



## Evaluation of the Role of Graphic Design in Branding the Cilacap Regional Government: Literature Study

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### **Abstract**

This study aims to evaluate the role of graphic design in branding efforts carried out by the Cilacap local government, with a focus on the effectiveness of visual elements in building regional identity. Graphic design plays an important role in conveying regional messages and values through visual elements such as logos, slogans, and other promotional materials. Through the literature study method, this study collected data from official local government documents, visual promotional materials, and literature related to graphic design and regional branding. The research findings show that the graphic design applied in Cilacap, such as the "Cilacap Bercahaya" logo, has been effective in depicting the potential of the region, but there are still challenges in terms of consistency in design application and the quality of promotional materials. This study recommends improvements in design consistency across platforms, improving the quality of promotional materials, and wider socialization of the importance of regional branding to the community. Thus, Cilacap can strengthen its visual identity, increase competitiveness, and attract more tourists and investors.

**Keywords:** *Graphic Design Elements; Regional Branding Strategy; Cilacap Regional Government; Visual Identity; Evaluation of Branding Efforts; Visual Promotion Materials; "Cilacap Bercahaya" Logo; Consistency of Design Implementation; Regional Competitiveness*

### **Introduction**

In the era of globalization and digitalization, branding has become a strategic need for local governments, not only for companies. With increasingly open access to information via the internet and social media, local governments in various parts of the world are competing to build a positive and competitive image. Regional branding not only focuses on tourism promotion, but also includes efforts to attract investment, increase public participation, and strengthen local cultural identity (Zahrah, 2023).

Through branding efforts, local governments can develop a strong and consistent visual identity that distinguishes their region from other regions. This visual identity not only serves as an attraction for tourists, but also as a symbol of the region's excellence and economic potential. Effective branding can build a positive perception in the minds of local people, tourists, and potential investors, thereby increasing trust in the potential of the region.

In the context of branding, graphic design plays an important role as a means of visual communication. Components such as logos, slogans, typography, colors, and other visual promotional materials are designed to represent the vision, mission, and unique characteristics of a region. Graphic design allows branding messages to be delivered in an attractive, memorable way that creates a lasting impression. Through the consistent use of visual elements, a region can strengthen its identity and build brand awareness among local and international audiences (Arifianto & Nofrizaldi, 2020).

For example, an effectively designed logo does not only function as a symbol, but is a visual representation that communicates the distinctive values of a region. The choice of colors for a logo or promotional material can reflect the natural, cultural, or social dynamics of the region. A slogan, as an integral part of graphic design, serves to convey the main message of branding in a concise, powerful, and memorable form. The combination of these elements plays a role in creating a unique and profound visual identity, which ultimately has the potential to build a positive image of the region in the eyes of the audience.

Furthermore, in today's digital era, graphic design plays an increasingly vital role as a key component in branding campaigns based on digital media. Local governments are now utilizing platforms such as social media, websites, and mobile applications to spread their branding messages. In this context, graphic design plays a major role in attracting the attention of the audience through attractive, informative, and interactive visual content (Puspitaningrum et al., 2023).

In addition to the aesthetic aspect, the success of regional branding through graphic design also depends on a number of factors. These factors include the consistency of design application across media, the relevance of visual messages to the target audience, and the design's ability to create emotional connection with the audience. Therefore, local governments need to ensure that their branding strategies are based on graphic designs that are not only visually appealing, but also strategic in conveying regional messages and values.

By optimizing graphic design as a branding tool, local governments can maximize their potential in building a strong identity, attracting wider public attention, and increasing competitiveness in an increasingly competitive global era.

Graphic design not only functions as an aesthetic component, but also as a means of visual communication that is able to create a strong emotional association between a region and its audience. Behind the visual beauty, graphic design plays a strategic role in building perceptions and shaping experiences that leave a deep impression on the community. Elements such as logos, slogans, colors, typography, and various other visual promotional materials play an important role in conveying the essence and values of the region to the audience.

A logo, as a carefully designed visual representation, serves to communicate the vision, mission, and unique characteristics of a region (Majid, 2022). An effective logo is able to reflect regional identity comprehensively, depicting distinctive elements such as culture, history, natural potential, or innovation of the region. For example, a logo with a mountain or sea symbol can depict natural wealth, while the use of traditional cultural elements in the logo can strengthen the image of the region as a guardian of cultural heritage.

