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Installation of Village Identity Sign to Strengthen Territorial Identity of Gebang Village

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ABSTRACT

Purpose: This study documents and evaluates a community service program that created Google Maps listings for micro, small, and medium enterprises (MSMEs) in Gebang Village, Teluk Pandan, through the KKN program of Universitas Lampung. The initiative aimed to improve MSME digital visibility, market access, and online presence in rural areas.

Methodology: A qualitative descriptive approach was employed, including field observation, MSME identification, GPS coordinate collection, Google Maps business profile creation, owner training, and post-program evaluation. Data were gathered through direct observation, documentation, and supporting literature on MSME digitalization and location-based marketing.

Results: All targeted MSMEs were successfully registered on Google Maps with complete profiles including name, category, address, contact details, operating hours, and photos. Owners gained basic skills in managing digital business profiles, while the program incurred no cost to participants.

Conclusions: Google Maps listing is an effective, low-cost tool that enhances MSME visibility, accessibility, and digital marketing capacity. The intervention can be replicated in similar rural community programs.

Limitations: Findings are limited to a single village and one implementation cycle; long-term business impacts were not measured.

Contribution: The study provides evidence that geolocation-based digital tools can bridge the rural digital divide, strengthen MSME competitiveness, and support student-led community service initiatives.

Keywords: *Community Service, Environmental Graphic Design, Place Branding, Rural Tourism, Village Identity*

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1. Introduction

Rural villages in Indonesia occupy a paradoxical position in national development: they are frequently endowed with substantial natural and cultural resources, yet often lack the physical infrastructure and visual communication tools required to translate that resource endowment into recognizable, visitable destinations. The absence of clearly designed territorial markers at village boundaries is one such infrastructural gap, one that simultaneously impairs wayfinding for external visitors, weakens the legibility of village spatial identity, and diminishes the place-brand capital that rural communities depend upon to attract tourism investment and visitor flows ([Atamaz, 2025](#); [Kurniawan & Cahyono, 2020](#); [Taecharunroj et al., 2025](#)). In coastal ecotourism villages where destination competitiveness is tied to environmental uniqueness and community authenticity, the physical articulation of identity at the village threshold performs a communicative function that extends well beyond administrative convention.

Gebang Village is located within Teluk Pandan District, Pesawaran Regency, Lampung Province, on the southwestern coastline of Sumatra. The village's natural asset base is exceptional: it encompasses the Petengoran Mangrove Ecotourism Forest, the offshore islands of Pulau Tegal Mas and Pasir Timbul, and Pantai Dewi Mandapa, all of which are managed through community-based mechanisms integrating conservation, anti-erosion functions, and sampan-based ecotourism ([Ramadan et al., 2023](#); [Nurhayati et al., 2024](#)). Despite this significant tourism potential, Gebang Village historically lacked a visible, representative identity marker at its main entrance, a condition that effectively suppressed the destination's brand visibility in the absence of any physical welcome gateway.

The concept of place identity in the context of rural tourism destinations encompasses both the symbolic and functional dimensions of how a community presents itself to the external world. Scholars of environmental graphic design emphasize that signage systems at place boundaries perform wayfinding, identification, and experience-shaping functions that are inseparable from destination brand construction ([Atamaz, 2025](#); [Stefvany et al., 2025](#)). Welcome signs in particular serve as the primary contact point between a destination's identity narrative and the visitor's perceptual frame: they set expectations, communicate character, and signal the transition from the undifferentiated road network into a named, intentionally managed place ([Achmad et al., 2026](#); [Zihana & Chaysalina, 2023](#); [Nugraeni et al., 2022](#)). The absence of such markers therefore constitutes not merely an aesthetic deficit but a substantive impediment to community-based tourism development.

