

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of the most dynamic economic sectors and plays a vital role in the development of a region or a country. According to the World Travel & Tourism Council (WTTC, 2024), tourism contributes approximately 10% to the global economy and provides employment for more than 357 million people worldwide. Tourism involves not only travel and visits to attractions but also encompasses social, cultural, economic, and environmental aspects. Technological advancements make it easier for tourists to access information about travel destinations from anywhere. The presence of tourists at tourist sites ensures that tourism remains viable and sustainable (Situmorang, 2023). Sustainable tourism management emphasizes a balance between improving community well-being, preserving the environment, and maintaining local cultural identity.

Indonesia is known as an archipelagic nation with a wealth of natural and cultural resources that serve as key components driving opportunities in the country's tourism sector (Dewi, 2023). Its geographical location, natural resources, history, culture, cuisine, fashion, and various other assets provide the potential to support the rapid growth of the tourism sector in Indonesia (Triputra, 2023). The number of tourist trips in Indonesia from January to July 2024 reached 1,021,084,031 (BPS, 2024). This indicates a very high level of interest in tourism in Indonesia. According to 2024 data from the BPS, tourism's contribution to per capita gross domestic product reached Rp78.6 million. This indicates that the tourism sector is one of the pillars of the economy and plays a strategic role in driving development across various regions. Strengthening regional tourism is a key strategy for promoting equitable development and boosting the local economy. One region with significant potential in the tourism sector is Trenggalek Regency.



Figure 1. 1 Trenggalek Regency 2025
(Source: Personal Documents)

Trenggalek Regency is part of East Java Province, located in the southern region and directly bordering the Indian Ocean. The regency covers an area of 1,261.40 km². Given its vast expanse, Trenggalek Regency boasts a variety of tourist attractions with significant potential for development. One of the tourist destinations in Trenggalek is PHD (Pternakan Hijau Daun) Nusantara, located in RT 39 RW 10, Malasan Village, Durenan Subdistrict, Trenggalek Regency, covering an area of approximately 5,500 square meters. This place offers a tourism concept distinct from others, combining recreational and educational tourism with a Javanese-Balinese ambiance. In tourism, one effective strategy is to create something memorable for visitors (Hasdian & Setiyorini, 2017). This can serve as a unique selling point and competitive advantage against other tourist destinations.



Figure 1. 2 PHD Nusantara Tourism Park Layout, 2023
(Source: PHD Nusantara documents)

According to Mr. Dwi, the operations manager of PHD (Pternakan Hijau Daun) Nusantara, in an interview (October 2025), this tourist destination was established in 2020 under the name PHD Edufarm. PHD stands for Pternakan Hijau Daun, which is a goat and

sheep farm. In 2021, additional facilities such as the Pendopo and the Limasan Building, featuring Javanese-Balinese architectural elements, began construction. By early 2022, due to the steadily increasing number of visitors, other facilities such as a café & restaurant and a children's play area were added. Eventually, the farm was relocated to Karanganyar Regency. It was then that PHD Edufarm became PHD (Pernakan Hijau Daun) Nusantara, an educational tourism destination focused on the preservation of art, culture, traditions, and high levels of interfaith tolerance.



Figure 1. 3 PHD Nusantara Logo, 2023
(Source: PHD Nusantara documents)

Mr. Tatang Priyo Kuncoro, owner of the PHD (Pernakan Hijau Daun) Nusantara tourist attraction, explained that the reason for choosing the Javanese-Balinese concept is that he is originally from Java, and the islands of Java and Bali are geographically close to one another. This concept is evident in the pendopo building, which blends the traditional Javanese joglo style with a distinctive Balinese gate. In addition to the attractive Javanese-Balinese architecture, the PHD Nusantara tourist park also offers educational packages such as traditional and modern herbal medicine making, Trenggalek-style hand-painted batik making, wayang kulit (shadow puppet) performances, the Trenggalek-style Turonggo Yakso horse dance, and cultural tours of Javanese and Balinese sites.



Figure 1. 4 PHD Nusantara Ageng Hall, 2025
(Source: Personal documents)

In the world of tourism, visual identity plays a crucial role in shaping the perception and image of a destination. Visual identity serves not only as a marker but also as a means of communication to convey the character, values, and uniqueness of a tourist destination. PHD (Pternakan Hijau Daun) Nusantara already has a visual identity consisting of a name, logo, tagline, colors, typography, and supporting media. The PHD Nusantara logo is a combination of a logograph and a logotype featuring the text “PHD Nusantara” and an image of a goat. This logo has already been applied to various supporting media such as packaging, social media, billboards, brochures, and pamphlets.

Although PHD (Pternakan Hijau Daun) Nusantara already has a complete visual identity design—including a name, logo, tagline, colors, typography, and supporting media—based on a questionnaire completed by 62 respondents, 40.3% of respondents stated that the PHD Nusantara logo is just average, 27.4% said the logo does not align well with the tourism concept, and 29% found the logo unappealing. Additionally, 69.4% of respondents noted that the PHD Nusantara logo does not reflect the Javanese-Balinese ambiance consistent with the distinctive architectural style of the buildings. In an interview with Mr. Dwi, the manager of PHD (Pternakan Hijau Daun) Nusantara (October 2025), he highlighted issues with the logo, particularly during event support. The logo’s implementation was only clearly visible on the image of the goat, while the text “PHD Nusantara” was not sufficiently legible, causing the audience to struggle to recognize the logo.

