DESIGNING DESTINATION BRANDING OF RANUBEDALI VILLAGE TO INCREASE BRAND AWARENESS



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Background

Ranubedali Village has potential as an eco-tourism destination. It produces natural products such as jackfruit, bananas, avocados, and petai. Additionally, the village earns its main income from coconut plantations, sengon wood and has cattle farming in every household. Ranubedali used to be popular for its natural beauty, but during the COVID pandemic, visitor numbers started to decline and have not fully recovered. there are also issues in Ranubedali, such as a lack of visual identity and sign directing visitors to tourist spots, wich affects the low number of visitors. The lack of signage also causes many visitors to get lost while exploring.

Research Goals

The purpose of this research is to design destination branding for Ranubedali Village, Lumajang Regency, to enhance brand awareness through its natural potential. This will be done by creating a visual identity, signage system, social media content, and designing a stationery kit to attract people to Ranubedali Village so it can be recognized by the community.



Logo of Ranubedali village

Design Methods

Desain Thinking

Emphatize

Searching for information about ranubedall village through interviews with the village head, local tourism groups, community information feams, residents, and tourists, observation in Ranubedall village and its tourist sites, documenting activities in the village and tourist areas and literature

Dominio

Research Findings
Interview Results:
The village has natural potential,
with the main income of residents
coming from coconut plantations. Most families own cattle
farms, and there are beautiful
natural attractions, but tourism
facilities are limited.

Observation Results: There is a lack of sign systems, tourist sites are poorly maintained, there are few visitors, and a "sedekah bumi" ovent is hold.

ne → Ideate

Emphasizing the nature's expedition the hidden beauty of nature, tourist are beauty of nature, tourist are invited to explore hidden spots that offer unique experiences and stunning views, combining local knowledge with outdoor explorastion.

Create a 50 page graphic standart manual, produce a 3 minute village profile video to be posted on the village's social media, and develop wayfinding for Ranu tourism, such as directions to the swimming pool, ranu, travel aps, and view points.

Prototype

For the testing phase, it Involves Implementing the design result, such as creating a guidelinebook for the logo, mackups for wayfinding, and producing a promotional video for the village.

Design Project

This main project creates a visual identity, signage system, profile video of the village, and merchandise, with the main keyword "Nature Expedition". It emphasizes the journey to discover hidden beauty that is not well-known. Tourists will be invited to explore hidden places and experience unique adventures with stunning views.

Findings

"Nature's expedition" is the keyword of this project. This phrase was derived from interviews, observation, and documentation, summarized into one concept. It will be used to create the brand identity of Ranubedali village, so that it can be widely recognized by the public.











