

## ABSTRACT

Children need various activities to support their physical and mental development. Engaging in play is one of the activities that children can participate in to actively support this objective. Play holds the potential to facilitate children's learning process while aiding them in adapting to their sensory capacities. Urban areas often feature public spaces that serve as viable options for children's playgrounds. However, the availability of such playgrounds within urban settings has been gradually diminishing. As a result, children are more interested in playing online games than playing outside. This causes a decrease in social interaction among urban children. In fact, children who spend time playing outside tend to be mentally healthier. Kampung Main Cipulir is a natural tourist destination called outbound, equipped with facilities and rides that can help children grow and develop. Regrettably, the visual portrayal of Kampung Main Cipulir fails to accurately encapsulate its role as an educational and recreational hub for children. Furthermore, the effective utilization of signage within Kampung Main Cipulir remains suboptimal. To address these concerns, a comprehensive study was conducted to revamp the image of Kampung Main Cipulir through the implementation of a cohesive visual identity that aligns with its purpose as a center for educational tourism. This endeavor also encompassed the strategic placement of standardized signage. The research methodology encompassed data collection via observations, interviews, and an extensive review of relevant literature. The subsequent data analysis was performed through a combination of descriptive analysis and a comparative matrix assessment. After designing a visual identity and implementing it on signage system and wayfinding, it is hoped that public awareness will be increased regarding Kampung Main Cipulir tourist attraction. It is also hoped that the design of signage and wayfinding can provide convenience for visitors when navigating in Kampung Main Cipulir.

Keywords: children play, outbound, visual identity, wayfinding.