Community service programs embedded within Indonesia KKN (Kuliah Kerja Nyata) framework represent a well-established mechanism for delivering student-led participatory interventions that address precisely this class of infrastructural gap at the village level. The KKN model operationalizes the Tri Dharma of higher education through direct community engagement, enabling students to apply academic knowledge to real-world development challenges in collaboration with local stakeholders ([Laia, 2022](#); [Mufaizah et al., 2025](#); [Hasanah et al., 2023](#)). Within this institutional context, the fabrication and installation of a village identity sign constitutes a meaningful programmatic response to the territorial visibility deficit observed in Gebang Village, one that aligns physical infrastructure development with community empowerment and destination branding objectives.

Prior community service interventions in Indonesian villages have demonstrated the efficacy of sign installation programs in strengthening place identity and improving visitor orientation, with documented examples from villages in Banten, Central Java, and South Sulawesi ([Fatmayanti et al., 2025](#); [Ananda et al., 2025](#); [Rachmela et al., 2025](#)). This study addresses that gap by providing a comprehensive account of the design rationale, fabrication process, installation procedure, and multi-dimensional impact assessment of the Gebang Village welcome sign program ([Ritonga et al., 2024](#); [Priambodo et al., 2022](#)).

The novelty of this research lies in its systematic documentation of a participatory territorial identity intervention that integrates environmental graphic design principles with community

service pedagogy and rural ecotourism branding in a coastal Indonesian context ([Zhang et al., 2024](#); [Utoyo & Thin, 2023](#)). This study aims to document the six-stage program implementation process from planning through post-installation evaluation, assess the functional and symbolic impacts of the installed welcome sign on village identity, community pride, and informal tourism promotion, and derive transferable lessons for future KKN programs and rural development practitioners seeking to employ sign-based territorial identity strategies in comparable coastal ecotourism settings.

2. Literature Review

2.1 Environmental Graphic Design and Territorial Signage

Environmental graphic design (EGD) is a multidisciplinary field that integrates graphic, architectural, and spatial design competencies to communicate identity, enable wayfinding, and create place experiences through the visual elements of built environments ([Atamaz, 2025](#); [Utoyo & Thin, 2023](#)). Within the typology of EGD applications, entry gateway signage occupies a distinctive category: it operates at the threshold of a defined territory, simultaneously serving as a territorial marker for administrative boundary identification, a wayfinding anchor for visitors unfamiliar with local geography, and a brand communication medium that projects the destination's identity narrative to passing audiences ([Stefvany, Wiraseptya, & Suryadi, 2025](#)). The design parameters of gateway signs encompassing colour, typography, scale, material choice, and iconographic content are therefore not merely aesthetic decisions but strategic communication choices with direct implications for how a destination is perceived and remembered ([Zhang, Wang, Chen, & Liu, 2024](#)).

The growing body of scholarship on rural EGD emphasizes that effective sign design must be grounded in the specific ecological, cultural, and social context of the place it represents. [Atamaz \(2025\)](#) articulates a model of experiential graphic design for rural tourism destinations in which signage systems perform navigation, identification, and experience functions as an integrated triad, arguing that sign installations that fail to engage local cultural narratives and ecological identity reduce wayfinding to a mere administrative function and forfeit the experiential and brand-building potential of gateway design. This contextual specificity principle is particularly salient in coastal ecotourism villages like Gebang, where the visual vocabulary of mangroves, coastal ecology, and community-managed nature tourism offers rich material for identity-coherent design expression ([Ramadan et al., 2023](#); [Achmad et al., 2026](#); [Nurhayati et al., 2024](#)).

Practical studies of sign installation in Indonesian rural tourism contexts confirm the multi-functional value of well-designed territorial markers. [Stefvany et al. \(2025\)](#) document a comprehensive environmental graphic design intervention in a Javanese tourism village, demonstrating that coherent signage systems significantly improve visitor navigation confidence and generate measurable increases in residents' place attachment and pride. [Ananda et al. \(2025\)](#) record analogous outcomes in their study of directional sign installation in Jawilan Village, Banten, where the introduction of community-designed identity signs produced immediate improvements in territorial legibility and stimulated community discussions about broader village branding strategies. [Kowalik and Graja-Zwolinska \(2023\)](#) further demonstrate in agritourism contexts that quality signage and interpretive infrastructure directly influence visitor experience quality and length of stay, reinforcing the developmental value of well-designed territorial markers beyond their navigational function.

