

FINAL PROJECT
REBRANDING SURUAN ECO PARK, MERAKURAK DISTRICT,
TUBAN 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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TUBAN REGENCY**

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On : April 23, 2026

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TUBAN 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 writenly 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



Muhammad Addy Firmansyah
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FOREWORD

With all praise and gratitude to the presence of Allah SWT and for all His grace and guidance, so that the "Rebranding of Suruan Eco Park, Merakurak District, Tuban Regency" runs smoothly, is completed on time and to the maximum extent possible. With this rebranding, it is hoped that it can increase the awareness of the people of Tuban Regency towards its tourism potential. Suruan Eco Park requires the attention of the entire community towards the preservation and sustainable management of nature-based tourism. The author realizes that in this design many parties have contributed and assisted in the completion process. From the deepest heart, the author expresses his deepest gratitude to:

1. Allah SWT and Prophet Muhammad SAW.
2. Mother and Father who have educated, prayed for and provided support in all aspects of life, as well as family who also provide support.
3. The first supervisor was Mr Aditya Rahman Yani, ST., M.Med.Kom who has provided guidance, direction and suggestions in this design for approximately one year.
4. Mr. Antawahyudi who has allowed all the design processes and helped in providing various information related to Suruan Eco Park.
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6. Audrey Nazhira R. who has accompanied and encouraged her during this design process
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8. Geva, Andi, Fatih, Sultan, Hammas, who have accompanied us when working on this design
9. Galang who has helped in the preparation and preparation ahead of the exhibition
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11. The people of Tuban, Bojonegoro, Lamongan, Gresik Regency, and friends who have taken the time to be resource persons about Suruan Eco Park.
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15. Various parties that the author cannot mention one by one during the planning process.

The author acknowledges that there were various shortcomings and imperfections throughout the design process. Any criticism and suggestions will greatly assist the author in developing various design skills and benefits for the community. Finally, the author would like to express his gratitude to all parties who have contributed, and he hopes that this design will help Suruan Eco Park improve its branding and introduce it to the wider community.

Surabaya, May 21 2026



Muhammad Addy Firmansyah

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ABSTRACT

The tourism conditions in Indonesia and East Java indicate a growing public interest; however, this development is not accompanied by the optimal enhancement of local attractions such as Suruan Eco Park. The main issues identified include the lack of effective promotion and brand awareness, inconsistent visual identity, and strong competition with other tourist destinations. This research focuses on the importance of branding design as a strategic solution to improve clarity, strengthen destination image, and expand audience reach, enabling the tourism site to compete and grow sustainably.

The theoretical framework underpinning the branding design for Suruan Eco Park includes concepts of branding, brand awareness, brand equity, brand image, experience branding, destination branding, visual identity, and the design thinking approach. Existing studies, competitor analysis, and comparator reviews were used to identify visual standards, strengths, weaknesses, and opportunities that can be adapted. These theories and studies form the foundation for developing a relevant and effective branding strategy aligned with the character of local ecotourism.

The design methodology applies the design thinking approach through the stages of empathize, define, ideate, prototype, and test. Data collection techniques include observation, interviews, and questionnaires, which reveal key findings such as the lack of facility information, inconsistency in visual media, low visitation levels, and high potential interest in future visits. The analysis is presented through interviews, surveys, observations, and a TOWS Matrix to formulate appropriate branding strategies aimed at strengthening image, promotion, and the overall attractiveness of the destination.

Keywords: Reranding, Visual Identity, Tourist Attraction, Suruan Eco Park