

ABSTRACT

Tourist attraction is a place where people go for destination on weekend or holiday. One of tourist attraction becomes a destination is Kampung Batu Malakasari. Theme that brought 'Education Destinate', the purpose besides enjoying the view and rides that are built to give more education. This tourist attraction of the amusement park can be a good appropriate target for family even for school tour. However, the target can not recognize the visual identity of the tourist attraction because of the less interest and less accord between the logo and the theme. Othet than that, the lack of signage who give written or visual information about direction to attraction, the prohibitions, until the warnings who make the tourist confused and not available of a location map to tourist attraction often make the tourist misguided on the way to Kampung Batu Malaksari. Because of that, it feels necessary for the researcher to redesignig visual identity adn signage at Kampung Batu Malakasari. On this research, the method of collecting data who the researcher use is doing observation, interview, and questionnaire with analysis matrix as the analysis method. Therefore, the purpose of the result of this design to be expected to create a strong visual identity and a good and interesting signage as a media to give information to the tourist. As of, the result can be applied at Kampung Batu Malakasari to be expected can improve the visual appeal which is embedded in the minds of the tourist.

Keyword : Tourist attraction, Education destinate, Visual identity, Signage