

SIGN SYSTEM AS AN INFORMATION MEDIA SOLUTION AT CURUG TILU LEUWI OPAT

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ABSTRACT

This paper discusses the implementation of sign system design new at the Curug Tilu Leuwi Opat tourist attraction located in Parongpong, Bandung Barat, Indonesia. Based on observations made directly at the location, sign system which previously existed were in poor condition, such as not being maintained, not clearly visible, inconsistent use of materials, and not representing the identity of the place. The problem is what arises is that tourists often get lost or can't find out all the facilities and rules that apply because the size of the area owned. The sign system ultimately becomes very important for tourist attractions. The method used is to analyze the characteristics of the place, target audience and field needs. The design of the new sign system at Curug Tilu Leuwi Opat consists of: identification sign system, directions, and regulations (prohibitions & warnings). This new sign system can provide the top solution problems that occurred at Curug Tilu Leuwi Opat.

Keywords: Curug, Information, Tourist Sites, Sign System

DOI:

INTRODUCTION

Curug Tilu Leuwi Opat is a tourist destination that combines the natural beauty of waterfalls, rivers and outbound rides on an area of approximately five hectares. This lokawisata is a family-owned business developed by Ayi. Over time, this lokawisata developed and became a legal entity with the name CV. Healthy Barakah. For the management and operations of this place, personal funds are still used, starting from repairing potholes on road access, improving facilities, creating promotional content and others. Apart from the main attraction of this place being its Curug (waterfall), there are also many other outdoor activities that can be done such as Flying Fox, Shaking Bridge, V Rope, Paintball, Rafting, Offroad and others. Curug Tilu Leuwi Opat has a fairly large area of around 5 hectares with road access to the location which is not good for vehicles.

Another problem with this place is the condition of the information media facilities, especially the alarming sign system. The existing sign system is considered minimal in number, poorly maintained, not well readable, uses inconsistent materials, and is not visually organized, and does not yet represent the characteristics of the place. For example, the sign system is made from worn wood with a black background written in white paint without any icons/symbols that can help tourists understand the targeted object/facility more quickly.



Figure 1: Sign System at Curug Tilu Leuwi Opat

Source: Personal Documentation (2023).

Apart from the limited cost factor, the level of awareness of Curug Tilu Leuwi Opat management regarding the importance of the sign system is still low. In fact, the sign system is crucial for a tourist attraction with a large area and ample facilities. In the end, problems with the sign system cause tourists to feel confused and even break the rules while in that place. This causes tourists who come to enjoy less of the facilities at Curug Tilu Leuwi Opat.

The sign system itself consists of 2 elements, namely "system" and "sign" which are tools in the form of a combination of letters, colors, icons or images that are related and will be perceived by the five human senses. In short, the relationship between the two is what gives rise to meaning (Tinarbuko 2009). It is hoped that the research and design of the sign system at Curug Tilu Leuwi Opat will also provide benefits and solve the problems experienced. It is hoped that the sign system that will be produced can be understood easily and has visuals that are not only good but also represent the characteristics of the place.

LITERATURE REVIEW

Curug Tilu Leuwi Opat is a tourist attraction located in West Bandung with a unique idea of combining natural tourism potential with outdoor tourism. This tourist attraction is located in Parongpong sub-district, West Bandung district, West Java province, Indonesia. The area owned reaches five hectares, the flow of the waterfall from Curug Tilu Leuwi Opat comes from 0 kilometers from Situ Lembang. To reach this tourist location, tourists have to go through a rather difficult access route over a rocky road and the ground becomes muddy when exposed to rain. Curug Tilu in Sundanese means three waterfalls according to the level of the waterfall. Meanwhile, Leuwi Opat means 4 rivers because from the waterfall there are 4 rivers flowing out, namely the Bagong, Kacapi, Baeud and Gentong rivers. The facilities at Curug Tilu Leuwi Opat are varied, and are sufficient to meet the needs of tourists who come to visit, including parking lots, mosques, toilets, canteens and food stalls, camping areas, horse riding and also sightseeing. Several objects that attract tourists to visit include Curug Aseupan Luar, Curug Aseupan Dalam, Leuwi Kacapi, and Curug Gawir. Some of the existing facilities include dining areas, parking, toilets, prayer rooms, outbound rides, and so on.

