

ABSTRACT

Indonesia is one of the countries blessed with abundant and diverse natural and cultural wealth in every corner of its regions. This wealth gives each area in Indonesia its own charm and characteristics, creating a significant potential as a tourist attraction for both domestic and international tourists. The government itself has initiated the village tourism program since 2020, and one of these tourist villages is Mekarsari Village in Bandung Regency, which boasts the natural beauty of tea plantations, history, and culture. However, due to the absence of sustainable tourism programs, a lack of specific identity, and the absence of marketing media to communicate Mekarsari Village's tourism, this has led to low tourism competitiveness, resulting in few tourist visits and minimal understanding of the tourism sector among village residents. Based on these issues, tourism development needs to be carried out through research and design of the village's potential. The author uses various observation methods to gather information and data from different perspectives, such as field observations, visual observations, literature reviews, online observations, observations of similar projects, interviews, and questionnaires. As a follow-up to the observations, the author analyzes each piece of data and information obtained to gain a deeper understanding through SWOT analysis and SWOT matrix, market insight ladder, comparative audience analysis, and similar project comparison matrix. Subsequently, from the analysis results, the author concludes that Mekarsari Village needs brand identity and brand communication to address its tourism issues. It is hoped that this design can help the Mekarsari Village tourism management in managing local tourism and indirectly enhance the understanding and economy of the community by increasing tourism activities in the area.

Keywords: *Village Tourism, Mekarsari, Nature, History.*