

## **Sign System in Sport & Leisure Facility: A Study Case of Bandung Giri Gahana Golf & Resort**

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### **ABSTRACT**

Sign systems are presented in sign programs in which there is information as well as navigation for visitors to a destination. This paper is a case study of Bandung Giri Gahana Golf and Resort as one of the sport and leisure facilities in Bandung. The identified problem is that the signage does not have a single unified / clear system. In this case study, the methods used in data collection consist of observation, interviews, and literature study. For the analysis method using matrix analysis. The sign system design is made to add visual attractiveness that is presented to the visitors, to beautify the facility area location and to assist the visitors in finding the facilities in the area. The purpose of this study is to create a sign system as an informative and effective visual communication to local and foreign visitors, as well as to provide a visual appeal to increase brand awareness.

Keywords: Bandung, Golf & Resort, Sport & Leisure Facility, Sign System, Visual Communication.

### **ABSTRAK**

*Sign sistem tersaji dalam program tanda yang di dalamnya terdapat informasi sekaligus navigasi bagi pengunjung kepada sebuah tujuan. Tulisan ini merupakan studi kasus Bandung Giri Gahana Golf and Resort sebagai salah satu fasilitas olahraga dan rekreasi di Bandung. Masalah yang teridentifikasi adalah signage yang ada belum memiliki satu kesatuan/ sistem yang jelas. Dalam studi kasus ini, metode yang digunakan dalam pengumpulan data antara lain observasi, wawancara, dan studi pustaka. Untuk metode analisisnya menggunakan analisis matriks. Perancangan sign system ini dibuat untuk menambah daya tarik visual yang disajikan kepada pengunjung, memperindah lokasi area fasilitas serta membantu para pengunjung dalam mencari fasilitas-fasilitas yang ada di area tersebut. Tujuan studi ini untuk menciptakan suatu sign system sebagai komunikasi visual yang informatif dan efektif kepada para pengunjung lokal maupun mancanegara, serta memberikan daya tarik visual untuk meningkatkan kesadaran merek.*

*Kata Kunci: Bandung, golf & resort, fasilitas olahraga dan rekreasi, sign system, komunikasi visual*

## **INTRODUCTION**

Sports and leisure facilities in the natural open area have been able to contribute and become a tourist destination for local and foreign tourists. Bandung city itself is one of the favorite destination of local tourists and foreign tourists as an option to release daily routine. Many sports facilities and recreation that can be visited by tourists to enjoy the beautiful atmosphere of Bandung; one of them is Bandung Giri Gahana Golf and Resort.

Located at Jalan Raya Jatinangor KM 20, Bandung; This sports and recreational facilities offering beautiful paronama and far from the crowds of people. Bandung Giri Gahana Golf & Resort has 3 stars hotel that combines lodging and sports activities. In addition, it provides golf facilities, tennis courts, a swimming pool and a gym. Bandung Giri Gahana Golf & Resort often visited by local and foreign tourists.

However, with the large number of facilities provided by the Bandung Giri Gahana Golf & Resort, many new visitors are still confused with the signs or directions of where the location they will go. When interviewed with the management and visitors of Bandung Giri Gahana Golf & Resort, the interviewee stated that the signage is still less attracting to see. Visitors may not notice the signage that has been provided. In addition, based on the observation results made on the location, the signage does not have an integrated / clear system yet. Material quality is not feasible and signage has not applied design principles.

It can be difficult for visitors, especially foreign tourists. The company is expected to improve the facilities provided to visitors so that visitors can make Bandung Giri Gahana Golf & Resort as the first choice for sports and recreation. In addition, the company also have to attract the visitors' attention through visual offerings provided therefore the visitors can make Bandung Giri Gahana & Resort as the first choice for recreational exercise. Unfortunately when the company aim to the international level still have many flaws on the direction appearance quality which given to visitors. Consequently it can cause visitor less interested to return to visit Bandung Giri Gahana Golf & Resort and lower brand awareness.

