

ABSTRACT

Peken Banyumasan is a creative market with the concept of "creative, culture, circular." Currently, Peken Banyumasan has reached its twelfth edition and has a sign system, but it is not yet complete overall. The aim of this design is to create an effective and efficient visual information system that provides directions and information about the locations within Peken Banyumasan. The methods used in this design are observation and literature study to identify relevant information needs and issues faced by local visitors. The SWOT analysis results are used as the basis for generating ideas for the design of the sign system and wayfinding, which include pictograms, infographics, information boards, mood design, photoboosts, and guide maps. The design takes into account factors such as users, context, and the desired messages to be conveyed. The final design of the sign system and wayfinding combines easily recognizable and understandable visual elements, such as colors and symbols that align with the characteristics of Peken Banyumasan.

Keywords: Sign system, Creative market, Peken Banyumasan