

Background

Mulyoagung Village, located in Singgahan District, Tuban Regency, East Java, has great potential to be developed as a tourist destination. It boasts unique natural attractions such as Nglirip Waterfall and Temu Giring Cave, as well as rich local cultural heritage, including Reog Mulyoagung, the grave of Mbah Jabbar, Sindir, Manganan, and the Pawang Rain tradition. These elements not only showcase beauty but also hold historical significance.

However, Nglirip Waterfall remains the primary attraction for visitors, while the village's other cultural and natural assets remain largely undiscovered by tourists. With proper management, effective promotion, and strategic destination branding, Mulyoagung's cultural diversity could gain greater recognition and attract a wider audience.

Design Methods Design Thinking

Emphasize : This involves consulting tourism experts, local authorities, residents, and visitors.

Define : Gathering and analyzing information to identify key issues.

Ideate : Identifying alternative solutions for Mulyoagung Village using STP analysis, USP, SWOT, and KCM.

Prototype : In this stage, researchers create a prototype based on identified solutions."

Test : The designer thoroughly tests the final product using the best solutions from prototyping.



Goals

Based on the formulation of the problem, the goal to be achieved is to create a branding identity for Mulyoagung that is appropriate and on target in order to increase public awareness.

Design Project

Design a brand identity that embodies nature and culture, creating the impression of natural and cultural tourism. The logo features a stylized M silhouette, representing Mulyoagung, combined with a fire element symbolizing spirituality and cultural heritage, inspired by traditional Javanese elements. The color palette blends turquoise and blue, reflecting the village's natural beauty particularly its waterfall as well as its deep rooted culture and spirituality.