Based on the visual phenomenon that has been stated above, Bandung Giri Gahana Golf & Resort is considered need to create signage that will be installed in the required location points. The purposes of this signage placement is to facilitate the local and foreign tourists to the place where they want to go in the area.

## **STUDY OF LITERATURE**

In the modern era, Environmental Graphic Design (EGD) has become the primary choice in delivering visual information to the public audience in a built environment. That's because people who visit to a place will be facilitated to find the destination with the Environmental Graphic Design (Calori, 2007). Environmental Graphic Design is identified as 3 parts (Calories, 2007), namely:

1. Signage and Wayfinding

Signage and wayfinding is usually served in the program sign or symbol that has been arranged on the visual form in which there is information as well as to navigate the visitors to a destination.

### 2. *Interpretive*

Interpretive is a message delivery about the meaning of a concept or theme, an object, an event, a historical figure, a company, a product, and so on.

### 3. *Placemaking*

Placemaking makes a special picture of the place itself and can be displayed in several ways. In EGD, placemaking is an explicit information. This explicit mentioned is a firm visual information, not long-winded, and easily to be accepted by public audiences when viewing the visual.

Signage and wayfinding can be a means as delivering effective information on a location therefore can help a person to go where they wanted to. Several signage meanings including (Suryantini, 2001): (1) A public display or a message, (2) A perception that indicates something as a visible clue that something has happened, (3) Behavior or movement as sign language.

One of the graphic elements in signage is pictogram. A good pictogram includes two aspects that can be easily understood by visitors who see it at first time and can be remembered so that visitors would be easy to recognize and understand immediately from the signage made (Arthur & Zlamalik, 2005).

As the material is the essence of a physical form of signage. The material plays an important role to integrate the visual system of the sign as an application of a unified form. Using certain materials to create a match of all types of sign in a program (Calori, 2007).

## METHOD

The study was conducted from January to August 2017 in Bandung Giri Gahana Golf & Resort as a case study. In this study, data collection methods used were observation, interview, and literature study. This literature study was conducted to obtain data that has relevance to the design of sign systems from various sources such as references from books, journals and research that have relevance in this study needs.

Observations were made by direct observation to Bandung Giri Gahana Golf & Resort as the object of research by observing the strategic places of signage to be placed. Interviews were conducted to obtain information directly from spoke persons with question and answer process. In this case, the interview was conducted to the management and visitors of Bandung Giri Gahana Golf & Resort. In addition, interviews are also conducted to signage design experts.

Comparative matrix analysis was conducted with the aim of obtaining data that facilitate the conclusion making related to the advantages and disadvantages of sign system of Bandung Giri Gahana Golf & Resort; by comparing similar projects namely Dago Golf Course and Mountain View Golf Club, Bandung.

## FINDINGS

In an interview with Yusuf Saefulloh as marketing staff of Bandung Giri Gahana Golf & Resort, explained that Bandung Giri Gahana Golf & Resort has several advantages over

other competitors. These advantages includes having a comfortable golf course for visitors as well as a nicer grass. Moreover, in Bandung Giri Gahana Golf & Resort also has a 3-stars hotel which is provided for visitors to rest. The advantages are always highlighted by the company. For the target visitors that are preferred by most major companies are local tourists, including the people of Bandung. Secondary target is foreign tourists. The three countries that become tourists are mostly come from Malaysia, Korea, and Japan. The existing hotel is a 3-star hotel that has a total of 50 rooms; including 44 standard rooms, 5 suites, and 1 president suite room.