A slogan is a short, easy-to-remember statement that serves to reinforce the core message of a region's branding (Ahmad et al., 2021). An effective slogan not only conveys the values and advantages of a region, but can also evoke feelings of pride and emotional attachment among local people. An example of a slogan such as "Cilacap Bercahaya" not only promotes the potential of the region but also provides a message of optimism and hope for the development of the region.

Color and typography are essential components in creating a consistent and recognizable visual identity (Arifianto & Nofrizaldi, 2020). Color has a psychological power that can influence the audience's perception and emotions. For example, the use of blue can reflect calm and stability, while green can symbolize natural wealth and sustainability. Typography, on the other hand, plays a role in giving character to the text and helps create an atmosphere that matches the message you want to convey. The right combination of color and typography can strengthen the branding message and increase the ease of identification by the audience.

Furthermore, visual promotional materials such as posters, brochures, videos, and digital content play an important role in expanding the reach of branding messages. In today's digital era, these visual materials are the main tool for attracting audience attention through online platforms such as social media and websites. Graphic design in the form of animation or infographics is also able to convey complex information in an interesting and easy-to-understand way, thereby increasing the effectiveness of communication.

In addition, effective graphic design has the ability to tell a story about an area. Design elements such as logos and visual promotional materials are designed to convey information about the uniqueness, potential, and appeal of the area (Utoyo et al., 2021). Through the delivery of an interesting story, graphic design can evoke positive emotions in the audience, such as awe, nostalgia, or curiosity. This can ultimately strengthen the emotional relationship and association between the audience and the area in question.

Therefore, graphic design not only functions as a visual communication tool, but also as a strategic means to build deep emotional connections with the audience. By designing a careful combination of visual elements, a region can create a strong identity, increase public awareness, and build long-term trust and loyalty. This makes graphic design a very important component in the branding strategy of local governments.

Cilacap Regency, located on the southern coast of Central Java, is an area rich in potential in various sectors, especially in tourism and industry (Rifani et al., 2021). With an area covering coastal areas, mountains, and industrial centers, Cilacap has strategic assets that make it one of the regencies with an important role in the economy of Central Java. Its tourism sector is dominated by popular destinations such as Teluk Penyu Beach, which is famous for its beautiful natural scenery and marine activities, and Benteng Pendem, a historical site left over from the Dutch colonial era that has high historical value. In addition, Cilacap is also known as a national energy center with the presence of the largest oil refinery in Indonesia operated by PT Pertamina.

In an effort to optimize the potential of the region, the Cilacap Regency government has implemented a graphic design-based branding strategy to strengthen the region's identity and competitiveness. One of their main initiatives is the development of the "Cilacap Bercahaya" logo, which is designed to represent the spirit and vision of the region. This logo not only functions as a visual symbol, but also as a communication tool that reflects the unique characteristics of Cilacap as a dynamic, enthusiastic, and ever-growing region. The phrase "Bercahaya" has a dual meaning, namely hope for a bright future and success in promoting Cilacap's appeal to the national and international levels.

In addition to logos, the government also proactively utilizes various visual promotional materials to support branding campaigns. These materials include tourism brochures, promotional posters, documentary videos, and digital content published through social media platforms such as Instagram, Facebook, and YouTube. Through attractive and consistent graphic design, the government seeks to convey a clear and attractive message, both to the local community and to a wider audience (Roosinda, 2022).

Digital promotional materials play an important role in the modern era, where most information is disseminated through online platforms. Visual content designed for digital platforms allows Cilacap's branding message to be spread faster and reach a wider audience. For example, a tourism promotional video that showcases the natural beauty and local culture of Cilacap not only attracts domestic tourists but also has the potential to attract international tourists.

In addition, graphic design is utilized to raise public awareness of various development programs and investment potential in Cilacap. The carefully designed visual campaign aims not only to attract investors but also to strengthen local community involvement in supporting the regional development vision. The local government realizes that branding success depends not only on visual elements but also on the active involvement of all stakeholders, including the community (Mariati, 2020).

However, graphic design-based branding initiatives also face challenges, especially in maintaining consistency and relevance of visual elements across platforms. Alignment in the use of logos, colors, and other design components is essential to building a strong and recognizable identity. In addition, the accuracy of visual messages also needs to be constantly updated to stay in line with the development of audience needs and expectations.

