

FINAL PROJECT

**REDESIGN OF THE VISUAL IDENTITY FOR THE TOURIST
DESTINATION PHD (PETERNAKAN HIJAU DAUN) NUSANTARA
TRENGGALEK REGENCY**

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



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**VISUAL COMMUNICATION DESIGN PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**

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APPROVAL PAGE

**REDESIGN OF THE VISUAL IDENTITY FOR THE TOURIST DESTINATION
PHD (PETERNAKAN HIJAU DAUN) NUSANTARA
TRENGGALEK REGENCY**

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AGREEMENT PAGE

**REDESIGN OF THE VISUAL IDENTITY FOR THE TOURIST DESTINATION
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I declare that in this scientific document of Final Project/Thesis/Dissertation there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are written cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Thesis/Dissertation, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

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ABSTRACT

The PHD (Paternakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency is an educational, artistic, and cultural destination. However, the current visual identity does not fully represent its character and cultural values. Observations reveal inconsistent visual implementation, while survey results indicate that some respondents perceive the logo as ordinary and unappealing. This situation underscores the need for a visual identity redesign.

Primary data for this design were collected through field observations, interviews, and surveys, while secondary data were obtained through literature reviews and studies related to visual identity and tourist destinations. The design process utilized the design thinking method, which includes the stages of empathize, define, ideate, prototype, and test. Data analysis was conducted using a mixed-methods approach that combines qualitative and quantitative methods.

The analysis results indicate that PHD Nusantara's existing visual identity does not sufficiently highlight its art and culture and lacks consistency in its application across various media. Therefore, a new visual identity concept was designed to emphasize educational values, local wisdom, and cultural tolerance through the renewal of the logo and supporting visual elements.

Overall, this redesign is expected to produce a stronger, more consistent visual identity that represents PHD Nusantara's cultural values as an educational tourism destination. It is hoped that the implementation of a graphic standards manual (GSM) will strengthen the destination's image and enhance its appeal.

Keyword: Redesign, Tourism, PHD Nusantara, Trenggalek

FOREWORD

Praise and thanks be to Allah SWT, the One and Only God, who has bestowed His mercy, grace, and guidance, enabling the completion of this Final Project Report on the Redesign of the Visual Identity for the PHD (Peternakan Hijau Daun) Tourist Destination in Trenggalek Regency. With this redesign of the PHD Nusantara visual identity, it is hoped that it will strengthen the destination's image as an attractive and easily recognizable educational tourism site among the public. On this occasion, the designer extends his deepest gratitude to all parties involved and associated with this project for their time, assistance, and the opportunity granted to the author to complete this design. Gratitude is expressed to:

1. Allah SWT, the Most Merciful and Most Compassionate.
2. Prophet Muhammad SAW, the prophet who guides humanity toward the path of truth.
3. My parents and family at home, who have always provided both material and moral support.
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7. To Mr. Achmad Hidayatullah HiLogo and Adnan Lohalo Studio for their valuable advice and input.
8. And to my Visual Communication Design classmates from the class of 2022.

In closing, I realize that this design still has some shortcomings, but this serves as my first step toward becoming a better person.

Surabaya, April 23, 2026



Ghani Rahman Hadiid

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