



Design of a Wayfinding Sign System and Creative Map for Jati Agro Tourism in South Lampung

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History:

Submit: August 22, 2025

Review: September 30, 2025

Publish: October 31, 2025

Keywords:

Sign System, Creative Map,
Visual Communication Design,
Tourism

ABSTRACT

A sign system is a collection of visual elements designed according to specific rules to assist navigation and convey information within a certain area. Its functions include identifying facilities, providing directions, issuing warnings, and regulating behavior. In a tourism context, an effective sign system plays a crucial role in directing visitor movement and offering comprehensive information about the site. At Jati Agro Tourism in South Lampung, the current visual information system lacks clarity and consistency, making it less effective in delivering messages to visitors. Therefore, a redesigned sign system integrated with a creative map was developed as a primary navigation tool. This design project applies a visual communication approach that prioritizes clarity, visual attractiveness, and consistency. The aim is to produce an informative and engaging system that enhances visitor comfort and overall experience. A structured and aesthetically designed sign system is expected to improve the quality of informational services at Jati Agro as both an educational and recreational tourism destination.

1. Introduction

Tourism plays a vital role in regional and national economic development as it contributes to increasing local income, expanding employment opportunities, and promoting cultural heritage to wider audiences. The Province of Lampung—especially South Lampung Regency—has substantial potential for nature-based educational tourism. One of its promising attractions is Jati Agro Tourism, a destination that integrates recreation with agricultural and environmental education.

Over the past few years, Jati Agro has become a popular destination for families, students, and educational groups seeking interactive learning experiences in nature. However, fluctuations in visitor numbers show that improvements are still needed in management and service aspects. Based on field observations and data from the site, one major issue identified is the absence of an adequate visual information system to support visitor orientation. Many visitors encounter difficulties in finding key facilities such as the hall, mosque, swimming pool, and educational garden due to the lack of a consistent

wayfinding sign system and an informative creative map. This limitation reduces the comfort, efficiency, and overall satisfaction of visitors during their stay.

Table 1. Number of Visitors to Jati Agro Farming

Year	Number of Visitors	Description
2019	10,388	Highest Visitor Attendance
2020	-	Not Fully Operational
2021	7,598	Reopened Operations
2022	5,672	Partial Recovery
2023	5,600	Stagnant Growth
2024	7,234	Significant Recovery

In tourism areas, wayfinding sign systems function as essential visual communication tools that help visitors navigate, identify facilities, and receive important information efficiently. According to visual communication design theory, an effective wayfinding system should integrate clarity, consistency, and aesthetic appeal to ensure that the conveyed message remains readable and understandable under various environmental conditions. Similarly, a creative map serves as both a navigation guide and a visual representation of the site’s identity, combining informative and illustrative elements that enhance the visitor’s experience and perception of place.



Figure 1. Jati Agro South Lampung

The main problem at Jati Agro Tourism lies in the inconsistent and unstructured implementation of its existing signage. The current visual elements—such as typography, color palette, and iconography—lack uniformity and do not reflect the site’s natural identity. Therefore, this study aims to redesign an integrated wayfinding sign system and creative map that serve as the primary media for navigation and information dissemination. The design approach applies the principles of Visual Communication Design (VCD), emphasizing legibility, visual coherence, and user-centered communication.

This research is expected to contribute both academically and practically. Academically, it provides a design reference for developing visual information systems in tourism destinations that align with environmental and educational themes. Practically, it offers a design solution that enhances spatial orientation, strengthens the destination’s identity, and improves the overall visitor experience. Through the creation of a structured, readable, and aesthetically coherent wayfinding system, this project supports

the development of Jati Agro Tourism as a sustainable, educational, and recreational destination in South Lampung.

2. Method

2.1 Research Design

This study applies a qualitative design approach within the field of Visual Communication Design (VCD). The main objective is not only to collect numerical data but to develop a creative and functional visual solution that addresses the information and navigation problems found at Jati Agro Tourism in South Lampung. The qualitative method allows for in-depth exploration of the site's conditions, visitor behavior, and visual communication needs to produce a design that is both informative and aesthetic.