With the effective use of graphic design, Cilacap Regency has great potential to strengthen regional identity, increase tourism appeal, and encourage economic growth through investment. In the future, this branding strategy is expected to continue to develop and provide a sustainable positive impact for the entire Cilacap community.

Although graphic design has been utilized to support the branding strategy of the Cilacap local government, the effectiveness of its implementation still requires further evaluation. Some important questions that need to be studied are:

1. Are the graphic design elements used effective enough in depicting the potential and uniqueness of the region?

Visual components such as logos and slogans should ideally convey a clear message and build a strong identity. However, without proper evaluation, it is difficult to assess whether these elements actually have the expected appeal and are able to distinguish Cilacap Regency from other regions (Mariati, 2020).

2. How consistent and high-quality are the visual elements used in building a strong and attractive image of Cilacap?

Consistency in the application of visual elements is key to building brand awareness. If graphic design elements are not applied consistently across various promotional media, the message conveyed can be vague and confusing for the audience (Wahmuda & Hidayat, 2020).

3. To what extent can graphic design build emotional bonds with audiences?

Effective graphic design must be able to create emotional connections with various stakeholders, such as local communities, tourists, and investors. This emotional connection is key to building loyalty and trust in regional brands (Pribadi et al., 2020).

This study aims to comprehensively evaluate the role of graphic design in supporting branding initiatives carried out by the Cilacap local government. This evaluation is expected to provide valuable insights for the local government to optimize the use of graphic design elements to promote the potential and uniqueness of Cilacap more effectively.

### Formulation of the problem:

1. What is the role of graphic design in supporting the branding strategy of the Cilacap regional government?
2. How effective are the graphic design elements used in creating Cilacap's visual identity?
3. What are the challenges faced in implementing graphic design for regional branding?

### Urgency of Research

This research is very important because strong branding not only acts as a visual identity, but is also a key strategy in driving economic and social growth of a region. In the midst of increasingly tight competition between regions, effective branding can be a differentiator that helps a region attract the attention of tourists, investors, and the wider community. For Cilacap Regency, which has natural wealth, culture, and industrial potential, strengthening branding is a strategic step in strengthening its position both nationally and internationally.

Graphic design is an important component in branding, playing a role in creating a visual identity that can describe the values and uniqueness of an area. Visual elements such as logos, slogans, colors, and typography not only provide aesthetic appeal, but also convey messages that can form positive perceptions in the minds of the audience. However, in order for branding to have an optimal impact, it is important to ensure that these graphic design elements are designed and applied effectively and consistently across various media.

This study is very important to evaluate the effectiveness of graphic design used by the Cilacap regional government in supporting regional branding goals. This assessment is necessary because ineffective branding can hinder the potential of a region to develop and compete. For example, a logo or slogan that does not represent the characteristics of the region, or inconsistent visual promotional materials, can cause branding messages to not be conveyed properly, even confusing the audience.

Through a literature review approach, this study aims to examine theories, concepts, and best practices relevant to graphic design and branding. By analyzing various literature and case studies from other regions, this study is expected to identify the strengths and weaknesses in the current branding strategy of Cilacap Regency. In addition, this literature review will also provide insight into trends and innovations in graphic design that can be applied to strengthen regional branding.

This research is expected to provide practical recommendations for the Cilacap local government to optimize its branding strategy. These recommendations include improvements to the design of visual elements, increasing the consistency of the use of these elements, and strategies for spreading branding messages through digital and conventional platforms. Thus, the local government can utilize graphic design effectively as a visual communication tool, strengthen regional identity, and increase its appeal in various sectors.

This research not only provides direct benefits for Cilacap, but can also be a reference for other regions facing similar challenges. By examining the potential and obstacles in the application of graphic design for branding, this research can contribute to the development of knowledge in the field of graphic design and regional branding. The results of this study are expected to pave the way for the development of more innovative, effective, and sustainable branding strategies in the future.

### Problem Solving Approach

To answer the problem formulation and achieve the research objectives, the literature review approach was chosen as the main method. This method involves an in-depth analysis of various

documents, both practical and theoretical, in order to gain comprehensive insight into the role and effectiveness of graphic design in regional branding. Literature review is seen as an appropriate approach given the exploratory nature of this research, which focuses on evaluating the concept, practice, and results of graphic design-based branding.

