

**ABSTRACT**  
**VISUAL IDENTITY DESIGN & IMPLEMENTATION**  
**OF PROMOTIONAL MEDIA**  
**FOR CURUG CIHANYAWAR TOURISM DESTINATI**

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*Curug Cihanyawar is one of the natural tourist destinations in Garut Regency, West Java, which has great potential but has not been optimally utilized. The lack of promotional activities and the absence of visual identity have resulted in low numbers of visitors from outside the region. This study uses a qualitative method with a descriptive approach. Data collection was conducted through interviews, field observations, literature reviews, and the distribution of questionnaires. Data analysis was conducted using the SWOT approach and a comparative matrix analysis against similar tourist destinations. The research findings indicate that Curug Cihanyawar has great potential as an ecotourism destination, with its main attractions being natural waterfalls, trekking trails through tea plantations, and facilities such as river camps and off-road activities. However, inadequate promotion and the absence of a strong visual identity pose significant barriers to attracting tourists. The design of a visual identity and the strengthening of communication strategies through social media, particularly Instagram, are necessary to enhance the image and public awareness of Curug Cihanyawar. The consistent and attractive use of visual promotional media can reinforce the public perception that this destination is a unique and worthwhile tourist destination.*

**Keywords :** *Ecotourism, Curug Cihanyawar, FSocial Media, Visual identity*