

**FINAL PROJECT**

**REBRANDING OF JUMPINANG RIVER TUBING TOURISM SUMBER  
REJO VILLAGE, PASURUAN REGENCY**

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



By :

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**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN**

**FACULTY OF ARCHITECTURE AND DESIGN UNIVERSITAS**

**PEMBANGUNAN NASIONAL "VETERAN"**

**JAWA TIMUR**

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VILLAGE, PASURUAN REGENCY**

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VILLAGE, PASURUAN REGENCY**

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## STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this scientific document of Final Project 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 works or opinions that has been written or published by another person/institutions, except those that are writtenly 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 indications of plagiarism in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

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

Surabaya, May 21, 2026

Who Made the Statement



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## FOREWORD

Praise be to God in Heaven for all His love, participation, and blessings so that the process of preparing the final project entitled "Rebranding Jumpinang River Tubing Tourism in Sumber Rejo Village, Pasuruan Regency" can be completed properly and on time. This design was made as an effort to help strengthen visual identity and increase public awareness of Jumpinang River Tubing as a natural tourist destination that has unique potential and attractions in Pasuruan Regency.

Through this rebranding design, it is hoped that Jumpinang River Tubing can have a more consistent tourism image, be easily recognized, and be able to provide a better visual experience and information for tourists. In addition, this design is also expected to be the first step in supporting the development of tourism promotion and more targeted brand identity management in the future.

The author realizes that the process of preparing and drafting this report cannot be carried out without support, assistance, and prayers from various parties. Therefore, the author would like to express his deepest gratitude to:

1. God in Heaven has all the love and opportunity given to be able to compile this design.
2. My mother and two brothers who have prayed and provided support in all forms in the journey of life.
3. The first supervisor was Dr. Aris Sutejo, S.Sn, M.Sn. who had provided guidance, advice, and direction in designing and seminar proposals for 2 semesters.
4. Mas Samsul and the tour staff as the tour manager of Jumpinang River Tubing who have helped in providing information related to the Jumpinang River Tubing tour
5. Mr. and Mrs. Lecturers of Dkv who have provided various knowledge that is useful in designing during the lecture period.
6. Tourists, the community, and friends who have spent time as resource persons in the design of the Rebranding of Jumpinang River Tubing.
7. Friends of the 22nd batch of Dkv who have been together in education and all kinds of activities for approximately 4 years.
8. All the closest people involved during this design process.
9. Thank you to Warkop Maes and Tomoro café as the place where I worked on this design for approximately 1 year.
10. All parties involved in the process of printing and preparing the final project exhibition

The author realizes that in this design process there are still various shortcomings and imperfect things. Therefore, constructive criticism and suggestions are highly expected as evaluation and learning materials to develop writers' abilities, especially in the field of visual communication design. In closing, the author would like to thank all parties who have provided support and contributions during this design process. The author hopes that this rebranding design can provide benefits for Jumpinang River Tubing in strengthening its tourism identity and helping to introduce the destination to the wider community.

Surabaya, 21 May 2026

A handwritten signature in black ink, appearing to read 'Andi', written in a cursive style.

Andi Nasution

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## **ABSTRACT**

*Jumpinang River Tubing is a nature-based tourism destination located in Sumber Rejo Village, Purwosari District, Pasuruan Regency, offering water-based recreational activities in the form of river tubing supported by a pristine natural environment, clear river flow, and surrounding views of rice fields and hills. Despite its strong tourism potential, Jumpinang River Tubing still faces challenges in terms of visual identity and promotional media. Inconsistent visual identity, the lack of supporting visual media such as signage and information systems, as well as suboptimal social media management have become obstacles in building brand image and increasing brand awareness among the public.*

*This design project aims to develop a rebranding strategy for Jumpinang River Tubing in order to strengthen its visual identity and clarify its brand positioning as a nature-based water recreation destination. The methodology employed is a qualitative approach using the design thinking framework, which includes the stages of empathize, define, ideate, prototype, and testing. Data were collected through direct observation, interviews with management and visitors, questionnaire distribution to the public, and literature review. Data analysis was conducted using TOWS Matrix analysis, consumer insight analysis, consumer journey, and point of contact to identify problems, audience needs, and opportunities for visual development and communication strategies.*

*The results of the analysis form the basis for the rebranding concept of Jumpinang River Tubing, which includes the direction of visual identity, communication strategies, and promotional media planning that align with the characteristics of the destination and its target audience. This rebranding design is expected to assist Jumpinang River Tubing in building a consistent brand image, enhancing visual appeal, and making it easier for the public to recognize and remember Jumpinang River Tubing as a nature tourism destination in Pasuruan Regency.*

*Keyword : Rebranding, Visual Identity, Nature Tourism*