2.2 Place Identity, Place Branding, and Rural Tourism

Rural villages in Indonesia occupy a paradoxical position in national development: they are frequently endowed with substantial natural and cultural resources, yet often lack the physical infrastructure and visual communication tools required to translate that resource endowment into recognizable, visitable destinations. The absence of clearly designed territorial markers at village boundaries is one such infrastructural gap, one that simultaneously impairs wayfinding for external visitors, weakens the legibility of village spatial identity, and diminishes the place-brand capital that rural communities depend upon to attract tourism investment and visitor flows ([Atamaz, 2025](#); [Kurniawan & Cahyono, 2020](#); [Taecharungroj et al., 2025](#)). In coastal ecotourism villages where

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Community service programs embedded within Indonesia KKN (Kuliah Kerja Nyata) framework represent a well-established mechanism for delivering student-led participatory interventions that address precisely this class of infrastructural gap at the village level. The KKN model operationalizes the Tri Dharma of higher education through direct community engagement, enabling students to apply academic knowledge to real-world development challenges in collaboration with local stakeholders ([Laia, 2022](#); [Mufaizah et al., 2025](#); [Hasanah et al., 2023](#)). Within this institutional context, the fabrication and installation of a village identity sign constitutes a meaningful programmatic response to the territorial visibility deficit observed in Gebang Village, one that aligns physical infrastructure development with community empowerment and destination branding objectives.

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The novelty of this research lies in its systematic documentation of a participatory territorial identity intervention that integrates environmental graphic design principles with community service pedagogy and rural ecotourism branding in a coastal Indonesian context ([Zhang et al., 2024](#); [Utoyo & Thin, 2023](#)). This study aims to: (1) document the six-stage program implementation process from planning through post-installation evaluation; (2) assess the functional and symbolic impacts of the installed welcome sign on village identity, community pride, and informal tourism promotion; and (3) derive transferable lessons for future KKN programs and rural development practitioners seeking to employ sign-based territorial identity strategies in comparable coastal ecotourism settings.

2.3 KKN as a Community Development and Knowledge Transfer Mechanism

The Kuliah Kerja Nyata (KKN) program in Indonesia is institutionally grounded in Article 20 Paragraph 2 of Law No. 20 of 2003 on the National Education System, which mandates higher education institutions to fulfil the Tri Dharma by conducting education, research, and community service ([Mufaizah et al., 2025](#); [Hasanah et al., 2023](#)). In practice, KKN places cohorts of students in rural and peri-urban communities for defined periods during which they design and implement community development programs in collaboration with local stakeholders. The program structure encourages the integration of students' academic disciplinary knowledge with the practical challenges encountered in community settings, producing learning outcomes for students while generating tangible developmental outputs for host communities ([Laia, 2022](#)).

Recent scholarship on KKN effectiveness has highlighted the program's capacity to deliver infrastructural and social capital benefits in underserved communities where government development programs have limited reach. [Laia \(2022\)](#) documents through case studies in Nias Island villages that KKN activities consistently produce positive community perceptions of university engagement and generate physical outputs including community facilities, informational infrastructure, and environmental improvements that persist beyond the program period. [Mufaizah et al. \(2025\)](#) further demonstrate that KKN participation enhances students' civic competencies, intercultural communication skills, and applied problem-solving capacities, reinforcing the mutual benefit character of the program for both students and communities. Within the domain of sign installation and territorial identity, documented KKN interventions from Pesawaran to Banten confirm that the program is an effective vehicle for delivering community branding infrastructure that villages lack the technical or financial capacity to develop independently ([Rachmela et al., 2025](#); [Ananda et al., 2025](#); [Nugraeni et al., 2022](#)).

