

Research Article

Designing an Architectural Sign System as a Supporting Visual Image of Petungsewu Tourism Village

Ponimin Ponimin¹, Mitra Istiar Wardhana¹, Timbul Raharjo²

¹Universitas Negeri Malang, Malang

²Institut Seni Indonesia Yogyakarta

ORCID

Ponimin Ponimin: <https://orcid.org/0000-0001-8061-0770>

Abstract.

It is important to create an architectural sign system design as a supporting visual image for the Petungsewu tourism village icon. It will increase the level of attractiveness for tourists by functioning as information on the existence of the area, and also strengthen the visual character of the tourism village. This architectural sign system design is created with a local nature concept based on natural resources. The creative design method to realize the concept, to the realization of the architectural sign system prototype includes the following steps: (1) the formulation of the architectural sign system concept taken from local nature as the development of ideas for various design forms, (2) the process of making form sketch design and architectural sign system construction techniques, (3) the process of realizing the design prototype of the architectural sign system through the name of the tourist location of the Petungsewu agro-eco park tourist village, (4) the finishing process of the design product, (5) analysis of the creation of architectural sign system products or prototypes with local natural characteristics.

Keywords: architectural sign system, design, Petungsewu

Corresponding Author: Ponimin

Ponimin; email:
ponimin.fs@um.ac.id

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1. INTRODUCTION

Petungsewu tourism village, Dau sub-district, Malang Regency is a village located on the eastern slope of Mount Kawi, East Java province. The gorgeous landscape of the natural environment shown in this village is amazing. It is in the hills, fields, and forests that the majority of the population's land is cultivated for citrus and vegetable farming [1]. In the last five years, the village has pioneered as a tourism village based on Agro-eco tourism of "Petungsewu Agro-Eco Park" as leading in the tourism sector of citrus fruits and other agricultural crops [2]. In 2021, the village government will also start building a rest area


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facility on 2 hectares of village treasury land. However, the construction of the rest area does not yet have a visual icon to strengthen the Petungsewu tourist village area. The development of visual icons of tourist areas has an important role in encouraging the region's competitive power. This can be done by creating a unique visual icon display of the area. The presence of artistic visual icons and unique characters will be able to attract tourists [8]. The design of visual icons as a means of attraction has been carried out by a research team at the State University of Malang in the form of designing an architectural sign system with local natural characteristics as a visual innovative idea. The design also functions as a visual branding [6]. So, to achieve this, the creative research team designs and implements them by taking into design principles and technical capabilities to make them build. Both are related to the concept and implementation of the form of cultivation technique and the function of the design.

2. CREATIVE METHODS

It is necessary to define creative research steps through product design research to produce artistic products. These creative steps include (1) Data mining in the field and references for the basis for designing architectural sign system designs. (2) Formulation of the concept and design of architectural sign system designs by taking into the aspects of design principles. (3) The process of visualizing or realizing the architectural sign system product at the location of the Petungsewu village tourist area. (4) The last one is an analysis of the product creations of architectural sign system design with the theme "Petungsewu Agro-Eco Park"[7]

2.1. DATA MINING AND FORMULATION OF THE ARTISTIC VISUAL ICON CONCEPT AS A CHARACTER REINFORCEMENT OF TOURIST AREAS

Sustainable development of tourist areas is an important thing that must be done by tourism village managers Petungsewu Dau Malang. In this case, the presentation of tourist areas in an attractive way must still be done. This is to encourage the tourist area to be more attractive to tourists. The attractive appearance can be in the form of an attractive presentation in the area as well as a visual presentation that is presented through aesthetic elements [8]. Visual packaging that is attractive to the attention of

natural aspects in the region can also be a consideration of the principles of subsequent tourism needs [9].

Visual icons can be in the form of sculpture products, gardens, photo spots, architecture, and tourist offerings that have artistic value to define the area. Both are related to the historical, symbolic, and psychological aspects that are displayed in these visual icons. At least visual icons are designed and created by bringing the aspects surrounding the tourist village closer to artistic, symbolic, and psychological packaging [10]. Therefore, tourism managers package their area with natural offerings as a force in creativity. This is the same as when people visit in Bali. Tourists to Bali hope that during the visit they will find visual icons of Balinese nature and culture. Therefore, the design of visual icons in the area will be approached with aspects of the strength of the natural and cultural environment as an idea for the creation of a tourist area [11].

