PHYSICAL BRANDING DESIGN OF SENGKALING RECREATION PARK WITH YOUNG PIRATE STORY CONCEPTS

Name : Cahyaning Umul Chasanah N.
NRP  : 3408100073
Study Program : Design of Visual Communication
Department  : Design of Industrial Product FTSP-ITS
Supervisor  : Deny Indrayana Setyadi, ST., MDs.

ABSTRACT

The raising of tourism in Malang City gives negative impact on tourism in Malang Regency. One of them, that get negative impact, is water tourism in Sengkaling Recreation Park. Every year, the number of tourists who came in Sengkaling Recreation Park is decreased because of less innovation from the management. Therefore, it seems old. Besides, Sengkaling Recreation Park has pirate theme that can be seed but they do not use it.

Physical branding is the media that taken from interview process and previous study that already did before. It is aimed to strengthen brand awareness of Sengkaling Recreation Park tourists. The choosing of picture style designed for children that become audiences target so that the media more effective.

Physical branding can gradually change the society mindset about Sengkaling Recreation Park and it can attract tourist to come to that place especially children. Physical branding also can harmonize the entire area of Sengkaling Recreation Park into one interconnected visual media.

Keywords : Physical branding, Tourism, Sengkaling Recreation Park