

ABSTRACT

DESIGNING WAYFINDING AND SIGNAGE FOR THE GARUNGGANG CAVE OF BOGOR

Nowadays young generation is well aware about Indonesia's natural tour assets. Bogor City is one of City on Indonesia that have so many natural assets. Lots of tour object that happen in Bogor City makes tourist always wanted to visit Bogor City. At Bogor, Sentul Area there is one of natural tour object that very concealed, that is Garunggang Cave. The Cave that exist at Karang Tengah Village, Babakan Madang Subdistrict, Sentul, Bogor, West Java is very quiet and isolate from visitor. One of few factor that cause this natural object so isolate from visitor is wayfinding that rarely found during the trip to the Cave and the route that difficult to pass by four wheel vehicle. With qualitative and quantitative research method through observation, interview, quisioner and literature study, then wayfinding and signage planning will be effective and more precise. Media that being use to introduce Garunggang Cave to the society are with doing promotion through social media.

Key Word: Natural Tour, Wayfinding, Signage, Garunggang Cave.