The author’s observations indicate that the visual identity of the PHD (Pternakan Hijau Daun) Nusantara tourism destination logo is not yet strong. This is evident in its application across various media, such as front banners, brochures, and social media, where consistency is still lacking. Based on the questionnaire, 56.5% of respondents stated that the appearance of the logo and design across various PHD (Pternakan Hijau Daun) Nusantara promotional materials is inconsistent. The lack of consistency across media creates a sense of disconnect within a brand or company, making the materials appear to lack mutual support (Ariffudin, 2018). This situation indicates that the implementation of visual identity needs improvement so that the destination’s image can be clearer and more easily recognized by the public. The distinctive Javanese-Balinese architectural elements have also not been incorporated into the logo. Yet these elements could highlight the unique character of the PHD Nusantara tourist park. According to Jenkins (1995:367), as part of a company’s identity, a logo is like a body part capable of conveying the essence of a product or company (A. Hidayat, 2018). Rapid growth

in branding demands effective creative strategies to differentiate a company from its competitors (Maslahah & Arifianto, 2024).

An example of a successful redesign of a tourist destination's visual identity is demonstrated in the study (Nirmala, 2024) on the Jatiluwih Tourist Attraction. The Jatiluwih Tourist Attraction is a tourist destination in Tabanan Regency, Bali, offering art performances, cultural activities, water sports, and other unique experiences that appeal to tourists. Located in Tabanan Regency, Bali, the Jatiluwih Tourist Attraction undertook a redesign to strengthen its image as an attractive and up-to-date tourist destination, reflecting a commitment to quality and superior tourist experiences.



Figure 1. 5 Jatiluwih Tourism Attraction Logo Transformation, 2024

(Source: Bagus Putu Wahyu Nirmala Documents)

Meanwhile, the redesign of the visual identity for the PHD (Pernakan Hijau Daun) Nusantara tourist destination features an innovative approach: a visual identity redesign using the design thinking method, with the primary output being a GSM (Graphic Standards Manual) that includes the logo along with its guidelines, supergraphics, and supporting materials. According to research (Putri et al., 2025), the purpose of visual identity design is to shape and enhance the image of a tourist destination so that it becomes more widely recognized. 67.7% of respondents agreed and 30.6% strongly agreed that the visual identity redesign of the PHD (Pernakan Hijau Daun) Nusantara tourist destination should be carried out. Therefore, this design is expected to address the research gap through a visual identity redesign using the design thinking method, tailored to the character of PHD Nusantara.

Based on these issues, it can be concluded that the visual identity of PHD (Pernakan Hijau Daun) Nusantara has not been able to optimally represent the destination's character and has not been consistently applied. Therefore, a visual identity redesign is necessary to update the logo, colors, typography, and supporting media so that they better align with the concept of educational tourism infused with art and culture, are easily recognizable, and can build a strong destination image. Through the design of the "Redesign of the Visual Identity of the PHD

(Pernakan Hijau Daun) Nusantara Tourism Destination in Trenggalek Regency,” it is hoped that a more effective visual identity will be created to enhance the destination’s appeal and strengthen PHD Nusantara’s position as an educational, artistic, and cultural tourism destination.

1.2 Problem Identification

1. Based on the results of observations (October 2, 2025) and a questionnaire (October–December 2025), 56.5% of respondents stated that the visual identity of the PHD (Pernakan Hijau Daun) Nusantara tourist destination is not yet strong and has not been consistently applied across various media.
2. Based on the results of an interview (October 2, 2025) with Mr. Dwi, the operations manager of the PHD (Pernakan Hijau Daun) Nusantara tourist destination, it was found that one of the main elements of the visual identity—the logo—still has legibility issues, particularly regarding the spelling of “PHD Nusantara,” which hinders the audience’s ability to recognize the destination’s identity.
3. Based on the results of a questionnaire (October–December 2025), 40.3% of respondents rated the impression of PHD Nusantara’s visual identity as merely ordinary, 29% found it unappealing, and 27.4% considered it inconsistent with the tourism concept. This indicates that PHD Nusantara’s visual identity has not yet been able to present an image that is attractive, relevant, and communicative.
4. Based on the questionnaire results (October–December 2025), 71% of respondents stated that the PHD (Pernakan Hijau Daun) Nusantara logo does not reflect the concept of artistic and cultural nuances.
5. Based on the questionnaire results (October–December 2025), 22.6% of respondents stated that they knew absolutely nothing about the PHD (Pernakan Hijau Daun) Nusantara tourism destination.

1.3 Problem Formulation

How can we design a visual identity redesign for the PHD (Pernakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency that is consistent, communicative, and represents educational, artistic, and cultural tourism?

