

ABSTRACT

Kampung Adat Cireundeu is a village in Cimahi City, West Java, which is a cultural tourism destination. The tourism attraction of this area comes from the philosophy of traditional values and ancestral teachings that are consistently maintained, including consumption patterns, belief systems, including efforts to preserve and balance nature. Cireundeu tourism visits are divided into two, namely through reservations and without reservations. Tourists without reservations generally experience similar problems, namely locations that can be visited, the right direction to the tourist location, and available tourist activities. This is due to the lack of tour managers whose presence is not always ready at tourist sites. In addition, as information support for tourists, existing signage and wayfinding have not been effective in navigating tourists with clear information. Visualization has not represented the distinctiveness of Cireundeu culture and the lack of signage and wayfinding in certain locations. This situation causes confusion for tourists when visiting without a reservation. Thus, it is necessary to design signage and wayfinding as a solution related to information for tourists. Using the design research method by considering aspects of the work produced from the design process in the form of a visual form, aspects of the creator or maker of the work, and aspects of the audience or user of the design work. Data acquisition through direct observation, in-depth interviews, questionnaires and library studies. The data that has been obtained is then analyzed using a comparison matrix and theories such as ethnosemiotics to get the concept idea of designing signage and wayfinding that is informative and in harmony with the cultural characteristics of Cireundeu. The results of this study are in the form of recommendations for designing signage and wayfinding designs in the tourist village, namely Kampung Adat Cireundeu.

Keywords: *Signage and Wayfinding, Tourism Village, Ethnosemiotics, Cireundeu Traditional Village*