Abstract
Zoos nowadays have served as a means of introducing the previously unrevealed beauty of the nature of wildlife to the entire world as well as bringing to light the sheer importance of wildlife conservation to the valued visitors. Though they were set up for the purpose of entertainment solely in the first place, zoos have evolved considerably in that they have become crucial to the conservation of animals worldwide. However, the interest of Jakarta citizens in relation to the educational recreational resorts, particularly regarding the insignificant attention paid to the importance of wildlife reservation, demands a new signage system that is capable of drawing the attention of the society as well as affecting their thinking processes.

Objective
To increase visitor’s attention towards TMR, inducing satisfaction and attraction to the target audience.

Method
The research methods used to gather data in this study are literary obtained from books or the Internet, as well as conducting interviews and surveys.

Result
This study implements visual way-finding and signage design, adapted to the suit technologies to date.

Conclusion
Integrated signage system playing important role in enhance the identity and increase community interest. In connection with Ragunan, integrated signage system will improving in some way.

Key words
Recreation, zoo, animal, education, fun, colorful