

CHAPTER 1

INTRODUCTION

1.1 Background

Historical Tourism in Indonesia is a potential that can be developed. Because visitors get the opportunity to understand the history of the places they visit, starting from the historical background, important events that occurred, to the changes experienced. Visitors can also better appreciate existing historical buildings, and can help maintain and preserve historical buildings. Then, historical tourism is also a factor in increasing regional income.

Lawang Sewu is one of the historical buildings in Semarang City. Lawang Sewu is also a witness to the history of the development of trains in Indonesia. Visitors are immersed in the past as they wander its intricate passageways and gaze at its striking facade. Also known as Lawang Sewu because the number of doors in this building is 429, along with 1,000 large windows, this 3-story building is located right on Jalan Pemuda right in the center of Semarang. The first stone was laid in 1904 and completed in 1919. However, the building was inaugurated around 1907. The beauty of the ancient Lawang Sewu building is always stunning and is the best backdrop for taking photos. The building design is unique and has a Dutch East Indies style, adding to the charm of every corner of Lawang Sewu. (Fandy. (2023, June 30). Looking at the History of Lawang Sewu That You Must Know. Gramedia Literasi. <https://www.gramedia.com/literasi/wisata-lawang-sewu/>). Starting from the front of the building which resembles a palace, every hallway is very dynamic, to the front garden of Lawang Sewu which is also often a photo spot for visitors. Now Lawang Sewu is managed by PT. Kereta Api Pariwisata and becomes a building owned by PT. Kereta Api Indonesia (Persero).

There were several problems faced when visiting Lawang Sewu. When visiting Lawang Sewu the author saw a lack of information provided and the sign system installed in Lawang Sewu. After that, an explanation of the incident, The function of the building is also not shown enough so that visitors

do not get important information about Lawang Sewu. Even though in Lawang Sewu there are guides who can explain about Lawang Sewu, not all visitors want to use a guide because they have to spend money. From the results of the survey distributed and of the 128 respondents who answered, 46.2% chose to only take photos in Lawang Sewu. So, it can still be concluded that many people when visiting Lawang Sewu just take photos without knowing the story behind it. Also, from the survey results that were given, respondents were able to find the signage provided but they were not satisfied because the information provided was not clear.

Signage and wayfinding, is a form of modern communication that is used as a means of conveying effective information, to help smooth social life. Signage in particular, is a series of symbolic and graphic visual representations, which aim to be a medium for interaction between humans and public spaces (MS. Andrijanto, 2018, pg.225). Signage and Wayfinding are media that can make it easier for visitors to navigate and get information about things in Lawang Sewu. This can also control visitor circulation so that they can be more focused in their movements. One example of a historical destination that uses information boards is Borobudur Temple, there is some information needed by visitors such as information about entrance tickets, parking lots, temple information centers, regulations, and maps. This information is very useful for visitors, because they are more focused and get clear information about Borobudur Temple. Based on the design theory, the Signage at Borobudur Temple is an ideal signage in terms of color, layout, and typography. Therefore, it is necessary to design signage and wayfinding at Lawang Sewu so that visitors can more easily get information about Lawang Sewu and can appreciate it more.

1.2 Problem Identification

From the description in the background of the problem, identify the existing problem as follows:

1. Lack of signage to guide visitors when exploring Lawang Sewu.
2. Lack of information for visitors when exploring Lawang Sewu.

1.3 Formulation Of The Problem

If looked at the description of the problem identification, the problem formulation that occurs is “How to design a signage and wayfinding as information for Lawang Sewu and How to deliver information about Lawang Sewu”.

1.4 Research Limitation

Problem limitations are carried out so that this research can focus more on a problem. The subject of this research is the design of signage and wayfinding as information for visitors to Lawang Sewu.

The process of designing signage and wayfinding in this research is only limited to designing a sign and wayfinding system as information for visitors to Lawang Sewu.

The target of designing signage and wayfinding is aimed at everyone who wants to visit Lawang Sewu, from small children to adults.

The signage and wayfinding design process will be carried out in Indonesia starting September 2023.

The research aims to provide accurate information regarding the history and direction and location of space in Lawang Sewu through signage and wayfinding which tells about the history that has occurred, so that it can be easily understood. Make good use of visualization according to the results of observations, understanding of the target, namely the people who visit the Lawang Sewu site so that they can be more communicative, and increase their knowledge and sense of appreciation for the building.

1.5 Research Goal

It is hoped that from the results of this research, the author can produce signage and wayfinding designs as information that can guide visitors in Lawang Sewu.

1.6 Benefits of Design

1.6.1 In General

- Providing knowledge about the history of Lawang Sewu to people who want to visit Lawang Sewu.
- Providing knowledge about the historical importance of Lawang Sewu to the public so they can better appreciate it.
- Providing knowledge on how to design signage as historical education materials for the public.

1.6.2. In particular

- As one of the requirements for taking the Final Assignment
- As a reference for related research

1.7 Data Collection and Analysis Methods

1.7.1 Data Collection Methods

a. Observation

In this research, observations were carried out by observing signage that could attract people's attention, then if there was an opportunity they would come to Lawang Sewu to observe what the visitors there were doing.

b. Interview

At this stage, an interview was conducted with visitors to Lawang Sewu about the things that made them interested in coming to Lawang Sewu, the Guardian of Lawang Sewu regarding the history that occurred.

c. Literature review

The literature study carried out includes collecting data from various sources such as journals, websites related to the report to be prepared, it could also be theories about signage that are of interest, historical education, colors that are of interest to children and adults, shapes which can attract attention, and data related to Lawang Sewu.

d. Surveys

The survey activity was carried out by distributing a questionnaire form which contained several choices of illustration types, colors and shapes that would be used for the signage.