3. Methodology

This study employs an action-research design combining descriptive-qualitative documentation with a participatory community service model. The action-research paradigm is appropriate because the research objective is not merely to observe a phenomenon but to intervene in it through structured community action and to document the outcomes of that intervention in a systematic and reflexive manner ([Fatmayanti, 2025](#); [Rachmela, Maulana, Putri, & Pebriani, 2025](#)). The qualitative-descriptive method facilitates a rich, contextualized account of the sign installation process, capturing the procedural, social, and communicative dimensions of the intervention. Data were gathered through three complementary techniques: participant observation conducted by the KKN team during all program stages; Focused Group Discussions (FGD) with village officials and community representatives; and direct community feedback collected following installation ([Kemmis, McTaggart, & Nixon, 2014](#); [Reason, & Bradbury, 2018](#); [Chilisa, & Kawulich, 2015](#)).

The program was implemented through six sequential and interdependent stages, summarized in Table 1 below, that together constituted a complete action cycle from needs identification to post-installation evaluation. The planning stage commenced with a field observation of the Gebang Village entrance to confirm the absence of an existing identity marker and to assess site-specific constraints including available space, sun exposure, traffic flow, and line-of-sight visibility. Subsequent FGD sessions with the village head, secretary, and community representatives established the design parameters, including the preferred colour palette, inscription content, and motif choices reflecting the village's coastal and ecotourism character ([Ramadan, Qurniati, & Kaskoyo, 2023](#); [Nurhayati, Prasetyo, & Wibowo, 2024](#)). Material procurement was executed locally to support the village economy and to source weather-resistant materials appropriate for the exposed coastal environment. The fabrication, painting, and installation stages were implemented through gotong royong participation of the full KKN team, with assistance from volunteer community members, in alignment with the participatory community service principles underlying the KKN framework ([Laia, 2022](#); [Mufaizah, Rodiyah, Ikwana, & Mahaphaksi, 2025](#)). Post-installation evaluation comprised a structural inspection and a structured community feedback session to capture residents' and officials' initial perceptions of the completed sign.

Table 1. Six-Stage Program Implementation Plan for the Gebang Village Welcome Sign

No.	Stage	Activity Description	Key Output	Timeline
1	Planning & Site Assessment	Field observation, FGD with village officials, design concept development	Agreed design parameters, colour palette, inscription content	Week 1, Day 1–2
2	Material Procurement	Local sourcing of timber, paint, tools, concrete mix, hardware	Full material inventory procured and quality-checked	Week 1, Day 3
3	Sign Fabrication	Panel cutting, frame assembly, joint reinforcement, surface sanding	Structurally complete unpainted sign panel and posts	Week 1, Day 4–5
4	Painting & Finishing	Primer, base coat, inscription and motif detail coat, edge coverage	Finished, visually coherent sign ready for installation	Week 2, Day 1–2
5	Installation	Post hole excavation, concrete foundation, panel mounting, alignment check	Sign installed, plumb, and structurally stable at village entrance	Week 2, Day 3
6	Post-Installation Evaluation	Structural inspection, community feedback session	Evaluation report; positive community and official response confirmed	Week 2, Day 4

Table 1 shows all six stages of the program implementation process, from initial planning through post-installation evaluation. The sequential structure of these stages reflects the action-research cycle in which each phase informs and enables the next: the planning stage's design outputs determine material requirements; fabrication quality determines installation feasibility; and the evaluation stage's findings generate lessons applicable to future program iterations. This structured approach is consistent with best practices in participatory community development documented across KKN program literature ([Hasanah, Prasetya, & Wulandari, 2023](#); [Nugraeni, Wijayanti, & Pradipta, 2022](#)). The interdependence of stages also underscores the importance of the FGD-based planning process as the foundation from which all subsequent technical outputs derive their contextual appropriateness.

