

ABSTRACT

Keraton Kasepuhan Cirebon is a historical cultural site and one of the prominent tourist destinations in Cirebon. However, observations and interviews indicate that some visitors experience confusion when navigating the area due to the lack of effective informational and navigational media. Existing wayfinding is limited in both quantity and distribution, and lacks communicative visual elements such as maps, pictograms, or visual historical narratives. Most visitors also choose not to use tour guide services, making it necessary to provide media that support independent exploration. This research aims to design Environmental Graphic Design that is both informative and representative of local culture to enhance the quality of visitor experiences at Keraton Kasepuhan. The methods used include field observation, interviews with visitors and palace administrators, and literature studies. The outcome of this research is a concept and design for informational media such as directional signage, information boards, site maps, and guidebooks that are visually and narratively integrated. This design is expected to improve navigational ease, enhance understanding of history and culture, and provide a more enjoyable, independent, and memorable tourism experience for visitors to Keraton Kasepuhan Cirebon.

Keywords: *Environmental Graphic Design, cultural tourism, Keraton Kasepuhan, wayfinding, visitor experience*