

ABSTRACT

Bukit Pentulu Indah is a natural tourist destination located in Kebumen Regency, Karangasambung District, Central Java. The attraction offers a cool and serene natural beauty, far from the hustle and bustle of the city. It also showcases breathtaking views of two twin mountains, Sindoro and Sumbing. However, based on the author's observation, the tourist attraction has not fully implemented a proper sign system. As a result, visitors have limited information about the available facilities and the vastness of the 20-hectare area of Bukit Pentulu Indah. This can cause difficulties for visitors in navigating and discovering the tourist spots within the location. In this study, a qualitative approach was used to collect data through observations, interviews, documentation, questionnaires, and literature review. SWOT analysis, USP analysis, and positioning were employed to analyze the existing problems and seek solutions. The analysis results indicate that Bukit Pentulu Indah has the advantage of being the only hilltop tourist destination in Kebumen that offers views of the twin mountains, Sindoro and Sumbing. In designing the concept, the focus was on highlighting the distinctive features of Bukit Pentulu Indah, such as the views of the twin mountains Sindoro and Sumbing. This was achieved by simplifying elements such as pine trees, twins, and treehouses. Additionally, several supporting media were designed, including revised guide maps, updated photoboosts, informative signboards, and leaflets. The design of this sign system also took into consideration factors such as usability, context, and the intended message. The final design of the sign system incorporates visually recognizable elements, including the use of colors and symbols that align with the characteristics of Bukit Pentulu Indah.

Keywords: Sign system, Bukit Pentulu Indah, Nature Tourism Kebumen