

ABSTRACT

In Pekalongan City, Batik is one of the most famous handicrafts in the city. Pekalongan also has its own batik motif, which is named Batik Jlamprang. Apart from Batik Jlamprang in Pekalongan City, it also has a museum that displays several batik motifs from various regions, ranging from Written Batik or Cap Batik, but in Batik Museum has problems, due to the lack of a sign system/directions in the Museum room, so a tour guide is needed for it. explain the batik information was made and guide the existing route/navigation.

The methods to be used in data collection from this design are observation, interviews, questionnaires, documentation, and literature study. Then analyzed with a comparison matrix, to get a conclusion from the data that has been analyzed.

The results of the design that have been used to improve the sign system of the Batik Museum to create an image that has its characteristics, and make visitors comfortable when exploring the batik museum are not confused to find a place or information in the Batik Museum of Pekalongan City.

Keywords: *Environmental Graphic Design, Sign System, Visual Communication Design, Batik Museum.*