

ABSTRACT

The Heritage Tourism Tour Palace is located in the Central Java City of Surakarta who was a sugar factory's debt Gembongan who founded in 1893. The sugar factory was formerly named Suikerfabriek Kartasoera. The name of The Heritage Palace itself defines it with a legacy that has the meaning of meaning that The Heritage attractions of the Palace was a place that was once a former sugar factory gembongan heritage or national heritage. Tour The Heritage Palace termasuk an exciting tour to visit by many societies that existed in Indonesia but in these sights less provides signage and placement of *signage* that is less appropriate. In addition, in these sights also do not appropriate in material selection for the signage will be installed, so that many visitors still confusion and lack of information when visiting these sights. In the design of the *signage* at these sights, the author uses the method of analysis method of observation, interview, questionnaire methods method and the study of literature in order to obtain information and data as appropriate. The purpose of this design is to provide information that is informative and effective use of interactive media to help visitors get information when visiting the sights.

Keywords: Signage, Interactive Media, sights the sugar factory.