

## **ABSTRACT**

*The sign system design at Lampung Museum was made because of the need of sign systems in Lampung Museum to make it easier for visitors to find the location of the information that they are trying to find. With the lack of sign systems and flow of visitors as their background. Because of this, visitors are more likely to be in difficulty in finding the location and information that they want. Therefore, the writer has designed a sign system that is both informative and communicative for Lampung Museum to make it easier for the visitors to find the information and location that they want. The method that would be used is the qualitative method with the SWOT analysis, AIO analysis and collecting data by observation, which is a direct observation towards Lampung Museum to collect data that fits to the real situation. Other than observation, the writer has also collected data by interview. Which is done by asking questions directly and asking for a detailed explanation to the related sources that knows and understands the research object more. With this sign system and other supportive medias like maps and labelling the process of visiting will become more effectively and effeciently.*

*Keywords: Museum, Lampung, Sign System*