

DESIGNING DESTINATION BRANDING FOR COBAN PUTRI BATU CITY TOURISM AS AN EFFORT TO INCREASE BRAND AWARENESS

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Background

Destination branding is a process with the aim of creating an area or a place as a tourist destination for the wider community by managing the potential that exists in that place. According to research conducted, Coban Putri is a tourist attraction that has the potential to compete with its competitors. However, it is a shame that Coban Putri tourism does not yet have a visual identity, so not many people still know about Coban Putri tourism. Therefore, to be better known by the wider community, Coban Putri must have a visual identity.



COBAN PUTRI

Pesona Alam Menawarkan Ketenangan

Design Methode

Design Thinking :

Emphatize - Define - Ideate - Prototype - Test

Goals

Hopes that the design of the visual identity can make Coban Putri better known to the public.

Design Project

In this project, the keyword "cozy" was chosen. With the keywords that have been chosen, the visual identity design uses tent and waterfall elements, because these two elements have strong potential in Coban Putri tourism. Apart from designing a visual identity, this project creates a Graphic Standard Manul which is useful as a guide for using logos.