When asked about the signage in Bandung Giri Gahana Golf & Resort, Saefulloh (2017) argues that the signage which owned on the company location is still lacking and yet still less attractive to visitors. The directions on the main road are still very low, making it difficult for visitors who come to Bandung Giri Gahana Golf & Resort. He also assumes that visualization on the signage is better through pictograms than many writings, since it can instantly make the visitor understand the message without having to read. For the percentage of the image is 80%, 20% text. The characteristics used by Bandung Giri Gahana Golf & Resort are green and brown. The green color became identical due to the existence of golf course, while for brown color becomes the characteristic of Sundanese.

Interviews were also conducted with visitors of Bandung Giri Gahana Golf & Resort. Ahmad Fauzi is a new visitor who first came to Bandung Giri Gahana Golf & Resort. When asked about the signage in Bandung Giri Gahana Golf & Resort, Fauzi (2017) said that existing signage are still look less attractive since the signage given is not too informative, especially the visual presentation is still regular. The size also is too small therefore difficult to be seen by visitors. Visitors may not pay attention and do not realize that there is a signage in that area. Visitors will be made to ask the officer about the location to be addressed. Signage which available in Bandung Giri Gahana Golf & Resort are still like the signage in general. There is no characteristic shown in terms of color or shape.

Interview was conducted to Endra Waskito; an in-house graphic designer from Gusto Sign company. According to Waskito (2017), good signage that has several principles such as easy to read and seen by visitors. The font used for the signage itself depends on the placement of the signage location to be placed. The second principle is the informative signage, which is the signage design that is able to answer the visitor question when looking for a destination they are looking for. Visitors will have no trouble to ask the officer because the signage has been made to be informative. And finally is the design on the signage itself must have an identity according to that place and must consider the signage placement location. Signage design can use pictogram because it can represent message content to target audience quickly and easily understood.

It is also very influential part of signage namely material used. The designer must know the material to be used to customize the design that has been made. The materials used in the place of outdoor and indoor are different. If the ordinary outdoor use stainless material, rock, teak wood and acrylic that can last for more than 5 years. While for the indoor can typically use fiber material, acrylic, stainless, and galvanic. All materials to be used must also comply with the concept as well as the available budget. When the budget is limited, the designer should be able to recommend a cheaper material yet with the best quality. Waskito (2017) argues that the sign system for the hotel needs to be made by displaying elegant and luxurious elements. Usually by using black and gold,








since the two colors can show the elegant elements on a sign system in the hotel. Most importantly, the sign design should have an informative message for easy viewing as well as quick and accurate information delivery.

The interview was conducted with Andi Rahmat, signage designer from Nusae Studio. According to Rahmat (2017), sign system designer must understand the technical in advance than with the concept. The designer should have a basic understanding of the science of design because the target audience are aimed for public communities who latter on will see the design that has been designed. In the concept making of visual identity which must be seen from company corporate itself, what is the attraction of the place, and should be done research to find out the concept of a design. He also said that good signage needs to be informative and have a visual identity of the company because each company must have different characteristics.

In addition, he also said to consider for a signage must know the location of the signage to be installed. The situation and condition of the location will affect the material used. The design created should also have one tone despite its place in the indoor and outdoor though in order to attract the attention of visitors and gives the characteristic from the company.

