

SIGNAGE DESIGN FOR NATURE TOURISM AREA

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Abstract: Gunung Salak Endah Tourism Area has interesting attractions with great potential. In addition to the potential and interesting attractions, tourism areas is still lacking in infrastructure and signage information like a rusty signage and improper placement. Therefore, signage design for Gunung Salak Endah Tourism Area is needed. In this study, the data collection methods used such as observation, interviews, comparison matrix analysis, and literature study. The purpose of designing this signage is to provide information for tourists related to attractions and amenities. This study found that the function should be prioritized as an information medium. Material selection should be in accordance with the natural conditions of the tourism area. In designing signage, elements of the javanese hawk crested icon that serves to convey a message in accordance with the concept of reminding. It is expected that visitors would get the convenience of accessing the path attractions in the tourism area, and to provide a message to tourists that the javanese hawk is endemic in the tourism area of Gunung Salak Endah to be known and remembered in the tourists' minds.

Keywords: *Signage, Wayfinding, Tourism Area, Gunung Salak Endah*

1. INTRODUCTION

Gunung Salak Endah Tourism Area is included in part of the territory of the *Gunung Halimun Salak* National Park. It is located in *Gunung Sari* Village, Bogor, West Java-Indonesia. It has so many interested tourism objects such as *Ratu* Crater, Camping Ground, Ciparay Hot Water Spring, and 6 waterfalls. The facilities and the attractions of this tourism area have already met the standards set by the government in the Constitution No. 10 of 2009 on tourism. But tourism is not only a means of facilities and attractions, there are another supporting factors that support the process, one of them is infrastructure of signage and wayfinding.

Gunung Salak Endah Tourism Area still have obstacles in signage and wayfinding infrastructure of facilities and attractions. The existing signage still have many shortcomings in terms of design rules. Signage available is not yet meet the standards by Scottish Natural Heritage which is guided by three important points, including signage communications, signage installation, and maintenance. Therefore, the signage design is needed to facilitate the tourists in searching for direction and guidance while in the area.

Based on the problems above, it can be formulated the research question: "How to design signage in accordance with aspects of visual design rules and the standard of Scottish Natural Heritage for *Gunung Salak Endah* Tourism Area?" The purpose of this study is to design signage to give convenience to travellers in searching for direction and guidance while in the area.

2. THEORETICAL BACKGROUND

According to Calori (2007: 5), "signage is a system of signs major graphics needed for the public in finding the place and other relevant information." According to Scottish Natural Heritage (2007), there are three provisions guidelines in designing signage for tourism area. First, signage communication; which is more focused on the delivery of the underlying user information in making decisions, not lead to specific actions. Development of communication must be consistent on the sign so that is easier to understand to the physical condition of the environment and the local situation. The second one, signage installation which is important to ensure that the signage is in a strategic position and installed correctly. Signage which is obstructed by the trees and the grass as

well as in the wrong direction or wrong place will be misleading and dangerous. Finally, signage maintenance which is important to ensure permanent signage in accordance with its role as a visual media for routes and road access as well as to lower the cost of repairs. Signage which is illegible will give a bad impression on the users' mind and resulted in the loss of confidence in the audience to follow the route.

Shirvani (1985) in Murtomo (2007: 6) states that the rules of signage in outdoor built environment, as follows: signage should be able to bring out the characteristics of a place and should be at a distance from the other signage to avoid visual irregularities. Moreover, the harmonization between signage and the environment should always be considered.

For placement of exterior signage, Calori (2007: 164) states the provisions viewing zones as follows: the horizontal angle of vision extends 20-30 degrees (40-60 degrees total) from the vertical centerline of the eyes when looking straight ahead (Figure 1). It is intended that people moving in car can see clearly in accordance with the angle of the eye, allows them to catch the message delivered on signage.

