

## ABSTRACT

Script for Icons as Tools for Boon Pring Ecotourism Branding and Marketing  
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Boon Pring is an ecotourism site with great natural potential: bamboo and springs. For that reason and its good management, Boon Pring has many achievements at the regional and national levels and even represents Indonesia at the ASEAN level. However, according to BUMDes Kertorahajo, Boon Pring is still undervisited, especially after the pandemic hit the world in 2020. Hence, I want to help Boon Pring's marketing by strengthening Boon Pring's branding and identity, which focus on the natural potential. Therefore, I conducted a creative thesis project by suggesting two icons (bamboo and a water drop named Bam and Nyu) to be Boon Pring's icons and creating a script for the icons in which they will tell people about Boon Pring. During the process of writing the project, I encountered some difficulties such as a wide range of topics, difficulty in determining where to commence, handling the plot, and ensuring the dialogue flowed smoothly. Nonetheless, I was able to solve these difficulties by focusing the topics regarding the primary objective of the project (which was to introduce Boon Pring's natural potential), adding "light" dialogue as a break between topics, and rearranging some of the topics to suit the flow of the dialogue. The project's final result will be given to the Boon Pring marketing team and hopefully can be useful for their marketing content.

Keywords: *script, icon, ecotourism, marketing, branding, identity*