**Table 1. Matrix Analysis  
(Prima & Swasty, 2017)**

	Bandung Giri Gahana Golf	Mountain View Golf Club	Dago Golf Course
Images	   	  	 

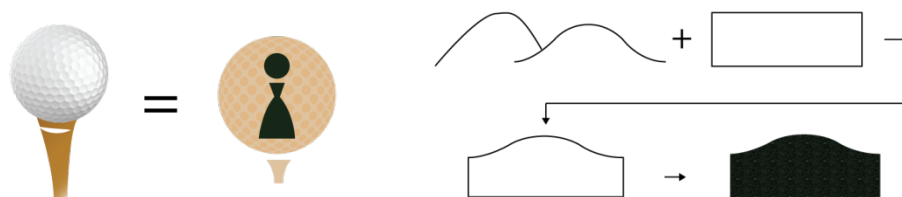
	 	 	  
Visibility	<b>Penggunaan Warna</b>		
	The colors on the sign are partially match with the color coding signage, but there are still some color placements that are not contrast. This may cause visitors to see the signage closer	Colors on the sign match with the standard color coding that commonly used on signage, there are several sign colors that can attract the attention of visitors. This becomes more value for the company in encountering competitors.	The colors on the sign used match with the standard signage colors. The design used does not use one tone, so there is no signature on the corporate signage.
	<b>Penempatan Signage</b>		
	Some of the signage are correctly placed. However there are some signages that are not visible or closed by the existing environment in the location as well as unstrategic placements to be seen by visitors. This should be avoided for effective signage and ease the message delivery to visitors.	Some of the signage are appropriately placed, where visitors can easily see and read the signage message. nothing is covering it by the natural condition where the signage is placed.	Some signs do not match the placement and the color is not contrast, therefore creating a backlight that can make visitors difficult to read the contents of the message. There are still many locations that do not have signage.
	<b>Material Signage</b>		
	Material used for outdoor are using materials of wood, stone, and fiber. While for the interior of the hotel use materials of aluminum.	Materials used are stone and aluminum. The overall signage uses the material to make it durable.	Materials used almost all fiber and aluminum. However, there are some signage points that only use paper.

	<i>Bentuk Signage</i>		
	The form used in signage is a standard form. Rectangular and square.	The signage form has consistently applied the logo and some of the signage is only standard.	The form of signage seems ordinary. There are no special characteristics that caused.
<i>Readability</i>	The information shown by existing signage is quite effective. However, there are several points where the signage location placement is not contrast therefore it's difficult to read.	The information shown by the signage is effective and brief makes it easy to read. Signage is made large and high so visitors are easy to see.	Information aimed at visitors have been effective. But there are some placements that are not contrasting.
<i>Legability</i>	Some letter characters are match to use on signage however there are still less precise such as instructions room number in the hotel. The letter spacing is still too close and the contrast of the letters with the background is not appropriate.	Letter characters are easy-to-read as well as the appropriate font size is not big or small.	The font size is clearly readable.

From the analysis it shows that Mountain View Golf Club has better signage than both competitors due to the proper signage usage and easily readable by visitors. The signage form has consistently applied the logo above the signage. The information shown by the signage is effective and brief makes it easy to read. The signage designed to be big and high so the visitor can easily to see it. For signage in Bandung Giri Gahana Golf & Resort and Dago Golf Course still have flaws such as there are still some signage that is covered by something in the location and the and placement is not strategic. In addition there are some signage which affected by backlight makes it difficult for visitors to read the message.

## RESULT AND DISCUSSION

Based on the analysis results, the next step is to design signage which apply informative communication that provide information to visitors at some location point. The creative strategy gained refers to the results of previous observations and interviews; a signage design that bring out things which is identical to the golf game namely golf ball and mountains. The pictogram design is adjusted with the form and textures from a golf ball.



