

ABSTRACT

This research aims to design Environmental Graphic Design (EGD) that represents the cultural identity of Kampung Tenun Ikat in Kediri City. The village holds a rich heritage of traditional woven fabrics, featuring distinctive motifs that carry historical, philosophical, and aesthetic values. However, field observations indicate the lack of adequate visual information systems to support educational tourism programs such as walking tours, resulting in suboptimal visitor experiences. Using a qualitative-descriptive approach, data were collected through observations, interviews with stakeholders, and literature studies. The design focuses on developing EGD elements such as wayfinding, signage, supergraphics, and supporting media (guide map, Instagram, website, catalog, and banner) that highlight local cultural elements, including tenun motifs, color philosophy, and vernacular visual forms. The outcome of this design is expected to strengthen the village's visual identity, improve navigation, enhance the environmental aesthetic, and empower local MSMEs by increasing cultural tourism appeal. Thus, the design functions not only as an informational medium but also as a strategy for preserving cultural heritage through visual communication design.

Keywords: Environmental Graphic Design, tenun ikat, cultural identity, tourism village