

DESIGNING SIGNAGE AND WAYFINDING AS INFORMATION FOR LAWANG SEWU

PERANCANGAN TANDA DAN WAYFINDING SEBAGAI INFORMASI UNTUK LAWANG SEWU

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Abstract : Historical Tourism in Indonesia is one of the things that is of interest to tourists. This is due to tourists' curiosity about history - history that occurred in the past. Then historical tourism is also important for visitors to increase their opinion of the surrounding area, and visitors can better appreciate the story behind it. One example is Lawang Sewu which is located in Semarang, Indonesia. This iconic structure, known as the "Thousand Doors", serves as a reminder of Indonesia's colonial past and its journey to independence. Built during the Dutch colonial period in the early 20th century, Lawang Sewu offers architectural charm that attracts visitors from all over the world. Lawang Sewu is also a witness to the history of the development of trains in Indonesia. The historical value of Lawang Sewu is the cornerstone of Semarang's tourism industry, attracting curious tourists who want to delve into the past. By preserving this architectural gem and highlighting its historical importance, Semarang can capitalize on its cultural tourism potential, encouraging economic growth and appreciation of Indonesia's diverse cultural heritage. This research aims to create interactive signage and wayfinding for visitors so that they can easily find out where they are, and don't forget to also provide the information needed by visitors.. The research method used to analyze and obtain the required data is a qualitative method supported by interviews with experts and also questionnaires distributed related to Lawang Sewu. This Interactive Signage is aimed at the audience who are visiting Lawang Sewu with a barcode in it so that they can get information about Lawang Sewu so that the audience can learn more. appreciate the story behind Lawang Sewu, and

don't forget to preserve historical buildings in Indonesia.

Keywords: signage and wayfinding, environmental graphic design, Lawang Sewu, historical tourism.

Abstrak : Wisata Sejarah di Indonesia menjadi salah satu hal yang diminati wisatawan. Hal ini dikarenakan rasa penasaran wisatawan terhadap sejarah – sejarah yang terjadi pada masa lalu. Kemudian wisata sejarah juga penting bagi pengunjung untuk meningkatkan opininya terhadap kawasan sekitar, dan pengunjung dapat lebih mengapresiasi cerita dibalikinya. Salah satu contohnya adalah Lawang Sewu yang terletak di Semarang, Indonesia. Struktur ikonik ini, yang dikenal sebagai "Seribu Pintu", berfungsi sebagai pengingat masa lalu kolonial Indonesia dan perjalanannya menuju kemerdekaan. Dibangun pada masa penjajahan Belanda pada awal abad ke-20, Lawang Sewu menawarkan pesona arsitektur yang menarik pengunjung dari seluruh dunia. Lawang Sewu juga menjadi saksi sejarah perkembangan kereta api di Indonesia. Nilai sejarah Lawang Sewu menjadi andalan industri pariwisata Semarang sehingga menarik rasa penasaran wisatawan yang ingin menyelami masa lalu. Dengan melestarikan permata arsitektur ini dan menonjolkan pentingnya sejarah, Semarang dapat memanfaatkan potensi wisata budayanya, mendorong pertumbuhan ekonomi dan apresiasi terhadap warisan budaya Indonesia yang beragam. Penelitian ini bertujuan untuk membuat signage dan wayfinding yang interaktif bagi pengunjung agar mudah mengetahui keberadaannya, dan tidak lupa juga memberikan informasi yang dibutuhkan pengunjung. Metode penelitian yang digunakan untuk menganalisis dan memperoleh data yang dibutuhkan adalah a metode kualitatif didukung dengan wawancara kepada para ahli dan juga penyebaran kuesioner terkait Lawang Sewu. Interactive Signage ini ditujukan kepada para penonton yang sedang berkunjung ke Lawang Sewu yang terdapat barcode di dalamnya agar dapat memperoleh informasi mengenai Lawang Sewu sehingga penonton dapat mengetahui lebih jauh. hargai kisah di balik Lawang Sewu, dan jangan lupa lestarikan bangunan bersejarah yang ada di Indonesia.

Kata Kunci: signage dan wayfinding, desain grafis lingkungan, Lawang Sewu, wisata sejarah.

