

ABSTRACT

The Old Market/Pincinan Tangerang area is an urban heritage area located in Sukasari Village, Tangerang City. This area is a culinary hunting ground with various choices, and historical and cultural attractions because there are buildings with high cultural and historical value. However, with the existing potential, Pasar Lama does not have a visual identity and is still not well organized. One of the efforts that can be made is by designing a good visual identity and providing a tourist guidebook that can increase the value of the area, in the hope of attracting tourists to the Old Market Area of Tangerang City.

The Final Task Design uses theories related to the design of visual communication and information media. Thus, forming an interesting and effective visual communication design. The methods used in this design use qualitative methods such as observation and interviews to investigate the social and cultural dynamics of the Old Market Area. Through observation, respond directly to activities in the Old Market Area between visitors, and the surrounding environment. In addition, interviews with various stakeholders, such as the Tangerang Disbudpar, the local community, PT. TNG to get a deeper understanding.

The design of visual identity and information media is aimed at increasing brand awareness of Tangerang's image, and culture, especially in the Old Market Area, increasing interest in tourist visits. The main media is in the form of a tourist guidebook that contains general information related to the Old Market Area. Then the support and promotion media will be distributed through social media, where tourists who visit get information about the existence of the Old Market Area.

Keywords: Old Market Area, Visual Identity, Information Media