

ABSTRAK

Depati VII Coffee merupakan salah satu objek wisata yang berada di Kota Sungai penuh berposisi di area perbukitan dengan hamparan lokasi yang terbentang luas berkisar $\pm 1,5$ hektar. Selain pada geografisnya yang luas, terdapat fasilitas yang disediakan oleh objek wisata Depati VII Coffee berupa rumah pohon, rumah hobbit, fasilitas tempat acara, *caffé*, serta *camping ground*. Selain pada luas wilayah, objek wisata ini sudah cukup lama beroperasi tetapi sistem komunikasinya belum mampu memberikan informasi yang jelas kepada pengunjung objek wisata. Menyebabkan minimnya sistem informasi yang terarah dan terintegrasi dalam bentuk komunikasi visual. Dari hal demikian maka dilakukanlah kajian ilmiah untuk menguraikan permasalahan yang ada dengan metode pengumpulan data yang digunakan dalam perancangan ini antara lain observasi, studi pustaka, dokumentasi, kuesioner, dan wawancara. metode analisis data yang digunakan dalam perancangan karya adalah *Sign Age Pyramid Methode*. Didapatkan permasalahan yang timbul dari proses kajian ilmiah bahwa objek wisata Depati VII Coffee memerlukan perancangan grafis lingkungan yang terintegrasi dengan baik dan benar dalam memenuhi kebutuhan informasi seputar wilayah objek wisata. *Sign system* adalah rangkaian *representasi* visual yang memiliki tujuan sebagai media interaksi manusia dalam ruang publik. Hal ini sejalan dengan permasalahan yang sedang dihadapi oleh objek wisata Depati VII Coffee dengan uji rancangan tersebut mampu memberikan informasi yang mencukupi seputar petunjuk arah lokasi objek wisata. Rancangan ini meliputi *sign age* dan *pictogram* selain itu terdapat rancangan penunjang lainnya berupa tiket dan *id card*. Rancangan ini tentunya dapat membawa wajah baru terhadap objek wisata Depati VII Coffee dalam hal petunjuk arah.

Kata Kunci : *Sign Sytem, Depati VII Coffee, sign age, pictogram.*

ABSTRACT

Depati VII Coffee is a tourist attraction located in the City of Full River, positioned in a hilly area with a wide expanse of locations ranging from $\pm$ 1.5 hectares. Apart from its wide geography, there are facilities provided by the Depati VII Coffee tourist attraction in the form of tree houses, hobbit houses, event facilities, cafes, and camping ground. Apart from the area area, this tourist attraction has been operating for quite a long time but the communication system has not been able to provide clear information to visitors to the tourist attraction. Causing a lack of information systems that are directed and integrated in the form of visual communication. From this, a scientific study was carried out to describe the existing problems with the data collection methods used in this design including observation, literature study, documentation, questionnaires, and interviews. The data analysis method used in the design of the work is the Sign Age Pyramid Methode. Problems arising from the scientific study process were found that the Depati VII Coffee tourist attraction requires a graphic design environment that is integrated properly and correctly in meeting the information needs about the tourist attraction area. A sign system is a series of visual representations that have a purpose as a medium for human interaction in public spaces. This is in line with the problems being faced by the Depsti VII Coffee tourist attraction with the aim of the design being able to provide sufficient information about directions to the location of the tourist attraction. This design includes signage and pictograms. Besides that, there are other supporting designs in the form of tickets and ID cards. This design can certainly bring a new face to the Depati VII Coffee tourist attraction in terms of directions.

Keywords : Sign Sytem, Depati VII Coffee, sign age, pictogram.

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