BACKGROUND

Historical Tourism in Indonesia is a potential that can be developed. Because visitors get the opportunity to understand the history of the places they visit, starting from the historical background, important events that occurred, to the changes experienced. Visitors can also better appreciate existing historical buildings, and can help maintain and preserve historical buildings. Then, historical tourism is also a factor in increasing regional income.

Lawang Sewu is one of the historical buildings in Semarang City. Lawang Sewu is also a witness to the history of the development of trains in Indonesia. Visitors are immersed in the past as they wander its intricate passageways and gaze at its striking facade. Also known as Lawang Sewu because the number of doors in this building is 429, along with 1,000 large windows, this 3-story building is located right on Jalan Pemuda right in the center of Semarang. The first stone was laid in 1904 and completed in 1919. However, the building was inaugurated around 1907. The beauty of the ancient Lawang Sewu building is always stunning and is the best backdrop for taking photos. The building design is unique and has a Dutch East Indies style, adding to the charm of every corner of Lawang Sewu. (Fandy. (2023, June 30). Looking at the History of Lawang Sewu That You Must Know. Gramedia Literasi. <https://www.gramedia.com/literasi/wisata-lawang-sewu/>). Starting from the front of the building which resembles a palace, every hallway is very dynamic, to the front garden of Lawang Sewu which is also often a photo spot for visitors. Now Lawang Sewu is managed by PT. Kereta Api Pariwisata and becomes a building owned by PT. Kereta Api Indonesia (Persero).

There were several problems faced when visiting Lawang Sewu. When visiting Lawang Sewu the author saw a lack of information provided and the sign system installed in Lawang Sewu. After that, an explanation of the incident, The function of the building is also not shown enough so that visitors do not get important information about Lawang Sewu. Even though in Lawang Sewu there are guides who can explain about Lawang Sewu, not all visitors want to use a guide because they have to spend money. From the results of the survey distributed and of the 128 respondents who answered, 46.2% chose to only take photos in Lawang Sewu. So, it can still be concluded that many people when visiting Lawang Sewu just take photos without knowing the story behind it. Also, from the survey results that were given, respondents were able to find the signage provided but they were not satisfied because the information provided was not clear.

Signage and wayfinding, is a form of modern communication that is used as a means of conveying effective information, to help smooth social life. Signage in particular, is a series of symbolic and graphic visual representations, which aim to be a medium for interaction between humans and public spaces (MS. Andrijanto, 2018, pg.225). Signage and Wayfinding are media that can make it easier for visitors to navigate and get information about things in Lawang Sewu. This can also control visitor circulation so that they can be more focused in their movements. One example of a historical destination that uses information boards is Borobudur Temple, there is some information needed by visitors such as information about entrance tickets, parking lots, temple information centers, regulations, and maps. This information is very useful for visitors, because they are more focused and get clear information about Borobudur Temple. Based on the design theory, the Signage at Borobudur Temple is an ideal signage in terms of color, layout, and typography. Therefore, it is necessary to design signage and wayfinding at Lawang Sewu so that visitors can more easily get information about Lawang Sewu and can appreciate it more.

DATA COLLECTION AND ANALYSIS METHODS

Data Collection Methods

Observation

In this research, observations were carried out by observing signage that could attract people's attention, then if there was an opportunity they would come to Lawang Sewu to observe what the visitors there were doing.

Interview

At this stage, an interview was conducted with visitors to Lawang Sewu about the things that made them interested in coming to Lawang Sewu, the Guardian of Lawang Sewu regarding the history that occurred.

Literature review

The literature study carried out includes collecting data from various sources such as journals, websites related to the report to be prepared, it could also be theories about signage that are of interest, historical education, colors that are of interest to children and adults, shapes which can attract attention, and data related to Lawang Sewu.

Surveys

The survey activity was carried out by distributing a questionnaire form which contained several choices of illustration types, colors and shapes that would be used for the signage.

Data Analysis Methods

Qualitative

The method used in this writing is qualitative analysis. Data obtained from interviews, surveys, observations and literature studies will be arranged systematically so that it can be understood easily.

Data analysis technique

The author explains things related to Lawang Sewu in a way that is easy for the target audience to understand.

