

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Kediri Regency is one of the areas with a rich history and culture. Besides being known as the city of tofu, Kediri Regency is also known as Bumi Panji because of its rich history and culture. The name is also inseparable from the story of Panji who was born and lived in Kediri Regency, which then spread widely to various regions in the archipelago and even Southeast Asia. Considering that Kediri Regency is the forerunner of the birth of great kingdoms in the past (Yuni Wulandari, 2024). then with its location between two mountains, namely Mount Kelud and Mount Wilis makes Kediri Regency rich in natural resources and the fame of historical stories. The rich history and cultural heritage of Kediri Regency is undoubted, as evidenced by the existence of the Harinjing inscription which is one of the strong proofs that Kediri Regency was one of the important centers of civilization in the past. The discovery of the Harinjing inscription dating back to March 25, 804 M became the basis for determining the anniversary of Kediri Regency. These historical facts further strengthen the position of Kediri Regency as an area rich in cultural and historical heritage.



Figure 1. 1 Hariñjing Inscription Documentation, National Museum-Jakarta Collection  
(Source: <https://hurahura.wordpress.com/2017/03/23/menggali-nilai-nilai-budaya-dalam-prasasti-harinjing-804-927-masehi-sebuah-kebaikan-yang-tak-terlupakan>, 2017)

According to data from the Central Statistics Agency of Kediri Regency (2025), demographically, Kediri Regency has an area of 1,563.42 km<sup>2</sup> with a population of around 1,689.91 million people spread across 26 sub-districts and 343 villages. Having a strategic location in East Java, bordering the Regencies of Malang, Nganjuk, Jombang and Tulungagung

makes the area of Kediri Regency easily accessible to tourists. Having geographical conditions in mountainous areas provides a wealth of natural and cultural tourism potential. Some of these uniqueness provide opportunities for Kediri Regency to develop the tourism potential of its regions, such as development as a tourist village.

One of the villages that has a close connection with the history of Kediri Regency is Siman Village. Siman Village is known as one of the oldest villages in Kediri Regency, as evidenced by the discovery of the Harinjing inscription in this area, where the center of the new kingdom in East Java appeared between the two periods of royal rule in Central Java, It is known from an inscription dating back 729 saka (840 M) namely the Harinjing Inscription in Siman Village, Kediri Regency (Wulandari & Padila, 2024). This makes Siman Village not only an administrative area, but also a historical and cultural center that holds important evidence of Kediri Regency's long journey. These historical values are one of the advantages that distinguish Siman Village from other villages.

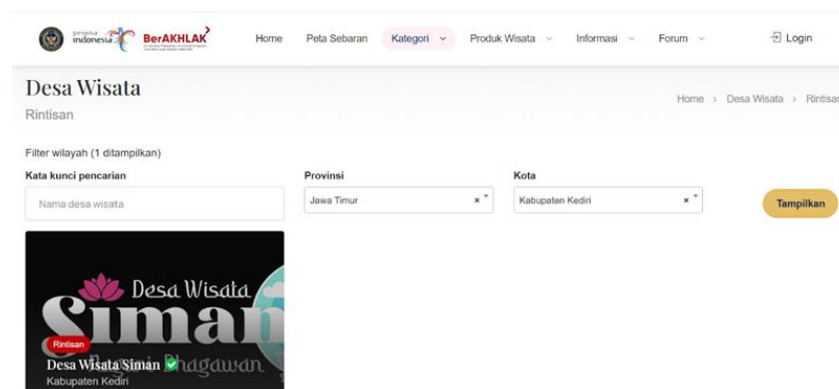



Figure 1. 2 Documentation of the Siman Tourism Village Website in Jadesta  
(Source: <https://jadesta.kemenparekraf.go.id/desa/siman>, 2025)

Apart from history, based on [jadesta.kemenparekraf.go.id](https://jadesta.kemenparekraf.go.id) on the other hand, Siman Village has also begun to develop in the tourism sector, namely becoming a tourist village at the pioneer stage, which is a tourist village stage that has great potential but the facilities and infrastructure are still limited and the awareness of the community has not grown too much, so it needs to be developed again. Siman Village has natural, cultural and artificial potential that can be developed into a tourist attraction. Siman Village itself has several tourism potentials, including the potential for rafting tourism on the Siman reservoir river track and jeep adventure on the culangi track by the kunto river (natural tourism potential). Then there is the Punden Bogorpradah, the Siman Inscription, the Dawuhan of the Serinjing river, the Zero Point KM of Siman village (cultural potential) and the Siman Reservoir, the Harinjing Monument, and the

Sente market that can be developed into cultural village tourism (artificial tourism potential). The combination of the richness of history, nature, culture and artificial makes Siman Village have a great opportunity to be developed into a tourist village that has its own uniqueness. However, the existence of these opportunities must be accompanied by the management of tourist villages and the right strategy is needed to develop tourist destinations, so that tourists are interested in visiting destinations (Nurafifah et al., 2024).

