

ABSTRACT

Visual Branding Design of Cilacap City ‘Sheen of Java’ as a Promotional Media

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Cilacap is one of the regions at the southern tip of Java Island that has natural resources and strong industrial potential. However, it does not yet have a strong visual identity as a promotion or attraction for tourism and investment. The main objective of this design is to create a visual branding that represents the character of Cilacap as a whole from the existing branding, namely Sheen of Java. The method used is qualitative method through interview, observation, documentation, and literature study. Case studies were conducted on the branding of other cities/regencies to identify strengths, weaknesses, opportunities, and threats. The result of this design is the Brand Guideline which becomes one of the reference books in the application of the visual identity of Cilacap City. Through this directed and consistent visual branding, Cilacap can have a stronger and more widely recognized image of the city.

Keywords: visual branding, cilacap city, promotional media