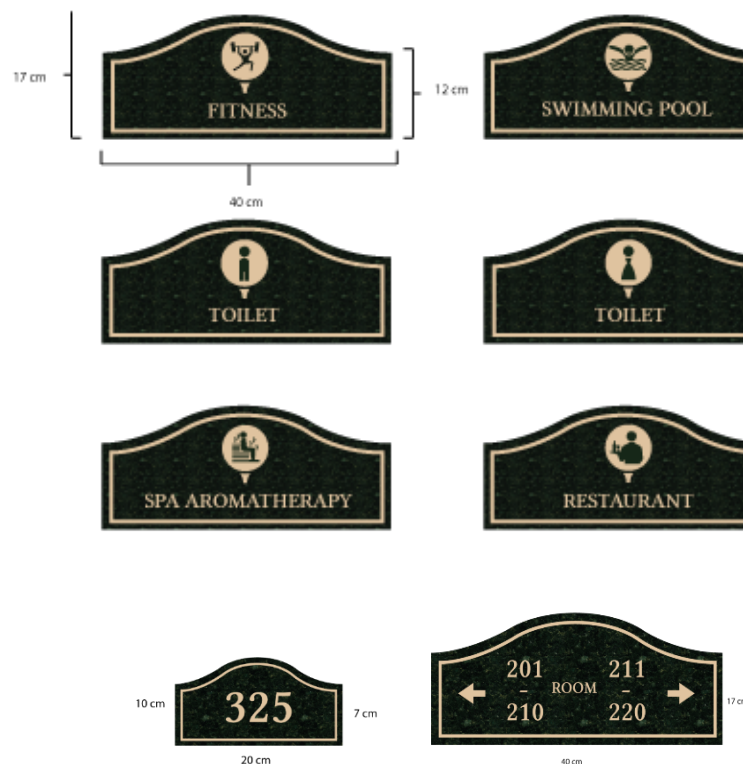
**Figure 2. Pictogram & signage form**  
(Prima & Swasty, 2017)



In this design the typeface will be used is using Linux Libertine font. In the colors selection to be used in this design is green and cream color. Green color is used to represent the nature impression, foliage, natural and cool, especially when combined with the beige color that presents softness and classic. Can be seen from the psychographic of Bandung Giri Gahana Golf & Resort guest which has a luxurious life. This both color will be placed more on the signage.

The material used on the signage is divided into two parts, namely at locations in outdoor and indoor. At the outdoor location around the golf course, the material uses stainless. Selection of the material is due to outdoor location is very vulnerable to weather and rain. According Endra Waskito (2017), stainless materials can make signage last more than 5 years. As for the indoor location used granite material.

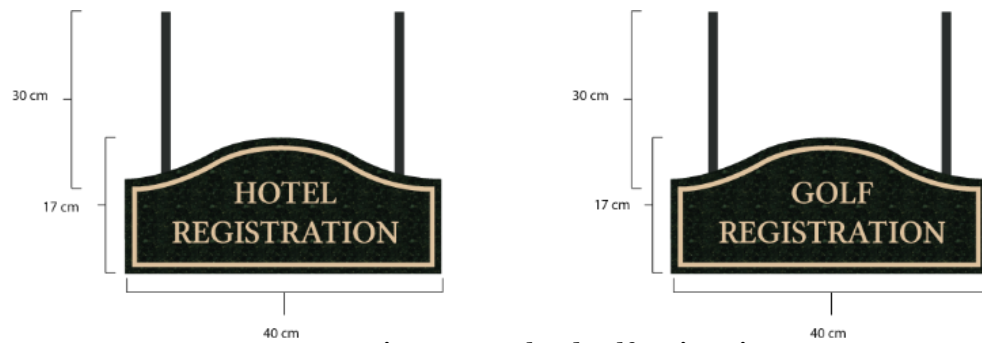
The following are the results of the signage design of Bandung Giri Gahana Golf & Resort. This Signage using the Wall Mounted Eye Level system with a 40 cm length and 17 cm height. As for the room number using 20 cm length and 10 cm height. For the material used is dark green granite which has a 5 cm thickness. Line as well as the writing on the signage using beige color.



**Figure 3. Identification Sign**  
(Prima & Swasty, 2017)



The Ceiling Hung Overhead Signage System is used in the Hotel sign and Golf Registration that is placed in the hotel lobby. The size used is 40 cm long and has a 17 cm height and has a pole height of 30 cm. This signage uses granite material. Line as well as the writing on the signage using beige color.



