

ABSTRAK

Taman Satwa Taru Jurug (TSTJ) also known as Taman Satwa Jurug is a zoo founded in 1901 by Sri Susuhunan Paku Buwono X, located near Bengawan Solo river. Apart from being a tourist place, TSTJ also functions as an institution for the conservation of endangered animals. Based on 2017 data from the Tourism and Culture Office of Solo, Taman Satwa Taru Jurug Solo occupies the second position in the highest number of tourist visits. The total number of visits was 403,239 tourists. Unfortunately, the Taman Satwa Jurug Solo area does not yet have effective and efficient signage and wayfinding facilities following the correct principles and theories. The methods used in this design data collection are observation, interviews, library studies, and questionnaires. As the data analysis method is using the matrix method. The final result of this design is expected to provide convenience and comfort for the tourists when visiting the Taman Satwa Jurug Solo and will indirectly strengthen the image of the Taman Satwa Jurug Solo.

Keywords : Zoo, Environmental Graphic Design, Signage, Wayfinding, Redesign