1.7.2 Data Analysis Methods

a. Qualitative

The method used in this writing is qualitative analysis. Data obtained from interviews, surveys, observations and literature studies will be arranged systematically so that it can be understood easily.

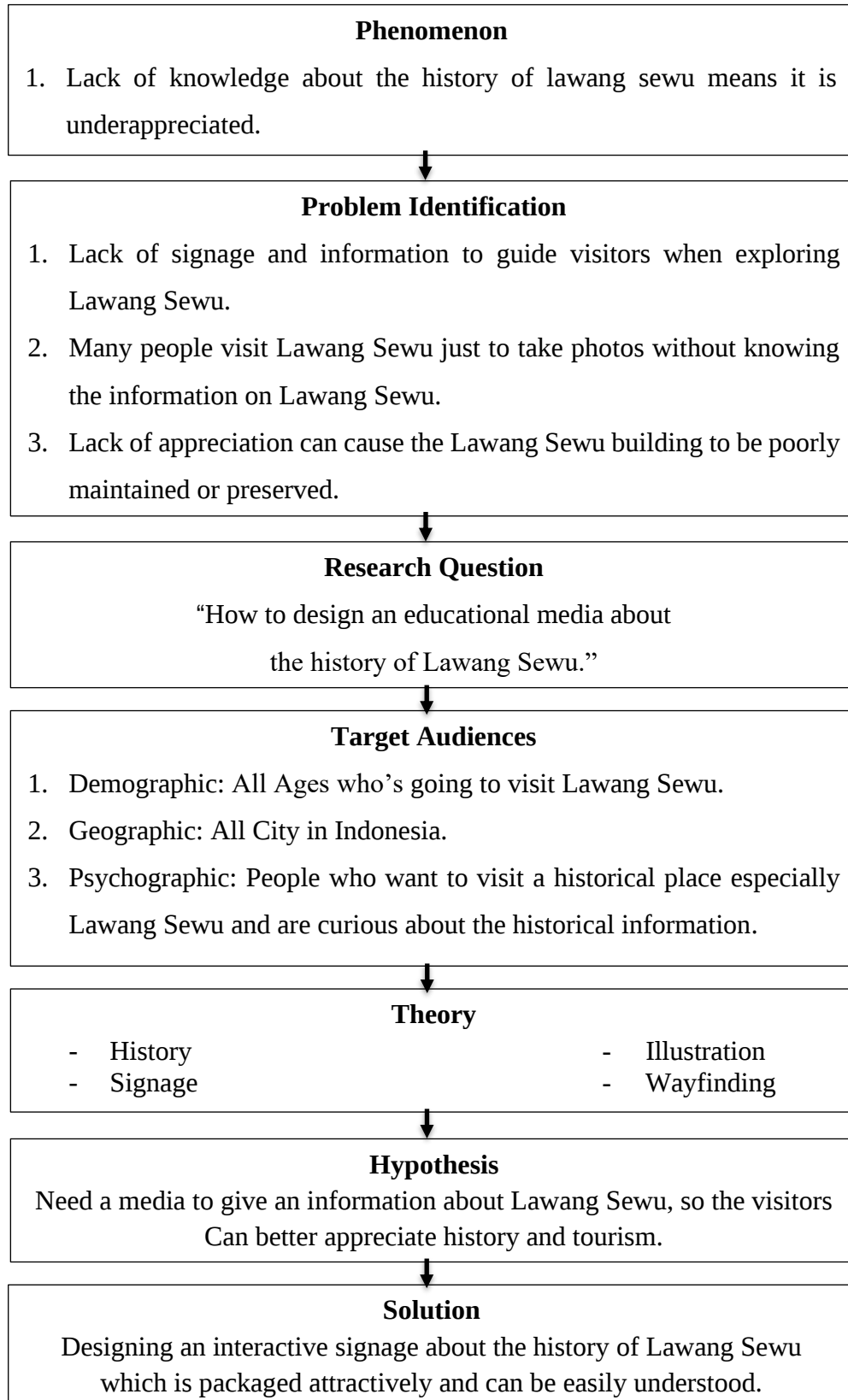
b. Data analysis technique

The author explains things related to Lawang Sewu in a way that is easy for the target audience to understand.

c. Data Analysis Instrument

Laptop, Cellphone

1.8 Research Framework



1.9 Framing

- **CHAPTER I Introduction**

Contains information regarding the background of problems regarding the history of Lawang Sewu which the public does not pay enough attention to, resulting in a lack of appreciation and lack of preservation. Then in this chapter there is problem identification, problem formulation, scope, research objectives and benefits, data collection methods, data analysis methods, and research framework.

- **CHAPTER II Theoretical Foundations**

Contains theories from experts regarding history, illustration, signage and even visual communication design itself.

- **CHAPTER III Data and Data Analysis**

Contains data that has been collected through various methods such as observation, interviews, surveys, and bibliography. Then the data will be analyzed, and conclusions will be drawn from these data.

- **CHAPTER IV Design Concept**

Contains design planning steps, the overall design concept starting from the big idea to the final work result.

- **CHAPTER V Closing**

Contains conclusions from the results of all the chapters that have been worked on, and don't forget criticism and suggestions.