This research will include three main stages:

### **1. Identifying the Role of Graphic Design in Cilacap Branding**

The first stage of this research aims to understand the role of graphic design in building the visual identity and communication of the Cilacap region. This involves an in-depth analysis of the visual elements that have been implemented by the local government, such as logos, slogans, typography, colors, and other promotional materials. This study will use official sources, such as branding planning documents, visual publications, and promotional materials available on digital platforms and print media.

In addition, this study will also conduct a theoretical review by reviewing academic literature on graphic design concepts and theories in the context of branding. This aims to provide a comprehensive theoretical foundation, including an understanding of how visual elements can shape audience perceptions and build emotional attachments with local and international communities (Wiratama et al., 2022).

### **2. Evaluating the Effectiveness of Visual Elements That Have Been Implemented**

In the second stage, the research will focus on evaluating the visual elements applied in the branding strategy of Cilacap Regency. This evaluation process will include an analysis of the aesthetics and functions of these visual elements in conveying branding messages. The evaluation criteria that will be used include:

- a) Visual consistency, which is the extent to which visual elements are applied uniformly across media.
- b) Message suitability, namely whether the visual elements are able to represent the unique characteristics and potential of Cilacap Regency.
- c) Visual appeal, which is the extent to which the designs can attract attention and leave a lasting impression on the audience. This study will also compare the visual branding of Cilacap Regency with other regional brandings that have been recognized for their success, in order to provide insight into best practices and potential improvements that can be implemented.

### **3. Exploring the Challenges and Solutions in Optimizing Graphic Design as a Branding Tool**

The final stage of this research aims to identify the challenges faced by local governments in using graphic design for branding. This study will map the barriers that may include limited skilled human resources, budget constraints, or lack of strategic understanding in designing effective visual elements.

Based on these findings, the study will formulate practical recommendations that can help local governments overcome these challenges. These recommendations may include strategies to improve the capabilities of graphic design teams, optimize branding budget management, and utilize digital technology more effectively in disseminating branding messages.

#### **Analysis Flow**

Each stage in this literature review approach will be supported by a review of relevant literature, such as branding theory, graphic design, and visual communication. Data from government documents and promotional materials of Cilacap Regency will be processed and analyzed using qualitative analysis

methods. The results of each stage of analysis will be integrated to provide a holistic picture of the effectiveness of graphic design in branding the Cilacap area. Through this approach, the research is expected to provide in-depth insights and applicable solutions for the Cilacap local government in optimizing graphic design as a strategic tool to build a strong and competitive visual identity.

### State of the Art and Newness

Academic studies on the role of graphic design in branding efforts undertaken by local governments have become a frequently discussed topic, especially in the context of regions with established branding infrastructure. Most of the existing research tends to focus on large cities or internationally recognized regions, such as Jakarta, Bali, or Yogyakarta, which have long integrated graphic design into their branding strategies. These studies largely analyze the success of using visual design in attracting tourists, improving the image of the region, and supporting various economic sectors, such as tourism and the creative industry.

Although there are many studies on graphic design-based regional branding, in-depth analysis of regions that are still in the branding development stage, such as Cilacap Regency, is still lacking. Most of the existing studies have not paid special attention to regions that are building and strengthening their visual identity. This research is very relevant because it will provide a new focus on Cilacap, which has great potential in the tourism and industrial sectors, but is still in the development stage of its visual branding.

The novelty of this study lies in a more specific approach to Cilacap Regency, which has the potential of natural resources and industry but has not fully utilized graphic design optimally in its image building strategy (branding). This study will fill the existing gap by examining in depth the implementation of graphic design in Cilacap's branding efforts. This study aims to identify the strengths and weaknesses in the application of existing graphic design elements, as well as explore the potential of graphic design to increase the competitiveness and attractiveness of this region at the national and international levels.

Furthermore, this study will provide a unique perspective on the challenges and opportunities in regional branding in Indonesia, especially for regions that are still in the development stage of their visual identity. Using a specific case study of Cilacap Regency, this study will enrich the literature on regional branding by presenting an analysis of how regions with limited budgets and resources can optimally utilize graphic design as an effective branding tool.

In addition, another novelty offered by this study is the analysis of the application of graphic design in the context of digitalization and globalization. Visual promotional materials are not only published in print, but also through digital platforms such as social media, official websites, and mobile applications. This study will provide in-depth insights into how Cilacap can utilize digital media to expand their branding reach, reach a wider audience, and increase branding effectiveness in the dynamic digital era.

