DESTINATION BRANDING DESIGN FOR WONOCOYO VILLAGE, TRENGGALEK BASED ON BEACH POTENTIAL, TURTLE CONSERVATION AND MANGROVE TO INCREASE BRAND AWARENESS

Darma Muktabar / 21420100027 / muktabard@gmail.com / 087835093477

UNIVERSITAS Dinamika FDIK DKV UNDIKA

BACKGROUND

Wonocoyo Village boasts significant potential, encompassing nature, culture, and culinary delights. Ecotourism, packaged in a "learning while traveling" concept, is a key attraction, featuring a beach called Taman Kili-Kili, a turtle conservation area, and a mangrove area called Taman Mangrove Kambal.

DESA WONOCOYO
BEAUTIFUL PEACEFUL AND COMFORTABLE

GOALS THE RESEARCH

Designing destination branding with the aim of increasing tourists to visit the village and introducing Wonocoyo Village or can be said to increase brand awareness.

DESIGN THINKING

Emphetize-Define-Ideate-Prototype-Test

FINDINGS

Through Lidya in 2017, he said in his journal that Destination branding is a concept that is combined for a region by conveying a unique identity and characteristics as a set of brand associations that will later become an identifier or differentiator from other regions.