Sign System comes from two words, namely "sign" and "system". According to Susanto (2015), in general signs are a form of communication that can be verbal and visual. According to the Oxford Advance Learner Dictionary of Current English, a sign or signage is a word or words, designs, etc. on a board or plate to provide a warning or to direct someone towards something. Meanwhile, a system is a unit consisting of components or elements that are connected together to facilitate the flow of information, material or energy to achieve a goal. So what is meant by a

sign system is a collection of individual signs arranged and designed to identify or direct a complex group or place. The sign system is also designed to provide information in the form of prohibitions and appeals to the public to regulate order in a place. The sign system itself must have design elements such as color, shape, material and other supporting design elements. The signs applied in a sign system basically express a meaning based on international rules and standards so that the meaning can be understood by everyone. Research related to sign systems has actually been carried out by several researchers such as Doni Susanto (2015) with the title Sign System Design at Sebelas Maret University Solo, then research by Luthfi N Putra (2019) from Pasundan University with the title Sign System Design in the Cireundeu Traditional Village Area.

A design study regarding the condition of the sign system at the Curug Tilu Leuwi Opat tourist attraction can be concluded that the sign system has not conveyed the information message well. According to Peirce (2005), a sign is a phenomenon that involves a relationship between three aspects: representant (the physical form or sign itself), object (which is represented by the sign), and interpretant (the understanding or mental reaction that arises from the sign). The sign system at the tourist attraction does not use icons/symbols, which is an important aspect in designing a sign system. Icons/symbols on a sign can help tourists understand the sign more quickly. It is also felt that the placement arranged by the management is not correct and some of the signs are outdated and not immediately repaired, this causes tourists to become confused and often get lost.

METHODOLOGY

In this research, data collection related to sign system problems was obtained through direct field observation, indirect observation and surveys via online questionnaires which produced sufficient information. Direct observations were carried out to find out the real problems that exist at Curug Tilu Leuwi Opat based on direct observations and the opinions of managers and visitors. Based on this, a data summary, problem analysis and inventory list of existing problems at Curug Tilu Leuwi Opat will be produced.

The target audience in designing this sign system is tourist visitors, aged between 8 – 30 years. The design approach uses semiotic elements such as signs and associations to achieve clarity, simplicity, manageability and forcefulness. According to Duncan, media strategy is an idea or idea about how media goals will be achieved through the selection of various media combinations (2005). The sign system which is a medium consists of Directional Signs, Regulatory Signs (Prohibitions and warnings) and Identification Signs. The creative strategy that will be implemented in designing the Curug Tilu Leuwi Opat sign system is communicative and descriptive by containing information on the names of existing objects or facilities, directions, regulations in the form of prohibitions and appeals with a combination of text and icons/symbols. The icons/symbols that will be created are adapted to the characteristics of the Curug Tilu Leuwi Opat tourist attraction which is identical to natural visual elements.

DISCUSSION

The approach strategy used in designing this sign system is adapted to the target audience so that the message that will be conveyed through information media this time can be conveyed well. According to Hidayatullah (2020) the target is one of the most important parts in the product advertising/branding campaign process. Communication objectives in this design also need to be determined because they can create shared understanding or change perception, even behavior (Nugroho 2004). There are two communication approaches used, namely visual and verbal communication approaches. The visual communication approach uses a way of conveying information to tourists who come to visit using illustrations, icons/symbols and simple typography so that it is easy for the target audience to understand. The visualized icons/symbols will apply the characteristics of the Curug Tilu Leuwi Opat tourist attraction, such as: The use of basic sign system forms adapted to the waterfall, such as the curved waterfall at the Curug Tilu Leuwi Opat waterfall, the use of Sans Serif letters as support for adapting the shape of existing objects/facilities, using colors that are different from the colors around them, designing water ornaments as a motif for the media to be created, because the city of Cimahi as a tourist spot is synonymous with water and water festivals

that have been held and the media design uses curved shapes. The verbal communication approach is carried out using two languages, namely Indonesian and English. The use of these two languages is intended to be understood by local tourists who come to visit the Curug Tilu Leuwi Opat tourist attraction.

