

CHAPTER I

INTRODUCTION

1.1 Background

Nature tourism in Indonesia has significant potential as a driver of the local economy, improving community well-being, and contributing to environmental preservation. Indonesia is a country with a unique and rich geological landscape, which is a fundamental factor in why many of its natural tourist destinations are so unique and appealing.

This unique geological condition is not only a matter of natural physical features, but also encompasses educational aspects, historical accounts of the Earth's formation, and geological causes that can create unique tourist attractions. Geological potential can become a competitive advantage for natural tourism destinations in Indonesia when properly managed (Wijaya & Widodo, 2015)

Because the province of East Java has a land area of 48,036.84 km² (Safitri et al., 2018) East Java has significant potential for developing its tourism sector due to its mountainous topography. This can contribute to improving the well-being of the surrounding community. With targeted and sustainable management, East Java tourism can become a driver of economic growth.

Interaction between people and nature can be a unique attraction that leads to economic growth in the community. The Sumber Kemado Natural Spring are one of the tourist attractions located in Pasuruan Regency, Purwosari District, East Java. This tourist attraction is managed by the local community, namely the residents of Sumber Rejo Village. Before becoming a tourist attraction, this place was only used as a public bathing place with a waterfall, and most of the water was used to irrigate rice fields. In 2018, the Sumber Rejo Village Government took the initiative to develop this bathing place into a tourist attraction that is accessible to all residents of Pasuruan and outside Pasuruan. And the Sumber Rejo Village Government maximized this location as a tourist attraction and named it the Sumber Kemado Natural Spring.

Funded by village funds and community self-help, the Sumber Rejo Village Government built two large pools, one for adults and one for children. The village-owned (BUMDes) manages the day-to-day operations and maintenance of this attraction.

The water at the Sumber Kemado Natural Spring is believed to cure bone ailments such as rheumatism and joint pain. This efficiency is attributed to the spring's location beneath a kemado tree at the foot of Mount Arjuno, which surrounds the tourist area. The water is very cold, clear, and odorless.

Based on the results of an interview with Mr Hari as the manager of the Sumber Kemado Natural Spring Tourism, since the opening of Sumber Kemado in 2018 until now, there have been many developments ranging from easy road access for tourists, increasingly complete facilities such as gazebos for visitors, prayer rooms, toilets, and food stalls. With an average of around 20-30 people per day on weekdays and 30-40 people per day on weekends. Based on information from Mr Hari, this location is usually also used for semi-outbound activities such as LDKS (Basic Student Leadership Training) held by schools around the village of Sumberrejo. In addition, according to Mr Hari, Sumber Kemado also used by residents of Sumber Rejo Village for the padusan ritual held one day before the start of the holy month of Ramadan.



Figure 1.1 Documentation of Sumber Kemado Natural Spring, 2025

(Source: Personal Document)

Based on direct observations, researchers identified several challenges for raising public awareness at the Sumber Kemado Natural Spring. First, the branding of the Sumber Kemado Natural Spring tourist attraction lacks a strong visual identity. Despite having a logo, many people are still unaware of it.

According to (Desideria Cempaka Wijaya Murti et al., 2022) Visual identity is the process of creating a brand for a place that reflects its identity and promotes it to create an image or distinctive character. A logo is not just a symbol, it requires consistency to be memorable.(Aulia et al., 2021) Second, according to Mr Hari, many tourists still get lost

on their way to the Sumber Kemado Natural Spring. Researchers' observations indicate this is due to the lack of signage within the tourist attraction and on the route to the Sumber Kemado. Third, the lack of a social media team. Consequently, digital promotion is ineffective, contributing to the lack of public awareness of the Sumber Kemado Natural Spring within Pasuruan Regency and beyond.



