

DESTINATION BRANDING STRATEGY THROUGH CREATING A VISUAL IDENTITY BENDOSARI TOURISM VILLAGE-MALANG REGENCY,

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ABSTRACT

Bendosari Tourism Village, Malang Regency is one of the strategic alternative tourist destinations because Bendosari borders directly with Batu City, Blitar Regency and Kediri Regency. Bendosari Tourism Village has diverse potentials, including natural tourism, village products such as agriculture, plantations, and technological innovations such as biogas. In addition, what makes this village interesting is that it still maintains customs, local wisdom and community culture. To maximize this potential, a strong and representative visual identity is needed. The purpose of this design is to produce a visual identity that can represent the image of Bendosari Tourism Village which can be implemented in various media according to the needs to create the identity of Bendosari tourism village. The method used in this study is a qualitative method consisting of observation, interviews, documentation, and literature studies. The results of this design are an attractive and easily recognizable Bendosari Tourism Village logo that reflects the diversity of village potential and its application design in various promotional media and merchandise, such as brochures, banners, social media promotions, t-shirts, hats, and others. The implementation of this visual identity aims to increase the visibility of Bendosari Tourism Village, attract visitors, and promote local products and innovations. This research is expected that visual identity can support destination branding strategy and contribute to tourism development and village community empowerment. With the design of visual identity and promotional media for Bendosari Tourism Village, it can help improve image, expand market segmentation and provide its own characteristics for Bendosari Tourism Village so that it can compete in the world of tourism.

Keywords: Visual Identity, Logo, Bendosari Tourism Village

A. INTRODUCTION

Tourism as a driving force for the government to develop the economy. Tourism does not only reach certain groups, but can also be for all groups. By utilizing the many natural and cultural potentials including capital for the development of the tourism industry. Tourism villages are one of the binding forces cultivated in the tourism industry. Tourism villages are generally cultivated in rural areas that still exist and have their own unique characteristics. Tourism villages are characterized by original natural tourism, local customs and culture. These different village characteristics provide the identity of a holiday village with interesting tourism activities. Tourism Villages in Malang Regency are quite common. In addition to affordable prices, the tourism village area provides a new atmosphere for visitors who want to forget their routines in the city for a moment. Usually, these tours provide unique experiences to visitors that they have never felt in the city. Each tourism village has its own characteristics as a tourist attraction.

One of the tourist villages that has a distinctive character is Bendosari Tourism Village. Bendosari Village borders Blitar Regency and Kediri Regency. Located on the slopes of Mount Kawi at an altitude of 1200 m above sea level. Has a sloping land topography of up to 30 degrees. Still has a pure ecosystem and its residents maintain local wisdom from generation to generation. Bendosari has several interesting tourist destinations, such as waterfalls, pine forests, flower gardens, and others. The main commodities of this village are from natural products. Some of its residents grow corn and secondary crops and vegetables, some also raise dairy cattle and some work as coffee, apple, orange farmers, and others. They also develop innovations that come from livestock waste to be used as biogas. Supported by the topography of Bendosari Village which adds to its appeal, so that it can provide new experiences to visitors, presenting tourists with the beauty of open nature, traditions, and environmental interactions with its diverse tourism products.

The potential above makes Bendosari Village develop its village into Bendosari Tourism Village, but the potential of Bendosari Tourism Village has not been exposed or is not yet known to the

general public, therefore tourism village marketing is needed. Tourism village marketing is an important part of tourism villages in Indonesia. Marketing activities are transaction activities between marketers and tourists. One of the marketing strategies is to create a tourist destination identity that can attract tourists to visit (Yacob et al., 2021). The purpose of Bendosari Tourism Village requires a visual identity covering several important aspects, including increasing attractiveness, building a positive identity and image, facilitating promotion and marketing, becoming a center for community identification, increasing awareness and knowledge about the village, optimizing management and development, and facilitating partnerships and cooperation.

As one of the developing Tourism Villages, the partner's problem is that until now there has been no official visual identity that matches the characteristics of Bendosari Village. This is because there is no awareness from the management or the local community about the importance of branding. As well as limited human resources to process this branding itself. Therefore, Bendosari Tourism Village seems as it is and is not well known by the wider community. The design of a brand is generally only made to introduce a product or service, but in today's era, brands have also been widely applied in the tourism sector. This is often referred to as destination branding, because the brand that will be designed has a goal so that the tourist destination in a place becomes better known by the public. Therefore, it is necessary to hold a better and integrated effort to introduce Bendosari Tourism Village as one of the tourism alternatives in Malang Regency through the design of destination branding. Destination Branding refers to the characteristics of a place that is interesting to visit and provides a certain feeling that leaves a deep impression and involves an emotional connection with its target audience (Anholt, 2009).

Problem Formulation : (a). How to create an effective visual identity for Bendosari Tourism Village to increase tourist attraction? (b). What are the appropriate visual identity elements to represent the unique characteristics of Bendosari Tourism Village?

Research Objectives: (a). Identify visual identity elements that can represent the unique characteristics of Bendosari Tourism Village. (b). Design an effective visual identity for Bendosari Tourism Village to increase tourist attraction.