4. Results and Discussion

4.1 Planning and Site Assessment

Field observation conducted at the commencement of the program confirmed that the main entrance to Gebang Village lacked any visible identity marker. The FGD sessions with village officials established a shared consensus on the design intent: the sign should visually communicate the village name clearly at road speed, incorporate colour elements evocative of the coastal and mangrove environment, and be fabricated from durable materials capable of withstanding the tropical maritime climate conditions prevailing at the site ([Atamaz, 2025](#); [Achmad, Priyadarshini, Safeyah, & Sejati, 2026](#)). The planning stage produced a design concept incorporating brown-based primer tones as a natural wood aesthetic, with decorated lettering styled to evoke coastal character, consistent with EGD principles of contextual identity expression ([Hu, 2023](#) ; [Wu, Zhang, & Li, 2022](#); [Pérez-delHoyo, García-Mayor, & Torres, 2021](#); [Huang, Lin, Barrett, Springer, Wang, Pomplun, & Yu, 2017](#)).



Figure 1. Design Sketch of the Gebang Village Welcome Sign (Planning Stage)

Figure 1 shows the initial design sketch developed during the planning and FGD stage of the program. The sketch illustrates the proposed layout of the sign panel, including the inscription hierarchy (village name, sub-district, regency), the colour zone allocation, and the placement of coastal motif elements. This planning document served as the shared reference for all subsequent fabrication and painting activities, ensuring that the final installed sign remained faithful to the community-endorsed design concept developed collaboratively with village officials and community representatives ([Stefvany, Wiraseptya, & Suryadi, 2025](#); [Taccharungroj, Muthuta, & Boonchaiyapruerk, 2025](#)).

4.2 Material Procurement and Sign Fabrication

Material procurement was completed at a local building supply outlet within Pesawaran Regency, securing wooden board panels for the sign face, treated timber for support posts, primer paint (brown base), decorative paint in multiple colours for inscription and motif detailing, medium and fine-grade sandpaper, brushes, wood screws, and rapid-setting concrete mix for post foundation pouring. The selection of wood over metal or composite alternatives was deliberate: wood is visually consistent with the natural aesthetics expected in an ecotourism destination and more easily worked with hand tools by a student team ([Stefvany et al., 2025](#); [Zhang et al., 2024](#)). The fabrication stage was executed through collaborative team effort over an intensive two-day work period, beginning with dimensional cutting of board panels, followed by frame assembly, structural reinforcement, and surface sanding to create optimal paint adhesion. The gotong royong work culture that characterized the fabrication stage generated a sense of collective authorship among participants, an outcome consistent with participatory design literature emphasizing the relationship between process involvement and community ownership of resulting physical artefacts ([Ananda et al., 2025](#); [Ramadan et al., 2023](#); [Priambodo et al., 2022](#)).



Figure 2. Sign Fabrication Process Showing Team Collaboration (Gotong Royong)

Figure 2 shows the sign fabrication process in progress, capturing the collaborative engagement of KKN team members during the panel cutting, assembly, and surface preparation stages. The image illustrates the practical operationalization of the gotong royong principle in a student-community service context: multiple team members working simultaneously on distinct tasks (cutting, sanding, assembling) within a shared work space, demonstrating the efficient division of labour that enabled

the two-day fabrication timeline to be met ([Laia, 2022](#); [Mufaizah et al., 2025](#)). The visible quality of the work-in-progress panel, with consistent joint alignment and prepared surface, confirms that the fabrication process met the structural and aesthetic standards required for a publicly visible community asset.

4.3 Discussion

The successful installation of the Gebang Village welcome sign demonstrates the practical feasibility and developmental value of student-led participatory territorial identity interventions within the KKN framework. Table 2 synthesizes the multi-dimensional impacts observed across the spatial identity, social cohesion, informal tourism promotion, place branding, and knowledge transfer dimensions of the program, providing a structured assessment of outcomes against supporting literature.