SIMAN VILLAGE GOVERNMENT  
 POKDARWIS DEWI SHIMA  
 SK KEPALA DESA SIMAN NUMBER 140/36/418.77.4/2023 DATE 05-01-2023  
 Siman Village, Kepung District, Kediri Regency  
 Email : [desawisata20siman@gmail.com](mailto:desawisata20siman@gmail.com) | Phone 0815-5012-052



Visitor Data of Siman Tourism Village

Month	Year	Domestic Visitors	International Visitors	Total Visitors
March	2024	10.000		10.000
April	2024	15.000		15.000
May	2024	6.000		6.000
June	2024	6.000	12	6.012
July	2024	12.000		12.000
August	2024	6.000		6.000
September	2024	6.000		6.000
October	2024	6.000		6.000
November	2024	6.000		6.000
December	2024	20.000		20.000
January	2025	22.000		22.000
February	2025	6.000		6.000
March	2025	6.000		6.000
April	2025	6.500		6.500
May	2025	6.000		6.000
June	2025	11.000		11.000
July	2025	250.000		250.000
August	2025	6.000		6.000
September	2025	6.500		6.500

Figure 1. 3 Documentation of Siman Tourism Village Tourism Visit Data  
 (Source: POKDARWIS Siman Tourism Village, 2025)

Based on data on tourist visits for the period 2024-2025, tourist visits to Siman Tourism Village are experiencing stagnant conditions with unstable visit patterns. The majority of visits are recorded every month, which is at 6,000 tourists. A significant surge in tourists can occur in certain periods related to special events or moments. This condition shows that the surge in tourists has not been sustainable. This condition identifies that the identity and branding strategy of Siman Tourism Village has not been firmly formed, so rebranding is needed as a strategic effort to strengthen the image and increase the attractiveness of Siman Tourism Village.

In developing a village, visual identity or graphic design is not only an aesthetic element but also used as a visual language that can equate the values and brand message to consumers (Andini Maslahah & Febi Arifianto, n.d.). A strong and consistent identity will make the village more remembered and recognized by tourists. In addition, strong visual branding can also

increase the attractiveness of tourist destinations, such as logos, colors, and other visual elements will also give a distinctive impression and attract visitors (Zai, 2025). Without a strong and consistent identity, the potential of the village is often not conveyed optimally to tourists. This is a challenge for Siman tourism villages, because even though they already have a logo as their branding, their visual identity is not enough to represent the character and potential of the village. Based on the results of an interview with the chairman of POKDARWIS (Tourism Awareness Group), which was held in Siman Village, Siman tourism village still faces several obstacles in its management, namely existing human resources and branding development. Despite having great potentials, the lack of human resources and motivation of POKDARWIS members causes the promotion and management of Siman tourism villages to not run optimally. This has an impact on the lack of a strong image and identity, so that the awareness of the wider community towards the Siman tourism village is still relatively low.

Based on the results of the questionnaire distributed to the people of Siman Village and tourists, around 66.2% of the respondents from the results of this question assessed that the existing logo of the Siman Tourism Village was still not able to represent the potential and character of the village as a whole.

In your opinion, does this logo sufficiently represent the character of Siman Tourism Village (nature, history, culture)?  
74 responses

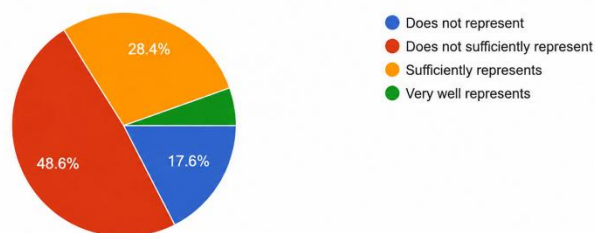


Figure 1. 4 Diagram

(Source: Personal Documentation, 2025)

Then based on another questionnaire regarding the challenges of visual identity of Siman Tourism Village, it was found that around 48.6% of respondents assessed that the self-appearance of the Siman Tourism Village logo did not show the characteristics of the village. The results of this questionnaire reinforce that the existing logo of Siman Tourism Village still does not provide a strong impression and effective visual appeal for the public and tourists.

