

ABSTRACT

The problem behind this research is the lack of clear information media and the absence of media that can be read again by tourists visiting the Peneleh Heritage Village, Surabaya. This village is the oldest village which has various historical building remains, such as Bung Karno's Birth House, HOS Tjokroaminoto House, Jobong Well, Big Lodji, and Jami' Peneleh Mosque. Explanations regarding several historical buildings in the Peneleh Heritage Village are still through verbal explanations by the tour guide. The topic of this writing focuses on developing interactive information media with a retro visual concept with Javanese Surabaya and Dutch nuances, namely guidebooks. Guidebooks are the main media for providing solutions related to tourist information needs and contributing to supporting the preservation of history in the Peneleh Heritage Village. Guidebook supporting media such as signage, sticker sets, and other merchandise are designed to expand the reach of information to tourists with retro visual elements and the author's signature colors chosen to reflect the local character of the village.

Keywords: Guidebook, Peneleh Heritage Village, Information