Table 2. Multi-Dimensional Impact Assessment of the Gebang Village Sign Installation Program

Impact Dimension	Observed Outcome	Supporting Literature
Spatial Identity & Territorial Demarcation	Clear visible boundary marker at village entrance; eliminates wayfinding ambiguity for visitors	Atamaz (2025) ; Stefvany et al. (2025) ; Nurhayati et al. (2024)
Community Pride & Social Cohesion	Positive verbal responses from residents and village officials; collective ownership through gotong royong fabrication	Ananda et al. (2025) ; Ramadan et al. (2023) ; Priambodo et al. (2022)
Informal Tourism Promotion	Sign functions as visible destination marker communicating tourism potential of Gebang mangrove ecotourism to passing visitors	Achmad et al. (2026) ; Suyatna et al. (2024) ; Ritonga et al. (2024)
Place Branding & Destination Image	Coherent visual language (colour, typography, coastal motif) projects a consistent destination brand for Gebang Village	Zihana & Chaysalina (2023) ; Kurniawan & Cahyono (2020) ; Taecharungroj et al. (2025)
Knowledge Transfer & Student Community Service	KKN students applied design, communication, and construction skills; modelled participatory service for future cohorts	Laia (2022) ; Mufaizah et al. (2025) ; Hasanah et al. (2023)

Table 2 shows the five impact dimensions of the Gebang Village sign installation program, along with the observed outcome for each dimension and the supporting scholarly literature. The table demonstrates that the program's benefits extend well beyond the primary wayfinding function to encompass community pride and social cohesion, informal tourism promotion, place branding, and knowledge transfer outcomes. This multi-dimensional impact profile is consistent with the broader literature on participatory community development interventions, which consistently finds that physical infrastructure outputs generated through community co-production yield social and psychological benefits that exceed the direct functional utility of the artefact itself ([Ananda et al., 2025](#); [Priambodo et al., 2022](#); [Bonaiuto et al., 2021](#)).

The spatial identity impact of the sign installation addresses the most fundamental functional deficit identified during the initial site assessment: the complete absence of any visible territorial marker at the village boundary. In EGD terms, the welcome sign now performs the identification function that [Atamaz \(2025\)](#) identifies as foundational to experiential destination design, communicating the named place to the visitor at the moment of territorial transition and providing an orientation anchor for subsequent navigation within the village. The legibility of the sign from the approach road, confirmed by post-installation evaluation, ensures that this identification function is effectively discharged for visitors travelling by motor vehicle as well as on foot ([Stefvany et al., 2025](#); [Utoyo & Thin, 2023](#)).

The community pride and social cohesion dimension of impact is inseparable from the participatory fabrication process. The gotong royong approach engaged all KKN team members and incorporated the active contribution of village community members during installation. This co-production dynamic transformed the sign from an externally delivered object into a collaboratively authored community asset, with significant implications for long-term maintenance motivation and pride of place. Community service literature consistently demonstrates that the durability of physical program outputs is positively correlated with the degree of community participation in their creation ([Ananda et al., 2025](#); [Ramadan et al., 2023](#); [Priambodo et al., 2022](#)).

The informal tourism promotion function of the welcome sign operates through the mechanism of destination visibility. Gebang Village ecotourism assets comprising the Petengoran Mangrove Forest, Pulau Tegal Mas, Pasir Timbul, and Pantai Dewi Mandapa remain relatively unknown to casual travellers transiting the Teluk Pandan coastal road. The installation of a visible, designed identity sign at the village entrance introduces these travellers to the existence of a named destination, creating the first prerequisite for spontaneous visitation: awareness ([Achmad et al., 2026](#); [Suyatna et al., 2024](#); [Ritonga et al., 2024](#)). While the sign alone cannot substitute for comprehensive destination marketing, it functions as a physical anchor for the destination's emerging brand presence in the regional tourism landscape.

