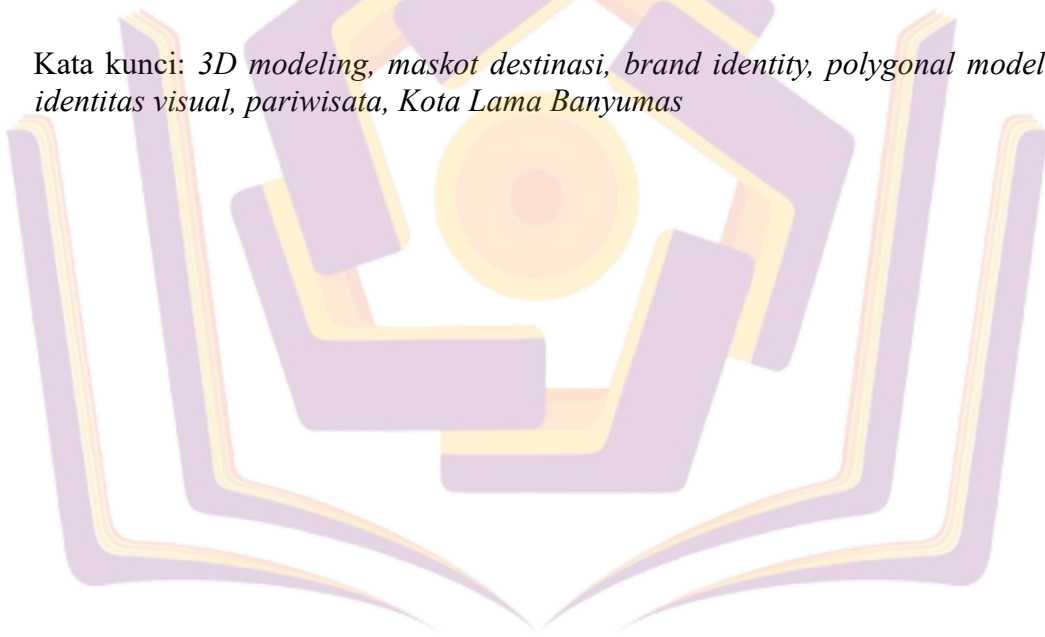


ABSTRAK

Lokawisata Kota Lama Banyumas belum memiliki representasi visual maskot tiga dimensi yang mampu memperkuat identitas merek kawasan secara konsisten dan adaptif pada media digital. Ketiadaan elemen visual ikonik ini menyebabkan rendahnya diferensiasi destinasi di tengah persaingan pariwisata regional. Penelitian ini bertujuan merancang *3D modeling* maskot sebagai *brand identity* Lokawisata Kota Lama Banyumas dengan studi kasus Pokdarwis Kota Lama. Metode yang digunakan meliputi observasi, wawancara, analisis semiotika, perancangan konsep karakter, serta implementasi teknik *polygonal modeling* dalam proses *digital sculpting*, *texturing*, dan *rendering*. Hasil penelitian berupa model maskot tiga dimensi yang merepresentasikan nilai historis dan budaya lokal Banyumas serta siap diaplikasikan pada media promosi digital dan cetak. Perancangan ini diharapkan mampu meningkatkan citra destinasi, daya tarik wisata, serta memperkuat identitas visual kawasan secara berkelanjutan.

Kata kunci: *3D modeling*, *maskot destinasi*, *brand identity*, *polygonal modeling*, *identitas visual*, *pariwisata*, *Kota Lama Banyumas*



ABSTRACT

Kota Lama Banyumas Tourism Area does not yet have a three-dimensional mascot representation capable of strengthening its regional brand identity consistently and adaptively across digital media. The absence of an iconic visual element has resulted in low destination differentiation amid increasing regional tourism competition. This study aims to design a 3D modeling mascot as the brand identity of Kota Lama Banyumas, with a case study of the local Tourism Awareness Group (Pokdarwis). The research methods include observation, interviews, semiotic analysis, character concept development, and the implementation of polygonal modeling techniques through digital sculpting, texturing, and rendering processes. The result of this study is a three-dimensional mascot model that represents the historical and cultural values of Banyumas and is ready to be applied to both digital and printed promotional media. This design is expected to enhance destination image, tourist attraction, and long-term visual identity consistency.

Keywords: 3D modeling, destination mascot, brand identity, polygonal modeling, visual identity, tourism, Kota Lama Banyumas

