

Abstract

Hutan Mangrove Cikiong, located in Karawang Regency, is a mangrove forest with significant potential for ecotourism. Its historical value dates back to its inauguration by the 2nd President, Soeharto, to support the food self-sufficiency program. It also offers educational opportunities due to its diverse flora and fauna, and recreational facilities for relaxation. Since its establishment in 2017, Hutan Mangrove Cikiong has attracted many tourists, especially Karawang residents, with visitor numbers steadily increasing to 2,130 by 2019. However, the COVID-19 pandemic led to a decline in its recognition and a subsequent drop in tourist numbers. The emergence of many new tourist destinations has also contributed to the public's diminished awareness of this site. Therefore, a qualitative research approach, involving data collection through observation, interviews, and literature review, coupled with SWOT analysis and comparative matrix analysis of similar projects, has been undertaken. The resulting design of an appropriate and effective visual identity is expected to be a solution to reintroduce Hutan Mangrove Cikiong Ecotourism. This initiative aims to improve the quality of tourism, enhance the trust of the people of Karawang and its surrounding areas, and increase both tourist numbers and the local community's economy.

Keyword: *Sedari Village, Ecotourism, Cikiong Mangrove Forest, Visual Identity*