

FINAL PROJECT

**REBRANDING DESIGN OF SIMAN TOURISM VILLAGE
KEDIRI REGENCY**

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



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FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"
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APROVAL PAGE

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AGREEMENT PAGE

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STATEMENT OF FREE PLAGIARISM

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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.

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Surabaya, May 21, 2026

Who Made the Statement



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FOREWORD

Praise be to Allah SWT for all His graces, blessings and gifts, which have opened the way to every difficulty, provided opportunities when they felt narrow, and gave strength to keep going when the road began to feel heavy. The author is confident of His help, as the author once saw, "Even the piece of fruit that you eat today, has actually been yours since the seed was planted". Likewise, the author believes that everything will end well and can complete the "Rebranding Design of Siman Tourism Village, Kediri Regency" well.

This report was made possible thanks to the support and assistance of the parties who played a role in this draft. Therefore, on this occasion, the author would like to express his gratitude to all parties who have helped both directly and indirectly so that this design can be completed properly.

1. With gratitude, the thanks to myself for always persevering, trying, and always being confident even in not always good conditions.
2. Thank you to the extended family, especially my beloved mother who never tires of praying, strengthening, and being a place to return in every situation. Thank you to my beloved father who is gone, but the prayers, and memories left behind live on and become a reinforcement in every step.
3. Thank you to Mr. Pungky Febi Arifianto, S.Sn., M.Sn as a supervisor who has provided direction, input, and guidance in this design process so that it can be completed properly.
4. The author also thanks to Budhe Yayuk's small family, who always accompanied the process from the beginning to the end of the lecture period, where his laughter, support and presence made many days feel lighter to pass.

Thank you also to the author to other parties that the author cannot mention one by one, but have provided prayer, support and other things in the design process. Every form of support is an important part of this design.

"Rebranding Design of Siman Tourism Village Kediri Regency " was prepared as an effort to present a visual identity that can represent the historical and cultural values in Siman Tourism Village. This design is expected to be a media that is not only informative but can strengthen the image and character of the village. The author is aware that this design still has many

shortcomings, so constructive criticism and suggestions are needed for future improvements. Finally, I hope that this work can provide benefits and be a meaningful first step in the future.

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A handwritten signature in black ink, appearing to be 'Dina Syafira Dwi Setiyaningsih', written in a cursive style.

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TABLE OF CONTENTS

APPROVAL PAGE	ii
AGREEMENT PAGE	iii
STATEMENT OF FREE PLAGIARISM.....	iv
ABSTRACT	v
FOREWORD	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xiv
LIST OF APPENDIX	xv
CHAPTER I.....	1
1.1 Background.....	1
1.2 Problem Identification	8
1.3 Problem Formulation	9
1.4 Problem Limitations.....	9
1.5 Purpose of Planning	9
1.6 Benefits of Planning Results.....	9
1.7 Planning Framework.....	10
CHAPTER II.....	11
2.1 Operational Definition of Title.....	11
2.1.1 Definition of rebranding.....	11
2.1.2 Definition of tourist village	11
2.1.3 Definition of Siman Tourism Village	12
2.1.4 Definition of Kediri Regency.....	12
2.2 Theoretical foundations.....	13
2.2.1 Branding.....	13
2.2.2. Rebranding	14
2.2.3 Branding destination	15
2.2.4 Visual identity.....	16
2.2.5 Logo	16
2.2.6 Colors on branding.....	18
2.2.7 Typography on branding	19

2.2.8 Layout.....	23
2.2.9 Design thinking	24
2.3 Existing Studies	25
2.3.1 Logo	26
2.3.2 Social Media.....	28
2.3.3 Information Boards	29
2.4 Comparative Studies	30
2.4.1 Logo	30
2.4.2 Social Media.....	32
2.5 Competitor Studies.....	33
2.5.1 Logo	33
2.5.2 Social Media.....	35
CHAPTER III.....	37
3.1. Design Method.....	37
3.2 Planning Objects	37
3.3 Data Collection Techniques	38
3.3.1 Primary Data	38
3.3.2 Secondary Data	41
3.3.3 Target Audiens.....	43
3.4 Data Analysis Techniques	43
3.4.1 Analysis of Interview Data.....	44
3.4.2 Observational Data Analysis	46
3.4.3 Questionnaire Data Analysis	46
3.4.4 TOWS Matrix Analysis	51
3.4.5 Consumer Insight Analysis.....	52
3.4.6 Consumer Journey Analysis	53
3.4.7 Summary Date.....	55
CHAPTER IV	56
4.1 Concept Formulation	56
4.1.1 Keyword Definition.....	56
4.1.2 Meaning of Denotation.....	57
4.1.3 Meaning of Connotations	57
4.1.4 Verbal Concepts.....	57
4.1.5 Visual Concepts.....	58