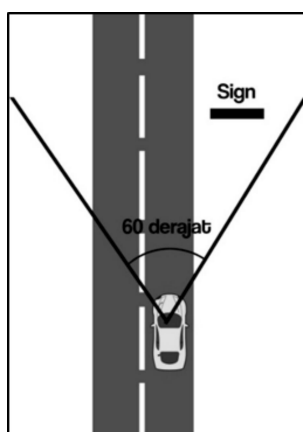


Figure 1 horizontal field of vision
Source: Calori, 2007

Vertically, the angle of vision extends 10-15 degrees up and down from the horizontal centerline of the eye. Figure 2 shows an angle of 10 degrees at the top of the center line. Placement of signage must be by the line of the eye zone, that allow to see the proper signage at eye level without being distracted by other objects.

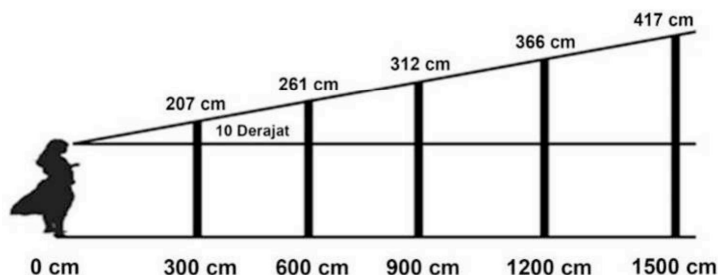


Figure 2 vertical eye-zone for exterior
Source: Calori, 2007

3. THE RESEARCH METHOD

This study used qualitative approach to collect and analysis data. There were three ways to collect the data as follow: literature study, field observation and interview. Authors collected a variety of literature from books and the internet as e-book and e-journal. The interviews were conducted with staff Resort *Gunung Salak 2* and design experts on Environmental Graphic Design.

To analyse the data, authors used comparison matrix by analysing three types of signage i.e. identification sign, regulatory sign, and directional sign. As for the two tourism areas are used as a benchmark, namely the Juanda Forest Park, Bandung-Indonesia and Yellow Stone National Park, USA.

4. RESULT AND DISCUSSION

4.1 Finding

Based on observations, it can be concluded several important points that used as reference in designing the signage, as follows: knowing the environment as well as the path to the tourism objects, taking into account weather factors in the tourism area and check the soil condition around the track towards the tourism objects.

Based on analysis of interviews, it can be concluded that the function of the signage should be prioritized as an information medium. Moreover, material selection should be in accordance with the natural conditions of the tourism area. Placement of signage should be ergonomic to tourists so that they would not ignore signage.

Based on the analysis matrix of comparison, there are some important points as follows: a visual element from the comparison that has good visualization should be considered; the installation of the comparasion signage has already appropriate standards and is located at strategic point, material selection of comparison signage can be used as a reference for the design of signage in Gunung Salak Endah Tourism Area.

The tourism area is part of the *Gunung Halimun Salak* National Park. This national park has three distinctive species, one of them is Javanese hawk (*Nisaetus bartelsi*). The big idea was to convey a message to embed in the tourists' minds that the Javanese hawk is a hallmark of Gunung Salak Endah Tourism Area. The Javanese hawk is applied in the shape and color of the signage design.

4.2 Signage Design

Gunung Salak Endah Tourism Area is a part of Gunung Halimun Salak National Park which has a characteristic of Javanese hawk icon. This study uses elements of the Javanese hawk crest which is stylized.

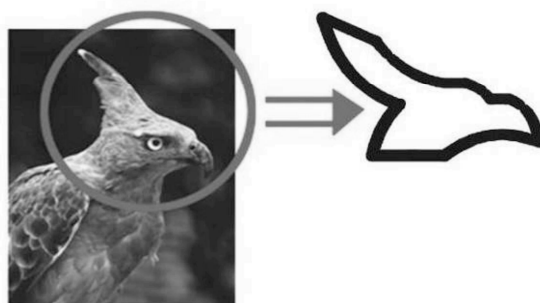


Figure 3 shape stylized process

Source: personal documentation

Gunung Salak Endah Tourism Area is a natural tourism area which mostly consists of green trees and dark brown tree trunks, then needed a contrasting color to the surrounding environment in tourism areas, such as bright and vivid colors so that visitors easily view and with regard to visualization signage that yellow is used as the dominant color of the logo *Gunung Salak Endah* Tourism Area as reinforcement Javanese hawk icon and color coding refers to the provision by applying a brown color for directional signage and identification signage, blue and green for directional signage, as well as yellow and red for regulatory signage. The purpose of the color selection was to give the alignment of the visual identity with the signage.

