

ABSTRACT

Indonesia has diverse tourism potential, especially in the cultural tourism sector. Village tourism, as part of cultural tourism, plays an important role in preserving local cultural heritage and improving the local economy. Lamajang Tourism Village, located in Bandung Regency, is one of the villages that has great potential to develop as a cultural tourism destination, especially through the Cikondang Traditional Village. However, Cikondang Traditional Village is still not widely known by the public, especially by the younger generation. This research focuses on designing brand attributes for Kampung Adat Cikondang in an effort to increase awareness and attractiveness of this destination, especially for generation Z in Bandung. By working with Traveloka as a partner, this research aims to design strong visual elements such as logos, mascots, supergraphics, taglines, and signage. Through an effective promotional strategy, it is hoped that Cikondang Traditional Village can become a tourist destination that is widely recognized and in demand by tourists, especially the younger generation. The methodology used includes observation, interviews, questionnaires, and literature studies to collect relevant data. SWOT, 4A, AISAS, Comparison Matrix Analysis and AIO analysis are used to understand the current situation and develop appropriate strategies. The results of this study are expected to contribute to the development of cultural tourism in Indonesia and increase tourist visits to Cikondang Traditional Village.

Keywords: *Brand Attribute, Cultural Tourism, Cikondang Traditional Village*