Figure 1.2 Sumber Kemado Natural Spring Logo
(Source: Facebook Sumber Kemado Natural Spring)

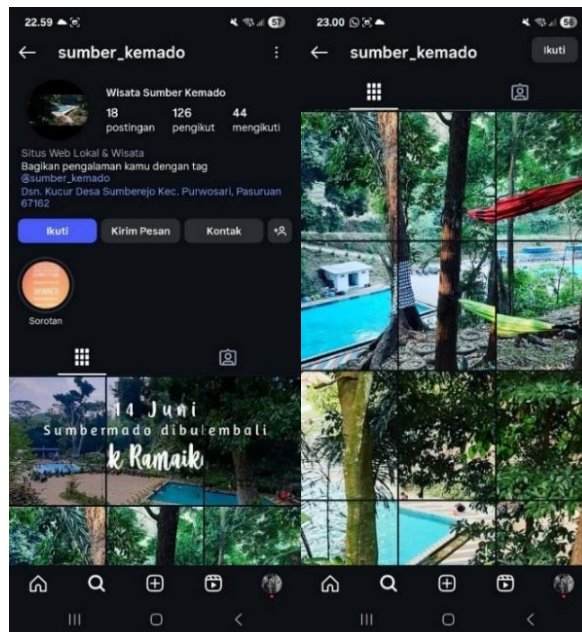


Figure 1.3 Instagram Sumber Kemado Natural Spring
(Source: Instagram of Sumber Kemado Natural Spring)

Based on the description of the problems that have been explained, it can be seen that the Sumber Kemado Natural Spring Tourism is still very lacking in terms of branding and promotion, in addition to the application of the logo is also still very minimal and inconsistent, which causes the public to be less familiar with the Sumber Kemado Natural Spring. With the design of the Rebranding of the Sumber Kemado Natural Spring Tourism,

researchers hope to have a positive impact, one of which is clarifying the visual identity, so that it can increase the number of visits by local and non-local people to the Sumber Kemado Natural Spring Tourism through consistent branding.

1.2 Identification of problems

1. Through direct observation, the researcher found that access to the Sumber Kemado Natural Spring is very easy, but the lack of directions or signage to the Sumber Kemado Natural Spring caused the author to take a wrong turn. Similarly, according to Mr Hari, the tourist manager, many visitors still take the wrong route to the Sumber Kemado, resulting in them entering a residential area. Furthermore, the author did not observe any signage in the tourist area.
2. Based on the author's observations, the Sumber Kemado Natural Spring still lack a distinct identity to enhance the tourism brand. Furthermore, the use of visual identity is inconsistent and even rarely used.
3. Promotion through social media such as Instagram is very lacking in updates regarding information on facilities and developments at the Sumber Kemado Natural Spring, so that local and non-local people do not get updates about this tourist attraction.

1.3 Formulation of The Problem

Based on the background and identification of the problems found, the problem formulation is "How to design an effective rebranding of the Sumber Kemado Natural Spring Tourism, to increase awareness in the community?"

1.4 Scope of The Problem

These problem limitations aim to facilitate the author's more focused research process and facilitate the achievement of the research objectives. The following are the problem limitations in this design:

1. The rebranding design was carried out at the Sumber Kemado Natural Spring Tourism which is located in Sumber Rejo Village, Purwosari District, Pasuruan, East Java.
2. This rebranding design focuses on several aspects such as visual identity, media for the Sumber Kemado Natural Spring tourist area, and promotional media.

1.5 Design Objectives

1. Designing the visual identity of the Sumber Kemado Natural Spring Tourism appropriately to present the characteristics of the tourist attraction.

2. To create positioning for the Sumber Kemado Natural Spring Tourism
3. To increase digital promotion so that people are interested in visiting the Sumber Kemado Natural Spring Tourism

1.6 Benefits of Design Results

1. For Sumber Kemado Natural Spring:

Having a visual identity that is more easily recognized and has branding that is distinctive and easy to remember. Having a consistent visual design, so that it can be applied to various media or existing signs, while strengthening the distinctive characteristics of the Sumber Kemado Natural Spring.

2. For the Community:

The community has a choice of tourist destinations in the Sumber Rejo Village area. This can increase the income of UMKM in the surrounding area, ensuring a more memorable experience at the Sumber Kemado Natural Spring.

3. For Researchers:

To learn branding skills so that in the future, I can contribute to communities in need of branding. I can contribute directly to the community by exploring the tourism potential of the Sumber Kemado Natural Spring and further promoting the area.