

Abstract

SIGNAGE DESIGN for TOURISM AREA which LOAD JAVANESE HAWK ELEMENTS (CASE STUDY ON MOUNT SALAK ENDAH BOGOR TOURISM AREA)

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Area Tourism Mount Salak Endah has interesting attractions with great potential. In addition to the potential as well as an interesting tourist attraction, This tourist region still lacks the infrastructure of information boards and signage signpost as rusty as well as improper placement. Therefore, the design of the signage in the tourism area of Mount Salak Endah is needed. In the design of signage, the data collection methods used in them such as observation, interviews, comparison matrix analysis and literature review. the purpose of designing this signage is easier for tourists to find information related attractions and facilities. Expected travelers get the convenience of accessing the path attractions in the tourist area, and give a message to tourists that the Javan hawk-eagle is endemic in the tourist area of Mount Salak Endah to be known and remembered in the minds of tourists.

Keywords: Signage, Mount Salak, Tourism, Javanese Hawk