

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the results of the Rebranding design for the Sumber Kemado Natural Spring Tourism in Pasuruan Regency, it can be concluded that this tourism site has great natural potential in the form of a clear spring water source originating from Mount Arjuno, a beautiful natural atmosphere, and quite complete facilities to be a natural tourism destination. However, based on the results of observations, interviews, and questionnaires, several major obstacles were found, such as an insufficient and inconsistent visual identity, a minimal sign system, and less than optimal digital promotion through social media. This has resulted in low public awareness of the Sumber Kemado Natural Spring Tourism.

This rebranding design uses a design thinking method consisting of several stages: empathize, define, ideate, prototype, and test to facilitate in determining design solutions that suit the needs of tourists and managers. Based on the results of data analysis, the keyword "Fresh Nature, A Way to Refresh" was obtained which became the basis for developing verbal, visual, and media concepts. The concept aims to show the character of the Sumber Kemado Natural Spring Tourism as a natural tourist attraction that is comfortable, cool, and suitable for use as a means of refreshing.

The result of this design is a visual identity update that includes a logo, colors, typography, tagline, sign system, social media, merchandise, corporate identity, and other promotional media that are designed consistently. The implementation of this visual is expected to strengthen the tourism image, increase visitor appeal, and make it easier for the public to recognize the Sumber Kemado Natural Spring Tourism. Furthermore, the implementation of digital promotions through Instagram and TikTok is also expected to help increase awareness of this tourism among local and non-local communities.

5.2 Suggestion

Based on the results of the rebranding design for the Sumber Kemado Natural Spring Tourism, there are several suggestions that can be used as material for future development :

1. The managers of the Sumber Kemado Natural Spring Tourism are expected to be able to apply visual identity consistently to all promotional media and tourism area media so that tourism branding becomes stronger and easily recognized by the public. To create positioning for the Sumber Kemado Natural Spring Tourism
2. Managers are expected to be more active in utilizing social media such as Instagram and TikTok as digital promotional tools by creating informative, engaging, and consistent content in line with the designed visual identity.
3. It is hoped that this rebranding will not only be a visual change, but will also improve the quality of service, tourist experience, and the positive image of the Sumber Kemado Natural Spring Tourism in the long term.