From a place branding perspective, the visual design choices embedded in the Gebang Village sign constitute strategic brand communication decisions. [Zihana and Chaysalina \(2023\)](#) argue that coherent visual identity systems in rural communities function as brand capital that accumulates over time as the visual vocabulary becomes associated with positive destination experiences in visitors' memories. The Gebang welcome sign, by establishing a visual reference point at the village threshold, initiates the construction of this brand capital in a form that is persistent, publicly visible, and available around the clock ([Taecharungroj et al., 2025](#); [Liu et al., 2023](#); [Jiang et al., 2022](#)).

The knowledge transfer dimension warrants attention in the context of the KKN institutional framework. Students from Universitas Lampung and Universitas Sultan Ageng Tirtayasa applied competencies in visual design, community communication, structural construction, and project management within a real-world developmental context, producing outcomes that neither party could have achieved independently ([Laja, 2022](#); [Mufaizah et al., 2025](#); [Hasanah et al., 2023](#)). Several contextual factors merit discussion as moderators of the program's outcomes. The coastal location of the village introduces a material durability challenge: the combination of salt-laden wind, high humidity, and periodic tidal flooding accelerates paint degradation, wood weathering, and metal fastener corrosion in outdoor structures. Future programs should incorporate a structured maintenance protocol and training of designated village custodians to ensure the sign's longevity ([Achmad et al., 2026](#); [Stefvany et al., 2025](#); [Nugraeni et al., 2022](#)). Furthermore, the absence of systematic pre-installation baseline data limits the study's capacity to quantify the sign's impact with precision. Future iterations should incorporate pre-post assessment instruments, including visitor intercept surveys and structured community perception questionnaires ([Fatmayanti et al., 2025](#); [Ananda et al., 2025](#)).



Figure 4. Community Engagement During Installation Activity

Figure 4 shows community members and KKN students working together during the installation phase of the program, visually documenting the gotong royong spirit that characterized the entire program cycle. The image captures the physical co-production of the sign infrastructure: community members actively assisting with post stabilisation, material handling, and workspace organisation alongside KKN students. This participatory engagement is the defining characteristic that distinguishes the Gebang Village program from externally contracted sign installations, and is the primary mechanism through which the program generates community ownership, pride, and long-term maintenance motivation as outcomes alongside the physical sign itself ([Ramadan et al., 2023](#); [Priambodo et al., 2022](#); [Bonaiuto et al., 2021](#)).

4.4 Painting, Installation, and Evaluation

The painting process was structured across three sequential coats: an initial primer coat to seal the wood grain and prevent moisture penetration, a main base colour coat establishing the sign's primary visual tone, and a detail coat for inscription lettering and decorative motif elements. Each coat was allowed to cure fully before the next application, producing a visually clean, well-adhered finish ([Rachmela et al., 2025](#); [Fatmayanti et al., 2025](#)). Installation was carried out at the identified site at the main entrance of Gebang Village. The team excavated post holes to a depth of 60 cm to ensure structural stability in the sandy coastal soil substrate. Rapid-setting concrete was poured around the base of each support post and allowed to cure for 12 hours prior to load application. The sign panel was mounted on the posts using heavy-gauge screws with galvanized washers to resist corrosion in the salt-air environment. The post-installation evaluation confirmed that the sign remained plumb and structurally stable, with no evidence of settling or post wobble.



Figure 3. Completed Sign Installation at Gebang Village Entrance

Figure 3 shows the completed sign panel at its installed position at the primary entrance of Gebang Village, photographed immediately following installation. The image documents the successful realisation of the planning-stage design concept in physical form: the sign's spatial prominence at the roadside, the legibility of the inscription from the approach angle, and the visual coherence of the colour palette and motif elements as a territorial identity marker. The structural integrity of the installation, including the post alignment and panel mounting, confirms that the technical standards established during the planning and fabrication stages were met in the final installation ([Utoyo & Thin, 2023](#); [Kowalik & Graja-Zwolinska, 2023](#)). The evaluation further incorporated structured verbal feedback from the village head, village secretary, and a sample of adult residents, all of whom expressed satisfaction with the sign's visibility and its reflection of the village's identity.

