

ABSTRACT

DESIGN OF GOA LAGA TOURISM MASCOT AS VISUAL IDENTITY STRENGTHENER

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Goa Laga is one of the natural tourist destinations in Purbalingga that was formed naturally from the lava flow of Mount Slamet. Initially discovered as a tunnel inhabited by bats, this cave was then developed into a tourist attraction in 1979. Although it has become a popular destination, Goa Laga does not yet have a mascot as a promotional media and to strengthen visual identity. Mascots play an important role in building emotional appeal, increasing brand awareness, and strengthening the relationship between tourist attractions and visitors. Many other tourist destinations have successfully used mascots, such as Dufan in Ancol. Therefore, designing a mascot for Goa Laga is expected to be an effective strategy in increasing tourist appeal and making it easier for visitors to remember this destination.

Keywords : *Goa Laga, Mascot, Visual Identity*