Overall, this research will provide an important contribution in enriching the academic discourse on the role of graphic design and regional branding practices, especially with a focus on developing regions such as Cilacap that are trying to optimize the use of graphic design to create a strong and attractive regional image. By examining the specific context of Cilacap, this research is expected to be a reference for other regions in Indonesia that face similar challenges in building a consistent and effective visual identity.

## **Methodology**

This study uses a literature study approach to evaluate the role and effectiveness of graphic design in branding implemented by the Cilacap local government. This method includes the collection of relevant secondary data, descriptive analysis of the collected data, and critical evaluation of the application of graphic design in Cilacap branding. The stages that will be carried out in this study are as follows:

### **1. Secondary Data Collection**

In the initial stage, this study will collect secondary data from various sources relevant to the topic of regional branding and graphic design (Wiratama et al., 2022). The data sources used include:

Data collected at this stage includes:

- a. Official documents of the Cilacap local government, such as the branding strategies implemented, performance reports related to branding and marketing, and Cilacap branding policies and objectives.
- b. Academic literature sources, such as scientific journals, books, and articles, that provide theoretical foundations regarding branding theory and concepts and the role of graphic design in creating a visual identity of a region. These references will be used to enrich the understanding of visual branding practices.
- c. Samples of visual promotional materials used by the Cilacap local government, such as logos, posters, brochures, and other graphic design elements. This will allow for further analysis of the effectiveness of visual design in creating a regional image.

### **2. Descriptive Analysis**

After the data is collected, the next stage is to conduct a descriptive analysis of the data that has been obtained (Zulhandayani, 2023). Descriptive analysis will be carried out with the aim of describing in detail the role of graphic design in the branding process of Cilacap Regency. Some aspects that will be analyzed include:

- a. The role of graphic design elements: This study will describe how design elements such as logos, colors, typography, and slogans are applied in the branding materials of Cilacap Regency. The main focus is on how these elements are used to represent regional characteristics and create a visual identity that is easily recognized by the audience.
- b. Evaluation of graphic design effectiveness: Conducting an analysis to assess whether the applied graphic design has succeeded in creating a strong and relevant image with the character of Cilacap Regency, and whether the visual elements are consistent and communicative across various platforms and media.

### **3. Critical Evaluation**

After descriptive analysis, this study will conduct a critical evaluation of graphic design in Cilacap branding. The objectives are:

- a. Identifying the strengths of graphic design that successfully build a positive image and attract attention.



- b. Evaluate design weaknesses, such as ineffective or inconsistent elements, as well as untapped potential in branding.
- c. Develop recommendations and strategies to optimize the use of graphic design in Cilacap branding, both aesthetics and functionality.

#### **4. Comparison with Related Studies**

In the final stage, this study will conduct a comparison with similar studies in other areas that have successfully implemented graphic design in their branding activities. The purpose of this comparison is to identify best practices that can be adapted and implemented in Cilacap Regency. Several areas that have proven successful in implementing branding, both at the national and international levels, will be used as references to determine strategic steps that can strengthen Cilacap's branding efforts (Putranto & Astuti, 2022).

Through a comparative approach, this study is expected to provide insight into branding strategies that have proven to be effective. This will provide a foundation for regions such as Cilacap, which are still in the branding development stage, to utilize graphic design optimally to improve the image and competitiveness of their region.

### ***Research Results and Discussion***

#### **1. Research Results**

The results of the literature study show several important findings regarding the application of graphic design in branding the Cilacap regional government:

##### **a. The Role of Graphic Design in Cilacap Branding**

- 1) Graphic design in Cilacap plays an important role as a component in building the region's visual identity, with the aim of introducing and strengthening Cilacap's image at the local, national and international levels.
- 2) The "Cilacap Bercahaya" logo is a graphic design element that is the main symbol of regional branding, depicting Cilacap as a center of growing economic and cultural activities. The logo is designed with bright colors that reflect positive energy and progress.
- 3) The use of green and blue in the visual design reflects the natural wealth of Cilacap, such as beaches and forests, as well as the potential in the energy and industrial sectors. This is in accordance with the image of the area that is to be built, namely as a region rich in natural resources and investment opportunities.

