

ABSTRACT

Banten is one area that has a variety of tourist destinations that can be visited. One of them is the Kaulinan Menes Market in Pandeglang Regency. This tour offers a variety of facilities that can be enjoyed by tourists. Since its opening in 2018, the majority of visitors who come from the local community are Pandeglang. The lack of information about the existence of the Kaulinan Menes Market makes the people of Banten less aware of the existence of this tourist spot. For this reason, the purpose of this research is so that information about the Kaulinan Menes Market which is a cultural tourism in Banten can be comprehensive and make it easier for visitors to reach this tourist spot. By using qualitative methods in the form of observation, literature study, interviews and questionnaires that support the arguments and comparison matrix analysis and SWOT are carried out so as to produce a design in the form of an environmental graphic design. This design makes it easier for visitors from the border of the Banten region to get to the tourist attractions of the Kaulinan Menes Market.

Keywords: tourist destinations, environmental graphic design, Banten