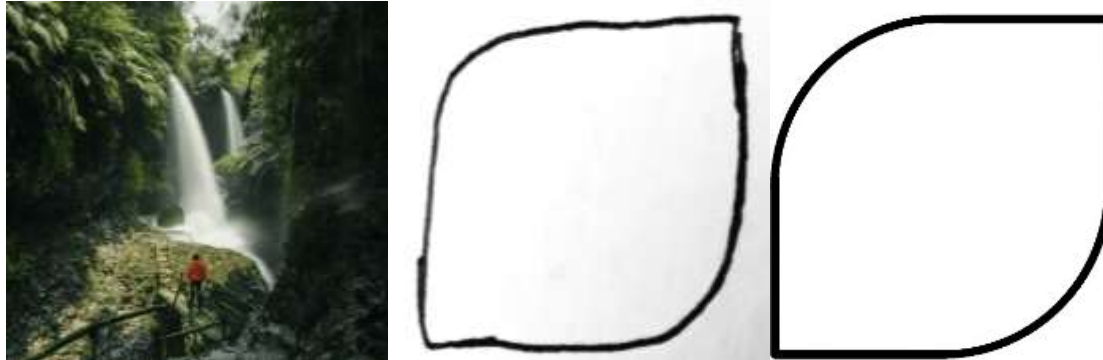


Figure 2: Sketch of the basic form of the sign system inspired by the shape of the Curug
Source: Personal Documentation (2023).

The initial sketch is the first step in the creative process of determining the visual form that will continue towards the digitalization process. Before starting the sketch stage, it is necessary to collect relevant references to help understand the shape, proportions and design elements related to the subject.

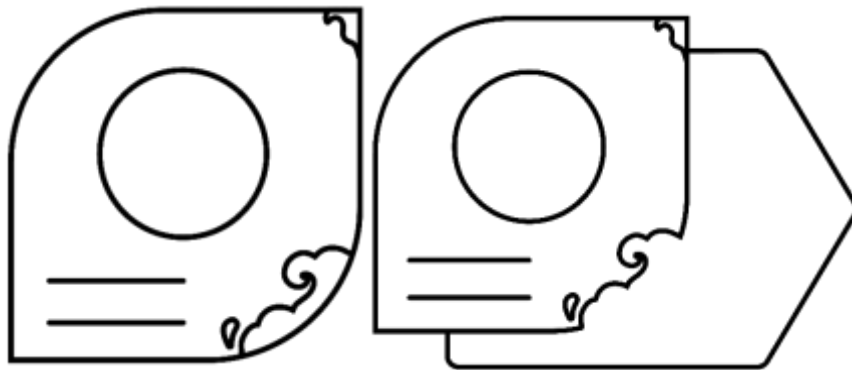


Figure 3: Digital design of the basic form of the sign system inspired by the shape of the waterfall
Source: Personal Documentation (2023).

The font used in designing this sign system is Ubuntu, which is Sans Serif. The Ubuntu font was developed in 2010-2011 by Dalton Maag and can be used in products, print/digital, commercial and other personal projects for free. Meanwhile, the colors that will be used are green, cream, yellow, red and brown.



Figure 4: Ubuntu Typeface
Source: Personal Documentation (2023).

These colors represent natural colors where green, green and brown will be used for the headline text and body text, and cream will be used as the base color for the background of the sign system. The cream color is synonymous with adventure equipment, the brown color is used as body text for identity information and so on. The colors red and yellow are used to represent regulatory colors, namely, recommendations and prohibitions that have been agreed upon.

Mayer (in Muharrar 2003) states that an illustration is an image that is specifically created to accompany text such as in a book or advertisement to deepen the impact of the text. The illustrative visual concept chosen for this sign system is a simplified icon/symbol of the objects or facilities available at Curug Tilu Leuwi Opat as well as the rules that will be applied. With a flat style that is popular with the target audience and visually easy to identify within a certain distance.



Figure 5: Illustrative study of sign systems
Source: Personal Documentation (2023).

