

## CHAPTER V CLOSING

### 5.1. Conclusion

The branding design for Suruan Eco Park demonstrates the site's significant potential to develop into a premier local ecotourism destination in Tuban Regency. Its well-preserved beauty and tourism experiences that combine recreation and environmental conservation support this potential. The design results in:

1. The logo represents the icon of the sago tree as a natural landscape, the silhouette of a boat and a canoe as the main vehicle, and the round shape depicts warmth.
2. The colors are obtained from the natural landscape tones of the Suruan Eco Park tourist attraction.
3. Typography versions are regular, italic, semibold, semibold italic, bold, and bold italic, which are inspired by the shape of the tip of the canoe belonging to Suruan Eco Park.
4. Supergraphics with 3 types whose shapes are inspired by the shape of the main river of Suruan Eco Park, sago leaves, and a reconstruction of the main logo which is like a silhouette of a person rowing a canoe from above.
5. The sign system is inspired by the transformation of the side view of a boat, made of andesite stone and teak wood.
6. Tourism area media which is the implementation of visual identity on the media rides, namely canoes, boats, sup boards and life jackets.
7. Brochures containing tourist maps to make it easier for visitors to explore the tourist area.
8. Stationary as an official administrative and communication medium which is an application of visual identity
9. Staff uniforms that function to make it easier for visitors to identify officers in tourist areas.
10. Merchandise as souvenirs, indirect promotional media, and reminders to visitors
11. Social media feed templates, image and video shooting techniques, and visual tone to maintain consistency in the application of visual displays across various media.

### 5.2. Suggestion

1. The visual identity that has been designed is expected to be applied consistently across all physical and digital media, in order to create a strong image that is easily recognized by the public.

2. Social media management can be more active, informative, interactive and consistent, so that it can increase brand awareness among potential tourists.
3. Sign systems and information media are developed appropriately so that visitors can easily understand the facilities and tourist flow.
4. The use of merchandise as a branding medium is an effective indirect promotional tool and can expand the brand's reach, so it needs to be maximized.
5. Branding that has been designed should be continuously developed and evaluated to remain relevant to market trends and needs.