

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the entire process of redesigning the visual identity of the PHD (Peternakan Hijau Daun) Nusantara tourist destination in Trenggalek Regency, it can be concluded that the previously used visual identity was not able to optimally represent the destination's character and had not been consistently applied across various media. This is evident from issues regarding the logo, which lacks good legibility, does not reflect the concept of art- and culture-based educational tourism, and features inconsistent application of visual elements across supporting media. These conditions have resulted in a destination image that is weak, unappealing, and unable to establish clear differentiation from other tourist destinations.

Through a design thinking approach encompassing the empathize, define, ideate, and prototype stages, this design process was able to produce more targeted design solutions grounded in user needs. The redesign results demonstrate updates to key visual identity elements such as the logo, color palette, typography, and supporting graphic elements designed to reflect educational values, local wisdom, and artistic and cultural nuances as the core characteristics of PHD Nusantara. The newly designed visual identity serves not only as a brand identifier but also as a visual communication medium capable of conveying the destination's messages, values, and positioning more clearly.

Additionally, this design process has produced a Graphic Standard Manual (GSM) to guide the consistent use of the visual identity across various media. The implementation of the visual identity into various media such as tickets, banners, flyers, merchandise, and other promotional materials demonstrates that the designed visual system can be applied flexibly yet consistently.

Thus, the redesign of PHD Nusantara's visual identity is expected to make a tangible contribution to strengthening the destination's image as an educational, arts, and cultural tourism destination, enhancing its appeal and public recognition, and supporting more effective promotional activities. This design also demonstrates that a strong and structured visual identity plays a crucial role in building a sustainable tourism destination brand.

5.2 Recommendation

Through this redesign of PHD Nusantara's visual identity, the designer still requires suggestions and feedback on how to explore design ideas and concepts more deeply, so that they can serve as a benchmark for developing a stronger, more communicative, and distinctive visual identity for the tourism destination. During this design process, the author acknowledges that limitations still exist, particularly regarding collaboration with management and external parties, which has resulted in the visual identity not being fully implemented across all media. The collaboration in question extends beyond mere design implementation to include strategic support in branding management, promotion, and the development of integrated communication media.

Additionally, another challenge faced in this design process is the limitation of budget and human resources, both from the designer's side and the management of PHD Nusantara, which affects the optimization of design implementation results in the field. Therefore, more structured support and cooperation are needed to ensure the visual identity is implemented to its fullest potential and sustainably. On the other hand, the management is also expected to maintain consistency in the use of the visual identity across all media, both offline and online, so that the destination's image can be established strongly and sustainably.

Furthermore, PHD Nusantara also needs to increase the intensity of its promotions and publications, particularly in introducing the concept of art- and culture-based educational tourism, which is its unique selling point. Strengthening its positioning as an educational tourism destination with a Javanese–Balinese flair must be continuously developed through various attractive and innovative communication channels, thereby distinguishing PHD Nusantara from other tourist destinations and enhancing its appeal to the general public.