

THE IMPLEMENTATION OF POP ART CONCEPT SIGNAGE SYSTEM IN SURYATMAJAN VILLAGE

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ABSTRACT

In an era of rapid technological advancement and globalization, the tourism industry faces increasing demands for destinations that offer both engaging and informative experiences to attract and retain visitors. Suryatmajan Village in Yogyakarta, known for its rich cultural heritage and strategic proximity to the bustling Malioboro area, seeks to enhance its tourist appeal through the development of a creative and innovative signage system. This research explores the application of a Pop Art inspired signage system designed to improve navigational efficiency while simultaneously showcasing the village's unique cultural elements and artistic traditions. The design process consists of two main stages: analysis and synthesis. Utilizing qualitative research methods including observation, detailed field studies, and comprehensive interviews, the study gathers insights to inform design decisions. By integrating bold, vibrant Pop Art visuals with distinctive local artistic features, the proposed signage system not only enhances wayfinding but also strengthens the village's visual identity and cultural presence. The findings reveal that this creative approach effectively facilitates navigation and enriches the overall tourist experience by transforming ordinary signage into an engaging artistic attraction. Ultimately, this initiative supports sustainable tourism development by providing an eco-friendly, memorable, and culturally immersive experience for diverse visitors, both local and international, contributing positively to the village's socio-economic growth.

Keywords: pop art, signage, tourism, visitor experience, wayfinding

1. PREFACE

Amidst rapid technological development and globalization, the tourism industry has undergone a significant transformation. With more and more tourist destinations emerging and the number of tourists increasing, it has become important for each location to offer an enjoyable and informative experience (Tourism Notes, n.d.). In addition to natural beauty and cultural appeal, the quality of service and convenience of facilities are also very important aspects. Travelers tend to feel more comfortable and satisfied when a destination provides a pleasant experience that meets their needs (Adminwarta, 2023). Adequate facilities, easy access, and management hospitality leave a positive impression, which increases visitor satisfaction and loyalty. Memorable experiences encourage travelers to share stories and recommendations, ultimately contributing to tourism growth in the destination.

As the tourism industry grows, it is important for destinations to make navigation easy for visitors. The sheer number of attractions can leave travelers feeling confused and stressed. The ability to move around confidently enhances their experience and reduces stress (Alana, 2020). Effective communication, whether through interactive guides or information signs, is critical to achieving this goal. By prioritizing the delivery of clear and accessible information, destinations can help travelers make informed decisions during their trips (Cassia et al., 2022). As the need for accessible navigation becomes increasingly crucial, implementing universal design for signage can greatly enhance accessibility and inclusivity for all users. Universal design

principles, such as perceptible information and simple intuitive use, are essential in creating signage that communicates necessary information effectively. For example, using clear, contrasting colors and legible fonts ensures that everyone can easily navigate the area and understand the information presented (Adminwarta, 2023).

In the context of sustainable tourism destination development, Suryatmajan Village in Yogyakarta emerges as an interesting example that combines the beauty of local culture with the need for effective navigation. Suryatmajan Village is an area located close to the bustling center of Malioboro in Yogyakarta. The area is known as a cultural and artistic center rich in local traditions (Cassia et al., 2020). Suryatmajan offers a different atmosphere from the crowded Malioboro, with streets decorated with mural art, art galleries, and local handicrafts. Suryatmajan Village's proximity to Malioboro makes it a strategic place for travelers who want to experience local culture while still being close to the main tourist destination. Malioboro itself has a deep historical and cultural value, with many historical buildings and shops selling arts and crafts. The retro concept is very strong in Malioboro, seen from the architecture of the buildings that maintain the classic style and the nostalgic feel that envelops the area. Many design elements remind visitors of the past, including signage and shops that maintain traditional aesthetics. As such, the relationship between Suryatmajan Village and Malioboro can be seen as an attempt to combine a modern experience with nostalgic elements, giving visitors the opportunity to experience the richness of complementary cultures (Nasional, B. P, 2014).