Each sign system created has an identical color as a distinction from the function of the sign itself. Gumilang (2012) states that a sign system is a collection of individual signs that have been designed to identify or direct information, for example regarding traffic or a complex or group of buildings. In another sense, the sign system is also a guide for those who need it. According to Tinarbuko (2008) a sign system is a series of visual representations and graphic symbols which are intended as a medium for human interaction with public spaces. The following are the main media for the sign system created. The sign systems below are grouped into 3 categories, including the following:

a. Identification Sign

Below is the identification mark system, the basic color cream with green icons/symbols is the color applied for the identification category mark system, this mark is generally used to identify an object/facility at Curug Tilu Leuwi Opat. The icon/symbol illustration created is a form of simplification of the available objects/facilities. The icon/symbol on this sign uses solid colors and Sans Serif text. A complementary ornament to support Cimahi culture is the water festival. This ornament is symbolized by splashes of water placed in the right corner of the sign. This ornament has the meaning of Cimahi City, which in Indonesian means sufficient water. The following is an image of the icon/symbol used as an existing sign system, including:

- Parking symbol, a symbol formed from the initials of the word parking, namely the letter "P" with a curved shape in the symbol. The letter "P" is a familiar symbol used in Indonesia.
- The toilet symbol has the basic shape of a falling water drop, as a distinction between men and women, the toilet symbol for women uses the water drop upside down.
- Office symbol, a symbol taken from adapting the shape of a table and simplifying the shape of the human body.
- The symbol of the tent, marked with a triangle taken from the shape of a tent.
- River symbol, the river symbol is created based on simplifying the shape of a river flowing from upstream to downstream.
- Souvenir symbols, generally souvenir shops are synonymous with clothing, so the symbols created are an adaptation of the shape of the t-shirt hanging in 3 layers to give a solid impression.
- The canteen symbol, the multifunctional spoon/fork symbol commonly used by adventurers, makes it a canteen symbol because canteens are generally used as eating areas.
- Gathering point symbol, a symbol made from water droplets that resembles a human and then given an arrow element as a marker for the gathering area.
- Prayer room symbol, this symbol is a simplification of the form existing prayer room.
- Curug Aseupan symbol, curug which means waterfall, a symbol made like a waterfall falling from above with a curved element below which is marked as the splash of the waterfall.
- Mancakrida symbol, this symbol is represented by a flag shape which is synonymous with outdoor games.
- The raft symbol, depicted with an illustration of a boat and oars which is then adapted to the curved design concept.



Figure 6: Identification Sign

Source: Personal Documentation (2023).

b. Direction Sign

The director's sign system is characterized by the addition of a visual element in the form of a directional arrow with a green background color and the same shape as the identification sign to give a uniform impression. Then there is the multiple director sign system which is a director sign system with several shape adjustments. The multiple director sign system is used to display directional information from an object/facility in groups based on distance starting from the closest to the farthest. The director's sign system is placed at a distance of 300 m before the destination point. This director's sign is used on every road that branches or is placed at a distance of 300 m before the destination point of the intended object/facility.



Figure 7: Direction Sign

Source: Personal Documentation (2023).

c. Regulation Sign

The regulatory sign system consists of prohibitions and warnings. For prohibition regulations, the base color is red with cream colored icons/symbols are the colors applied for the marking system for the prohibition type regulation category. This sign system will later be placed in areas that are prone to danger and can be seen by visiting tourists. This sign system is useful for avoiding all undesirable events, therefore, the formation of a sign system with the form of information provided is prohibitive. A complementary ornament to support Cimahi culture is the water festival. This ornament is symbolized by splashes of water placed in the right corner of the sign. This ornament has the meaning of Cimahi City, which in Indonesian means sufficient water. A sign system that has a symbol in each sign has the following meaning:

- No swimming, a symbol of people and a symbol of stagnant water depicts a person who is drowning.
- It is prohibited to bring alcoholic drinks, depicted by a bottle and also a glass shape that is identical to a glass for alcoholic drinks.
- It is prohibited to damage facilities, depicted by a plant that is identical to the Curug Tilu Leuwi Opat tourist attraction which is damaged or cracked due to damage by irresponsible individuals.
- It is forbidden to throw rubbish into the river, illustrated by the image of a rubbish bin where the rubbish comes out and is dropped into the river which is depicted in a curved shape like water.
- It is forbidden to sleep in the prayer room area, depicted by the prayer room symbol and also the letter "Z" symbol which is identically interpreted as sleeping.



Figure 8: Prohibition Regulation Sign

Source: Personal Documentation (2023).