In your opinion, what is the biggest challenge of the current visual identity of Siman Tourism Village?  
74 responses

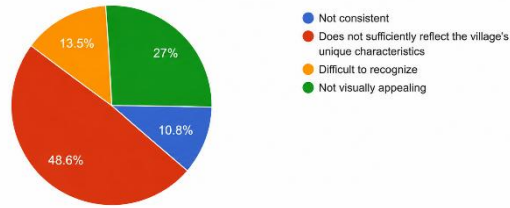


Figure 1. 5 Diagram

(Source: Personal Documentation, 2025)

Therefore, a rebranding process is needed so that the image and identity of Siman Tourism Village can appear more modern, relevant to tourism developments and can represent the character and potential that exists in Siman Tourism Village.



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Rebranding is something that is done to reform or change the old brand into a new one that has a better image by not changing the main purpose of the brand established (Putri et al., n.d.). In the context of tourism villages, rebranding is used as one of the components to improve the perception of tourist village destinations through the renewal of visual identity that is more in line with the potential and character of tourism villages. Without a strong and consistent identity, Siman Tourism Village will have difficulty in building a clearer positioning. If this is not immediately addressed, the development of tourism villages based on history, nature, and culture will be hampered. Therefore, strategic efforts are needed in designing the rebranding of Siman Tourism Village to strengthen its identity, increase tourist attractions, and support

sustainability in building tourist villages. Rebranding in tourist villages can strengthen and increase tourism attraction. The presence of a well-managed identity not only serves as a means of promotion, but also an affirmation of the unique and authentic character of the village. The impact of a well-done rebranding is not only felt in the increase in tourist visits, but also in economic, social, and cultural aspects. The presence of many tourists opens up new business opportunities for the community, ranging from culinary, typical crafts, to homestay services that are able to strengthen the economy, so that villages remain one of the pillars of economic sustainability in the community (Syah et al., 2023).

An example of the success of rebranding in tourism villages is also shown by Kusumohendrarto's (2021) research on Purwosari Tourism Village in Kulon Progo. In the study, Purwosari redesigned the visual identity in the form of a logo as a form of readiness to welcome back tourists after the pandemic. The result of this rebranding not only produces a new logo, but also strengthens the image of the destination through visuals that are more representative, consistent, and memorable for tourists. Changes in visual appearance that reflect local potential such as nature and featured tourism icons have succeeded in increasing the attractiveness of the destination and becoming the "new face" of tourist villages. This case study is proof that the rebranding of tourist villages can be a strategic step to maximize the potential of destinations, affirm cultural identity, and increase visibility in the eyes of the public.



Figure 1. 6 Logos of Purwosari Tourism Village before rebranding  
(Source : Kusumohendrarto 2021)



Based on the potential and existing problems, rebranding is one of the things that is urgently needed by Siman Tourism Village. As a pioneer tourism village with very inherent cultural and historical values, Siman Tourism Village needs an identity that is able to show its uniqueness while differentiating it from other tourist destinations. This effort is not only a means to strengthen the image and identity of the village, but also as a tourist attraction, encourage community economic growth, and maintain the sustainability of cultural values that are characteristic of Siman Tourism Village. Therefore, this research focuses on the design of the rebranding of Siman Tourism Village, Kediri Regency. Through this design, it is hoped that a more consistent, communicative, and relevant tourist village identity can be realized so that Siman Tourism Village can be known more widely and have a clear positioning as a leading tourist destination based on natural beauty, history and culture.

## **1.2 Problem Identification**

Based on the problems that have been described in the background, several problems can be identified as follows:

1. Based on [jadesta.kemenparekraf.go.id](http://jadesta.kemenparekraf.go.id) data, Siman Village has the potential for natural, cultural, and artificial tourism. However, the Siman tourism village is still in the pilot stage so it needs to be developed again to become a tourist attraction.
2. Based on literature studies, weak branding will have an impact on low promotion (Kartini et al., 2024). This is in line with the condition of Siman Village which does not have strong and consistent promotional media, causing the image of the village to be less recognized and difficult to distinguish from other tourist villages. This also hinders the effectiveness of the promotion of Siman tourism villages.
3. Based on the results of an interview with the Chairman of the Siman Tourism Village POKDARWIS (2025), the management of tourism villages still faces obstacles in human resources (HR) and branding development. Although Siman Tourism Village has strong natural and historical potential, the lack of professionals and motivation of POKDARWIS members causes promotional activities and social media management to not run optimally. This has an impact on the lack of a consistent image or visual identity of the tourism village, so that the awareness of the wider community towards Siman Tourism Village is still low.
4. Based on questionnaires distributed to the people of Siman Tourism Village and tourists, around 50% of respondents stated that the existing logo of Siman Tourism Village does not

represent the character and peculiarities of Siman Tourism Village. Therefore, it is necessary to update the image and identity of the village so that it can appear more relevant.