Suryatmajan Village not only offers a wealth of art and culture. Faces the challenge of providing a satisfying experience for visitors. As one of the increasingly popular tourist destinations, Suryatmajan Village needs to implement a clear signage and information system, so that tourists can easily find attractions and understand the cultural context. Effective signage can serve not only as a navigational aid but also as an opportunity to showcase the unique artistic elements of the village, reflecting its rich cultural heritage. The use of a good signage system can enhance the tourist experience by helping them feel more connected to their surroundings. By emphasizing artistic features that reflect the essence of the locale, the signage not only serves as a navigation tool but also contributes to a pleasant visual journey. Combining aesthetic appeal with informative design will enhance the identity of Suryatmajan Village, making it more attractive to visitors who want to explore the artistic nuances of the area. Therefore, the implementation of imaginative and context-relevant sign design will enrich the visitor experience while promoting the sustainability of tourism within the Village (Nasional, B. P, 2014). In an attempt to attract tourists and strengthen the unique character of Suryatmajan Village, the application of signage design with a pop-art concept can be an interesting option. Pop Art, which is known for its bold, bright and energetic visual style, can create a strong appeal, especially for the younger generation who tend to look for visually captivating experiences. This concept could serve as an inspiration for the design of signage in the village, with elements like vibrant colors, bold graphics, and playful typography. Such designs would not only make the signage more eye-catching but also contribute to an engaging and lively atmosphere, encouraging visitors to interact with their surroundings. The dynamic, fun nature of pop-art-inspired signage could ultimately enhance the village's aesthetic, making it a more attractive and memorable destination for tourists (figure 1 and 2).

Figure 1
Sign System Inspiration



Figure 2
Wayfinding Inspiration



By incorporating geometric elements that connect with the existing mural art in Suryatmajan Village, signage can be more than just a signage device; it also serves as a piece of art that invites tourists to interact and take pictures. The design can include bright colors and visually appealing graphic images, making every corner of Suryatmajan Village a perfect backdrop for photographs. In addition, the use of eco-friendly materials in signage can reflect the village's commitment to sustainability, which is increasingly relevant among tourists today. Attractive and creative signage design not only facilitates navigation but also creates unforgettable memories for visitors. Thus, implementing a pop-art concept signage design that blends with the character and culture of Suryatmajan Village can create a rich and memorable experience for tourists, and increase the attractiveness of this destination in the eyes of local and international visitors.

Minister of Transportation Regulation No. 13/2014 defines signage, also known as traffic signs, as part of road equipment consisting of symbols, letters, numbers, sentences, and/or combinations that serve as warnings, prohibitions, orders, or instructions for road users. Thus, the presence of signage in a city is very important because it has a direct impact on community circulation and accessibility (Hadipurnama et al., 2024). In addition, signage also functions as a marker of a city's identity, which is usually characterized by the presence of commercial billboards that adorn the face of urban areas. Signage is an important element in the formation of an area. If signage is not managed and regulated properly, it can cause visual disorder in an area. Proper handling is done through signage arrangement, so that the identity of an area can become a consistent characteristic. In addition, the arrangement of signage must be in accordance with applicable regulations and policies, and in line with the characteristics of the area, to create good visual quality.

The challenge at hand is to increase the attractiveness of Suryatmajan Village as a tourist destination through effective signage that is in line with the concept of art and culture in the village. By employing a design that integrates elements of local art, the signage can not only improve navigation for visitors but also serve as a reflection of the village's rich heritage. Utilizing vibrant colors, unique shapes, and artistic motifs inspired by local crafts can create

signage that is visually appealing and inviting signage. This approach will not only enhance the overall aesthetics of the kampong but also create a memorable experience for tourists, encouraging them to explore and appreciate the art that defines Suryatmajan. As tourism grows, a well-designed signage system will play an important role in attracting more visitors and building a deeper connection between tourists and the local community (Masoudi & G. M. A., 2023).

