

ABSTRACT

Agrowisata N8 Gunung Mas, located in Cisarua District, Bogor Regency, is one of the popular agrotourism destinations in Indonesia, especially West Java, for decades. Agrowisata N8 Gunung Mas offers the advantage of beautiful and natural natural potential. More than just a tea plantation, Agrowisata N8 Gunung Mas offers a variety of interesting facilities, such as a tea bridge, glamping, accommodation, rainbow slide, flying fox, offroad, ATV, and so on. Apart from the tourism potential, the visitor potential is also very promising with many local and foreign visitors. However, currently this tourist attraction is still considered an old-fashioned and conventional state-owned business unit compared to its competitors. The research results show that Agrowisata N8 Gunung Mas faces several problems. One of the main problems is the ineffectiveness of information and navigation facilities which causes many visitors to be confused and have difficulty finding directions. Information and navigation media in Agrowisata N8 Gunung Mas are still poorly organized and limited. As a result, visitors have difficulty in doing activities and are less efficient. Signs and road signs at several points are also still lacking attention because they still use makeshift materials and do not reflect the identity and image of Agrowisata N8 Gunung Mas. Based on the phenomena that occur, it can be concluded that Agrowisata N8 Gunung Mas requires redesign of Environmental Graphic Design in the form of signage and wayfinding by following correct design principles and theories. This research was conducted using a qualitative approach through observation, interviews, and literature studies as well as data analysis using descriptive analysis, comparative matrix analysis, and SWOT analysis to understand the characteristics of Agrowisata N8 Gunung Mas and the needs of its visitors. Through this design, it is hoped that it can improve the comfort and experience of visitors who come and in addition it can strengthen the identity and image of Agrowisata N8 Gunung Mas.

Keywords: *Agrowisata Gunung Mas, Brand Identity, Environmental Graphic Design, Signage, and Wayfinding*