

ABSTRACT

Temenggung Abdul Jamal located in Batam City, is one of the popular sports areas in the Sumatra region. Various events at regional, national, and even international levels are held alternately at Temenggung Abdul Jamal. Therefore, the development of sport tourism at Temenggung Abdul Jamal is carried out to enhance the positive experience for tourists and create a sustain able economic impact. However, the Temenggung Abdul Jamal area still facs various shortcomings, particularly in terms of information and navigation systems for visitors. The lack of directional signs and information boards regarding the four main sectors is not proportional to the area's 20 Hectare size. In addition, the existing information and navigation system do not reflect the identity and image of the area, thereby reducing its aesthetic value. This research is an applied study using a qualitative method. The data collection techniques involve interviews, questionnaires, and observations, while the data analysis uses descriptive analysis, comparative matrix analysis, and SWOT analysis to understand the needs and strategies to make the design effective. The proposed visual solution is the implementation of a functional EGD system. Through this design, it is expected to facilitate and provide comfort for visitors, as well as strengthen the identity and image of the Temenggung Abdul Jamal Area.

Keywords: Temenggung Abdul Jamal, sport tourism, signage, wayfinding, brand identity