

## **ABSTRACT**

### **THE DESIGN OF SIGN SYSTEM AND WAY FINDING OF TOURIST COMPLEX OF PALACE OF SIAK, SIAK SRI INDRAPURA, RIAU**

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A tourism area should have adequate facilities in order to give easiness and comfort to the visitor. One of them is information media which is reachable to the visitor, so it can gives the easiness to the visitor; one of the information media are sign system and way finding. The palace of Siak is an historical and cultural tourism area of the Islam Malay kingdom in Riau. However, there is no adequate sign system and way finding in the Palace of Siak; so that, it often occurs that the visitors lead to confuse and do not know the direction whenever they looking for an tourism object in area of Siak Sri Indrapura city or the public facilities.

In order to answer the problem above, so the writer collect the data by using observe method to the research object, review of related literature, interview and also give the questioner in order to measure how the information media such as sign system and way finding is needed here. In this research, the analysis method used by the writer is Strength, Weakness, Opportunities, and Threat (SWOT) and comparison matrix. After the data collection and data analysis is done, then the writer will do the design of sign system and way finding of the Palace of Siak.

By the design of this final project, it will answer the problem occurs in tourism area of the Palace of Siak related to sign system and way finding. It is also give the easiness to the visitors in order to reach the information when they are in the tourism area of the Palace of Siak.

**Keywords :** Sign system and way finding, Tourism, The Palace of Siak, Siak Sri Indrapura, Information.