4.1.6 Media Concepts.....	62
4.2 Design Design Process.....	64
4.2.1 Rough design.....	65
4.2.2 Comprehensive design	66
4.2.3 Design validation.....	67
4.2.4 Final artwork	68
4.3 Design Implementation.....	69
4.3.1 Grapic standard manual (GSM)	69
4.3.2 Media Implementation	69
4.4 Production Costs	76
CHAPTER V.....	78
5.1 Conclusion	78
5.2 Suggestions	78
BIBLIOGRAPHY.....	79
APPENDIX.....	82

LIST OF FIGURES

Figure 1. 1 Hariñjing Inscription Documentation, National Museum-Jakarta Collection	1
Figure 1. 2 Documentation of the Siman Tourism Village Website in Jadesta.....	2
Figure 1. 3 Documentation of Siman Tourism Village Tourism Visit Data.....	3
Figure 1. 4 Diagram.....	4
Figure 1. 5 Diagram.....	5
Figure 1. 7 Logos of Purwosari Tourism Village before rebranding	6
Figure 1. 8 Instagram Visual Display of Purwosari Tourism Village before rebranding	7
Figure 1. 9 Purwosari Tourism Village Logos after rebranding	7
Figure 1. 10 Instagram Visual Displays of Purwosari Tourism Village after rebranding.....	7
Figure 1. 11 Planning Framework	10
Figure 2. 1 Niti Sowan Hariñjing (ritual napak tilas)	12
Figure 2. 2 Simpang 5 Monument Gumul Kediri Regency.....	12
Figure 2. 3 Branding Destination Charm Indonesia	15
Figure 2. 4 Anatomy of the logo.....	17
Figure 2. 5 Examples of Picture Mark and Letter Mark logo types	17
Figure 2. 6 Examples of Picture Mark and Letter Mark logos	18
Figure 2. 7 Examples of letter mark logos only	18
Figure 2. 8 Additive and subtractive colors.	19
Figure 2. 9 Examples of black letter fonts.....	20
Figure 2. 10 Humanist font examples.....	20
Figure 2. 11 Examples of Old style fonts	21
Figure 2. 12 Examples of transitional fonts.....	21
Figure 2. 13 Examples of modern fonts	21
Figure 2. 14 Examples of slab serif fonts	22
Figure 2. 15 Examples of sans serif fonts.....	22
Figure 2. 16 Examples of script and cursive fonts	23
Figure 2. 17 Examples of decorative/display fonts	23
Figure 2. 18 Existing Logos of Siman Tourism Village	26
Figure 2. 19 Social media Instagram of Siman Tourism Village.....	28
Figure 2. 20 Sign Systems in Siman Tourism Village	29

Figure 2. 21 Logo of Sidowarno Tourism Village, Sobo Ketapanrame, Tjokro,.....	30
Figure 2. 22 Social media Instagram Comparator	32
Figure 2. 23 Keling Tourism Village Logos	33
Figure 2. 24 Keling Tourism Village Instagram Social Media	35
Figure 3. 1 Stages of Design Thinking	37
Figure 3. 2 Interviews with Tourists and Residents of Siman Village.....	39
Figure 3. 3 Interview with POKDARWIS Siman Tourism Village.....	40
Figure 3. 4 Observations in Siman Tourism Village.....	40
Figure 3. 5 Diagram.....	47
Figure 3. 6 Diagram.....	47
Figure 3. 7 Diagram.....	47
Figure 3. 8 Diagram.....	48
Figure 3. 9 Diagram.....	48
Figure 3. 10 Diagram.....	49
Figure 3. 11 Diagram.....	49
Figure 3. 12 Diagram.....	50
Figure 3. 13 Diagram.....	50
Figure 3. 14 Diagram.....	50
Figure 3. 15 Photos of Eko Tri Hartono (Consumer Journey).....	53
Figure 3. 16 Photos by Erni Kristiana (Consumer Journey).....	54
Figure 4. 1 Concept Formulation.....	56
Figure 4. 2 Visual Logo Concept.....	58
Figure 4. 3 Colour Palete.....	59
Figure 4. 4 Source Serif Variable font	59
Figure 4. 5 Segoe UI Variable font	60
Figure 4. 6 Supergraphic Design	60
Figure 4. 7 Supergraphic Design	61
Figure 4. 8 Photography Concepts	61
Figure 4. 9 Brainstorming Process	64
Figure 4. 10 Keywords	64
Figure 4. 11 Rough Sketches	65
Figure 4. 12 Rough Sketches.....	65
Figure 4. 13 Comprehensive Design	66

