

### ***Abstract***

*The rejuvenation of tourism in Jakarta Capital City especially Kota Tua Jakarta tourist area has become one a serious form of government to promote The Place - Tourist spots in Jakarta.*

*Revitalization of Kota Tua Jakarta is also to keep the values of history and culture that exist there. However, problems arise when not infotmatif and lacking strategic placement of wayfinding and Sign System which contains Information, history, and profiles about Kota Tua Jakarta, so that many tourists are still having trouble finding information and navigating places in Kota Tua Jakarta, therefore needed a Sign System and Wayfinding that informative and strategic. Then the lack of navigation and information about Kota Tua Jakarta on their official website has also been another factor that makes the difficulty when the tourist visiting Kota Tua Jakarta. Collecting and processing of data are carried out through interviews, questionnaires, and observation in Kota Tua Jakarta, especially in Zone 2 Fatahilah and perform analysis with similar projects. This studies generate a Sign System and Website that is more informative and more effectively to the tourist area of Kota Tua Jakarta by integrating both uses scan a barcode with neoclassical design,, so hopefully it can help local and foreign visitors while visiting Kota Tua Jakarta.*

**Keywords: Sign System, Website, Integrated, Heritage, Old Town, Jakarta**