

ABSTRACT

Tamansari Tourism Village, located in Banyumas Regency, has significant historical and cultural value as part of the origin of Banyumas region. However, the historical and cultural potential has not been supported by a representative and consistent visual identity. This research aims to redesign the visual identity of Tamansari Tourism Village as a representation of the early history of Banyumas, in order to improve the image, attractiveness, and recognition of the village to a wider audience, both locally and internationally. This research uses a qualitative approach with data collection methods through interviews, observation, documentation, and literature study. Data analysis was conducted using the SWOT method to identify strengths, weaknesses, opportunities, and threats in designing a visual identity. The result of this research is a visual identity design that includes a logo, color, typography, and its application on various promotional media such as roller banners, social media, tickets, zines, posters, business cards, and merchandise (t-shirts, stickers, and keychains). The new visual identity is expected to represent the historical and cultural narrative of the village in an attractive, professional, and easily recognizable way, and support the preservation of Banyumas cultural heritage.

Keywords: visual identity, tourism village, Banyumas history, branding, Tamansari