2. RESEARCH METHOD

Research method is a crucial step before designing an effective signage and wayfinding system. In order to design proper signage and wayfinding that accurately represents Suryatmajan Village, it is imperative to determine the type of research to be employed. The design process employed follows a two-phase method introduced by William M. Peña (Pena & Parshal., 2012), alongside a descriptive analysis supported by a literature review. Qualitative research methods, including field surveys and interviews, were used to gather insights into the village's cultural landscape and the needs of its visitors. The qualitative research method utilized to delve into the intricate nature of human behavior, experiences, and phenomena. Qualitative data is obtained from conducting field observations and interviews to ensure the clarity of the data collected. According to the book "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell (2017), qualitative research encompasses several fundamental steps (Creswell & Creswell, 2017). These steps typically include:

- (a) Defining the research question to clearly articulate the specific focus of the study and what it seeks to explore. A well-defined research question establishes the parameters of the investigation, guiding the researcher's efforts and ensuring that the study remains relevant and targeted. This research process identifies questions that lead to the goals of the research being conducted, this is used to make the research process more focused;
- (b) Data collection involves employing a variety of methods to gather qualitative data effectively including observation, interviews, case studies, and document reviews to collect detailed information regarding the phenomena being studied. The data used in this research is obtained from the process of investigating, observing phenomena, and studying documents;
- (c) Data analysis, it is essential to conduct a thorough analysis of the collected data to identify recurring themes, trends, and meaningful insights. In this research, the process of analyzing the data is done by taking field notes, which are analyzed using descriptive and interpretive approaches;
- (d) Interpreting results involves analyzing the findings to derive meaningful insights and discussing their relevance concerning the research question. It is essential for understanding how the findings contribute to the overall knowledge of the topic and what they may mean for future research or practical use.

3. RESULTS AND DISCUSSIONS

According to the Oxford Dictionary, pop art, short for "popular art," is an art rooted in modern popular culture and mass media, often serving as a critical or ironic commentary on traditional art. Cambridge Dictionary explains that Pop Art is a form of modern art that emerged in the 1960s, focusing on the representation of images and objects from everyday life (Sudirman & Budiantoro, 2019). Meanwhile, Collins Dictionary calls pop art a movement in modern art that emulates methods, styles, and themes from popular culture and mass media, including advertising, comics, and science fiction. Characteristics of Pop Art include the use of techniques and themes related to popular culture. Pop art artists generally use primary colors such as red, yellow, and blue, combined with striking, high-contrast complementary colors. The lines in pop

artworks are clear, often presenting symbols or illustrations with bold outlines, and objects are drawn from individuals and objects in popular culture.

The selection of the Pop Art concept for the signage design in Suryatmajan Village is driven by various factors that align with the village's distinct characteristics and requirements. Firstly, Pop Art is renowned for its vivid, bold, and dynamic visual appeal, making it particularly effective in capturing the attention of younger audiences. This eye-catching and engaging design can significantly attract tourists seeking unique and Instagrammable experiences. By incorporating geometric shapes that complement the existing mural artwork in Suryatmajan, the signage serves not only as a wayfinding tool but also as an artistic element that encourages visitor interaction (Sudirman & Budiantoro, 2019).

Additionally, utilizing the Pop Art theme in signage can enhance the representation of local culture and artistic expression. This style adeptly blends elements from contemporary popular culture in a way that resonates with visitors, allowing local artists to showcase their creativity. The use of vibrant colors and captivating graphics can transform every corner of Suryatmajan Village into an appealing photo opportunity, thereby enriching the overall experience for tourists. Consequently, implementing Pop Art-inspired signage in Suryatmajan Village aims to provide a memorable and immersive experience for visitors, while simultaneously boosting the destination's allure to both local and international travelers (Sudirman & Budiantoro, 2019). As can be seen in Figure 3, various design elements such as bold typography, playful iconography, and vivid color combinations can be seamlessly integrated into the signage, creating a cohesive and visually stimulating environment throughout the village.

