ABSTRACT

DESIGN OF THE MAJALENGKA LOGO OF TOURISM

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Majalengka is a potential state in eastern West java. Its potentials include traditional arts, culture, industrial product and tourism. However, all of the potentials hasn't been fully optimalized, that's because Majalengka doesn't have the right tools to communicate their potentials to the world.

When logo is connected with a tourism of a city, it must be able to communicate clearly what the city looks like, what it has, and why the city deserves an attention. So everyone who comes to the city, even the citizen of the city itself can describe shortly and clearly about the image of the city.

Then logo would be a vital element, prove of the existence of Majalengka with all of its potentials. This logo would be the face and differentiation of Majalengka to the other cities in Indonesia.

With the logo as the main media. Tourism website, mobile media, stationary kits, billboard, sign system and Majalengka special souvenirs would fits the logo as supporting medias..

Keyword: Tourism, Majalengka, Logo.