##### **b. Graphic Design Effectiveness**

In general, graphic design elements applied in Cilacap, such as logos, slogans, and visual promotional materials, have been quite effective in conveying basic messages about the characteristics and potential of the region. However, there are weaknesses in the consistency of the application of design elements across platforms. Although the "Cilacap Bercahaya" logo is often used in printed promotional materials, its use in digital media is still limited and poorly coordinated, which can reduce the overall visual branding impact. In addition, the quality of some visual promotional materials is felt to be less than optimal, such as poster and brochure designs that sometimes look less attractive and less able to attract potential audiences, especially in terms of typography and layout that do not fully follow professional design standards.

### c. Challenges Faced

- 1) One of the main challenges faced by the Cilacap regional government is the limited human resources who have competence in the field of graphic design, thus hampering the region's ability to produce consistent and high-quality promotional materials.
- 2) In addition, budget limitations are also an obstacle in developing broader branding, so that the use of graphic design is often limited to only certain promotional activities.
- 3) The Cilacap community itself is not yet fully accustomed to the visual identity of the region, so more educational and socialization efforts are needed to increase public awareness and involvement in supporting regional visual branding.

## 2. Discussion

Based on the findings obtained, several aspects that need to be studied in more depth in the context of graphic design and branding of the Cilacap region are as follows:

### a. Consistency in Visual Branding Implementation

Consistency in the application of graphic design across all platforms and media is one aspect that needs to be improved (Nugraeni, 2022). As a region that is building a visual identity, it is important for Cilacap Regency to ensure that logos and other design elements are applied uniformly across various media, both print and digital. This will strengthen the image built and increase brand recognition in the community.

In addition, the implementation of graphic design in digital media also needs to be strengthened. In today's digital era, online presence is very important, so Cilacap Regency needs to utilize various digital platforms, such as websites, social media, and mobile applications, to promote their visual branding. The use of consistent and attractive design elements on digital platforms will greatly assist in expanding audience reach.

### b. Quality of Visual Promotional Materials

Improving the quality of visual promotional materials is an aspect that requires attention. Some promotional material designs, such as posters and brochures, tend to look less professional and are less able to attract audiences. (Setiyawan, 2021). Improving the quality of this design can be done through the selection of more appropriate typography, a cleaner and more structured layout, and the use of more modern and innovative graphic elements. These efforts will make promotional materials more attractive and effective in conveying messages to the audience.

In addition, the use of more sophisticated graphic design technology can also be a solution to improve the quality of promotional materials. Training for local graphic design teams to master the latest design software and more modern design techniques is essential in order to produce more professional and attractive promotional materials.

### c. Regional Branding Education and Socialization

- 1) Community involvement is an important factor in optimizing the role of graphic design for regional branding. Therefore, the Cilacap regional government needs to involve the community in this branding process. Widespread socialization about the importance of regional visual identity and how graphic design can strengthen Cilacap's image is needed. Educational programs and training on graphic design can help increase public awareness of regional branding and the importance of their role in supporting it.

- 2) Branding campaigns must involve various stakeholders, including local creative industry players, to create promotional materials that are more authentic and represent cultural diversity and regional potential (Nastiti et al., 2020).

#### d. Lessons from Related Studies

Studies on areas that have succeeded in branding, such as Bali and Yogyakarta, show that successful branding requires collaboration between graphic design and a more comprehensive marketing strategy. Therefore, the Cilacap regional government needs to develop a marketing strategy that involves various sectors, from tourism, culture, to industry, to support effective branding. In addition, the use of social media can be a best practice applied in Cilacap to introduce regional branding more widely (Teguh & Ciawati, 2020). With the increasing use of social media, Cilacap can utilize these platforms effectively and efficiently to promote the potential of its region.

### **Conclusion**

This study found that graphic design plays an important role in branding design for the Cilacap region. Although there have been significant efforts to utilize graphic design in building the visual identity of the region, there are several challenges that need to be overcome, including the consistency of design application and the quality of promotional materials. To optimize the use of graphic design in branding, it is necessary to increase the consistency of design application across media, improve the quality of promotional materials, and involve the community in supporting the visual identity of the region.

This study recommends that the Cilacap regional government improve the quality of graphic design, strengthen the application of visual design in digital media, and conduct a wider socialization campaign about the importance of regional branding. Thus, Cilacap can build a stronger and more attractive image for tourists and investors, and increase its competitiveness at the national and international levels.

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