ABSTRACT

Redesigning the Visual Idenitity of Kabupaten Kudus

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Kudus is an administrative area, in the autonomous region of Central Java Province which has a lot of potential to develop its regency with various aspects of economy, culture and tourism. However, with so many tourist destinations, economic turnover and cultural excellence, Kudus Regency has not maximized the application or brand activation of visual identity with a strong positioning to support the City Branding process. City Branding is lined up as a problem solver for a Regency with a branding strategy or brand building of a City so that it is known by the target market, namely tourists and investors which is of course useful for increasing the income of a Regency so that the Regency is more developed. The branding strategy is considered effective because it creates a city identity by channeling it into a visual that contains meaning or message such as slogans, icons, logos, and positioning it well in various types of promotional media forms called brand development which is then applied to brand activation. Before carrying out an in-depth city branding strategy, first create a visual identity for a district. This is useful for introducing the district in an image so that it is more easily recognized by the wider community. In the process of creating a city image, a core identity is needed which consists of aspects of value principles, characteristics, differentiation, vision and goals so that it can be easily identified and clarified as brand identity by itself. This is done to convey the identity of the city, the background of the city's identity benefits from the creation of a city's identity and the ambitions of the city.

Keywords: *Kudus Regency, Visual Identity, City Branding*

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