Figure 2. Mind Mapping

The design process follows the principles of Design Thinking, which include the stages of observation, problem identification, ideation, concept development, and visualization. Each stage is carried out iteratively to ensure that the resulting media—particularly the wayfinding sign system and creative map—effectively meet user needs and reflect the identity of the tourism destination.

2.2 Data Collection Techniques

Data were collected using three complementary techniques, namely:

1. Observation

Direct observation was conducted at the Jati Agro Tourism area to examine the layout of facilities, existing sign system conditions, and visitor movement patterns. The researcher identified points where visitors often faced orientation difficulties, such as access to the mosque, swimming pool, and educational garden.

2. Interview

Semi-structured interviews were conducted with the site's management team, including the owner and operational staff, to gather information regarding the site's history, philosophy, and visual communication needs. Short interviews with visitors were also carried out to explore their experiences and expectations toward a better-designed information system.



Figure 3. Observation Jati Agro

3. Literature Review

A review of previous studies and references related to wayfinding design, creative map development, and visual communication design theory was conducted. The literature included journals, books, and previous design projects that supported the conceptual foundation of this study.

This combination of data collection techniques ensured that the design was based on both empirical findings and theoretical considerations.

2.3 Data Analysis Technique

The data were analyzed using the 5W+1H method (What, Who, Where, When, Why, and How) to systematically identify the key issues and determine appropriate design solutions.

- a. What identifies the core issue: the absence of a clear and consistent sign system.
- b. Who refers to the users most affected by this issue—visitors unfamiliar with the area.
- c. Where and When determine the spatial and temporal aspects of the problem, emphasizing that confusion often occurs during peak visiting hours or holidays.
- d. Why explores the reasons for the lack of clarity and the importance of redesigning the system.
- e. How addresses possible solutions through the creation of a well-structured wayfinding system and creative map.

The results of this analysis form the conceptual basis for the design of visual communication media that is informative, consistent, and visually appealing.

2.4 Design Process

The design process follows the workflow commonly used in visual communication design projects, consisting of four main stages:

1. Concept Formulation – Identifying visual styles, themes, and identity elements that align with the natural and educational characteristics of Jati Agro Tourism.
2. Sketching – Producing alternative design ideas in the form of manual and digital sketches for both sign systems and creative maps.
3. Digitalization – Developing final visuals using professional design software such as Adobe Illustrator and Adobe Photoshop, ensuring precision and scalability.
4. Implementation Simulation – Testing the application of signage and maps in various strategic points within the tourism area to evaluate readability, visibility, and coherence with the surrounding environment.

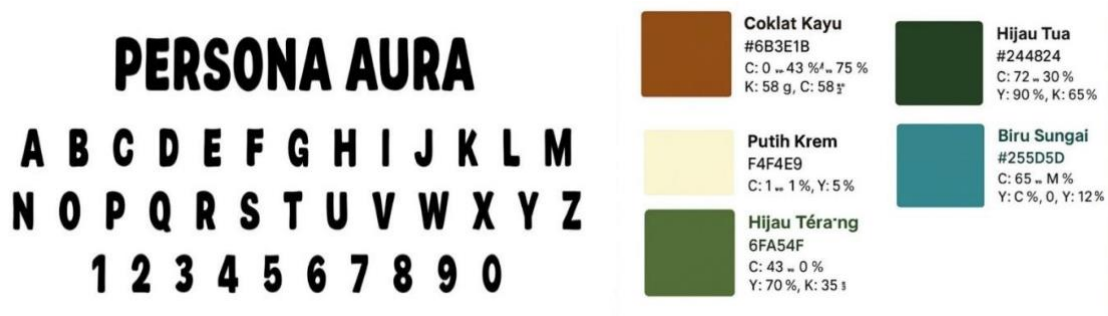


Figure 4. Font and Color Palette

This structured process ensures that the design outcome is not only aesthetically pleasing but also functional and user-oriented.

3. Results and Discussion

3.1 Analysis of Visitor Needs and Existing Visual Conditions

Field observations and interviews conducted at Jati Agro Tourism revealed that most visitors—especially first-time tourists experienced confusion in locating major facilities such as the prayer room, swimming pool, and educational garden. The absence of clear signboards and maps resulted in inefficient movement patterns, with many visitors relying on verbal directions from staff. This problem reflects the weak implementation of a wayfinding system, which ideally serves as a spatial orientation guide in tourism environments.