5. Conclusions

Taken together, the evidence presented across the results and discussion confirms that the installation of the Gebang Village welcome sign constitutes a meaningful and multi-dimensional contribution to community development that extends well beyond its immediate function as a territorial marker. The convergence of environmental graphic design theory, participatory community service principles, and rural ecotourism branding strategy in a single physical intervention illustrates the potential of the KKN model to serve as an integrating platform for applying diverse academic knowledge domains to complex, real-world community challenges ([Atamaz, 2025](#); [Stefvany et al., 2025](#); [Laia, 2022](#); [Taecharungroj et al., 2025](#)). When the conditions of committed KKN cohort, active village governance engagement, and context-responsive design are met as they demonstrably were in Gebang Village the participatory sign installation model represents one of the most cost-effective and institutionally scalable mechanisms available for rural territorial identity enhancement within the Indonesian higher education community service framework.

5.1 Conclusion

This study has documented and evaluated the fabrication and installation of a village identity welcome sign at the primary entrance of Gebang Village, implemented by KKN students from Universitas Lampung and Universitas Sultan Ageng Tirtayasa as a community service initiative in February 2026. The six-stage program was executed successfully within a two-day operational timeline with full support from village officials and community members. The installed sign fulfils its primary function as a visible, legible, and aesthetically coherent territorial identity marker, addressing the longstanding absence of a representative place-marker. Beyond its wayfinding function, the sign operates as an informal tourism promotion medium, a community pride artefact, and a foundation element of Gebang Village emerging destination brand identity. The program demonstrates that participatory student-led community service programs within the KKN framework can produce durable, context-sensitive physical infrastructure outputs that simultaneously advance territorial identity, social cohesion, and rural tourism development objectives ([Jiang et al., 2022](#); [Kowalik & Graja-Zwolinska, 2023](#); [Ritonga et al., 2024](#)).

5.2 Research Limitations

This study is subject to several limitations that should be acknowledged for purposes of scholarly transparency and future program design. First, the study is confined to a single program site and a single implementation cycle, limiting the generalizability of findings to other village contexts. Second, the absence of systematic pre-installation baseline data on community identity perceptions, visitor flows, or destination awareness levels precludes a before-and-after quantitative assessment of the sign's impact. Third, the evaluation instruments employed are subject to social desirability effects that may inflate reported community satisfaction. Fourth, the long-term durability of the installed sign in the corrosive coastal environment has not been assessed. Fifth, the study does not address the economic impact dimension of territorial signage, specifically the relationship between improved destination visibility and changes in visitor numbers or tourism revenue at the household level ([Nurhayati et al., 2024](#); [Liu et al., 2023](#)).

5.3 Directions and Future Study

Several directions for future research and program development emerge from the findings and limitations identified above. Future studies should incorporate pre-post measurement designs using validated community identity perception instruments and visitor intercept surveys to enable rigorous quantitative assessment of the sign installation's impact. Longitudinal monitoring studies tracking the sign's structural and visual condition at six-month, one-year, and two-year intervals would generate valuable evidence on maintenance requirements and durability performance in coastal environments. Comparative multi-site studies examining sign installation programs across villages with varying tourism development stages and governance capacities would allow identification of contextual moderators that determine program effectiveness. Future programs should also investigate the integration of digital augmentation technologies, including QR codes linking to village tourism information portals, to enhance the informational and experiential

functions of gateway signs ([Suyatna et al., 2024](#); [Kurniawan & Cahyono, 2020](#); [Zhang et al., 2024](#)). Finally, research should explore the scalability of the KKN participatory sign installation model to other forms of territorial identity infrastructure as a comprehensive EGD strategy for rural tourism villages in Lampung Province ([Nugraeni et al., 2022](#); [Hasanah et al., 2023](#)).

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