

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, which affects the low number of visitors. The lack of signage also causes many visitors to get lost while exploring.

Research Goals

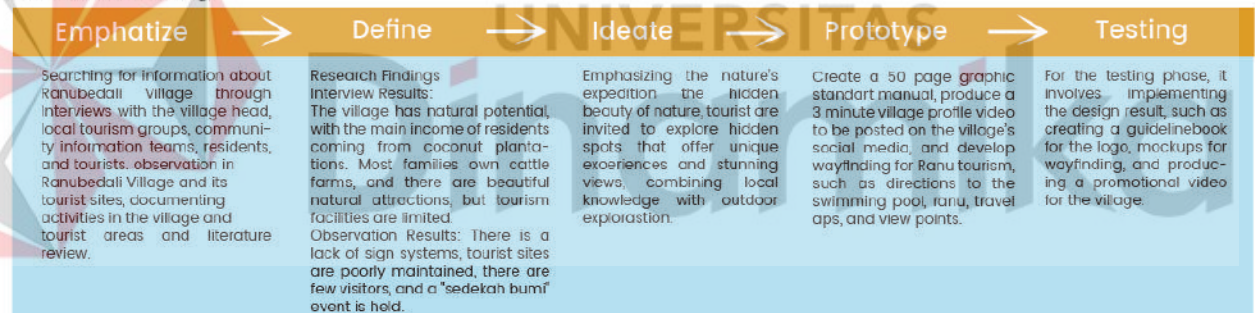
The purpose of this research is to design destination branding for Ranubedali Village, Lumajang Regency, to enhance brand awareness through its natural potential. This will be done by creating a visual identity, signage system, social media content, and designing a stationery kit to attract people to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



Logo of Ranubedali village

Design Methods

Design Thinking



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.

