

CHAPTER V CONCLUSION

5.1 Conclusion

Based on the results of the Environmental Graphic Design design for the Kampung Kemasan Gresik Heritage Tourism area, it can be concluded that this area has strong visual potential through its unique multi-ethnic architectural character and high historical value. However, this potential has not been optimally utilized in the form of an integrated environmental visual communication system. Through a mixed method approach and TWOS Matrix analysis, a design strategy was obtained that focuses on strengthening the area's identity and improving the quality of information and navigation for visitors. The results of the EGD design include the development of a logo, sign system (welcoming sign, regulatory sign, warning sign, information sign, identification sign, and directional sign), supergraphics, and supporting media such as guide maps, tourist posters, merchandise and stationery that highlight the visual elements of multi-ethnic heritage architecture. The implementation of this design is able to create a consistent visual unity, strengthen the image of Kampung Kemasan as a heritage tourism destination, and enhance the visitor experience in understanding and exploring the area. With a structured EGD system, it is hoped that this area will be more informative, attractive, and easily recognized.

5.2. Suggestions

Based on the results of the Environmental Graphic Design design for the Kampung Kemasan Gresik Heritage Tourism area, it is recommended that the design implementation be carried out comprehensively and consistently throughout the area to create a strong and easily recognizable visual identity. Management also needs to carry out regular maintenance and evaluation of signage elements and visual media to ensure they remain functional, informative, and in accordance with the evolving needs of visitors. In addition, the development of the EGD system can be expanded to digital media such as interactive maps or tourist information platforms to enhance the visitor experience in a more modern way. Collaboration between the government, area managers, and the community is also needed to maintain the sustainability of the designed visual identity, as well as further research to assess the effectiveness of EGD implementation in increasing tourist attraction and satisfaction.