

ABSTRACT

In West Java, there are a lot of natural tourism both for local and international tourist as the choice for relaxing their mind from their busy routines. One of those is Situ Cisanti, Situ Cisanti is a water spring from 7 rivers on West Java so become one of the biggest artificial lake over Kab Bandung. That's way Situ Cisanti become one of people choice to visit and waste their time. But beside of large of the area and many facilities of Situ Cisanti, there are also lot of new visitors confused of large the area also no information about the recreation place. That's causes decreases among economic crisis of visitors over several day. Because there not many sign system or sign age which give informations about direction, prohibited, and warning sign, also the sign system which exist is lack of visual aspect which given to audience and no information media such as location map both for local and international tourist who came for Situ Cisanti. In the process of this Final Project, the research method which will be used for data collecting are observation, interviewing, and literature reviewing. For the analysis method, researcher will using matrix analysis method. After getting the conclusion and solution for the problem, the result will be applied for signage design is infographic which will be placed in Situ Cisanti. The purpose of this Final Project is for creating a sign system as the most obvious and effective both for local and international tourist, also the highness of visual attractiveness will attract the tourist of Situ Cisanti.

Keywords : **Kab. Bandung, Natural Tourism, Situ Cisanti, *sign-system*.**