

FINAL PROJECT

REBRANDING OF NATURAL SPRING TOURISM SUMBER KEMADO PASURUAN REGENCY

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



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**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN FACULTY OF
ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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APPROVAL PAGE

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PASURUAN REGENCY**

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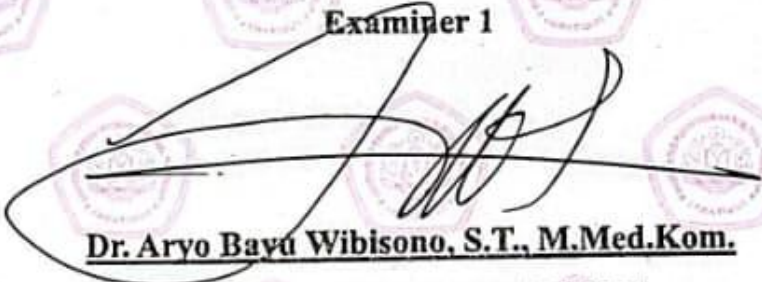
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AGREEMENT PAGE

**REBRANDING OF NATURAL SPRING TOURISM SUMBER KEMADO
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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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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 writenly 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.

Thus, I made this statement truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 21, 2026

Who Made the Statement



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ABSTRACT

Sumber Kemado Natural Spring Tourism is one of the natural tourism destinations located in Sumberrejo Village, Purwosari District, Pasuruan Regency, East Java. This destination has strong natural potential, including clear natural spring water, an environmentally friendly setting, and a cool atmosphere characteristic of the foothills of Mount Arjuno. However, based on observations and interviews with the tourism management, several issues were identified, such as the lack of a strong visual identity, minimal implementation of a signage system, and underutilized digital promotion through social media. These problems have resulted in low brand awareness among the public toward Sumber Kemado Natural Spring Tourism.

This design project aims to create a rebranding strategy for Sumber Kemado Natural Spring Tourism in order to increase public awareness at both local and non-local levels. The research employs mixed methods, combining qualitative and quantitative approaches, and applies the design thinking method, which includes the stages of empathize, define, ideate, prototype, and test. Data collection techniques consist of direct observation, interviews with managers and visitors, questionnaires, and literature studies. Data analysis is conducted using descriptive analysis and the TOWS Matrix to formulate appropriate design strategies.

The outcome of this rebranding project includes the development of a renewed visual identity, covering a logo, color system, typography, tagline, signage system, digital promotional media, and supporting media. The main concept applied is “Natural Serenity as a Refreshing Space,” which reflects the distinctive character and strengths of Sumber Kemado Natural Spring Tourism. This rebranding is expected to strengthen the destination’s image, create visual consistency, and improve recognition, ultimately increasing tourist interest and visitation.

Keywords: rebranding, visual identity, natural tourism, brand awareness, Sumber Kemado.

FOREWORD

Praise be to Allah SWT for all His grace and blessings so that the author can complete the Final Project entitled "Rebranding of Sumber Kemado Natural Spring Tourism, Pasuruan Regency" well and on time. This final project was compiled as one of the requirements to obtain a Bachelor of Design degree in the Visual Communication Design Study Program, Faculty of Architecture and Design, National Development University "Veteran" East Java.

The author realizes that completing this final assignment would not have been possible without the assistance, support, and guidance of various parties. Therefore, the author would like to express his gratitude to:

1. Allah SWT who always provides convenience during the process of designing the final project
2. Mama and Cika who always support and encourage me during the process of completing my final assignment.
3. Mr. Dr. Aris Sutejo, S.Sn., M.Sn. as the first supervisor, who has provided direction and input during the process of compiling the final assignment.
4. The Sumber Kemado Natural Spring Tourism Manager who has assisted in the observation and data collection process
5. I'm the one who's always fought hard and never given up to finish this final project

The author realizes that this final project still has shortcomings and is far from perfect. Therefore, the author welcomes constructive criticism and input to improve this work in the future. Hopefully, this final project will have a positive impact on the development of local tourism branding, especially Sumber Kemado Natural Spring Tourism in Pasuruan Regency.

Writer



Mohammad Ghifari Hedy Attarizqy

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