1.4 Problem Limitations

1. This redesign project focuses on developing the visual identity for the PHD (Paternakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency, with the primary output being a graphic standards manual (GSM) comprising a logo and its guidelines, supergraphics, and supporting materials.
2. The case study is limited to the PHD (Paternakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency.
3. Designing supporting media tailored to the needs and character of the PHD (Paternakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency.

1.5 Purpose of Design

1. To redesign the visual identity of the PHD (Paternakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency so that it has a strong, consistent, and easily recognizable visual system across various media.
2. To design a visual identity that improves the legibility of the logo and clarifies the recognition of the name “PHD Nusantara” as a tourist destination.
3. To design a visual identity that presents a more attractive, relevant, and communicative image of the destination in line with the promoted tourism concept.
4. To design a visual identity that represents the artistic and cultural nuances as the defining characteristics of the PHD Nusantara tourist destination.
5. To implement the visual identity across various promotional media to increase public awareness and the appeal of the PHD Nusantara tourist destination.

1.6 Benefits of the Design

- a. For the community
 1. Providing clearer and more easily understood information through a well-organized visual identity for the tourist destination.
 2. Fostering public understanding of and interest in the PHD (Paternakan Hijau Daun) Nusantara tourist destination as an educational and cultural attraction.
 3. Expanding visual references regarding the application of visual communication design in the development of tourist destinations based on local culture.
- b. For the PHD (Paternakan Hijau Daun) Nusantara tourist destination

1. Establishing a new visual identity that is stronger, more consistent, and reflects Javanese-Balinese cultural concepts.
 2. Building the image and appeal of the tourist destination in the eyes of the public and tourists.
 3. Supporting promotional activities to make them more professional and easily recognizable.
- c. For the institution (UPN “Veteran” East Java)
1. To serve as a tangible manifestation of the university’s contribution in applying design knowledge to regional tourism development.
 2. To expand the portfolio of student capstone projects that benefit the community.
 3. To strengthen the reputation of UPN “Veteran” East Java as an institution that fosters collaboration between academia and the creative industry.

1.7 Design Framework

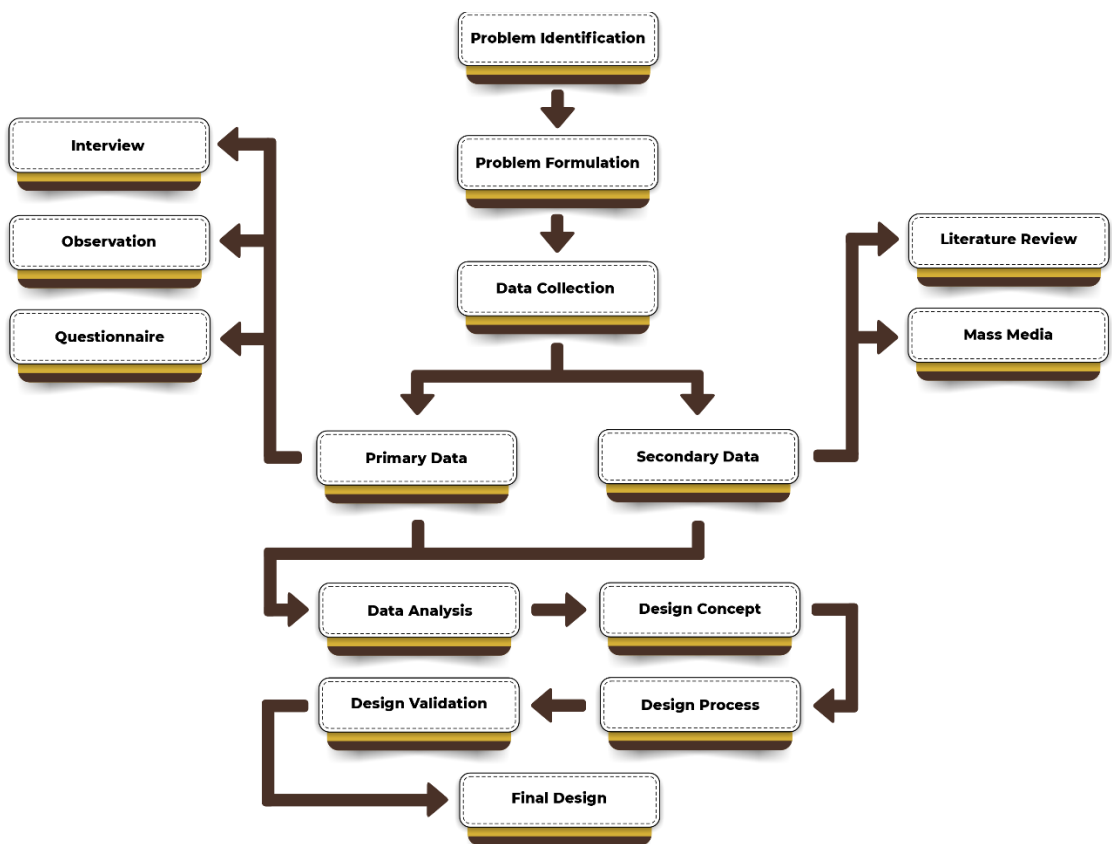


Figure 1. 6 Design Framework, 2026

(Source: Personal documents)