Figure 4. 14 Design Alternatives	67
Figure 4. 15 Diagram.....	67
Figure 4. 16 Design Validation	67
Figure 4. 17 Logo Design.....	68
Figure 4. 18 Meaning of Logo.....	68
Figure 4. 19 Graphic Standard Manual	69
Figure 4. 20 Graphic Standard Manual Implementation	69
Figure 4. 21 Letterhead Implementation	70
Figure 4. 22 Business Card Implementation	70
Figure 4. 23 Corporate Identity Implementation	70
Figure 4. 24 Implementation of Staff Vest.....	71
Figure 4. 25 Instagram Post Templates.....	71
Figure 4. 26 Implementation of Pedicabs	72
Figure 4. 27 Implementation of T-Shirt Design.....	72
Figure 4. 28 Hat Design Implementation	73
Figure 4. 29 Mug and Tumbler Implementation.....	73
Figure 4. 30 Billboard Design Implementation	74
Figure 4. 31 Sticker Implementation	74
Figure 4. 32 Keychain Implementation	75
Figure 4. 33 Totebag Implementation.....	75
Figure 4. 34 Exhibition Booth Design.....	75
Figure 4. 35 Exhibition Booth	76

LIST OF TABLES

Table 2. 1 Analysis of Existing Logos.....	26
Table 2. 2 Analysis of Existing Social Media.....	28
Table 2. 3 Logo Comparison Analysis.....	31
Table 2. 4 Comparator Social Media Analysis	32
Table 2. 5 Competitor Logo Analysis.....	34
Table 2. 6 Competitor Social Media Analysis	35
Table 3. 1 List of Literature Studies Journals	41
Table 3. 2 List of Literature Study Books	42
Table 3. 3 Literature Studies online news sites.....	42
Table 3. 4 TOWS Matrix Analysis.....	51
Table 3. 5 Consumer Journey Activities.....	53
Table 3. 6 Consumer Journey Activities.....	54
Table 4. 1 Rebranding Program.....	62
Table 4. 2 Production Costs.....	76

ABSTRACT

Siman Tourism Village, located in Kediri Regency, is an emerging tourism village with strong historical, cultural, and natural potential that is closely connected to the historical development of the Kediri region. The preservation of historical and cultural values serves as the main strength of Siman Tourism Village as a local wisdom based tourism destination. However, this potential has not been optimally supported by a visual identity that is able to represent the village's character and uniqueness effectively. As a result, public awareness and recognition of Siman Tourism Village remain relatively low.

The main issues faced by Siman Tourism Village include a weak visual identity, the absence of a consistent branding system, and limited human resources in managing promotional activities and communication media. The existing visual identity is considered insufficient in representing the village's historical and cultural potential as well as community activities in a comprehensive manner, causing the destination's message and image to be inadequately communicated to the public and potential tourists.

This research aims to design a visual identity rebranding for Siman Tourism Village as an effort to strengthen its image, increase brand awareness, and clarify its positioning as a history and culture-based tourism destination. The research methods applied include field observation, interviews with the Tourism Awareness Group (POKDARWIS), questionnaire distribution to local communities and tourists, and literature review. The collected data were analyzed using consumer journey analysis and the TOWS Matrix to identify internal and external factors influencing the development of tourism village branding.

The results indicate that a rebranding process is necessary to establish a stronger, more consistent, and easily recognizable visual identity. The rebranding design focuses on the development of a logo, visual system, color palette, typography, and supporting media, which are compiled into a Graphic Standard Manual (GSM). It is expected that the proposed design will enhance tourism attractiveness, strengthen the identity of Siman Tourism Village, and support sustainable tourism development from economic, social, and cultural perspectives.

Keywords: rebranding, visual identity, tourism village, Siman Tourism Village, tourism branding