

CHAPTER V

CONCLUSION

5.1 Conclusion

The design of the visual identity of Siman Tourism Village aims to build a strong image and represent the historical and cultural values of the local community. Based on the results of the analysis, Siman Tourism Village has the main potential in historical aspects, such as the existence of *punden* and traditional values that are still maintained, but not supported by a consistent and strong visual identity. Through a design process that includes research, observation, interviews, and design validation with experts, a visual identity is produced that raises cultural elements as the main symbol. The use of brick red as the main color strengthens the historical character and local identity of the village.

In addition, the application of visual identity in various media aims to increase consistency and expand the introduction of Siman Tourism Village to the community. With this design, it is hoped that Siman Tourism Village can have a stronger visual identity, be easily recognized, and be able to increase its attractiveness as a historical and cultural-based tourist destination.

5.2 Suggestions

Based on the results of the design that has been carried out, there are several suggestions that can be considered, including:

- A. Siman Tourism Village is advised to apply a visual identity consistently to all promotional media, both print and digital, so that the image built can be stronger and easier to recognize.
- B. Tourism village managers are expected to make optimal use of digital media such as social media to expand the reach of promotion and increase public awareness.
- C. Further development of promotional media, such as signage, merchandise, and other information media, is needed so that the tourism experience becomes more targeted and interesting.
- D. Further research or design is expected to develop branding aspects more broadly, such as communication strategies and user experience in tourism.