

Destination Branding Design Pasir Eurih Tourism Village

Designing Brand Identity - Alina Wheeler

CONDUCTING RESEARCH

Observe
Desa Wisata Pasir Eurih
M-Bloc & Filosofi Kopi

Existing Studies
Kampung Wisata Purbayan
Kolmat City - France
Giethoorn Village - Holland

Other
Interview (Tourist & Local People)
Questionnaire (Quantitative)

WILUJENG SUMPING

DESA WISATA
PASIR EURIH

Brand Brief
Mindmapping
Brand Positioning
Brand Mantra
Brand Value
Brand Personality
Big Idea

"Dynamic Adventure Meets
The Richness of Diversity"

CLARIFYING STRATEGY

DESIGNING IDENTITY

Visual Identity
Stylescape
Logo
Supergraphic
Typography
Photography

Support Media
Stationery
Signage
Marketing Collaterals
Merchandise

CREATING TOUCHPOINTS

MANAGING ASSETS

Graphic Standard Manual
The development of the graphic guidelines
is compiled into a single book called the
Graphic Standard Manual (GSM), which is available
in both Indonesian and English.

TESTING

18-35, at Jabodetabek & West Java
Received feedback on: Visual Identity,
Touchpoints, and Graphic Standard Manual.



ID 483 Destination Branding Design Pasir Eurih Tourism Village

Rasya Salsabila Haffaf

Pasir Eurih Village possesses significant tourism potential due to its rich natural landscapes, historical heritage, and vibrant local culture. However, limited infrastructure and ineffective promotion have hindered the full utilization of this potential. This study aims to design a destination branding strategy that can enhance Pasir Eurih Village's appeal as a cultural tourist destination. The design methodology used is a qualitative method involving direct observation by visiting Pasir Eurih Village, studying existing tourist villages in Indonesia, and destination branding designs abroad. Interviews were conducted with branding expert, traditional leaders, small business owner, and tourists in Pasir Eurih Village, as well as distributing questionnaires to the target audience. The result of this design is a Graphic Standard Manual (GSM), which serves as a visual branding guide to Pasir Eurih Village. This GSM includes visual elements such as logos, colors, typography, and promotional media application across various digital platforms. The conclusion of this design indicates that a well-structured destination branding approach through the GSM can increase the village's visibility, attract more tourist, and support local economic growth through sustainable tourism.