

Abstract :

Walking is a light exercise that can be done by anyone and has many benefits for health and lifestyle. But now people are getting lazier on foot, so pedestrian facilities are not used properly. Whereas by redesigning pedestrian facilities in the city of Bandung, it is possible to walk as tourist do to gain more in-depth, local, and active experience called experiential travel wich is the most significant trend in city tourism. This design plan is carried out to produce a media that informs pedestrians about interesting locations in the city of Bandung for walking on foot, so that it will motivate people to visit the place, and later it is expected that public facilities will function more optimally than now. The method used in this design plan is a qualitative method (interview, observation, documentation, and literature study). Data analysis is done quantitatively. The results of information media design will be in the form of signage. Then to assist with the design adoption process there will be a supporting media like Websites, X-Banner, Banner, T-Shirt, Poster, and Stickers. This type of signage will be designed in the form of tourism signage wich contains the contents of the description of the tourism location in the city of Bandung and the direction of the tourism location of other location that are around.

Keyword: *Information media – experiential travel – city tourism – signage.*