

ABSTRACT

In indonesia, Bandung city is one of the most favourite place both for local and international tourist as the choice for relaxing their mind from their busy routines. One of the recreation place in Bandung is Bandung Giri Gahana Golf and Resort. But, with the growing facility given by Bandung Giri Gahana Golf and Resort, there are also many new tourists who still confused with the announcement or sign system for guiding them to their destination place. Because what is happening is Bandung Giri Gahana Golf and Resort still lacking with the sign system which the purposes is giving information of direction, restrictions and warnings, also the sign system which exist is lack of visual aspect which given to the audience and no information media such as location map both for local and international tourist who came for Bandung Giri Gahana Golf and Resort. In the process of this Final Project, the research method which will be used for data collecting are observing, interviewing, and literature reviewing. For the analysis method, researcher will be using matrix analysis method. After getting the conclusion and solution for the problem, the result will be applied for signage design is infographics which will be placed in Bandung Giri Gahana Golf and Resort. The purpose of this Final Project is for creating a sign system as the most vivid and effective both for local and international tourists, also the highness of visual attractiveness will attract the tourist of Bandung Giri Gahana Golf and Resort.

Keywords: Bandung, recreation place, golf & resort, sign system