

ABSTRACT

Tampomas Banjarnegara is a nature tour with the concept of "friendly andesite rock tourism for families". Currently, Tampomas Banjarnegara has entered its fifth year since it was first opened in 2018 and already has a sign system, but the conditions are not maintained, it is still minimal and the integration is lacking, so it can cause confusion for tourists. The purpose of this design is to create an effective and efficient visual information system to provide directions and information about locations in the Tampomas Banjarnegara area. In this study, a qualitative approach was used by collecting data through observation, interviews, documentation, questionnaires, and literature studies. SWOT, USP, and positioning analyzes are used to analyze existing problems and find solutions. The results of the analysis show that Tampomas has the advantage of being the only family-friendly Andesite rock tour because Tampomas nature tourism offers a variety of activities that are suitable for all family members, from children to adults. In designing this concept, the focus was placed on emphasizing the characteristics of Tampomas, such as the texture on the stones, by simplifying elements such as stones, and family silhouettes. In addition, in this study, supporting media such as leaflets, information boards, mood designs, photoboos, and guide maps were made. The design is carried out by considering factors such as the user, context, and the message to be conveyed in the design. The final design of this sign system combines visual elements that are easy to recognize and understand, such as colors and symbols that match the characteristics of Tampomas Banjarnegara.

Keywords: Sign system, nature tourism, Tampomas Banjarnegara.