

ABSTRACT

Bandung is an Indonesian city located in the province of West Java. The city is one of the important centers on the island of Java which is famous for its various aspects of culture, education, and tourism. Bandung is a city that has a variety of tourism, such as nature tourism, arts, culinary and many more. Not only in the city center, the regency area also has tours that are no less interesting. One of the potential natural attractions and cultural arts in Bandung Regency is located in Cibiru Wetan Village.

However, Cibiru Wetan Tourism Village does not yet have Destination Branding and promotional media that are consistent and strong enough. This research is a research using mixed methods. The data collection process was carried out by means of observation, questionnaires, interviews and also literature studies. The analysis method used is SWOT analysis method and visual data analysis. The results of the design are instructions for using a visual identity on promotional media that can show the unique values possessed by the Cibiru Wetan tourist village. This research aims to design Destination Branding for Cibiru Wetan Tourism Village and its application on promotional media. The results of this research are expected to help the development of promotion and branding of Cibiru Wetan Village. So that it can increase awareness and also tourists who visit. The study of this subject is very useful for understanding how to use visual identity properly and correctly so that it becomes a consistent identity, and is expected to be a solution to existing problems.

Keywords: Destination Branding, Tourism Village, Promotional Media.