

ABSTRACT

The Kopi Keprak restaurant is a place to eat that uses a traditional concept, this can be proven by the structure of the house which is made like a Javanese Limasan house, using wooden tables and chairs designed like chairs in the countryside. This serves to carry and add to the traditional vibes. The Kopi Keprak restaurant has many facilities available. With so many facilities, a large area and a wide enough location, unfortunately at Kopi Keprak there are still very few directions. To find out the deficiencies in obtaining information for visitors, it is necessary to design a sign system design. For its implementation using qualitative research methods using a number of activities in the form of observation, interviews, questionnaires, documentation, and literature studies. In this case, the analysis used is the SWOT analysis method. The design process for making this sign system will go through the brainstorming and sketching stages which will then be stylized to create an interesting and informative sign system. The design of the sign system is made to blend with the traditional atmosphere and in accordance with the characteristics of Kopi Keprak.

Keywords: *Sign system, Wayfinding, Restaurant.*