The design of the signage is using font TW Cen MT Condensed Extra Bold. This sans serif typeface manifold may represent a function of signage that is consistent with the objectives of the graphics system to communicate information so that information seekers can directly capture the message presented on signage.

Gunung Salak Endah Tourism Area is a tourism area of natural environmental conditions contoured up and down and the weather is unpredictable, so that the material used should be strong and durable for all environmental and weather conditions. The material used namely galvanized plate of the reel size 1219 x 25000 mm with a thickness of 0.4 mm. Galvanized plate having a high resistance and anti-rust, whereas the pole signage using a trunk metal pipe diameter 4.85 mm and a length of 3 m. To manufacture the graphical display on the signage using spray paint 300cc.

Here are the final results of the signage design by following the rules of the theory and concepts offered. In designing directional signage, elements of the javanese hawk crested icon that serves to convey a message in accordance with the concept of reminding in communication objective. Arrow shape does not use a common form, but by using elements of javanese hawk crested shape that serves as a signpost. There are twenty-directional signage looked one face to the positioning of the right and left travel lane (Figure 4).

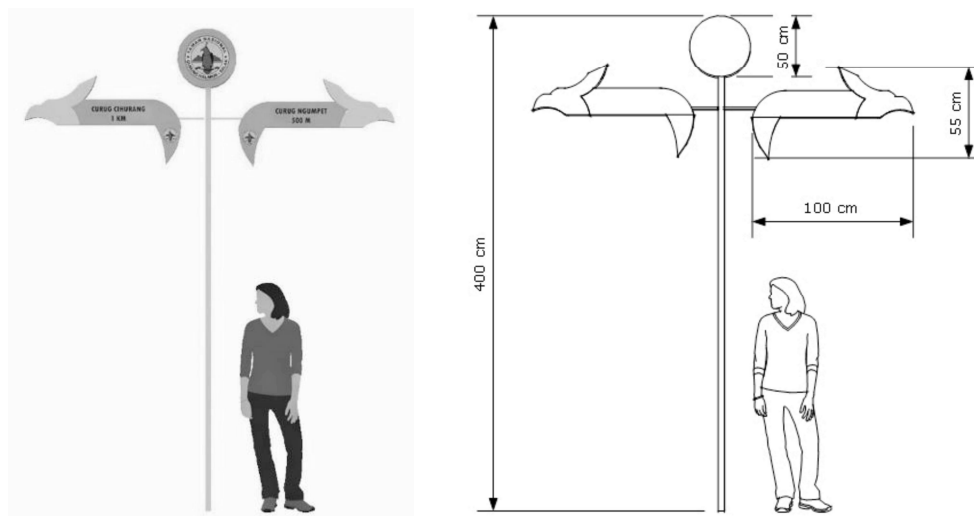


Figure 4 1 directional signage
Source: Personal Documentation

In designing identification signage, elements of the javanese hawk crested icon that serves to convey a message in accordance with the concept of reminding. There are nine pictograms and four types with captions. Identification signage will be placed at the location of facilities and attractions (Figure 5).