The existing signage at the site was found to be inconsistent in terms of color, typography, and placement. Some signs used different design styles, while others were damaged or faded, reducing their legibility. Furthermore, there was no integrated map that displayed the layout of the entire area, making it difficult for visitors to plan their routes. These findings became the foundation for redesigning an effective and visually coherent information system.

3.2 Concept Development of Wayfinding and Creative Map

Based on the analysis, the concept development focused on creating a harmonious, functional, and visually consistent design system. The visual identity of Jati Agro Tourism was interpreted through natural and organic elements, such as leaf patterns, wood textures, and earthy color tones, to reflect its agricultural and environmental themes.

The design concept adopted the semi-flat illustration style, combining simplicity and depth to ensure readability and visual appeal. The selected typography “Persona Aura” was chosen for its clear legibility at medium to long viewing distances (5–15 meters), while maintaining a friendly and modern aesthetic. Color choices were inspired by the site’s environment: green for nature, brown for wood and soil, and blue for water elements.

The creative map was designed as the central navigation medium, integrating icons and simplified illustrations representing facilities and attractions. Each visual element was carefully arranged to maintain balance, hierarchy, and alignment, ensuring that visitors could easily understand spatial relationships.



Figure 5. Moodboard

3.3 Design Production Sketch and Digitalization Process

The design production phase involved transforming concept sketches into finalized digital visuals using Adobe Illustrator and Adobe Photoshop. The process included the creation of sign types such as:

1. Identification Sign – to identify main facilities (e.g., hall, prayer room, swimming pool)
2. Directional Sign – to guide visitors toward key points and circulation paths
3. Regulation Sign – to communicate rules and restrictions
4. Creative Map – to guide and information village

The visual design process began with several manual sketches aimed at exploring composition, hierarchy, and readability in both the wayfinding system and the creative map. These sketches served as an early visual experiment to determine effective arrangements of icons, typography, and directional cues suitable for outdoor settings. Each sketch was evaluated based on legibility, aesthetic balance, and harmony with the natural atmosphere of Jati Agro Tourism.

The selected sketches for the wayfinding system and creative map were chosen for their clear visual hierarchy and functional readability. The compositions effectively balanced icons, text, and spatial elements, making them suitable for outdoor application. These sketches best represented the identity of Jati Agro Tourism and became the basis for digital refinement in the final design stage.

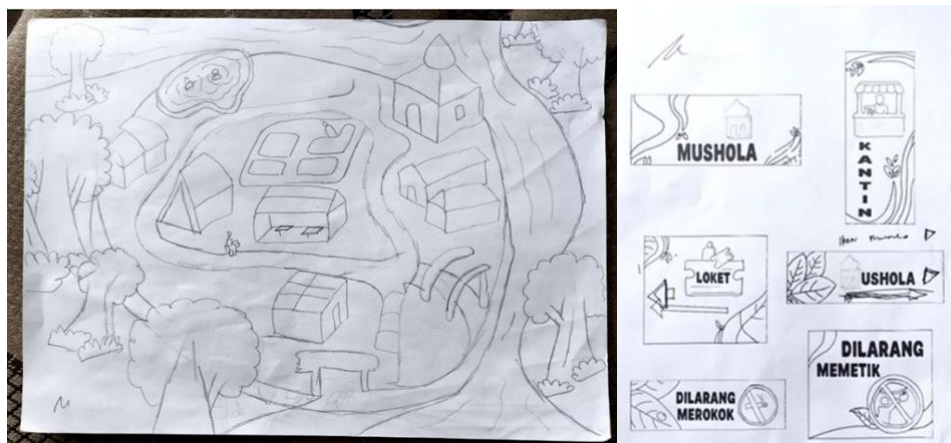


Figure 6. Final Sign System and Wayfinding Sketch Designs

After selecting the most effective sketches, the designs were digitized using Adobe Illustrator and Adobe Photoshop. The digitalization process involved refining line weights, adjusting proportions, and applying the predetermined color palette derived from the site’s natural environment—green, brown, and blue tones. The typeface Persona Aura was used to maintain a friendly and modern aesthetic while ensuring readability at various distances.

