

ABSTRACT

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Widuri Tourism is part of the Tourism Potential Area (DPW) in Central Java proclaimed by the central government. Strategically located and is the closest to the center of Pemalang District, Widuri Tourism Area is the most potential tourist area to be empowered. There are several attractions that become tourist attraction. This area is an attractive and potential tourist attractions, but this tourist area there is a lack of signage and wayfinding infrastructure that is made sober even rusty and incorrect placement. In the design, research methods and methods of analysis used were observations, questionnaires, interviews, literature studies, and matrix analysis. It is hoped that the design will produce an informative and effective signage and wayfinding at the Pemalang Widuri Tourism Area. With this design is expected to help visitors and the community in knowing the location and layout of the room / place and obtain the information needed during being in the Tourism Area Thistle Pemalang. Then in order to facilitate the tourists in using the facilities and provide comfort to tourists in accessing tourist attractions in the tourist area.

Keywords: tourism, signage and wayfinding, widuri, directions, information