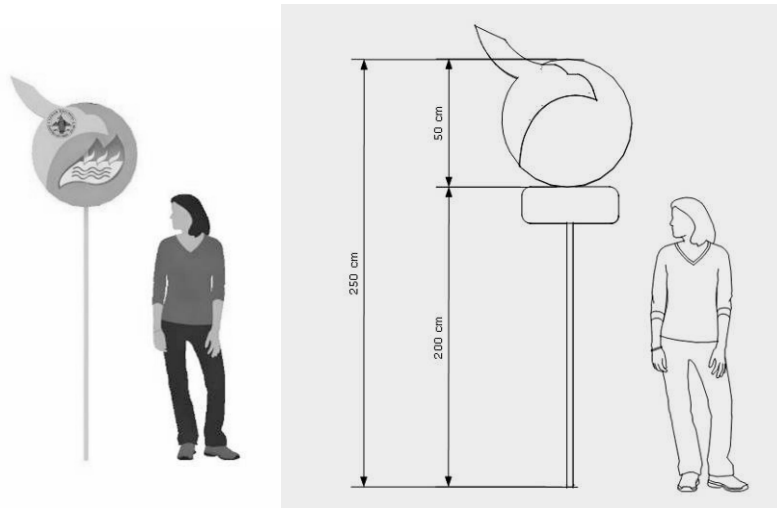


Figure 5 identification signage
Source: Personal Documentation

In designing orientation signage, elements of the javanese hawk crested icon that serves to convey a message in accordance with the concept of reminding. There are two Orientation Signage placement around the main gate and the gate of Mount Bunder Gunung Sari (Figure 6).

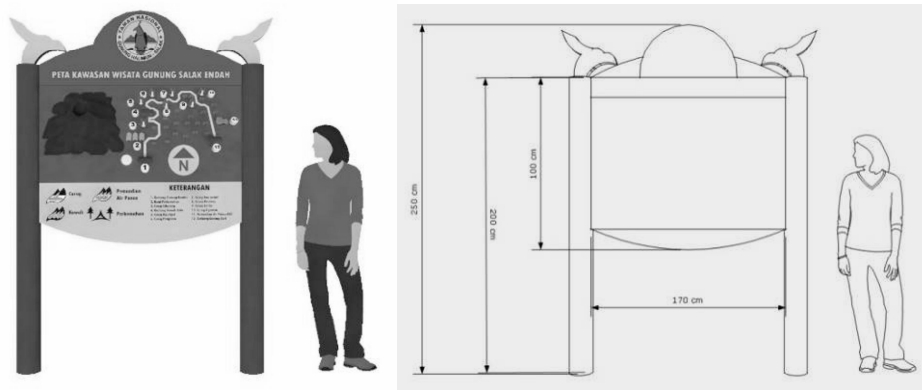


Figure 6 orientation signage
Source: Personal Documentation

In designing the regulatory signage, there are six pictograms as content in that signage and three types accompanied by the text. Regulatory signage will be placed at each location of attractions (Figure 7).

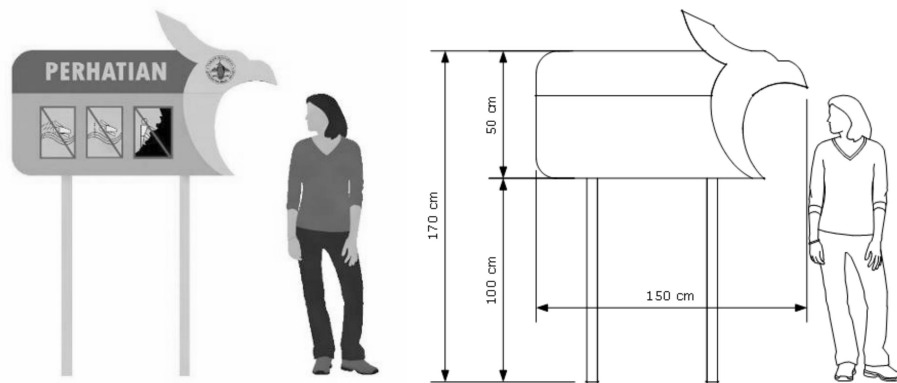


Figure 7 regulatory signage
Source: Personal Documentation

5. CONCLUSION

Signage and wayfinding is one design product involve multidisciplinary design from urban design, architecture and interior design, product design to graphic design. Thus, designing signage and wayfinding, especially for outdoor built environment as in tourism areas need a collaboration in multidisciplinary design.

In the design of signage, safety is the most important factor that must be considered because it involves the safety of tourists. Ergonomic factors in terms of construction and visualization of signage should be able to provide comfort to the tourists, so that tourists feel safe and comfortable. Based on the data that has been collected, the design of the signage in this tourism area should pay attention to several factors, such as location placement of signage, the selection of a strong material in a humid environment and high rainfall, and visualization signage should contrast with the surrounding environment.

For further research, the study on visual elements such as pictograms which are adopt local identity in order to obtain effective visual communication would be interesting to be conducted.

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