Data Analysis Instrument

Laptop, Cellphone

RESULT AND DISCUSSION

Summary of Observation Results	Based on the observations made, there are several deficiencies in Lawang Sewu such as some damaged signage so that it can no longer be read by visitors. Therefore, signage and wayfinding design is carried out so that visitors who come to visit Lawang
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	Sewu can easily go to a place and easily get information about Lawang Sewu.
Summary of interview results analysis	Based on interviews conducted with several sources who have visited Lawang Sewu, some signage has changed and some cannot be read due to lack of maintenance. According to the source, signage is an important key to going to a place. Therefore, it is necessary to design signage and wayfinding that can guide visitors to Lawang Sewu.
Summary of questionnaire results analysis	Based on the questionnaire that was distributed, From a total of 128 respondents who were willing to fill out the questionnaire, the author obtained the following data. Some people have visited Lawang Sewu for various reasons, such as to take photos, or want to know the history of Lawang Sewu. According to some respondents who have visited, the conditions in Lawang Sewu are normal. According to most of the respondents who had been there, they were able to find the system but the information explained was not clear, so more respondents recommended improvements to the signage and wayfinding in Lawang Sewu.
Summary of comparison matrix analysis	Based on the existing comparison matrix, it can be concluded that compared to other places, Lawang Sewu's signage is still less than optimal. In addition, the old signage is also starting to deteriorate. The visuals used later will be modern and simple, but there are still elements of Lawang Sewu.

Conclusion	Some respondents have visited Lawang Sewu but are still confused about the spots they want to go to because some of the existing signage is damaged. Respondents need signage as one of the information centers. The aspect taken from one of the logos in Lawang Sewu is in the form of a train wheel, so that there is still continuity between the signage design and Lawang Sewu.
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Source : Personal Document

Concept and Design Result

Concept Message

1. The design of Signage and Wayfinding basically contains a message addressed to the public. Informing about the history of Indonesian railways. Such as infographics, collections of historical objects, building miniatures, steam train replicas, as well as providing information about the layout of rooms and facilities through signage and wayfinding designs to make it easier for visitors when visiting Lawang Sewu.
2. The design of Signage and Wayfinding also seeks to invite the public to be interested in learning about the history of railways in Indonesia from time to time by visiting the Lawang Sewu Museum in Semarang City. So that the public can better understand the historical information that has occurred more clearly and comfortably.

Creative Concept

The creative concept that will be used by the author is modern while still including elements that are inherent in the city of Semarang, especially those in Lawang Sewu itself. The use of a modern style was chosen because visitors to Lawang Sewu are people who use gadgets and often post photos on social media, so the era they are entering is the modern era. However, elements typical of the

cities of Semarang and Lawang Sewu were added to the design so that there is still continuity between the objects.

Media Concept

In accordance with the title Designing Of Signage And Wayfinding As Information For Lawang Sewu, the media concept designed by the author is signage and wayfinding. This will be divided into several types, including: •

Directions

Directions are used as a guide for visitors to easily find the room or place they want to go, for example toilets, places to eat, or rooms in Lawang Sewu. Later the media material used will be acrylic.

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Information Providers

Information providers are used to inform visitors about matters related to Lawang Sewu such as the history of what happened, the use of existing rooms. Later the media materials used will be acrylic and iron as the support. •

Maps

Maps are used as directions, to guide visitors and make it easier for them to see locations in the Lawang Sewu area. Later the media used will be acrylic.

Warning Sign

Warning signs are used to warn visitors of any activities that are not permitted, and to be more careful. Later the media used will be acrylic.

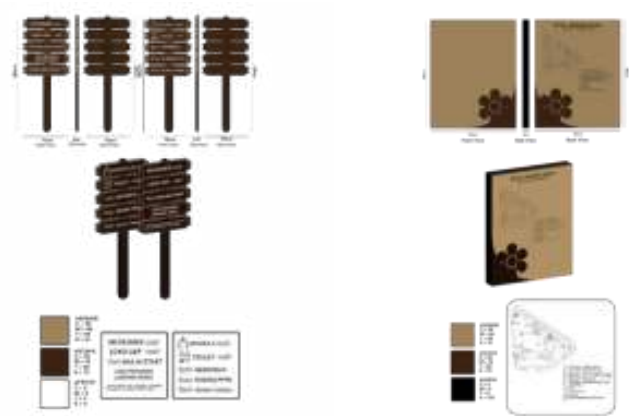
Visual Concept

In the visual concept, there are several elements used from various sources or references. These elements will be used in the design results, such as (1) The

