

ABSTRACT

Kampung Blekok Rancabawak, located in the Gedebage area of East Bandung, is planned to be called Bandung Teknopolis. Kampung Blekok Rancabawak, a tourist village, conserves nature and is home to thousands of species of birds, including the blekok, kuntul kerbau, and kowak. The minimal information system provided by the managers of Kampung Blekok Rancabayawak, POKDARWIS Cisaranten Kidul, and the government, makes Kampung Blekok Rancabawak quite difficult to visit, resulting in less comfort for tourists. Tourists encounter challenges when visiting Kampung Blekok Rancabawak due to the absence of signage at certain locations within the Blekok Village area. The research uses qualitative methods and design thinking methods with five stages: emphasize, define, ideation, prototype, and test. The data collection technique in this study involves interviews, observations, and literature reviews. The analysis was carried out with comparative matrix analysis, namely by comparing the sign system on three different tours with Kampung Blekok Rancabawak as a reference in the design of sign systems for Kampung Blekok Rancabayawak. The research resulted in innovative designs obtained from comparative studies and designs that can represent Kampung Blekok Rancabayawak. The design focuses on creating sign systems that can guide and provide information to tourists in the Kampung Blekok Rancabayawak, ensuring the system is both effective and efficient.

Keyword: Sign system, tourist village, Kampung Blekok Rancabayawak