Literature Review

State of The Art

Based on the description above (From Table.1), the creation of a visual identity for a tourist village is not only a logo, but also needs to design supporting media that suits the needs of the village, such as printed promotional media, social media, merchandise, and so on. In designing the visual identity of Bendosari Tourism Village, the author will also determine the key visuals in the form of color palettes, typography, supergraphics, and design the implementation of media as needed in forming the branding of Bendosari Tourism Village.

Table 1. Previous Studies About Village Visual Identity

Title	Authors	Method	Result
Redesigning the Visual Identity of Lerep Tourism Village and Its Application in Promotional Media as an Effort to Build Destination Branding	Riza Afthoni (2020)	Interviews and observations	Producing various designs, ranging from logos, typography, visual elements, icon sets, sign systems, stationary sets, digital marketing, merchandise, flyers, tourist maps, to public transportation. To build a new brand image with character through a new visual appearance to strengthen the position of the Lerep tourist village in the minds of the target audience, as well as to inform the Lerep tourist village in various forms of promotional media so that it can compete with its competitors.
Visual Identity Design for Karangsalam Baturaden Tourism Village, Banyumas Regency	Hanindito Sulisty Ari Nugroho, Dimas Krisna Aditia, Novian Denny Nugraha (2020)	observation, literature study and interviews	Producing logos, supergraphics, and branding support media including print media promotions, social media, and merchandise.
Design of Destination Branding for Dalegan Tourism Village, Gresik Regency as an Effort to Increase Brand Awareness	Amilia agustina, muh. Bahrudin, fenty fahminmansih (2022)	Interviews, observations, documentation, and literature studies	Generating logos and graphic elements is based on brainstorming results and keyword analysis such as active, nature, unique, and life. These logos and visual elements are applied in supporting media such as promotions and merchandise.

Destination Branding

Destination branding is the strategic process of creating a unique identity for a geographic location, such as a country, city, or region, in order to differentiate it from competitors and attract new tourists, investors, and residents. The process involves identifying, designing, and maintaining an image that reflects the distinctive characteristics of the destination.

Common elements used in destination branding include: (a). Name: A memorable name that reflects the character of the destination. (b). Symbol or Logo: A visual representation that depicts the identity and uniqueness of the destination. (c). Design: Consistent use of design elements to create a

strong visual image. (d). Slogan or Tagline: A short phrase that captures the essence and main appeal of the destination. Effective use of these elements can help a destination stand out in a competitive market, build a strong reputation, and attract more tourists.

Visual Identity

Visual identity is a set of visual elements used by a brand or organization to represent itself and differentiate itself from competitors. These elements include logos, colors, typography, and graphic design that are used consistently in brand communications.

The main elements that make up a visual identity include: (a). Logo: A symbol or graphic design that is the main representation of a brand. (b). Color: A color palette chosen to reflect the personality and values of the brand. (c). Typography: The selection of fonts used in various brand communication materials. (d). Shape and Design Style: Other visual elements such as shapes, illustrations, and patterns that support the consistency of the visual identity.

A strong visual identity helps create consistent brand recognition, build credibility, and differentiate a brand from competitors. By understanding and applying visual identity elements effectively, a brand can create a strong and consistent impression in the eyes of consumers.

B. IMPLEMENTATION AND METHODS

The method used in this study is a qualitative method consisting of observation, interviews, documentation, and literature studies. The details of the activities are explained as follows:

Observation

Observation is a technique for gathering data by directly watching activities as they occur. Its aim is to capture a precise representation of an event or situation in order to address research questions. Direct observation was conducted in Bendosari Village, Pujon District, Malang Regency, to assess the village's status and conditions regarding tourism potential, natural resources, and local traditions. This activity took place over an eight-month period, from May to December 2024.



A



B



C

Figure 1. Documentation of Bendosari Village Potential

Interviews

Interviews are dialogues that aim to explore thoughts, designs, experiences, ideas, or opinions from sources about an event that cannot be observed directly by researchers, or about events that have occurred in the past (Soewardikoen, 2021). Interviews were conducted with village officials, business actors (agriculture, plantations, and livestock), tourism managers, local communities, to gain insight and broad perspectives on the village. In conducting interviews, the author used a Participatory Action Research (PAR) approach, to obtain data and explore the potential, uniqueness, and image of the village that he wanted to display in the village's visual identity. Service Learning (SL) which emphasizes practical aspects by referring to the concept of Experiential Learning, to provide insight to Bendosari Village residents about the importance of visual identity for the Bendosari Tourism Village branding destination. Meanwhile, the Asset Based Community Development (ABCD) method is used

to formulate the concept of visual identity based on the strengths and potentials of the community and the implementation of the media needed to be used in building their environment.



A

B

Figure 2. Interview Documentation

Documentations

Documentation is the process of organizing and storing various types of documents so that they can be easily accessed and found, which can include books, photos, videos, journals and other similar archives (Syahid, 2021). Documentation activities were carried out from the beginning to the end of the research in Bendosari Village, this aims to store evidence during research in the village and also to assist in design.



