

CHAPTER I

INTRODUCTION

1.1 Research Background

Rebranding is a crucial strategy for optimizing a brand's identity when its current image does not reflect the company's desired positioning and target market. As noted by Zahid & Raja, (2014), rebranding has become one of the most significant methods for achieving success and maintaining brand and consumer loyalty. Jumpinang River Tubing is a nature-based tourism attraction featuring expansive rice fields and green hills, offering water recreation that uses inner tubes as flotation devices to navigate a river located within a forest and garden area in Sumber Rejo, Purwosari District, Pasuruan, East Java.

Jumpinang River Tubing opened in 2018 and is primarily managed by the local community. Its natural setting is a key selling point that enhances the visitor experience. Jumpinang River Tubing offers two routes with different rates: a short route spanning 1.5 km and a long route spanning 3 km, with prices ranging from 25,000 to 50,000 IDR.

Based on the results of the data analysis, Jumpinang River Tubing's current branding is still perceived by the audience as a nature-based river tubing tour that offers the activity of floating down the river against a backdrop of rice fields and hills. This perception is not yet accompanied by a clear understanding of the nature of the tourist experience, the differences between routes, or the uniqueness of the journey offered. In fact, branding is a strategic process to build the audience's perception and experience of a destination through consistent and targeted communication, not merely a visual presentation. Consequently, Jumpinang River Tubing's positioning has not yet been firmly established in the audience's minds because the destination's identity is still communicated in general terms without clear differentiation of the experience. This makes it difficult to distinguish Jumpinang River Tubing from other river tubing destinations that also rely on natural beauty. An evolutionary rebranding is needed to clarify the destination's positioning direction by emphasizing the character of the tourism experience, not just updating visual elements alone.

The book **Designing Brand Identity** explains that in building a comprehensive destination brand, visual identity serves as a communication medium that translates the destination's character and tourism experience into a consistent visual form (Wheeler, 2009). However, visual identity is part of a broader branding system that encompasses the destination experience as well as consistent communication with the audience. Therefore, the design of the visual

identity, the Graphic Standard Manual (GSM), and digital communication media must be grounded in the destination's concept and the tourism experience intended to be built, so as not to be limited to aesthetic aspects alone. Brand identity is a fundamental element of a company that serves as a differentiator and builds a distinctive character in the hearts of consumers. As stated in the research (Wimajaya et al., 2023), A brand possesses an identity known as brand identity; this brand identity encompasses graphic elements, colors, typography, logos, and various design applications that serve as the identity for a company or organization. Observations revealed that although Jumpinang River Tubing possesses strong natural appeal, its existing visual identity is not yet fully robust due to numerous visual inconsistencies, such as the logo not being consistent with the one on social media and the one at the tourist site.



Figure 1. 1 Logo Jumpinang River Tubing on location



Figure 1. 2 Logo jumpinang river tubing in social media

The positioning challenges faced by Jumpinang River Tubing are not only caused by internal factors but are also influenced by external conditions, such as competition among tourist destinations in Pasuruan Regency. Based on Pasuruan's regional tourism data for 2024, the tourist destinations that remain the primary attractions for visitors are still dominated by sites that have already achieved regional exposure and recognition, such as Mount Bromo, Taman Safari Indonesia 2 Prigen, and Purwodadi Botanical Garden. Although Pasuruan Regency possesses diverse natural tourism potential, not all destinations receive equal attention

and promotion. This situation has resulted in Jumpinang River Tubing not yet being listed as a flagship destination that consistently appears on the region's main tourism lists, leaving its visibility and competitiveness relatively low compared to other destinations. This situation calls for a more targeted promotional strategy so that Jumpinang River Tubing can compete and secure a clearer position on the regional tourism map.

The Graphic Standard Manual was developed to ensure consistent and effective use of the logo across various contexts and media, both in print and digital formats (Nugraha et al., 2024). The rebranding process requires the development of a new GSM that not only updates the logo but also provides comprehensive guidelines for visual consistency in tourism.

An analysis of Jumpinang River Tubing's social media, managed by tourism staff, revealed that the lack of activity on the brand's social media accounts poses a significant obstacle to building brand awareness and credibility. Although the Instagram account @jumpinangrivertubing has 2,032 followers, activity on the account remains minimal. The total number of posts from January to June 2025 is 21, though there was a gap in March with no content uploaded, and the highest number of posts occurred in February, totaling 8 posts. Research by Liani & Putra, (2023) indicates that "brand awareness increases significantly when consumers follow a company's social media accounts," and "the majority of consumers actively engage with social media." Another study by (Adheliana & Sandy, 2023) emphasizes the importance of content marketing design via Instagram to build brand awareness, while research on social media marketing indicates that "social media marketing has become an effective tool for building and enhancing brand awareness in the digital age."

