

ABSTRACT

The Old Town of Banyumas is an area located in Banyumas Regency Formerly, the Old Town of Banyumas was the central government area of Banyumas Regency before it moved to Purwokerto This has resulted in the area having various heritage sites that attract both locals and tourists seeking cultural and traditional artistic charm However, the popularity of this area is still minimal, especially among the Banyumas community and its surroundings Additionally, the Old Town of Banyumas underwent revitalization in 2023 and was reopened in early 2024 Therefore, the introduction of the new face of the Old Town of Banyumas is relatively recent, and brand identity design is needed to establish its image as a cultural tourism area. To address the above issue, the author collected data through observation methods, literature studies, interviews with relevant sources, and distributed questionnaires The media that the author will use is a guideline book for the visual identity of Kota Lama Banyumas and how this identity is applied to various other media The author hopes that this final project can help build public brand awareness towards Kota Lama Banyumas

Keywords : *Cultural Tourism, Banyumas Old Town, Visual Identity*