### **1.3 Problem Formulation**

Based on the background and identification of the problem, the formulation of the problem in this study is. How to design the rebranding of the Siman Tourism Village in Kediri Regency to strengthen the image and identity as a tourist village?

### **1.4 Problem Limitations**

The limitations of the problem so that the research is more directed and not outside the scope of this research are.

1. The research focuses on the design of the rebranding of Siman Tourism Village, Kediri Regency.
2. The rebranding in question is on the visual identity or GSM (Graphic Standard Manual), such as logos, colors, typography, and supporting visual elements.
3. Designing supporting media, such as Instagram social media templates, Stationary (notebooks, id cards, ballpoint pens, envelopes), merchandise (keychains, pins, stickers, tumblers, mugs, t-shirts, hats and tote bags), directional signs, interpretive signs, and print media, such as brochures.

### **1.5 Purpose of Planning**

The purpose of this design is to get a clear direction in the concept of rebranding Siman Tourism Village, Kediri Regency. Based on the background that has been explained, the purpose of this design is as follows.

1. Designing the rebranding of Siman Tourism Village, Kediri Regency as a means to strengthen the image and identity as a tourist village.
2. Strengthening the visual identity and consistency of the branding of Siman Tourism Village.
3. Developing a rebranding strategy that is able to increase brand awareness of Siman Tourism Village by creating branding media to build the image of tourist destinations.

### **1.6 Benefits of Planning Results**

Benefits for writers

1. Providing insight and real experience in designing rebranding in tourist destinations, namely Siman Tourism Village.

2. Provide experience regarding research that can be a provision for a career in the field of design.
3. Hone skills and abilities in applying design theories to real cases, namely the rebranding of Siman Tourism Village.

**Benefits for Siman Tourism Village and the community**

1. Siman Tourism Village has a strong branding so that it can be used as a reference in strengthening the identity and promotion of tourist villages.
2. Siman Tourism Village has a consistent visual design branding so that it is easy to recognize and remember by tourists.
3. Providing benefits in the form of increased promotion, so that tourist visits increase and open up opportunities in local economic development.

**1.7 Planning Framework**

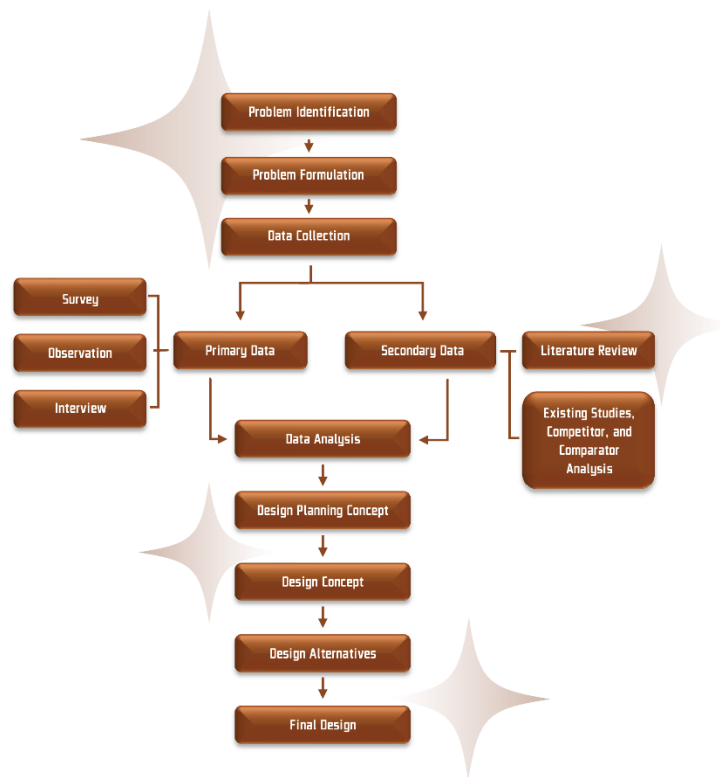


Figure 1. 10 Planning Framework  
 (Source: Personal Documentation, 2025)