2.2. Designing an Architectural Sign System to Reinforce the Existence of the Petungsewu Village Tourist Area

An architectural sign system is a visual artistic product that functions as a visual communication medium to convey information in the form of typography and graphic design or a combination of both. The function of delivering visual communication can be in the form of place name signs, directions, place directions, and place names of an area. On the other hand, the sign system also functions as a promotional medium for the area, when the sign system is worked on by taking into account aspects of social branding visual communication. An architectural sign system design also focuses on artistic, communicative, psychological, symbolic, and practical/functional aspects [12].

Therefore, in designing an architectural sign system, the importance of the presence of the visual is packaged in a unique and interesting way but still does not leave the communicative aspect. The uniqueness of a sign system when it is worked on by paying attention to the functional aspects of the sign system in an area [13]. When the architectural sign system functions as social branding, the design must be able to communicate artistically from an area about something that is the potential advantage of the area. In this design, visual cultivation not only puts forward the information aspect but also builds an image of the area. Thus, it will be able to communicate in an interesting way, represented by a visual form of the area with the packaging of visual architectural sign systems with local characters [14]. So the design of a sign system in a tourist area

with an architectural concept is to present the concept of a visual sign system display that describes the condition of the area which is represented through creative forms, both in the form of building elements that have uniqueness combined with the presence of typography which is also packaged with environmental conditions. it [15].



Figure 1: Initial Design Drawing of Architectural Sign System themed “Petungsewu Agro-Eco Park”.

2.3. Creative Process of Architectural Sign System Design for Petungsewu Village Tourism Area Based on Artistic Public Space

The results of the concept and design that have been determined are in the form of an architectural system sign in three-dimensional form. Furthermore, it is explored in various alternative design drawings in order to look for possibilities regarding the shape design and construction. The selected alternative drawings are realized in the form of actual design sketches complete with technical drawings of their implementation. Visual elements are present in the form of typographic elements about place names, graphic design elements of figures from citrus plants (fruits, stalks, and leaves), and mountain rocks used for decorative elements on architectural foundations [16]. All of these elements are assembled using construction according to the character of each of these materials. At the end of the process, a review of the design results is carried out to get input from users of the product and tourism consumers [17].

In an artistic product design based on the public interest, a designer must pay attention to the target users of the innovative product. The tourism connoisseur community as a user is the basis of the users of these products. The community is the direct user of the design product. Likewise, in the design of the architectural sign system of the tourist

area of Petungsewu village, the visual elements are not only related to artistic aspects but are also related to psychological, symbolic, and communicative aspects [18].



Figure 2: The result of the Architectural Sign System creation with the theme "Petungsewu Agro-Eco Park" in the tourist village of Petungsewu Dau Malang.

The design must take into account the general principles of design. This is an absolute requirement when formulating the concept of the product that we will make. These principles include communicative aspects, namely that an architectural product design sign system must be able to communicate visually from the tourist area represented through its typographic design, graphic design, and the presence of architectural visuals in the form of natural stones, and plants, which are packaged in the design. unique local character.

3. Conclusion

The design of an architectural system sign product in the Petungsewu village area has an important role in increasing tourist visits. In this design, consideration of local natural aspects becomes important when making design creations. The local nature of the Petungsewu tourist village is very potential for design creations. In this design, natural elements are used as ideas in creating a visual display that is created with a combination of typography for the name of the tourist area. A product of this design does not only function as a means of communication that shows tourist attractions. But also as a means of visual branding that can encourage the promotion aspect of the area. On the other hand, this product is also expected to be able to influence tourist consumers who are present in the area because the visual appearance of this design

is created by emphasizing the depiction of local nature through the appearance of the product. so that this product can be a means of impressing tourist consumers when they visit this area and come back again.

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