

## **ABSTRACT**

*Sunan Ampel is one of the religious tourism areas with the highest visitors in Surabaya. His tomb became a starting point for pilgrims when they wanted to make a Wali Songo pilgrimage. The religious tourism area of the Tomb of Sunan Ampel offers a variety of destinations that attract the attention of visitors, namely the unique atmosphere offered by the typical Middle East that blends with Javanese culture. However, the lack of information media causes the road to the tomb to always be congested and irregular. Thus reducing the comfort of visitors and order in the tourist area. Most of the visitors also rarely get an explanation and assistance from the management to explain the history and information about the Tomb of Sunan Ampel. This study aims to improve the knowledge and comfort of visitors to the Sunan Ampel Tomb. In designing Signage and wayfinding Sunan Ampel tomb tourism area, the writer uses several methods of analysis, namely, observation methods, interview methods, literature studies, and questionnaires in order to obtain data or information needed. The main purpose of making environmental graphics at the Jakarta Textile Museum is as an attraction for designing signage and wayfinding to reduce density and irregularity on the road to the Sunan Ampel Tombs and provide information about the history of the Sunan Ampel tombs through the design of appropriate and effective information media.*

*Keywords: Environmental Graphic Design, Sunan Ampel, Signage, wayfinding.*