

## ***ABSTRACT***

Tourism is a dynamic and vital sector in the global economy. The industry is experiencing rapid growth, driven by technological advances that facilitate access and communication. However, it also faces significant challenges such as environmental impacts, climate change, and geopolitical instability. This research aims to develop an effective design strategy for PT Indo Fajar Ciptakarya Wisata to improve business performance and brand image. Data was collected through interviews and observations of Indo Fajar Ciptakarya Wisata. The findings indicate several weaknesses in the current design strategy, affecting the effectiveness of visual communication and customer perception. The proposed strategy aims to address these weaknesses by implementing a consistent and compelling visual identity, optimizing digital marketing efforts, and enhancing customer engagement. This strategy is expected to improve the brand image and drive business growth for PT Indo Fajar Ciptakarya Wisata, making it more competitive in the tourism and visa consultancy market.

Keyword : *Design Strategy, Brand image, Business*