These findings were corroborated by survey data and interviews with tourists, which revealed that more than half of the visitors were not fully aware of the Jumpinang River Tubing destination. This lack of awareness is primarily related to basic tourism information, such as the difference between the short and long routes, trip duration, the range of costs involved, and the facilities available on site details that tourists mostly only understand once they arrive at the destination or ask staff directly. This indicates that issues regarding visual identity and

communication media are not merely visual but also impact the audience's perception of Jumpinang River Tubing.

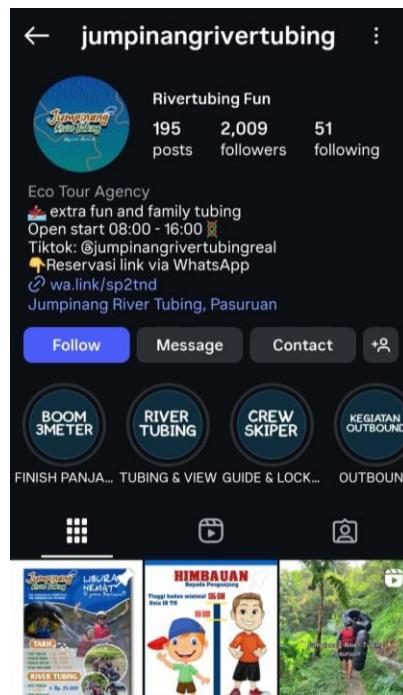


Figure 1. 3 Social media Jumpinang River Tubing

The Instagram account last posted on June 29, featuring a vlog video about the river. There are many attractions at Jumpinang River Tubing, such as rest areas, dining spots, photo spots, and other facilities that can be leveraged for social media branding to inform the public about what Jumpinang River Tubing has to offer. This potential can be further explored by developing a social media strategy and strengthening the brand to ensure it aligns with and effectively showcases the unique appeal of this natural recreation destination.

Interviews with tourists also revealed that the information system at the Jumpinang River Tubing site is not yet being communicated effectively. Important information such as the price list for river tubing rides, the differences between the short and long routes, and the destination's admission fees has not been clearly displayed through informational media within the tourist area. This situation results in a less efficient visitor experience, as basic information must be repeatedly conveyed through verbal communication. Reliance on staff to provide information also risks reducing visitor comfort and creating the perception that destination management is not yet optimally structured. Most tourists obtain this information only after asking the on-site attendants or tourism staff directly.



Figure 1. 4 signage on location

This situation indicates that the functions of the signage system and spatial information media have not yet been utilized as part of the destination's visual communication, so the visitor experience still relies on verbal communication. Signage systems and visual information play a crucial role in helping tourists understand the space, activities, and available services independently and efficiently.

In addition to the river tubing attraction, Jumpinang River Tubing is also equipped with various supporting facilities designed to enhance visitor comfort, such as gazebos for resting and relaxing, food stalls, a prayer room, and restrooms. These facilities are distributed throughout the tourist area and serve as an integral part of the visitor experience while on-site. However, based on field observations and interviews, the presence of these facilities is not yet supported by adequate visual information media, so visitors often do not clearly know the location or function of the facilities. This situation indicates that although the physical tourism facilities are available, their role as part of the destination's communication system and visitor experience has not been maximized visually.



Figure 1. 5 Documentation toilet at tourist sites



Figure 1. 6 Documentation gazebo at tourist sites

Consistency in the application of brand guidelines has been shown to have a significant impact on brand image. A study on the consistent use of brand guidelines (2024) states that “brand guidelines play a role in maintaining the uniformity of brand identity across all marketing channels to make it memorable, and ensure that every application of the visual identity receives proper approval.” This is supported by research from (Novia et al., 2025) , which shows that the consistent application of visual elements not only enhances brand recall but also more effectively conveys the brand’s uniqueness and values.

Based on the analysis presented, Jumpinang River Tubing has significant potential to be promoted as a nature-based tourism destination, offering the unique appeal of a serene atmosphere surrounded by rice fields and green hills, while the river tubing activity itself provides a thrilling experience. This potential lies not only in visual aspects but also in the tourism experience, information systems, and integrated destination communication. The rebranding of Jumpinang River Tubing in this design is aimed at strengthening its identity as an experience-based nature tourism destination, emphasizing route visualization, tourism information systems, and consistent visual communication to build a more structured and easily understood perception of the destination.