TOURISM

AGRICULTURE

ARTS

FARMING

PLANATATION

Figure 3. Documentation of Bendosari Village Potential i

C. RESULTS AND DISCUSSION

Logo

The visual concept takes the form of a picture mark of the Potential of Bendosari Tourism Village, and is combined with a letter mark. The letter mark "Bendosari Tourism Village" as the brand name of the Tourism Village, and a picture mark which is a combination of several visual elements that are characteristic of Bendosari Village.



Figure 4. Documentation of Bendosari Village Potential

The explanation of the logo philosophy is as follows:

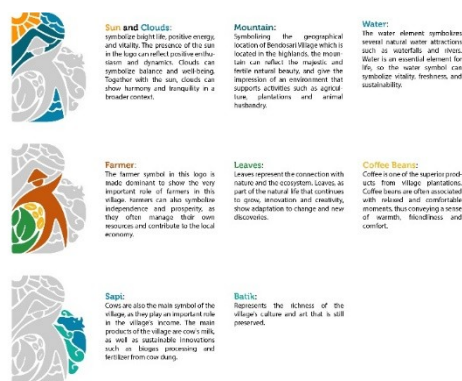


Figure 5. Explanation of the Logo Shape Meaning

Color

The colors used in the Bendosari Tourism Village logo are natural colors for several reasons related to the characteristics of Bendosari Village.



Figure 6. Explanation of the Colour Logo Meaning

Typography

In the logo of Bendosari Tourism Village, the font chosen is Museo 700, with its bold shape, helps create a solid and trustworthy image. The logo of a tourism village must be easy to read by visitors from various backgrounds. Museo 700, with its high readability, ensures that the name of the village and other elements in the logo are clearly visible, both on signs, brochures, and digital media. Despite its boldness, Museo 700 also has a friendly and less formal touch. This reflects an inviting and pleasant atmosphere, in accordance with the purpose of the tourism village as a place of relaxation and recreation.

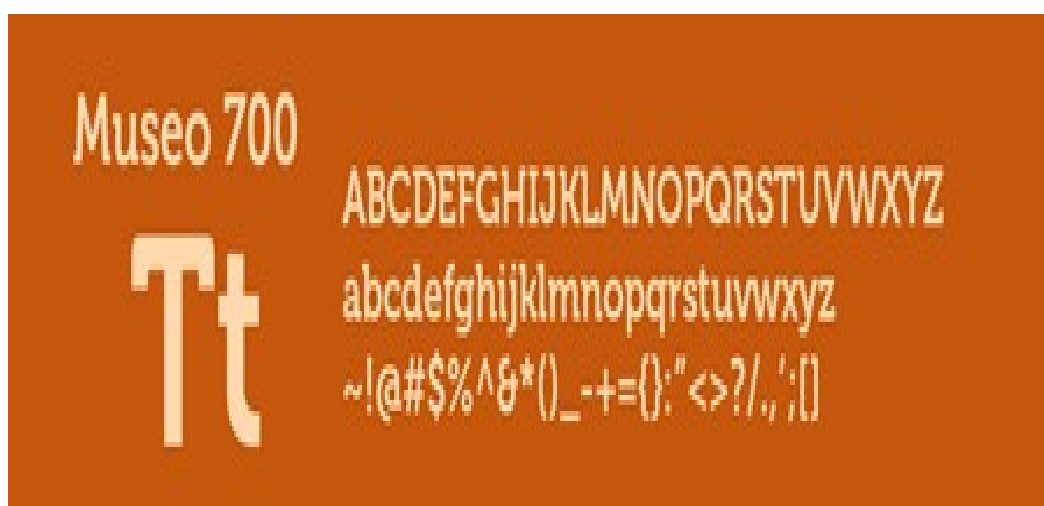


Figure 7. Preview Font Museo 700

Media Implementation

Promotional media in this design is useful to introduce Bendosari Tourism Village to the general public with its new visual identity. This promotional media can be in the form of print media, or digital media according to the needs and targets.



Figure 8. Implementation of Promotional Media

In addition to promotional media, designers also create merchandise designs, which can be used for various village branding purposes. Such as events, souvenirs, and soft promotions for Bendosari Tourism Village.



Figure 9. Implementation of Merchandise Design

In an article, it is sometimes inevitable to organize the writing of the results of devotion into "subheadings". The following is how to write the format of the organization, which shows how to write special things that cannot be separated from the article.

D. CONCLUSION

Visual identity is one of the most important aspects for Bendosari Tourism Village to introduce itself as a tourist destination with unique characteristics and natural potential. The purpose of designing this visual identity and information media is to shape and improve the image of the village so that it is more widely known. This design process is based on the values and characteristics of Bendosari Village. Visual branding design also cannot be made haphazardly, it must consider many aspects including positioning, value, promise, then what kind of perception the village wants to build in the minds of tourists, and who the target is. Innovation in visual media is expected to keep up with the times, so that Bendosari Village can compete with many competitors. The author suggests that the management of Bendosari Tourism Village collaborate more with various parties and increase promotion so that the potential of Bendosari Village is known more widely, especially outside Malang Regency.

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