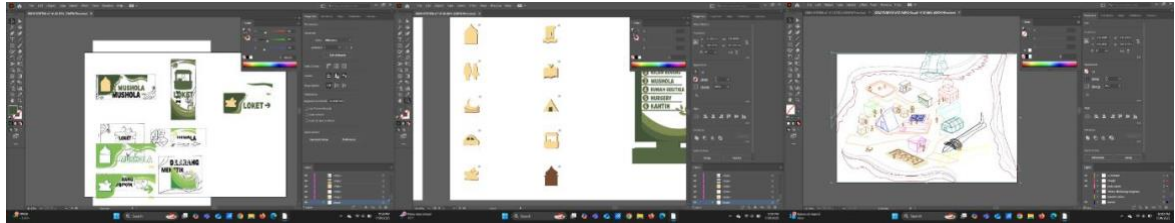


Figure 7. Production Sign System Design

3.4 Design Finalization

The finalized design presents a cohesive visual system that embodies both aesthetic appeal and informational clarity. The wayfinding components include identification, directional, and regulatory signage, unified through consistent iconography and color schemes. Rounded forms and high-contrast typography enhance visibility under various lighting conditions.

The creative map design functions as the core navigation medium, illustrating landmarks, paths, and facilities in a semi-flat visual style. The design emphasizes readability and visual hierarchy, ensuring that visitors can easily comprehend spatial orientation while enjoying an engaging aesthetic experience.



Figure 8. Sign System Design Result



Figure 10. The resulting sign system design with various forms

The finalization stage produced an integrated visual system consisting of the wayfinding signage and the creative map, both aligned with Jati Agro Tourism’s natural and educational identity. The signage design emphasizes simplicity, readability, and visual consistency, while the creative map highlights spatial clarity and aesthetic harmony through semi-flat illustrations. Together, these two media form a cohesive information system that improves navigation, strengthens the destination’s visual identity, and enhances the overall visitor experience.