1.2 Problem Identification

1. The visual identity of Jumpinang River Tubing is not yet consistent or strong.

Based on field observations and visual analysis, the visual identity of Jumpinang River Tubing has not been consistently applied across various media and communication touchpoints for the destination. This inconsistency is evident in the differing logos used at the tourist site and on social media, as well as the absence of visual guidelines that standardize the use of identity elements. This situation makes the destination’s identity difficult to recognize and fails to establish a strong image in the

minds of the audience, despite Jumpinang River Tubing possessing outstanding natural potential.

2. The positioning and differentiation of Jumpinang River Tubing are not yet optimal

The results of the questionnaire and interview data analysis indicate that the public generally perceives Jumpinang River Tubing as a nature-based river tubing attraction without fully understanding the specific nature of the experience. The destination's identity has not clearly communicated the differences in routes, itineraries, or tourist experiences, making it difficult to distinguish Jumpinang River Tubing from other river tubing destinations with similar natural characteristics. Given these conditions, the lack of visibility for Jumpinang River Tubing on the tourism map of Pasuruan Regency further weakens the destination's positioning at the regional level.

3. Digital promotional materials are not yet engaging and lack information.

Based on social media observations, digital promotional activities for Jumpinang River Tubing remain limited and have not yet been fully utilized as a destination communication channel. The content posted has not been able to convey complete basic tourism information, such as the river tubing route, trip duration, cost range, and facilities available on-site. This situation is reinforced by questionnaire and interview data showing that more than half of the audience did not understand this information prior to their visit, indicating that digital promotional media has not yet functioned effectively in building audience awareness and understanding of the destination.

1.3 Research Question (s)

How can we design a rebranding strategy for Jumpinang River Tubing by strengthening the brand identity comprehensively, establishing a clear positioning, developing branding initiatives, and creating effective digital promotional materials to build a strong, integrated brand?

1.4 Scope of the Problem

1. The rebranding of Jumpinang River Tubing involves updating its inconsistent visual identity.
2. Designing digital promotional materials.

3. Designing the necessary supporting materials to support the rebranding of Jumpinang River Tubing.

1.5 Design Objectives

1. Rebranding Jumpinang River Tubing to present a cohesive and synergistic brand identity.
2. To establish a brand positioning for Jumpinang River Tubing.
3. Optimizing Jumpinang River Tubing's digital media

1.6 Benefits of Design

This design is expected to provide the following benefits:

1. For Visual Communication Design students, this design can serve as a reference or guide for those interested in conducting similar research.
2. For the Jumpinang River Tubing tourism operator, this design helps strengthen and build brand positioning to increase its recognition.
3. For the community, this design helps raise tourists' awareness of Jumpinang River Tubing as a natural tourism destination known for its scenic beauty and river tubing activities.

1.7 Design Framework

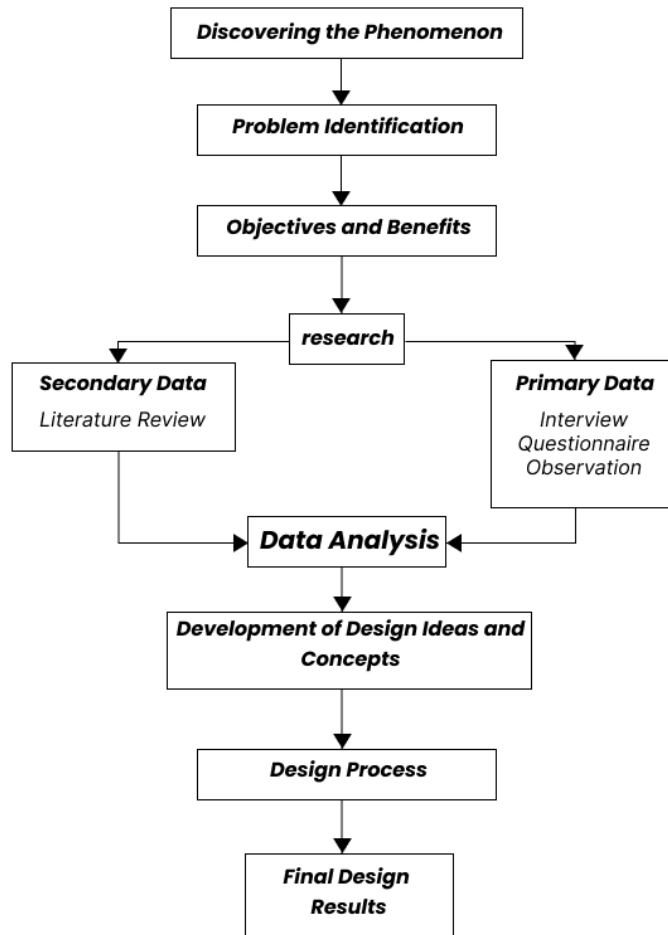


Figure 1. 7 Design Framework