Figure 3
Moodboard



Figure 4
Moodboard



Signage and Wayfinding System

Suryatmajan village is known for its distinctive murals painted by the residents of Suryatmajan village. The signage and wayfinding of Suryatmajan village are made with a design inspired by

the shape of a brush (figure 3 and 4), which symbolizes the creativity of Suryatmajan village (Masoudi & G. M. A., 2023). This design concept is also supported by affordance theory, which is rooted in psychology and has been adapted to design to explain how design elements suggest certain behaviors or actions. In signage and wayfinding, elements such as bright colors and detailed design serve as affordances, attracting users attention and providing intuitive guidance through a space. These design choices help improve the user experience by making navigating more clear and visually engaging. This theory highlights how environmental features can actively influence user behavior and movement in efficient and effective ways (Smead et al., 2015).

The brushes on the signage are made crooked which leads to the direction of the directed location, the signage is also equipped with the names of the directed locations clearly. At the bottom of the signs, there is a colored line that leads visitors to the site's location. This design not only symbolizes Suryatmajan Village but also provides an interesting interactive experience for visitors (Calori et al., 2015).

Figure 5

Signage and Wayfinding System



Signage and Circulation Planning in Suryatmajan Village

This signage and wayfinding system is located on the entrance as seen in Figure 3, 4 and 5. With its intricate design and pop colors, it gives a sense of local identity and a more eye-catching spot to visitors and tourists. This makes more visible and clear guidance because of the implementation of popping and vibrant colors.

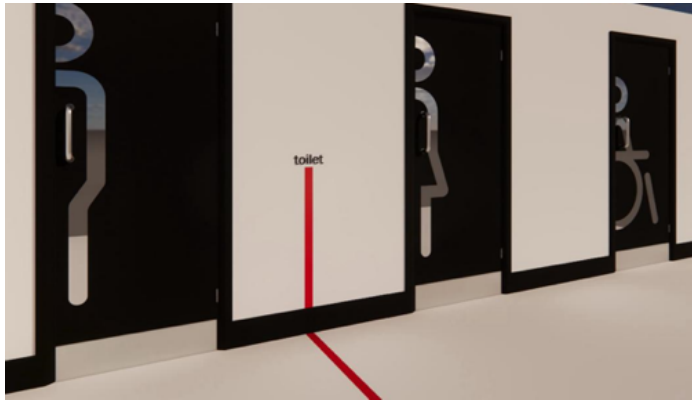
Figure 6

Wayfinding System



Figure 7

Signage and Wayfinding System



The signage implementation of the Suryatmajan Village circulation pathway indicates that there are no critical issues affecting its functionality. The pathway is clear of any major obstacles or obstructions that could disrupt visitor flow or present safety risks (Hunter et al., 2016). It reflects the quality of our design that the pathway is functioning efficiently and providing a smooth experience for visitors navigating the space (Xia et al., 2008).

4. CONCLUSIONS AND RECOMMENDATIONS

The implementation of wayfinding and signage enhances system efficiency by minimizing the need for excessive materials, as signage boards are installed only at key entrances. Visitors can simply follow the colored lines as directional cues to reach their destinations. This approach not only conserves materials but also reduces the environmental impact by limiting resource use. Furthermore, the signage and wayfinding contribute to the unique identity of Suryatmajan Village, known as the colorful village by incorporating paint brushes, vibrant colors, and designs that reflect the local culture. Additionally, it is recommended to incorporate tactile paving on the ground to assist visually impaired individuals in navigating and finding their way more easily. This integration aligns with universal design principles, ensuring that the wayfinding and signage accommodate diverse visitor needs. The design of this sign system has further potential for development and can serve as a fundamental reference for creating and improving sign systems in other tourist villages, supporting the functionality and cultural uniqueness of various locations.

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