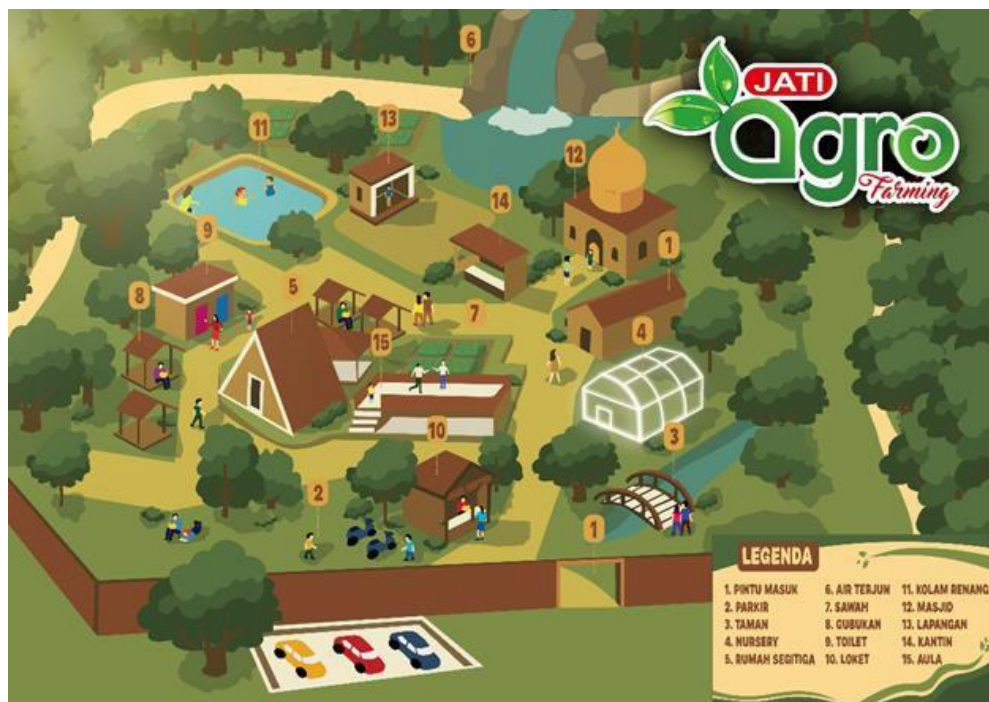


Figure 11. Creative Map Final Design

3.5 Implementation of Wayfinding Sign System and Creative Map

The implementation stage focused on applying the finalized wayfinding sign system and creative map design within the physical environment of Jati Agro Tourism. This phase aimed to evaluate the readability, durability, and spatial integration of both media in real conditions. Each prototype was digitally simulated and analyzed to determine its effectiveness in guiding visitors and reinforcing the destination’s visual identity. Placement decisions were made through on-site observation, emphasizing accessibility, visibility, and orientation flow across the main circulation paths and facility areas.



Figure 12. Design implementation



Figure 13. Design implementation 2

For the wayfinding sign system, materials such as acrylic, aluminum composite, and neon box structures were selected to ensure durability and weather resistance. The signs were positioned at key intersections, entrances, and resting points to maximize their visibility and assist visitors in navigation. The design's consistent use of colors, typography, and pictograms ensures visual continuity and strengthens the identity of Jati Agro Tourism as a nature-based educational destination.



Figure 14. Design implementation 3

Meanwhile, the creative map was strategically installed near the main entrance and resting areas as a central information medium. It visually presents spatial relationships between facilities, routes, and attractions, helping visitors plan their activities effectively. The map's semi-flat illustration style and use of harmonious natural colors create a balance between functionality and aesthetic engagement.



Figure 15. Creative Map Design implementation

Overall, the implementation demonstrates that the integration of the sign system and creative map successfully enhances the tourism site's communication flow, accessibility, and visitor experience. The spatial arrangement and visual coherence across these media provide an effective navigation system while reinforcing the site's educational and environmental theme.

4. Conclusion

The design of the wayfinding sign system and creative map for Jati Agro Tourism has successfully produced an integrated visual communication system that supports visitor navigation and enhances the destination's identity. Through the design process involving sketch exploration, digital refinement, and spatial simulation, the final visual outcome demonstrates harmony between functionality, aesthetics, and environmental context.

The wayfinding sign system improves visitor orientation by applying consistent visual elements such as typography, color, and pictograms, which ensure readability and reinforce the tourism site's character as an educational and nature-based destination. Meanwhile, the creative map functions as a central navigation and information medium that presents spatial relationships between facilities and circulation routes in a clear and engaging manner.

The implementation stage proved that the design effectively integrates with the physical environment through appropriate sizing, durable materials, and strategic placement, resulting in improved accessibility and user experience. In addition, the supporting media, including the X-banner and brochure, strengthen the overall communication and promotional strategy of the tourism site by maintaining consistency with the main visual system.

Overall, this design project contributes both practically and academically by demonstrating the importance of visual communication design in supporting spatial navigation and identity formation within tourism environments. The resulting visual system not only improves information clarity but also creates a cohesive and memorable experience for visitors of Jati Agro Tourism.

Acknowledgment

The author would like to express sincere gratitude to the academic supervisors at the Visual Communication Design Department, Institut Informatika dan Bisnis Darmajaya, for their invaluable guidance, constructive feedback, and continuous encouragement throughout the research and design process. Their expertise and insights greatly contributed to improving the quality and direction of this project.

Special appreciation is extended to the management and staff of Jati Agro Tourism, South Lampung, who kindly provided access, information, and support during the observation and data collection stages. Their cooperation was essential in understanding the actual conditions of the site and identifying the key issues addressed in this design project.

The author also wishes to thank fellow students and colleagues in the Design and Multimedia Research Group for their helpful discussions, creative input, and technical assistance, particularly during the prototype development and evaluation process.

Finally, deepest gratitude goes to the author's family and friends for their constant motivation, moral support, and patience throughout the completion of this research. Their encouragement has been a source of strength and inspiration in bringing this project to fruition.

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