can also highlight excellence more effectively so that the audience can easily remember the uniqueness of Cireundeu village from the visual identity that has been created. Logos are considered more effective in marketing because they have a wider range of implementation and can cover several aspects of promotion. And the potential of Kampung Adat Cireundeu which can be an element of the logo is the result of natural heritage which is considered very influential and becomes a characteristic such as RASI, leuweung (bamboo), angklung beans, and janur, this element was chosen because it is rich in meaning and history behind it. In the aspect of promotion, media is needed as a means to expand the reach of promotion, one of which is through merchandise media.

Keywords : *Logo, Visual Identity, Cireundeu Village, ODTW*