typography or type of font used will be divided into several types. Because Lawang Sewu is a building managed by PT. KAI, the author decided to follow the Signage Guideline from PT. KAI in 2020. The type of font used for the sign system is the *Circular STD* font, be it bold, book, or italic. The second type of letter uses the Merriweather font. This font was inspired by specific book typefaces such as Garamond. The creator wanted to adapt the old fashion book type to modern but the creator wanted to make this font readable comfortably at various sizes. Therefore, the author decided to use this font so that visitors can read the information comfortably. (2) Using color for designing signage and wayfinding for Lawang Sewu uses the theme of wood colors to create continuity between Lawang Sewu and the results to be designed. (3) The author plans to create a modern form of signage and wayfinding display but there are still elements from the selected object and its surroundings, so that even though the form is simple, visitors will still be interested in reading it. (4) The visual style that will be used by the author when designing the signage and wayfinding of the Lawang Sewu object is to use a visual style that is modern, simple, but has elements of Lawang Sewu. By applying the typography that has been chosen, combined with the colors that have been chosen, visitors will be interested in reading the signage and wayfinding that has been designed.

Design Result

Directional Sign



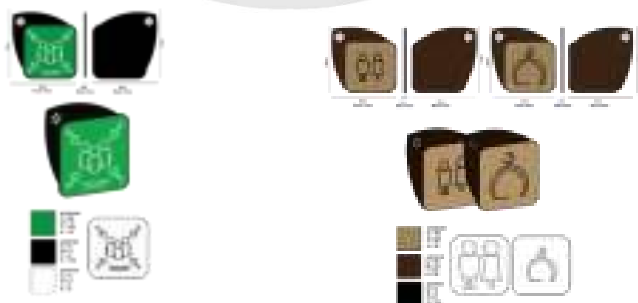
Picture 1 Directional Sign
Source : Personal Document

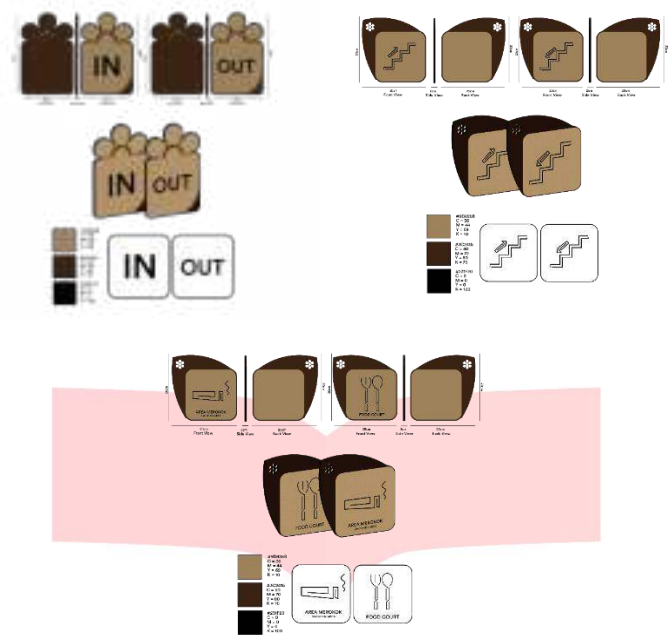
Rules and Regulation Sign



Picture 2 Rules and Regulation Sign
Source : Personal Document

Identification Sign





Picture 3 Identification Sign
Source : Personal Document

Interpretative





Picture 4 Interpretative Sign
Source : Personal Document

CONCLUSION

The historic building and tourist attraction Lawang Sewu has been maintained and renovated by PT. Kereta Api Indonesia. Both the building and its environment look much better. PT. Kereta Api Indonesia carried out the renovation while maintaining the elements of the building and the existing history. However, the sign system in Lawang Sewu is still not good because there are damaged signs or incomplete information presented. Therefore, the design of Signage and Wayfinding Lawang Sewu was carried out which aims to make visitors more comfortable and get information about Lawang Sewu when visiting.

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