For the warning regulation sign system, the basic color is yellow with cream colored icons/symbols, which are the colors applied for the sign system for the warning type regulation category. A complementary ornament to support Cimahi culture is the water festival. This ornament is symbolized by splashes of water placed in the right corner of the sign. This ornament has the meaning of Cimahi City, which in Indonesian means sufficient water. A sign system that has a symbol in each sign has the following meaning:

- Watch out for the monkey, a simple monkey symbol illustration with hands, feet and tail that gives a wild impression.
- Beware of slippery, described as someone slipping from an uneven surface.



Figure 9: Advisory Regulation Sign

Source: Personal Documentation (2023).

The sign system is created according to the proportions and visibility of the bodyman. The iron pole is made with a height of 205 cm, the sign made measures 37 cm x 37 cm or adjusts.

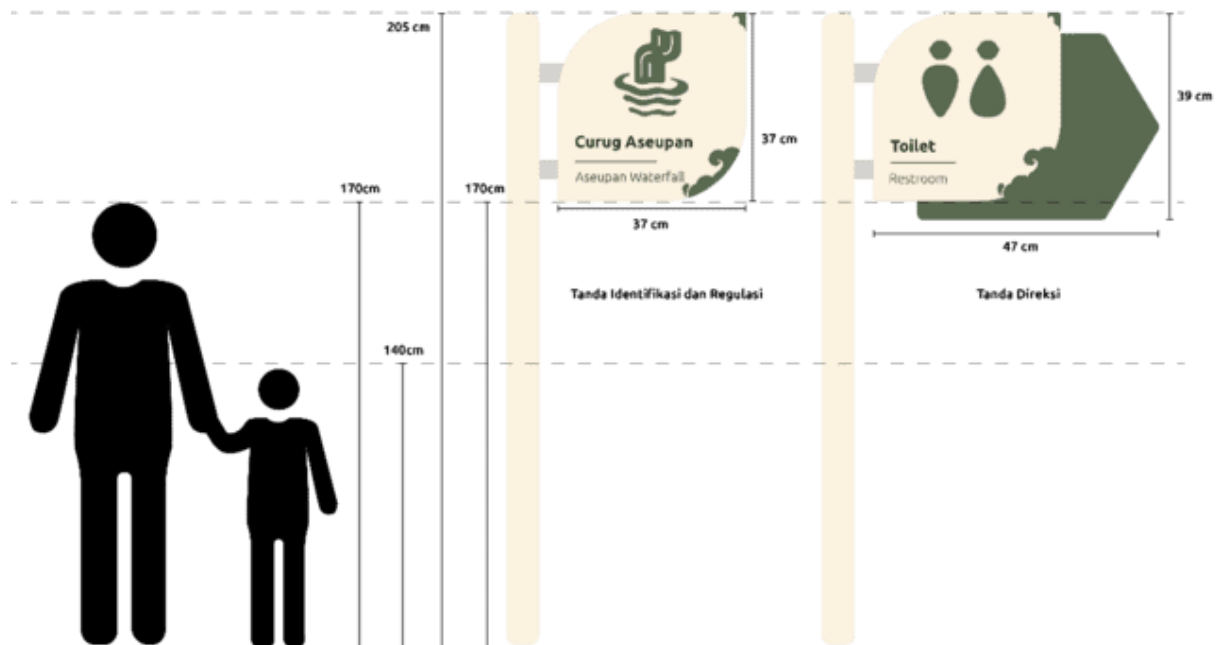


Figure 10: Comparison of Media with Human Body Proportions

Source: Personal Documentation (2023).

CONCLUSION AND RECOMMENDATION

A tourist attraction like Curug Tilu Leuwi Opat requires a sign system that not only helps visitors to access and enjoy the facilities as well as knowing all the existing regulations. The sign system being designed must also have visual characteristics that represent the characteristics of the place, so that apart from functioning as information, the sign system can also have an identity function. To achieve these expectations, in the design it is necessary to pay attention in detail to the needs, characteristics of visitors and characteristics of the place. Apart from that, the management of a tourist attraction should allocate more attention to maintenance. By improving the quality of the sign system, information and overall improvements, it is hoped that this tourist spot can become a more attractive destination, with a good and pleasant image for tourists and have a positive impact on the community and surrounding environment.

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