

ABSTRACT

Sanur Beach is one of the favorite tourist beaches in Bali, this area is claimed to be the best sunrise spot in Bali. This beach also has a variety of vacation spots such as hotels, cafes, villas, restaurants, to a variety of water sports that add attraction. But a few years back the phenomenon occurred that the number of tourists to Sanur beach is always reduced, according to data from Dispar city of Denpasar until 2015 the number of tourists consistently decreased. The survey also conducted by Dispar said the decline in the number of tourists caused by the discomfort of tourists, because the media information (wayfinding) is not effective to help tourists. Causing many tourists confused and dissatisfied while there, making the tourists are reluctant to take a vacation back to Sanur beach. Therefore how to design a media information that can be more detailed than conventional wayfinding, in providing information so as to help tourists on the coast of Sanur find the location sought. So from the various research methods that the authors do is qualitative and quantitative form of observation, interviews and questionnaires to various stakeholders and from the SWOT analysis. The author designed the information media in the form of application, the application wayfinding Sanur beach tourism object. To simplify the design, the author uses several theories, among others, user interface, wayfinding, to visual communication design. The main purpose of this application is to increase the return of tourists to Sanur beach, by reducing the confusion of tourists, because this application can provide information related to the direction / route to the destination location, as well as able to educate tourists about the places on the beach vacation Sanur.

Keywords: Application, Wayfinding, Sanur Beach