

FINAL PROJECT

DESIGNING *REBRANDING* OF CULINARY TOURISM

KAMPUNG LELE IN KEDIRI REGENCY

To Fulfill the Requirements for Obtaining a Bachelor's Degree (S-1)



By :

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Supervisor 1 :

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

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VERIFICATION PAGE

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LELE IN KEDIRI REGENCY**

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Has been defended in the front of the Examination Team

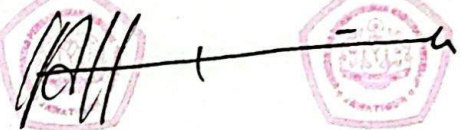
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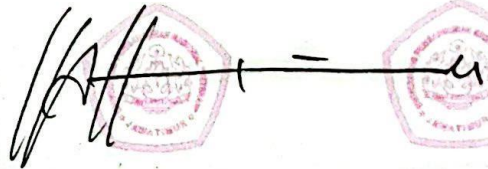
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STATEMENT OF NO PLAGIARISM

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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there are indications of plagiarism in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

I hereby make this statement actually without any coercion from anyone and to be used as it should.

Surabaya, November 28, 2025

Statement Maker



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ABSTRACT

Kediri Regency has great potential to develop tourism in the culinary sector. One of them is the Kampung Lele Culinary Tourism which is located in Cakruk Village, Ngadiluwih District. Kampung Lele Tourism is a culinary tourism that has the characteristics of processed food made from catfish. In a tour, it is very important to build brand awareness to build the image of the tourist attraction. In managing Kampung Lele's branding, there are obstacles to outdated visual identities and lack of identity presentation, inconsistent sign systems, and suboptimal digital promotional media.

This design uses a combination of qualitative and quantitative methods. By using 3 stages, namely the interview stage, field observation, and distributing questionnaires. This design also uses a systematic design design procedure including, problem identification, design research, design concept, and design evaluation. The results of the data research were analyzed through design thinking techniques. Brand Awareness is designed as a communication medium to develop the brand to be better known by the wider community and increase visitor attraction.

The results of the design based on keywords and references were obtained visual elements in the form of the final logo, typography, color palette, supergraphics, layout, promotional media design, and media implementation. The concept used is to use a minimalist design. It was chosen because it adapts to the times, is easy to understand, and gives an elegant impression. The colors that have been used are the result of direct research and requests from managers so as not to change the company's colors. The results of the rebranding and design that have been made can be implemented in supporting media.

It is hoped that with the implementation of this rebranding, the visual identity of Kampung Lele Tourism will be consistent so that it can build a stronger brand image. The identity update on Kampung Lele Culinary Tourism aims to help with a strong image and increase brand awareness and can attract more visitors.

Keywords : Kampung Lele, Visual Identity, Rebranding, Brand Awareness.

FOREWORD

Praise be to Allah SWT for His mercy and guidance that has been given, so that the author can complete the final project with the title "*Rebranding of Culinary Tourism of Kampung Lele in Kediri Regency*" can be completed properly. This final project was prepared to make a real contribution to improving the image and attractiveness of Kampung Lele as a culinary and educational tourism destination in Kediri Regency. *This rebrading* is expected to be able to bring significant improvements, both in terms of visual appearance and function, so that it can attract the attention of the public in a wider scope.

During the preparation and writing of this final project report, the author received a lot of help from various parties, therefore the author would like to thank all those who have helped and guided the completion of this final report. So on this happy occasion, the author would like to express his respect and gratitude, especially to:

1. To my two beloved parents, Father Dwi Ristanto and my heavenly door Mama Masrurin who have given all her affection, advice, motivation, needs, and support and endless prayers for the author from the lecture until he was able to complete this final project. Without the presence of their love, this step may never have been this far. Hopefully he will always have a smooth life, always be healthy, and always accompany the writer on his journey. Thank you for completing my life.
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Surabaya, November 28, 2025



Lutvia Febrin Sholekhaningtyas

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