

Abstract

Situ Gunung tourist area is one of the natural attractions in the highlands of Sukabumi district, with natural potential that is still beautiful and has a variety of spot locations that are not inferior to other natural attractions in Sukabumi, this tour is often visited by families to spend vacation time , but this tourist area is still not paying attention in terms of designing a sign system that is in accordance with the standardization of design and placement is still minimal, therefore. The author will redesign the sign system in accordance with the standardization of design in order to increase awareness and good image to visitors. Data collection methods that will be used are by means of qualitative methods with several techniques such as Observation, Interviews, and Library Studies. The concept that will be used when designing is by highlighting the characteristics of Situ Gunung natural attractions that are nuanced by pine forests. With the redesign of the sign system it is expected that it will make visitors easy to get information about Situ Gunung natural tourism and educate visitors through information contained in the sign system that is applied.

Keywords : Redesign, Sign System, Tourist Attraction