

FINAL PROJECT

**ENVIRONMENTAL GRAPHIC DESIGN OF HERITAGE
TOURISM IN KAMPUNG KEMASAN GRESIK**

To Fulfill Partial Requirements for Obtaining A Bachelor's Degree (S-1)



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2025/2026

APPROVAL PAGE

ENVIRONMENTAL GRAPHIC DESIGN OF HERITAGE TOURISM IN KAMPUNG
KEMASAN GRĒSIK

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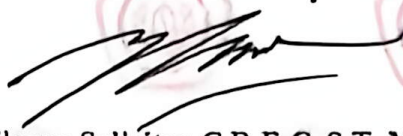
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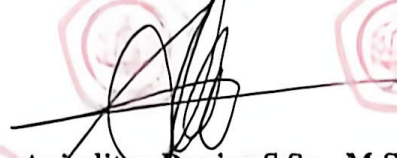
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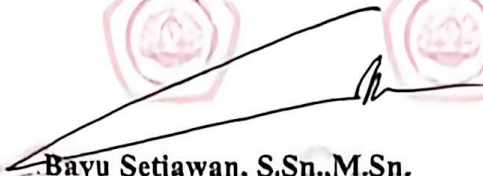
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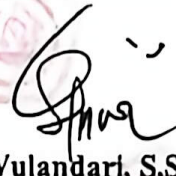
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AGREEMENT PAGE

**ENVIRONMENTAL GRAPHIC DESIGN OF HERITAGE TOURISM IN KAMPUNG
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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no works or opinions that has been written or published by another person/institutions, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indications of plagiarism in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 21, 2026

Who Made the Statement



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ABSTRACT

Kampung Kemasan Gresik is a cultural heritage area rich in history, culture, and multi-ethnic architecture, resulting from the acculturation of European, Chinese, Arab, and Javanese ethnicities. This uniqueness is reflected in the preserved historical buildings, which serve as important evidence of the social and economic journey of the Gresik community in the past. This potential makes Kampung Kemasan a significant opportunity to be developed as an educational and cultural heritage tourism destination.

The visual and historical potential of Kampung Kemasan has not been optimally communicated to visitors. The area lacks an integrated Environmental Graphic Design (EGD) system, resulting in suboptimal information delivery, visual identity, and navigation for visitors. This issue drives the need for an EGD design that can strengthen the area's image while improving comfort and ease of orientation for tourists.

The design method used was a mixed methods approach with qualitative and quantitative descriptive analysis. Data collection was conducted through field observations, interviews with local historians and tourists, and questionnaires distributed to the community. The data obtained was analyzed using the TWOS Matrix and benchmarking to formulate an appropriate EGD design strategy.

The design results in an Environmental Graphic Design system that includes the area logo, sign system (welcoming, directional, identification, information, warning, and regulatory), supergraphics, and supporting media such as guide maps, tourist posters, merchandise, and stationery that adapt the visual elements of Kampung Kemasan's heritage architecture. The design concept is the harmony of multi-ethnic architecture as a representation of the area's identity. This design is expected to strengthen the visual identity of Kampung Kemasan, improve the quality of information and navigation, and create a more communicative, aesthetic, and integrated visual experience for visitors.

Keywords: Environmental Graphic Design, Heritage Tourism, Kampung Kemasan, Signage, Visual Identity

FOREWORD

Praise be to Allah SWT who has bestowed His mercy, may peace and blessings be upon our master, the Prophet Muhammad SAW, so that the author can complete the preparation of the final assignment proposal entitled "Environmental Graphic Design Design for Heritage Tourism in Kampung Kemasan Gresik". The preparation of this final assignment proposal report would not have been successful without the help and guidance of various parties. Therefore, through this writing the author would like to express his deepest gratitude to:

1. Ms. Aileena Solicitor.C.R.E.C, S.T., M.Ds., as the Primary Supervisor, who provided guidance, direction, and input in writing the final project report.
2. Ms. Aninditya Daniar S.Sn., M.Sn., as the Assistant Supervisor, who provided guidance, direction, and input in writing the final project report.
3. Mr. Bayu Setiawan, S.Sn., M.Sn., as the First Examiner, who provided guidance, direction, and input in improving the final project report.
4. Ms. Sri Wulandari, S.Sn., M.A., as the Second Examiner, who provided guidance, direction, and input in improving the final project report.
5. Ms. Masnuna, S.T., M.Sn., as the Coordinator of the Visual Communication Design Study Program, Faculty of Architecture and Design, National Development University "Veteran" East Java.
6. Mr. Ibnu Sholichin, S.T., M.T., Dean of the Faculty of Architecture and Design, Veteran National Development University, East Java.
7. Parents and siblings who provided encouragement, prayers, and support in the preparation of this final project report.
8. Friends who always accompanied me and provided support and suggestions in the preparation of this final project report.

The author realizes that due to limited knowledge and skills, this final project report has many shortcomings. The author welcomes constructive suggestions and criticisms for its improvement. Hopefully, this final project report will be useful and can serve as a reference for future generations in writing final project design reports in the future.

Surabaya, May 13, 2026

Syakirah Tsaltsa Fitriah

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