

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the rebranding design process that has been carried out, Jumpinang River Tubing in Sumber Rejo Village, Pasuruan Regency, has succeeded in having a more targeted visual identity design and in accordance with its tourist character. This design displays the image of natural tourism that prioritizes the river tubing experience in the midst of the atmosphere of rice fields, rivers, and natural environments that are still beautiful. Through the development of logos, colors, typography, mascots, and other supporting visual elements, the identity of Jumpinang River Tubing is designed to look more consistent, easily recognizable, and able to build a strong impression in the minds of the public.

In addition to strengthening the visual appearance, this design also seeks to answer several problems found during the research process, such as the inconsistent use of visual identity, social media that has not been utilized optimally as a means of promotion, and the lack of information media and sign systems in tourist areas. Therefore, the application of supporting media such as the Graphic Standard Manual (GSM), digital promotional media, signage, and various other visual applications is expected to be able to help Jumpinang River Tubing in building a more professional and structured tourism image. With this rebranding, Jumpinang River Tubing is expected to be increasingly known to the wider community and able to become one of the natural tourist destinations that has a strong identity and a tourist experience that is easy for visitors to remember.

5. 2 Suggestions

1. The manager of Jumpinang River Tubing is advised to be more active in using social media as a means of promotion and delivery of tourism information consistently.
2. The development of sign systems and information media in tourist areas needs to be improved so that visitors can more easily understand tourist locations and facilities.
3. The visual identity that has been designed needs to be applied consistently to all promotional media and tourist facilities.
4. Managers are expected to continue to follow the development of digital promotion trends so that tourism branding remains relevant and attractive.

5. Merchandise with a new visual identity can be used as a promotional medium as well as a support for the tourism economy.
6. Evaluation of branding and promotional media needs to be carried out periodically to determine the effectiveness of its implementation.
7. With the consistent implementation of branding, Jumpinang River Tubing is expected to be increasingly known as a natural tourist destination in Pasuruan Regency.