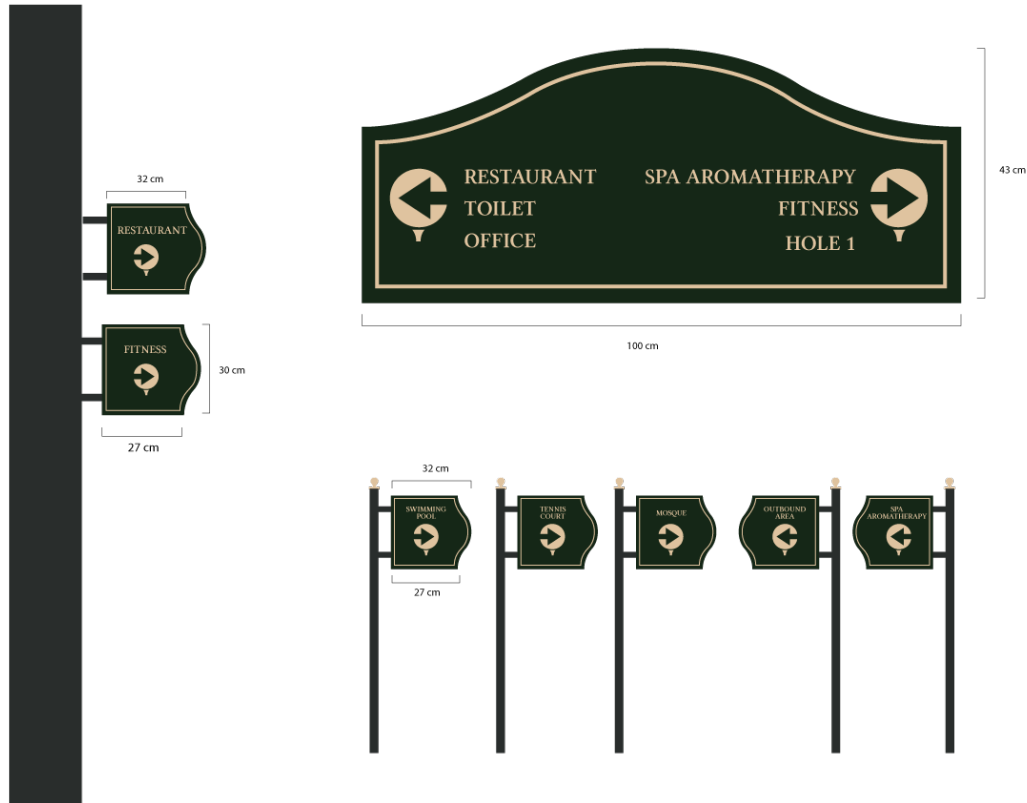
**Figure 4. Hotel and Golf Registration**  
(Prima & Swasty, 2017)

The Free Standing Eye Level system is used for outdoor locations. The material used is aluminum.



**Figure 5. Hole**  
(Prima & Swasty, 2017)

The use of Directional Sign uses several systems including Free Standing Eye Level



used in outdoor, Wall Mounted and Flag Mounted used in indoor.

**Figure 6. Directional Sign**  
(Prima & Swasty, 2017)

## CONCLUSION

From the case study that has been done, it can be concluded that the good signage have some principles namely easy to read and seen by visitors, both size and font type. Then the second principle is the signage that is informative and able to answer the visitors question while searching for a destination without having to ask the officer. And finally, the design used must have the identity of a place and must consider the placement of signage locations. The designer must also know the material they want to use to customize the design that have been created.

In addition, the sign system design is made to add visual appeal, beautify the location and help the visitors in knowing and utilizing the facilities that have been provided. Especially with the broadness of the location, the visitors need signage.

Based on the design results, signage design tend to be communicative and effective as seen from the use of design elements such as readable typography, using natural colors such as dark green, and pictogram shape that is easily recognizable by visitors in general. The designs are made to implement the principle of uniformity and consistency. Material used in the signage design has already adjusted the signage location placement; one of the purpose is to make the material to able to survive for long time. This study raised one of the most common sports and recreational facilities. For further research, for further research, it is interesting to discuss about sign systems in heritage or cultural recreation facilities and their influence on tourists.

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