

CHAPTER V

CLOSING

1.23 Conclusion

Based on the results of the rebranding of Kampung Lele culinary tourism in Kediri Regency, it can be concluded that the design process produces a consistent visual identity and can present the image of Kampung Lele to be stronger. The concept of this rebranding is based on the keyword 'Kampung Lele Culinary Exploration Experience'. With this concept, it will be implemented into the design elements. Starting from the design of new logos, company colors, typography, and design implementation on promotional media, sign systems, etc. Consistent visual identity, Kampung Lele will be easier to recognize by many people.

This rebranding is designed without eliminating the vision and mission that has been built by Kampung Lele. All concepts are based on the results of data analysis and information that have been obtained through interviews, observations, and questionnaires. The method used is a combination of qualitative and quantitative. From the results of the analysis, it was obtained that keywords became a reference in the process of designing visual identities that were used to enter various implementation media. Visual identity makes the main view for Kampung Lele.

This new visual identity is not only a new aesthetic view, but is also expected to be able to present the positioning of Kampung Lele as a culinary tourism destination equipped with interactive programs with an atmosphere of togetherness and peace. In addition, this design also provides a solution to the lack of information through social media and the lack of consistency *of the sign system* in Kampung Lele tourism. This design is expected to make a strong and consistent visual identity for Kampung Lele Culinary Tourism.

With the creation of a new identity, it is communicated to the public through digital and print promotional media. Consistent implementation in promotional media can help Kampung Lele in rebuilding its image and can be known by more people. With this design, it is hoped that the design results can become a consistent visual identity. Which in the end can present and strengthen the image of Kampung Lele without losing the vision and mission in the eyes of the general public. This design focuses on rebranding the visual identity of Kampung Lele.

1.24 Suggestion

The author realizes that this re-branding process has many opportunities to develop further. Therefore, as a follow-up to this rebranding design, some suggestions that can be presented include, the management of Kampung Lele is advised to pay more attention and optimize the use of social media consistently and in a directed manner, the development of merchandise with new visuals that can be used to be an additional source of income for the community, the need to improve supporting facilities such as the sign system, periodic evaluation of branding strategies needs to be done to adjust to the times and trends. With several exposure to suggestions and optimal implementation, it is hoped that Kampung Lele can continue to develop as a preferred tourist destination in Kediri Regency through a strong and clear visual identity.

In closing, the Author expresses his gratitude for all the support, guidance, and advice provided during the process of preparing this final project. With this, hopefully the work that has been designed can be useful, not only for academic reference, but also as a contribution to the culinary tourism sector.