SIGN SYSTEM DESIGN OF NATURAL TOURISM PLENGKUNG BEACH AREA KABUPATEN BANYUWANGI, EAST JAVA

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Abstract
Natural tourism Plengkung beach area is one of natural scenery consists of forest and South beach sea wave. According to the observers, Plengkung beach has the biggest wave in the world after Hawai beach sea wave (The Seven Giant Wave Wonder). It has 2 kilo meters wave length with 7 layers which have length 6-8 feet so Plengkung beach becomes good arena to surfing. The issue which has taken to this title is the activity to design sign system in natural tourism Plengkung beach hasn’t been maximized yet. A writing “Selamat Datang” is used to welcome visitors in the front gate has broken and no effort to replace it with the new one. In the area itself, sign board, sign place and all the outside facilities have no similarity of graphical system eventhough Plengkung beach has clearly identity. The graphical system which has no good arrangement doesn’t support the identity of Plengkung beach itself.

Kabupaten Banyuwangi sets physical policy and spatial Plengkung beach for this title is signage system natural tourism Plengkung beach area to support the development of natural tourism Plengkung beach itself.

The current research method is the observation of documentation and interview with Kepala Dinas Pariwisata Kabupaten Banyuwangi. From the observation result, for sign system, Plengkung beach hasn’t done it nicely. The graphical system of the sign has no similarity. In the area it self has almost nothing. In this condition, Drs. Sudjani,MM,MPd as Kepala Dinas Pariwisata Kabupaten Banyuwangi, expressed that he is working on signage and information issues. So it can be concluded that the improvement of physical facilities is important functionally, it doesn’t notice the real improvement of sign system.

Keyword : The memorable big wave